



A STUDY ON MARKETING PRACTICES AND OPPORTUNITIES OF MUSHROOM CULTIVATION WITH SPECIAL REFERENCE TO NILGIRIS DISTRICT

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ABSTRACT

Mushroom cultivation has enormous potential to improve food security and income generation. Mushrooms are fungi which are cherished for their flavor as well for their nutritional value. Mushroom production can generate equitable economic growth that has already had impact at national and regional levels. In Nilgiris all mushroom growers were selling the products in packaged form but without any brand name. There are varieties of mushrooms available one of those are Button mushroom. The tools like Percentage Analysis and Rank Analysis were used for the study. The major purpose of the study is to analyze the opportunities that are available for mushroom growers in market and also certain schemes that are available which creates infrastructure facilities for production.

KEYWORDS: *Mushroom, Nutritional value, Growth, opportunities.*

1. INTRODUCTION

Mushrooms are a valuable part of human diet. The market for mushrooms has been expanding in recent years. The productivity of mushrooms is higher than any other crop. Mushroom cultivation is highly labor intensive which can gainful employment to unemployed youths in rural and semi urban areas. Mushroom cultivation can help reduce vulnerability in poverty and strengthens livelihood through the generation of a fast yielding and nutritious source of food and a reliable source of income. Roughly about 300 mushrooms are edible, but only 30 have been domesticated and 10 are grown commercially globally. Consumption of mushrooms can relieve the suffering from malnutrition to some extent, because they produce in large quantities within a short period of time and provide more protein per unit area than any other crops.

2. STATEMENT OF THE PROBLEM

Mushroom cultivation is considered as substitution for valuable fruits and vegetables that has all nutritional values and can be farmed in very economic conditions of low land usage, lower labour capacity, with low farming activities and less capital investment. Mushroom cultivation is carried as a small-scale

cultivation activity across various hilly regions in India. The health crop production provided wider opportunities for these small producers to reap higher profit margins. Moreover, increasing awareness about the health benefits of mushrooms is also considered as an influencing factor that increases demand for mushrooms in India.

Their marketing channels are very much restricted and the prices of the product are controlled by the marketing demands and the cost of agricultural inputs. From the above discussion it has been clearly inferred that the marketing practices of mushrooms are not well developed and marketers face a lot of hindrances in marketing their product as the farmers are highly unorganized and disunited. The prevailing status of this market has motivated the researcher for the conduct of this study.

3. OBJECTIVES OF THE STUDY

Following objectives are framed for the effective conduct of the study:

1. To Study the basic demographic and economic profile of mushroom cultivators from the Nilgiris district.



2. To analyze the farmers' level of awareness towards mushroom cultivation and their farming practices.
3. To evaluate the marketing Practices and opportunities available for mushroom cultivators in the Nilgiris district.
4. To Find out the nature of problems faced by the mushroom cultivators and to offer suggestions to overcome those issues.

4. RESEARCH METHODOLOGY

Sampling Technique	Convenient Sampling Method
Area of the Study	Nilgiris District
Sampling Size	82 Respondents

5. STATISTICAL TOOLS

The following statistical tools were applied to analyze the statistical data

- Simple Percentage Analysis
- Rank Analysis

6. REVIEW OF LITERATURE

Janathul Ferdousi and Mohammad Zakaria (2020), the study says that the main of the review paper is to compile information on mushroom cultivation in Bangladesh and it says that mushroom production is easy work because it requires little technical efficiency and high profitable Agri business, there is enormous opportunities throughout the country and it provides development of this sector would also improve diversified business and employment opportunities.

Karthick K and Dr. Hamsalakshmi (2016), the study says that the market for mushroom continues to grow due to interest in their culinary, nutritional and health benefits. The present study was taken under with the

objectives of analysing the marketing problems of the mushroom cultivators, the role of the intermediaries in the marketing of mushroom, analysing the storage problem and to find the motivational factors of the mushroom cultivators. A sample of 30 mushroom growers were randomly selected from the list of mushroom growers obtained from the directorate of horticulture.

Sabyasachi Bose (2016), the study says that the horticulture sector contributes around 28% of GDP from about 13.08% of the area and the 37% of the total exports of agricultural commodities, the study as focused on analysing the mushroom producers' market and consumer awareness. Both primary and secondary data is used and the self-administered questionnaires are used to collect required primary data from the respondents' swot analysis is used at the end to generate information and hypothesis testing is used for mathematical reasoning.

7. TABLE

PERCENTAGE ANALYSIS

TYPES OF MUSHROOMS CULTIVATED

S.No	Type Of Mushroom	No Of Respondents	Percentage
1	Button mushroom	59	72%
2	Oyster mushroom	23	28%
	TOTAL	82	100

(Source: Primary Data)

INTERPRETATION

The above table shows that 72% of the respondents are cultivating Button mushroom, and 28% of the respondents are cultivating Oyster mushrooms.

INFERENCE

Majority 72% of the respondents are cultivating Button mushrooms.



RANK ANALYSIS

THE OPPURTUNITIES AVAILABLE FOR MUSHROOM GROWERS

S.No	Factors	Rank I	Rank Ii	Rank Iii	Rank Iv	Rank V	Total Score	Rank
1	Very potential	28(5)	11(4)	17(3)	14(2)	12(1)	275	I
2	Potential	7(5)	32(4)	19(3)	18(2)	6(1)	262	II
3	Moderately potential	9(5)	16(4)	39(3)	16(2)	2(1)	260	III
4	Less potential	8(5)	17(4)	22(3)	30(2)	5(1)	239	V
5	Very less potential	24(5)	6(4)	22(3)	7(2)	23(1)	247	IV

(Source: Primary Data)

INTERPRETATION

The above table shows that out of 82 respondent, very potential are in the rank 1, potential are in the rank 2, moderately potential are in the rank 3, very less potential are in the rank 4, and less potential are in the rank 5.

INFERENCE

It concluded that very potential is in the rank 1 of the opportunities available for mushroom growers.

8. SUGGESTIONS

- The mushroom cultivators need to give more awareness and advertisement on social media.
- Government should influence and provide more opportunities and schemes for mushroom cultivation.
- Some of the respondents felt mushroom cultivation is profitable, so the government can provide more transport facilities.
- Mushroom growers should give more emphasis on new technologies as they have much concern towards cultivation.
- Majority of the respondents felt mushroom cultivation is very potential, so by cultivating more mushrooms it can become a good source of income and provides livelihood to many poor families as it requires low capital investment.

9. CONCLUSION

The study is an attempt to focus on the opportunities available for the mushroom cultivators in Nilgiris district. The main aim of the project is to understand the various opportunities that are available in cultivating mushrooms. Most of the respondents say that cultivating mushroom is more profitable and it has very high potential with the mushroom growers in cultivating mushrooms as it requires low capital investment. In the present study, it is found that

marketing of fresh mushrooms is highly preferable than the dried and preserved mushrooms. The study conclude that giving more awareness of cultivating mushrooms can help the growers to produce more mushrooms and improves the mushroom cultivation in a more profitable way.

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