

71. Small Beginnings to A Thriving Enterprise through Value Addition in Mushroom

Profile

Name : Rambha Devi
Age : 37 years
Education : 8th standard
Mobile No : 9234249697
Address : Husaina Ragho, Vaishali, Bihar
Enterprise : Mushroom Production and Value Addition



Background

Mrs. Rambha Devi is a compelling example of how scientific support and value addition can transform a small household activity into a thriving rural enterprise. Initially Rambha Devi was engaged in small scale mushroom cultivation using traditional methods, resulting in low productivity and marginal income. Limited access to modern technologies, quality inputs, credit facilities, and organized markets restricted enterprise growth. Operating individually and facing social constraints, she had minimal exposure to entrepreneurship and value-added activities.

Catalyst of Change

A major turning point came with her inclusion under the ARYA project, implemented through KVK/ICAR support. She received skill-oriented training on improved mushroom production and value addition, along with continuous technical guidance and hand-holding support. With project assistance, she established a mushroom production and value-addition unit equipped with basic machinery. Exposure through Krishi Melas, exhibitions, and fairs further strengthened her confidence and market understanding

Pathway to Progress

Following these interventions, Mrs. Rambha Devi adopted improved mushroom production practices and diversified into a wide range of value-added products such as mushroom pickle, peda,



Highlights

- » Transitioned from traditional, small-scale mushroom cultivation to an organized enterprise
- » Diversified into multiple value-added mushroom products
- » Expanded the enterprise from 10 to 30 functional units
- » Increased net annual income from Rs. 20,000 to Rs. 4.5 lakh

bhujia, kheer, chutney, soap, and shampoo. Gradually, she transitioned from an individual enterprise to a group-based model, enabling collective production and marketing. Her products gained access to markets in Samastipur, Muzaffarpur & Patna district of Bihar as well as and Lucknow, significantly expanding her outreach.

Productivity & Income Enhancement

As a result, her enterprise scaled up substantially. The number of functional units increased from 10 to 30, while production reached about 50 kg of mushrooms and value-added products. Although the

cost of production rose from Rs. 40,000 to Rs. 1,25,000 due to expansion and technology adoption, her economic gains were remarkable. Her gross annual income increased from Rs. 60,000 to Rs. 5,75,000, and net income rose from Rs. 20,000 to Rs. 4,50,000 per year. The enterprise ensured livelihood security and generated self-employment and income opportunities for other group members.

Social/Personal Empowerment, Awards & Recognition

Beyond financial success, the initiative had a strong social impact. Smt. Rambha Devi gained confidence, respect, and a stronger decision-making role within her family and community. She now plays a leadership role in group-based enterprise activities and serves as a mentor and role model for rural women and youth. Her participation in district- and state-level programmes and exhibitions under ICAR/KVK has further strengthened her recognition. She has been felicitated by Hon'ble Minister of State Shri Nityanand Rai and Green TV India for her outstanding contribution in Value Addition of Mushroom.

Influence on other Farmers

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[Source: Kumari Namrata and Anil Kumar (KVK, Vaishali, Bihar)]