

Constraints in Adoption of Mushroom Production Enterprise

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ABSTRACT

This study was an attempt to get the response regarding constraints faced by the respondents in adoption of mushroom production enterprise in Haidargarh block of Barabanki district. The sample for the study comprised of 50 randomly selected respondents trained by KVK in mushroom cultivation. The structured schedule was developed for data collection. Study revealed that 'lack of proper marketing channel' was the most important constraint responsible for low rate of adoption. 'Distantly located markets' and 'lack of government support' were the other major obstacles in this process. 'Non availability of quality spawns' & 'risk involve due to perishable nature' were also observed as constraints by the mushroom growers.

Key words: Adoption, mushroom production, constraints.

INTRODUCTION

The present study was conducted to understand the constraints faced by KVK trainees that pose hindrances in adoption of the mushroom entrepreneurial ventures. Besides agriculture, the agro and non-agro enterprises, if established on farms and homes of rural families, can better the socio-economic profile of the plebs and weaker section of rural society. Being inspired with this basic idea, the government and non-governmental organizations are actively involved nowadays, to establish the enterprising network in rural sector, so as to enable the rural families economically and socially more sound.

METHODOLOGY

The study was conducted in Haidargarh block of Barabanki district of Uttar Pradesh selected purposively due to the presence of Krishi Vigyan Kendra. Fifty trained respondents were selected randomly who were trained by KVK in mushroom cultivation. The structured schedule was developed. To study the extent of adoption level over the period of four years after training, the date was categorized in four categories, viz. (1) I year, (2) II year, (3) III year and (4) IV year. To analyze the constraints related to mushroom entrepreneurs, a list of all possible problems under socio-psychological, economical, technological and marketing areas was prepared after consulting the scientists, extension workers, research workers and farmers. The seriousness of every constraint was measured on 5 points by using the words viz., very much, much, don't know, not so much and not at all, which

were allotted with scores 4, 3, 2, 1 and 0, respectively. A sum of scores was calculated for each constraint and rank orders were placed, accordingly.

RESULTS AND DISCUSSION

1. Adoption:

Table 1 reveals that before training there was no adoption of mushroom production among the respondents. After training, the respondents started adoption of mushroom production. Table shows that 86 per cent of respondents adopted the mushroom production enterprise in the first year, while 14 per cent of respondents did not adopt it in same year. In the second year, it was observed that only 34 per cent of respondents continued with the mushroom enterprise. Proportion of mushroom growers decreased to 16 per cent at the end of third year and by the end of fourth year after training, respondents left the mushroom enterprises, completely. This rejection of mushroom enterprise by the trainees occurred due to various constraints.

Table 1: Distribution of trained respondents on the basis of year wise adoption of mushroom production.

n = 50

Years	Adopted		Not adopted	
	No.	%	No.	%
I year	43	86.00	7	14.00
II year	17	34.00	33	66.00
III year	8	16.00	42	84.00
IV year	nil	0.00	50	100

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2. **Constraints:** Constraints in adoption of mushroom enterprise are classified as below:-

Socio-psychological constraints:

Table 2: Degree of seriousness of socio-psychological constraints.

Socio-psychological constraints	Trained n=50	
	Mean score value (MSV)	Rank order
Lack of persuasion and motivation	0.54	I
Lack of support from other family members	0.38	IV
Lack of interest in mushroom production.	0.42	II
Lack of place for mushroom production.	0.41	III
The mushroom has not been considered as vegetable, to consume by the rural people.	0.37	V

The data presented in Table 2 showed the list of various socio-psychological constraints faced by the trained respondents. It was observed that the 'lack of persuasion and motivation' was the major constraint with the mean score value (MSV) of 0.54.

'Lack of interest in mushroom production' was the another major constraint and was ranked second with the mean score value of 0.42. Among the other constraints, 'Lack of place for mushroom production' (MSV 0.41), 'Lack of support from other family members' (MSV 0.38) and 'The mushroom has not been considered as vegetable, to consume by the rural people' (MSV 0.37) were ranked third, fourth and fifth, respectively. Most of the farmers think of mushroom production enterprise as the side business and benefits of mushroom production are not more cost effective, therefore, most of the respondents were not getting the effective motivation for continuing the venture.

a. Economical constraints:

Table 3: Degree of seriousness of economic constraints

Economical constraints	Trained n=50	
	Mean score value (MSV)	Rank order
Lack of money	0.29	IV
Non availability of Government subsidy.	0.53	III
Lack of government scheme for mushroom production.	0.67	II
Low risk bearing capacity.	0.26	V
Lack of support for mushroom enterprises from government side.	0.77	I

Table 3 indicated the economic constraints faced by the trained respondents arranged in descending rank order. The majority of trained respondents reported the 'Lack of support for mushroom enterprises from

government side' as the most serious constraint with MSV of 0.77. 'Lack of government scheme for mushroom production' ranked second (MSV 0.67), followed by 'Non availability of Government subsidy' ranked third (MSV 0.53), 'Lack of money' ranked fourth (MSV 0.29), and 'Low risk bearing capacity' ranked fifth (MSV 0.26). Since, there are no proper government schemes in mushroom production enterprise; entrepreneurs need financial support from government in terms of subsidy, input supply, credit facility, *etc.* Mushroom cultivation demands heavy investment in the initial stages. The small & marginal seasonal mushroom growers want to expand their temporary mushroom farms and those farmers who want to start afresh are usually unable to invest the required amount of money from their own pocket. Therefore, they approach the financial organisation to obtain loan for this purpose. But the formalities of financial organisation are so complex that the seasonal mushroom growers & farmers cannot get the finance easily (Kavitha, 2006), so majority of trained respondents reported 'Lack of support for mushroom enterprises from government side' as major constraint.

Technological constraints:

Table 4: Degree of seriousness of technological constraints

Technological constraints	Trained n=50	
	Mean score value (MSV)	Rank order
Lack of technical knowledge about mushroom production.	0.40	IV
Benefits are not cost effective.	0.72	II
Risk involvement due to perishable nature.	0.34	V
Untimely availability of spawn.	0.71	III
Non availability of quality spawns.	0.73	I

Table 4 indicated the technological constraints faced by the trained respondents arranged in descending rank order. The majority of trained respondents reported the constraints *viz.*, 'Non availability of quality spawns' (MSV 0.73) followed by 'Benefits are not cost effective' (MSV 0.72), 'Untimely availability of spawn' (MSV 0.71), 'Lack of technical knowledge about mushroom production' (MSV 0.40), and 'Risk involvement due to perishable nature' (MSV 0.34). Since, spawn is produced from fruiting culture / stocks of selected strains of mushrooms under sterile conditions, stock culture may be produced in the lab or may be obtained from other reputed sources. Fruiting culture is mainly imported from various places including foreign sources which give higher yield than Indian strains and the spawn is produced in the lab (Anonymous 2014). Availability of spawn is not possible at nearby market, for purchasing spawn trainees have to go to the mushroom labs which are far from their places.

Mushroom labs are mostly placed in the agricultural universities or some other private labs, so majority of trained respondents reported 'Non availability of quality spawns' as major constraints

Marketing constraints:

Table 5 depicts the marketing constraints faced by the trained respondents arranged in descending rank order. 'Lack of proper marketing channels' was ranked first (MSV 0.98) followed by 'Proper markets being distantly located' ranked second (MSV 0.88), 'No marketing of mushroom in local markets' ranked third (MSV 0.69), and 'Lack of remunerative mushroom prices' ranked fourth (MSV 0.49). Since, in India there are no proper market places in rural areas if markets are available in their places then it will be for short duration like weekly or quarterly market. Markets are properly available only in urban areas which are far from their places, so 'Lack of proper marketing channels' and 'Proper markets being distantly located' were reported major constraints by the respondents.

Table 5: Degree of seriousness of marketing constraints.

Marketing constraints	Trained n=50	
	Mean score value (MSV)	Rank order
Lack of remunerative mushroom prices.	0.49	IV
Lack of proper marketing channels.	0.98	I
Proper markets being distantly located.	0.88	II
No marketing of mushroom in local markets.	0.69	III

Among all areas of constraints the most serious constraints area was marketing, and in marketing 'Lack of proper marketing channels' and 'Proper markets being distantly located', were found major constraints for non adoption of mushroom production enterprise. This finding of constraints is in confirmation with the works of Patnaik and Mishra (2008) and Nasib *et al.* (2008).

CONCLUSION

After training, majority of the trained respondents (86%) adopted the mushroom enterprise in first year. After that, the adoption was observed decreasing till third year. After third year, there was no adoption due to some major constraints. 'Lack of proper marketing channel', 'Proper markets being distantly located' and 'lack of were support for mushroom enterprise from government side' found most crucial among all constraints which were responsible for low and non adoption of mushroom production enterprise. Based on inferences and experiences, it may be suggested that the government must provide marketing facilities at village level for selling mushroom. Availability of good quality of spawns

and proper storage facility must be ensured to encourage the mushroom production enterprises in rural area.

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