

ACCEPTABILITY OF MUSHROOM PRODUCTION AS AN ENTERPRISE

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ABSTRACT

The present study was conducted in Kurukshetra district of Haryana state. Two villages from two blocks of identified district were selected and 50 respondents were taken as a sample for the study. The results indicated that most of the respondents had moderately high symbolic adoption (47%) and willingness to adopt mushroom production for income generation (56%). Majority of respondents had high (70%) overall acceptability of mushroom production.

INTRODUCTION

Rural women play a crucial role in agricultural development and allied fields including crop production, livestock production, horticulture, post-harvest operations, fisheries and mushroom production etc. In addition to their role in agricultural production, women are gainfully employed in agri-based allied activities like dairying, animal husbandry, poultry, goatery, rabbit rearing, bee-keeping, mushroom production, floriculture, horticulture, fruit preservation, post-harvest technology, value added food products etc.

India has several benefits over other mushroom growing countries as far as mushroom cultivation is concerned. Being an agricultural country, a variety of raw materials are available in India. The climate is also diverse and congenial for cultivation of various kinds of mushrooms. The labour, a major component in determining the cost of cultivation in the European countries is very cheap in India.

The small enterprises in India have been proved to be engine of growth of the economy with 39 percent of India's gross industrial production. It is estimated that with over 11.8 million units in the country, the small sector provides employment - intensive segment of the economy, the employment of women through organization of Self Help Groups was one of the nine primary objectives of the ninth five year plan (Dasgupta 2005).

Keeping in view the increasing demand of mushroom due to globalization and opening of the economy, the present study was undertaken with the specific objective:

- To assess the acceptability of mushroom production as an enterprise.

RESEARCH METHODOLOGY

The study was conducted in Kurukshetra district of Haryana state. For assessing the acceptability of mushroom enterprise for empowerment of women, two blocks i.e. Pehowa and Ladwa of Kurukshetra district were selected randomly, out of the selected blocks two villages namely Bhoarsainda and Niwarsi were selected randomly. A sample of 100 respondents i.e. 50 from each village was drawn and 25 women each from selected villages were selected randomly who were interested in having training on mushroom production. Data were collected with the help of pre-tested structured interview schedule personally.

RESULTS AND DISCUSSION

Symbolic adoption Index of mushroom production for income generation was developed for measurement of symbolic adoption of mushroom production for income generation. Data presented in Table 1 show that forty seven per cent of the respondents had moderately high symbolic adoption followed by high (34%), moderately low

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(14%) and very low (6%) symbolic adoption in pooled sample. In case of Bhoarsainda, Niwarsi village (40%, 52%) respondents had moderately high symbolic adoption. Only few respondents (8% and 14 %) had low symbolic adoption, whereas very few respondents (4 % and 6%) had very low symbolic adoption in Bhoarsainda, Niwarsi respectively. Therefore, it can be concluded that if repeated exposure on mushroom production is given to them so that they can start it easily on commercial basis as an income generating enterprise.

Table 1. Symbolic adoption of mushroom production for income generation

Categories	Score	Bhoarsainda n=25		Niwarsi n=25		Total n=50	
		f	%	f	%	f	%
High	(7-9)	8	32	9	36	17	34
Moderately high	(5-6)	10	40	13	52	23	47
Moderately low	(3-4)	5	20	2	8	7	14
Very low	(0-2)	2	8	1	4	3	6

Willingness of respondents for adopting mushroom production for income generation

Willingness of respondents for adopting mushroom production for income generation was measured through four continuum scale. Data presented in Table 2 reveal that more than half of the respondents (52%) were ready to adopt. Willingness of respondents for adopting mushroom production for income generation can be adopted without difficulty in village Bhoarsainda. Whereas 28 per cent respondents can be adopted with somewhat difficulty and 16 per cent respondents can be adopted with great difficulty in mushroom production in Bhoarsainda village.

It is clear from Table 2 that most of the respondents (60%) of Niwarsi village were ready to adopt mushroom production without difficulty, 28 per cent respondents can be adopted with somewhat difficulty, whereas only 8 per cent respondents can be adopted the mushroom production with great difficulty.

Regarding pooled sample as shown Table 2 respondent's adoption towards mushroom

production for income generation reveals that more than half of the respondents (56%) can be adopted without somewhat difficulty followed by 28 per cent with somewhat difficulty and 10 per cent can be adopted with great difficulty. Thus, it can be inferred that majority of the respondents were willing to adopt mushroom production without difficulty.

Table 2. Willingness of respondents for adoption of mushroom production for income generation

Categories	Score	Bhoarsainda n=25		Niwarsi n=25		Total n=50	
		f	%	f	%	f	%
Can be adopted without difficulty	(4)	13	52	15	60	28	56
Can be adopted with some what difficulty	(3)	7	28	7	28	14	28
Can be adopted with great difficulty	(2)	4	16	2	8	5	10

Overall acceptability of mushroom production by respondents

The overall acceptability of the mushroom production by respondents was measured and quantified by summing individual score of the respondent's symbolic adoption and their willingness to adopt it for income generation.

The data in Table 3 reveal that majority of the respondents (70%) showed that high acceptability for mushroom production, whereas only 18 per cent respondents were having moderately high acceptability and only 8 per cent respondents accepted the mushroom production at moderately low level. Thus, it can be inferred that majority of the respondents accepted to adopt mushroom production for income generation.

Table3. Overall acceptability of mushroom production by respondents

Categories	Score	Total n=50	
		f	%
High	(11-13)	35	70
Moderately high	(8-10)	9	18
Moderately low	(4-7)	4	8
Very low	(1-3)	2	4

CONCLUSION

Most of the respondents had moderately high symbolic adoption (47%) and willingness to adopt mushroom production for income generation (56%). Majority of respondents had high (70%) overall acceptability of mushroom production. Overall acceptability of mushroom production was of high level.

REFERENCES

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