

Success Story: Mrs. Niharika – From Forest to Prosperity through Mushroom Entrepreneurship under ARYA Project

Mrs. Niharika, a resident of Jamshedpur Block in East Singhbhum district of Jharkhand, has emerged as a successful rural entrepreneur through mushroom cultivation and value addition. Coming from a modest family, she aspired to become financially independent while contributing to the welfare of her family and community. Her journey began when she participated in a mushroom cultivation training programme organized by Krishi Vigyan Kendra (KVK), East Singhbhum. Recognizing her enthusiasm and determination, KVK provided continuous technical guidance, practical demonstrations, and entrepreneurial support to help her establish a sustainable enterprise.



Starting with a small oyster mushroom production unit in 2022, Mrs. Niharika gradually adopted scientific cultivation practices, hygienic production methods, value addition techniques, and modern packaging under the guidance of KVK experts. She diversified her enterprise by producing value-added products such as mushroom pickle, mushroom powder, and dried mushrooms, which significantly increased the market value of her produce. Through regular mentoring, exposure visits, and capacity-building programmes, she also learned branding, marketing, and business management skills.

The success of her enterprise was further strengthened through convergence with Self Help Groups (SHGs), the District Horticulture Office (DHO), and the District Industries Centre (DIC), which facilitated access to government schemes, financial support, and market linkages. Today, Mrs. Niharika's enterprise generates a monthly turnover of approximately **₹1.0–1.5 lakh** and provides employment opportunities to several rural women. Her products are marketed through local markets, exhibitions, retail outlets, and institutional platforms, making her a recognized entrepreneur in the district.

Mrs. Niharika has received appreciation and recognition for her outstanding contribution to mushroom entrepreneurship, including the **Agripreneur Award** at Birsa Agricultural University, Ranchi. More importantly, she has become a source of inspiration for hundreds of rural women by demonstrating that scientific knowledge, determination, and institutional support can transform livelihoods.

Her journey reflects the effective role of **KVK East Singhbhum** in promoting sustainable livelihood opportunities through technology-led extension services. Today, Mrs. Niharika continues to train and motivate rural women to adopt mushroom cultivation as a profitable enterprise, contributing to women empowerment, nutritional security, and rural economic development. Her inspiring journey truly exemplifies the transformation "**From Forest to Prosperity**", proving that entrepreneurship can create lasting social and economic change.