

*Regional mushroom mela and kisan goshti:
Enabling farmers to access technology
and advisory services*



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Background

- The idea of organising National Mushroom Mela was conceived with multiple objectives during 1990s
- National mela attained popularity among mushroom entrepreneurs across India



National to Regional Mela: Shift in approach



The map of India is divided into eight zones, each color-coded and corresponding to a row in the table. Zone I (green) covers the northern states. Zone II (grey) covers West Bengal, Bihar, Jharkhand, and Andhra Pradesh. Zone III (orange) covers the northeastern states. Zone IV (yellow) covers Uttar Pradesh and Uttarakhand. Zone V (blue) covers Maharashtra and Andhra Pradesh. Zone VI (cyan) covers Gujarat and Rajasthan. Zone VII (pink) covers Madhya Pradesh, Chhattisgarh, and Orissa. Zone VIII (light green) covers Kerala, Karnataka, Tamil Nadu, Goa, and Pondicherry.

Zone	States	%
I	J&K, HP, Punjab, Haryana, Delhi	91.0
II	WB, Bihar, Jharkhand, A&N	1.0
III	Assam, Meghalaya, Manipur, Mizoram, Tripura, Arunachal Pradesh, Sikkim and Nagaland	1.3
IV	Uttar Pradesh and Uttarakhand	2.9
V	Maharashtra and Andhra Pradesh	1.6
VI	Gujarat, Rajasthan	1.1
VII	MP, Chhattisgarh and Orissa	0.6
VIII	Kerala, Karnataka, TN, Goa, Pondicherry	0.5

National to Regional Mela: Shift in approach

Difference	National Mushroom Mela	Regional Mushroom Mela
Place of Mela	DMR, Solan	Among cluster of mushroom growers
Emphasis	Cultivation technology Advisory	Cultivation technology Advisory Mushroom consumption
Shift	One day mela	Week long survey before mela to assess the local problems
Timing	10 th September each year	Synchronous with peak cropping activity
Resources	DMR, Solan	DMR, Solan with involvement from local growers and line departments

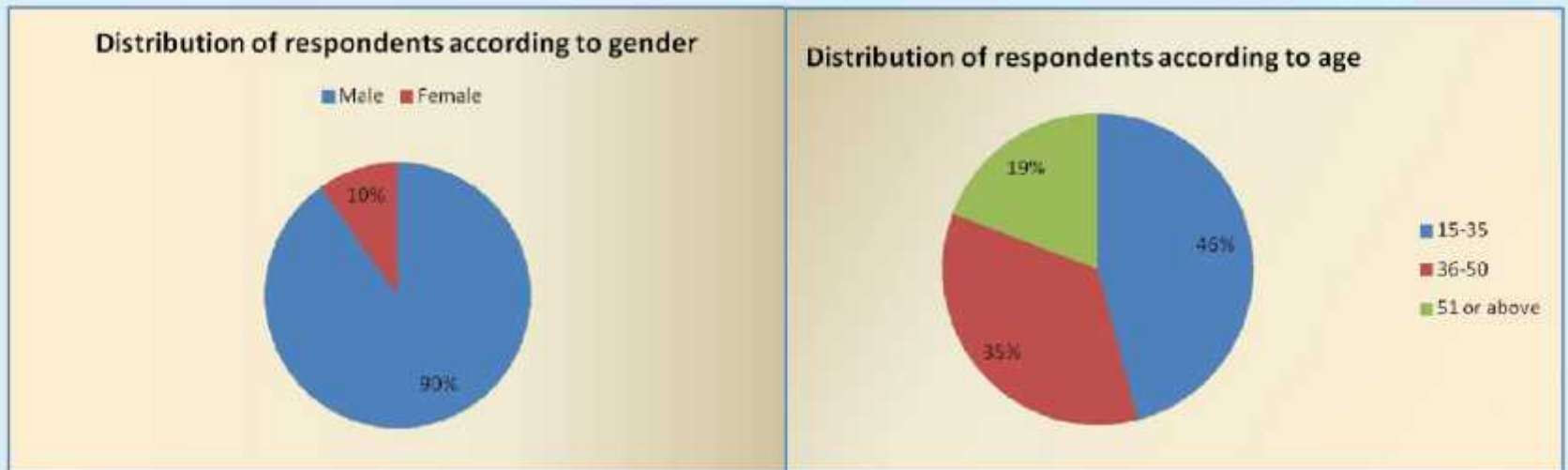
Regional mushroom melas

Sl. No	Month and Year	Details of the event	Host of the event	Place and state
1	January, 2010	Regional mushroom mela and Kisan Goshthi	K S Chauhan, progressive farmer, mushroom grower	Aterna village, Sonapat District, (Haryana)
2	January, 2010	Regional mushroom mela and Kisan Goshthi	Vijender Dhankad progressive farmer, mushroom grower	Gannaur village, Sonapat district, (Haryana)
3	February, 2011	Regional mushroom mela and mushroom consumption fair	Harsunjith Singh Thiara, Progressive mushroom grower	Thiara mushroom farm, Khanpura village, Dt Hoshiarpur (Punjab)
4	February, 2011	Regional mushroom mela and mushroom consumption fair	HAIC (Cooperating centre of DMR, Solan)	Haryana Agro Industrial Corporation, Murthal (Haryana)
5	October, 2011	Regional mushroom mela and kisan Goshthi	Department of Agriculture, Govt. of J&K	Krishi Bhavan, Talab tillo, Jammu (Jammu & Kashmir)

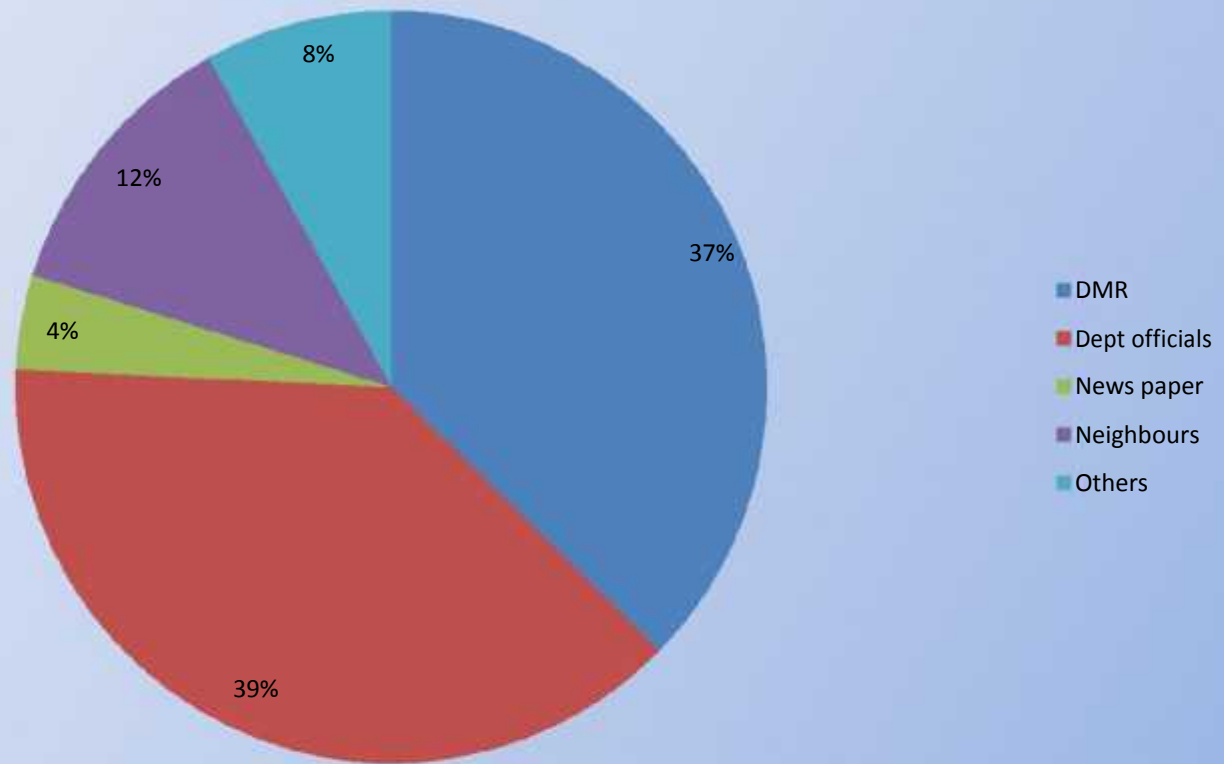
Participants' profile

Sl. No	Place and state	By gender		By age group in years			Total participant farmers
		Male	Female	15-35	36-50	51 or above	
1	Aterna village, Sonapat District, (Haryana)	224 (91.80)	20 (8.20)	118 (48.36)	83 (34.02)	43 (17.62)	244
2	Gannaur village, Sonapat district, (Haryana)	206 (92.79)	16 (7.21)	101 (45.50)	68 (30.63)	53 (23.87)	222
3	Thiara mushroom farm, Khanpura village, Dt Hoshiarpur (Punjab)	150 (82.42)	32 (17.58)	74 (40.66)	66 (36.26)	42 (23.08)	182
4	Haryana Agro Industrial Corporation, Murthal (Haryana)	325 (91.04)	35 (9.80)	171 (47.90)	126 (35.29)	60 (16.81)	357
5	Krishi Bhavan, Talab tillo, Jammu (Jammu & Kashmir)	230 (91.63)	21 (8.37)	112 (44.62)	96 (38.25)	43 (17.13)	251
	Total	1135	124	576	439	241	6

Participants' profile

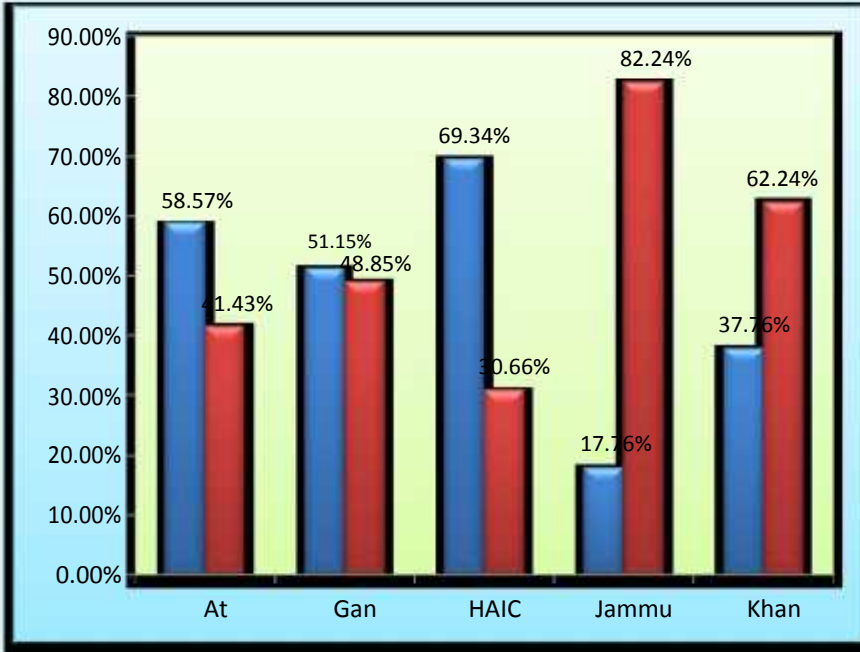


Chief source of information about mela for participants

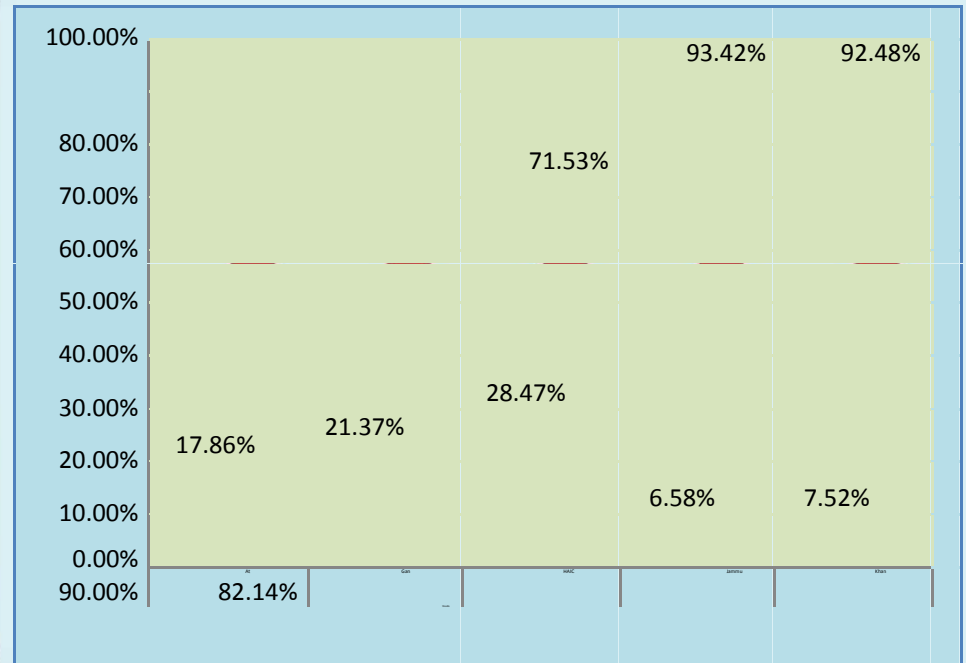


*Perception and feedback of
participants about regional
mushroom mela*

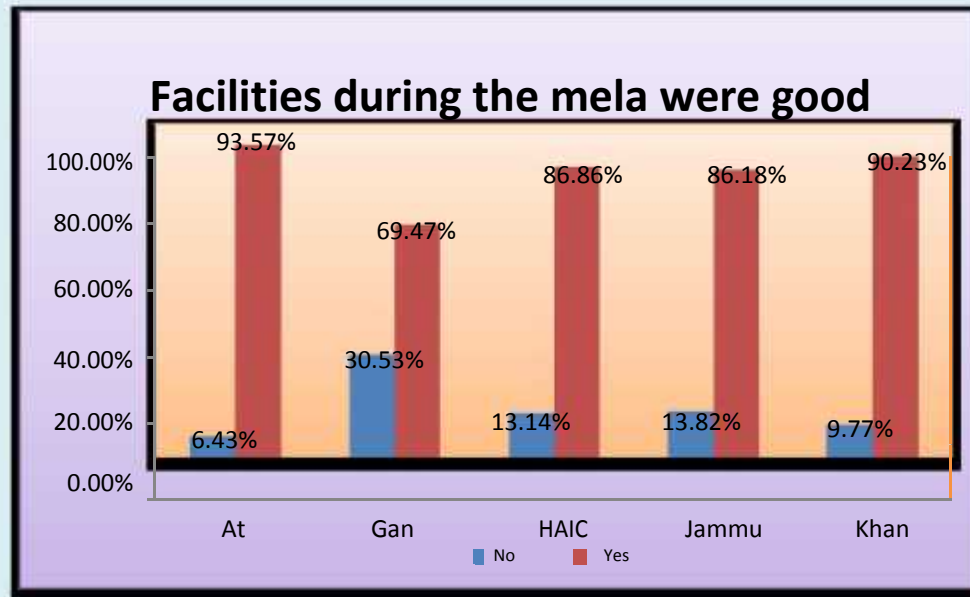
Timing of the mela was good



I got benefitted from the mela

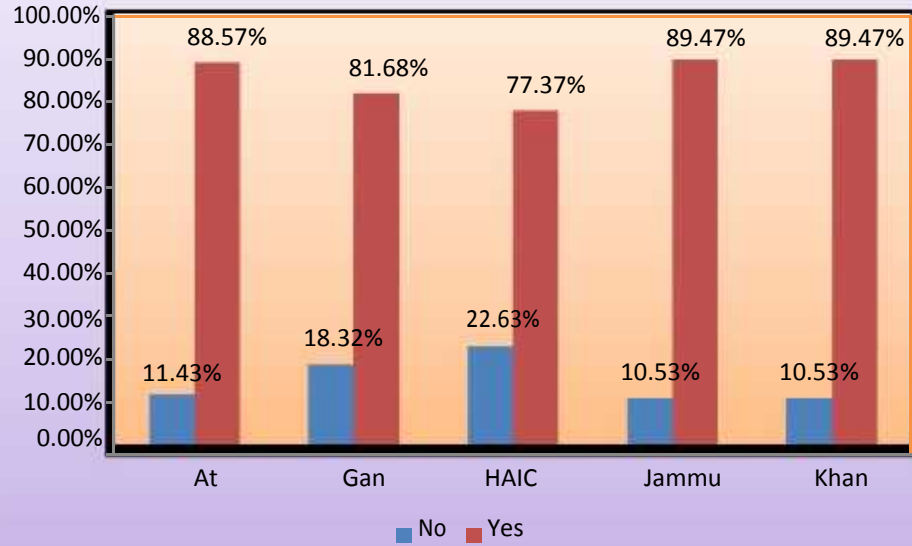


Facilities during the mela were good

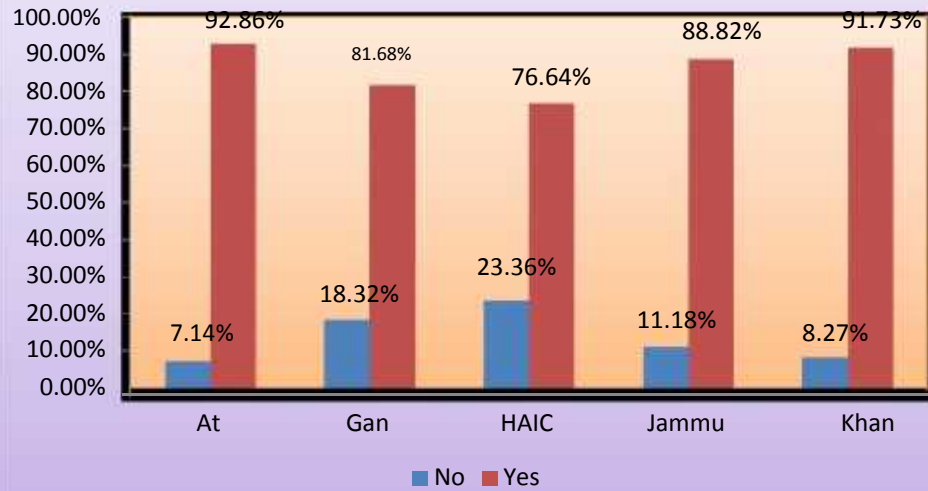


■ No
■ Yes

I shall participate in next mela

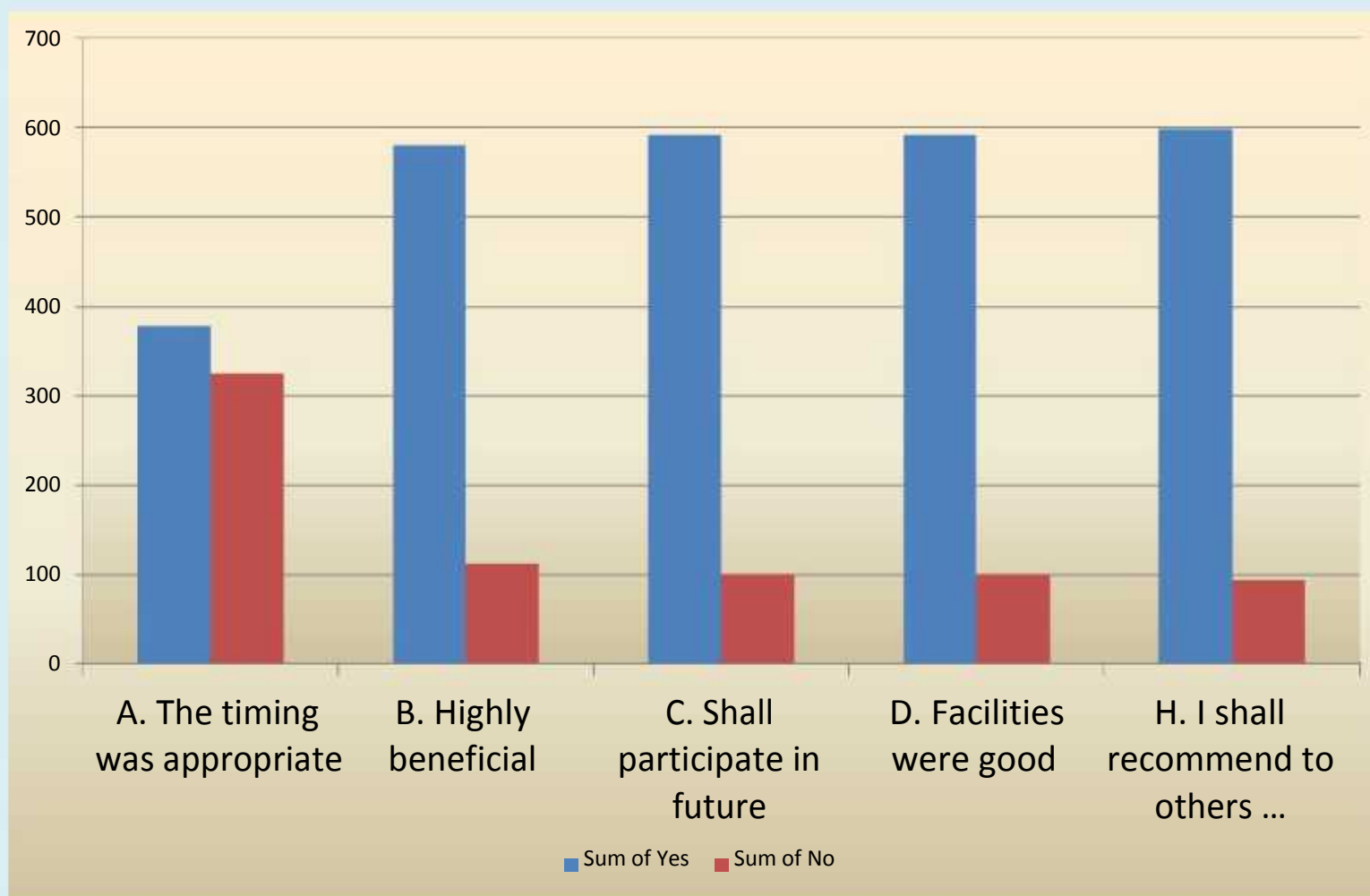


I will recommend to others to attend the mela



No
Yes

Overall perception and feedback of participants of regional mushroom mela



Suggestions by the participants for organising regional melas in the future

- ❖ Plan and organise such event either before the start of the winter season or immediately after the onset of winter season.
- ❖ Publicity through television and other news media
- ❖ Demonstrations of different varieties near the venue were requested for seeing the results for comparison.
- ❖ Appreciation or award for a local mushroom growers for innovative techniques or successful entrepreneurship.

Few Images from different regional mushroom mela







Acknowledgments

- Haryana Agro Industrial Corporation, Murthal, Haryana
- Department of Agriculture, Talab tillo, Jammu (Jammu & Kashmir)
- Sh. Kanwal Singh Chauhan, Progressive farmer, mushroom grower, Aterna, Haryana
- Sh. Vijender, Mushroom grower, Gannaur, Sonapat dt, Haryana
- Sh. Harsunjit Singh Tiara, Progressive farmer, mushroom grower, Hoshiarpur, Punjab

Thank You

