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A STUDY ON MARKETING OF MUSHROOM IN HARDOI DISTRICT OF UTTAR PRADESH

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Abstract:

India's biodiversity coupled with its vast resources including competitive workforce, highly intelligent scientific and rich business community make our country the best choice for growing vegetable crops like mushroom for world market. The field of mushroom crops is assuming importance because of growing demand for mushroom throughout the world. India is not a major producer of any particular variety of the mushroom, but it does cultivate mushrooms and has great potential as an important producer in the future. From a production standpoint, the white button mushroom has the highest growth rate and potential for production. However, the cultivation of oyster mushrooms has been more common since the end of the last century, when the infrastructure of oyster mushroom was much improved, therefore capital requirements went down as compared to requirements for white button mushroom cultivation.

Introduction

Mushroom production can be a lucrative cottage industry for low income rural households in developing countries. The activity is labor intensive and can provide full or part time employment. A small mushroom production business can be established with low capital investment and with minimal requirements for space and equipment. As with any business, availability of inputs (for mushrooms, agricultural wastes or byproducts such as straw and manure) and access to markets are essential. In addition, training and a source of spawn are necessary. The economic importance of mushroom lies primarily in their use as food for human consumption. The exotic flavor, taste and

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fleshiness of mushroom have made it an important delicacy in human diet. Mushroom is considered to be a complete, healthy food and suitable for all age groups. Though, the nutritional value is determined by the type, stage of development and other environmental conditions, mushrooms are rich in proteins, dietary fiber, vitamins and minerals. They have insignificant lipid level and high proportion of polyunsaturated fatty acids resulting in low calorific value. The protein content, though varies greatly in different mushrooms, is usually high. Mushrooms are an excellent source of vitamins especially C and B (Folic acid, Riboflavin, Niacin and Thiamine) and minerals like potassium, sodium and phosphorus. It also contains other essential minerals like Calcium, Zinc and Magnesium in traces. Mushrooms are also known to have medicinal values as these have been shown to promote immune function, boost health, lower risk of cancer inhibiting tumors growth and support body's detoxification mechanism. Mushroom, thus has great potential for production as quality food. Mushrooms are the fruiting bodies of some members of lower group of plants, called fungi. Due to this reason the mushrooms are also called fleshy fungi. The fungus and hence mushrooms are characterised by the absence of chlorophyll which is responsible for imparting green colour to plants. Due to absence of chlorophyll, mushrooms are not able to synthesise their own food and have to depend upon outside sources for their nutritional requirements. It is because of this that mushrooms grow sparophytically on dead organic matter or parasitically with other living matter. The mushrooms are fruit bodies or reproductive structures emanating from mycelium, which under natural conditions remain buried under the soil.

Objectives of the Study

1. To assess the socio- economic profile of mushroom growers in the study area.

Scope of the Study

The results of the study would provide information for developing a conceptual idea for cultivation of Mushroom and market intermediaries involved from farmers to the ultimate consumers. This study provides useful and meaningful insights to the mushroom growers, exporters and intermediaries in marketing under different channels and knows the economic level of mushroom production, marketing and export.

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Limitations of the Study

1. Due to lack of time, the number of respondents as well as study was restricted only to 5% villages of Sursa Block of Hardoi District.
2. Some farmers family members of the group were hesitated to respond to the questions asked by the researcher.

Statement of the Problem

The ever increasing population, shrinking agricultural land, environmental issues and water budgeting and quality food demands are going to be burning issues. To meet these challenges, diversification in food portfolio in areas like horticulture is of paramount importance in order to impart sustainability to farming system. 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 labor capacity, with low farming activities and less capital investment.

Review of Literature

Elamathi (2013) examined that, in "Agricultural Marketing in India", observed the challenges of the present agricultural marketing system.

Kiranet. al, (2013) examined in their study on "Problems and Prospects of Agricultural Marketing in India: An Overview" revealed that the marketing mechanism was very poor.

Vyas et.al, (2014) examined in "Study of Infrastructural Status in Agricultural Marketing" explains that in order to minimize the economic disparities between the rural and urban area, there is a necessity for creation of adequate infrastructural facilities, like agricultural produce markets, grading , storage, centre for perishable cargos, agricultural credit facilities, transport infrastructure and market information system. Development of proper infrastructure will also reduce rural migration to the urban areas and Indian agriculture will become globally competitive.

Joshi (2014) examined in his investigation meant to dissect agriculturists' fulfillment towards execution of APMC. The examination found that creation, handling and advertising are the three mainstays of the horticultural economy in India. In advertising strategies it is important to toss some light on characteristics of the rural create. Foundation offices, for example, streets, transport, stockpiling and so on are much insufficient in provincial regions

Karthikesanet. al, (2014) examined in their study aimed to analyses agricultural marketing in India. The study found that in order to avoid small scale cultivators from the benefits of agricultural production, they should be coordinated and educated with the market learning like variances, request and supply ideas which are the center of economy.

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Et. al. (2015) in their study on "Agricultural Marketing – An Overview" discussed the functions and importance of agricultural marketing. The functions are to concentrate in collecting the agricultural produce which is for sale, grading the produce based on size, quality, variety and process farm products to consumable products, good warehousing facility in order to avoid contamination, proper packing to avoid deterioration, attract customers and distributing on time to consumers for final consumption.

Rajarajan'set, al. (2016) study aimed to analyses the difficulties and the challenges of agricultural marketing. The study found that marketing is the crux of the whole food and agricultural problem in almost all developing countries.

Yadav (2016) examined in his study aimed to analyses constraints and the prospects of agricultural marketing in India. The study found that marketing of agricultural products involves many activities from the production point till the consumption point.

Research Methodology

Area of Study:

The study area for the selected title was Hardoi which is the city of Uttar Pradesh. There are 3 vegetable mandis and 1 wholesale vegetable market are present in Hardoi. The total geographical area of the district is 5989 sq. km. and the population are 40,92,845 lakhs. The percentage of small and marginal farmers are 88.6% of total population of Hardoi.

Data Collection and Sampling Techniques:

This study is based on primary data which was collected with the help of Questionnaire. Multi stage stratified cum purposive sampling design will be used to select district, block, villages, beneficiaries and non- beneficiaries in the ultimate stage of study. A total number of 100 respondents were taken, out of these 5% borrower respondents were selected from the villages of the Sursa block.

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STUDY ABOUT SOCIO-ECONOMIC PROFILE

To study the socio-economic profile of respondents

Table.1 - Detail description of sample size of households / families in different size of farms group.

Number of Respondents = 100 **M+S+SM+M+L = 33+27+18+13+9 =100**

S.NO	PARTICULARS		SIZE OF FARMS GROUP					
			MARGINAL	SMALL	SEMI MEDIUM	MEDIUM	LARGE	SAMPLE AVERAGE
1	Average size of farm families		1.65 (100.00)	1.35 (100.00)	0.90 (100.00)	0.65 (100.00)	0.45 (100)	5.00 (100.00)
2	A	Male	1.05 (63.63)	0.95 (70.37)	0.80 (88.88)	0.50 (76.92)	0.40 (88.88)	03.70 (74.00)
	B	Female	0.60 (36.36)	0.40 (29.62)	0.10 (11.11)	0.15 (23.07)	0.05 (11.11)	01.30 (26.00)

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3	**Age composition**							
	A	**Up to 31years**	**0.65 (39.39)**	**0.55 (40.74)**	**0.33 (36.66)**	**0.19 (29.23)**	**0.08 (17.77)**	**1.80 (36.00)**
	B	**Between 32 to 61 years**	**0.75 (45.45)**	**0.66 (48.88)**	**0.47 (52.22)**	**0.29 (44.61)**	**0.25 (55.55)**	**2.42 (48.40)**
	C	**62 years and above**	**0.25 (15.15)**	**0.14 (10.37)**	**0.10 (11.11)**	**0.17 (26.15)**	**0.12 (26.66)**	**0.78 (15.60)**

- The composition of an average size of the farm families according to sex and age composition is indicated in table. Average size of the farm families in Marginal, small, semi medium, medium and large size of farms groups were 1.65, 1.35, 0.90, 0.65, and 0.45 respectively. The sample average percentage of male and female for different size of farms groups was (74.00) per cent and (26.00) per cent respectively. It could also be seen from table that age composition of different size of farms groups. Highest sample average percentage of different size of farms belongs to the age composition of up to 31 years (36.00 %) followed by between 32 to 61 years (48.40 %) and 62 years or above (15.60 %) respectively.

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Table.2 - Detail description of Literacy in different Size of Farms Group.

Number of Respondents = 100 **M+S+SM+M+L = 33+27+18+13+9 = 100**

SI. No	Particulars		Size of farms group					
			Marginal	Small	Semi medium	Medium	Large	Sample average
1	Average size of farm families		1.65 (100)	1.35 (100)	0.90 (100)	0.65 (100)	0.45 (100)	5.00 (100)
2	Educational status							
	A	Primary	0.22 (13.33)	0.13 (09.62)	0.06 (06.66)	0.05 (07.69)	0.02 (04.44)	0.48 (09.60)
	B	Middle high school	0.36 (21.81)	0.25 (18.51)	0.17 (18.88)	0.09 (13.84)	0.05 (11.11)	0.92 (18.40)
	C	Intermediate	0.42 (25.45)	0.38 (28.14)	0.24 (26.66)	0.14 (21.53)	0.11 (24.44)	1.29 (25.80)
	D	Graduation and above	0.28 (16.96)	0.42 (31.11)	0.35 (38.88)	0.33 (50.76)	0.26 (57.77)	1.64 (32.80)
3	Total literacy		1.28 (77.57)	1.18 (87.40)	0.82 (91.11)	0.61 (93.84)	0.44 (97.77)	4.33 (86.60)
4	Total illiteracy		0.37 (22.42)	0.17 (12.59)	0.08 (08.88)	0.04 (06.15)	0.01 (02.22)	0.67 (13.40)

- **Table 2** revealed the educational status of different size of farms groups. Literacy percentage was highest in large size farms (97.77) % then medium (93.84) then semi medium (91.11) then small (87.40) and marginal (77.57) per cent respectively. From the table it could be seen

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that illiteracy % highest in marginal farms groups (22.42) per cent and lowest in large size farms (02.22) per cent respectively. Sample average was (13.40) % for different size of farms groups.

Tab Table.3 - Detail description of occupational distribution in different size of farms group.
Number of Respondents = 100 **M+S+SM+M+L = 33+27+18+13+9 = 100**

SI. NO.	PARTICULARS	SIZE OF FARMS GROUP					
		MARGINAL	SMALL	SEMI MIDIUM	MEDIUM	LARGE	TOTAL NUMBER OF SAMPLE
1	Size of farms groups (in number)	33 (100)	27 (100)	18 (100)	13 (100)	9 (100)	100 (100)
A	One occupation (primary occupation)	15 (45.45)	12 (44.44)	09 (50)	06 (46.15)	04 (44.44)	46 (46)
B	Two occupation (secondary occupation)	11 (33.33)	09 (33.33)	06 (33.33)	03 (23.07)	02 (22.22)	31 (31)
C	Three occupation (Tertiary occupation)	07 (21.21)	06 (22.22)	03 (16.66)	04 (30.76)	03 (33.33)	23 (23)

- **Table 3** revealed the occupation status of different size of farms groups. Primary occupation was highest in semi medium size farms 50 per cent followed by medium size farms 46.15 per cent and lowest in case of small and large size farms 44.44 per cent both respectively. This makes the sample average for primary occupation was 46 per cent for different farms size groups. Secondary occupation for marginal, small, semi medium, medium and large size of firms group was 33.33 per cent, 33.33 per cent, 33.33 per cent, 23.07 per cent and 22.22 per cent respectively and the sample average for secondary occupation was 31 per cent among different size of farms group. Tertiary occupation was highest in large size farms 33.33 per cent followed by medium size farms 30.76 per cent and lowest in semi medium size farms 16.66 per cent respectively. This makes the sample average for tertiary occupation was 23 per cent in different size of farms groups.

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- **Conclusion**

Due to lack of marketing system farmers are unable to get remunerative price. Sometimes farmers needed cash after threshold the crop and supposed to be forced sale of their produce and get uneconomic minimum market price. Therefore, for profitable transactions a fair and suitable marketing system of mushroom is needed in the district. Marketing through co-operative and farmer producer organization should be encouraged to increase the producer's share in consumer rupee. Beside this, effort should be also made to boost the export trade of mushroom by improving quality and quantity terms.

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