

MUSHROOM CULTIVATION AND MARKETING

Add on course in online mode

- Commencing 14/09/2020, Monday
- Intake limited to 30 students

Eligibility - Students in all streams and batches can apply. If there are more than 30 applicants selection will be done based on the latest published result

Interested students contact

Mr Jerry C. Jacson (Mob. no.: 9961218103





Add On Course-2020

Mushroom Cultivation and Marketing

Course Code: BOT.A20.1

Introduction

Since its establishment in 1967, the Department of Botany at St. John's College in Anchal has introduced teaching-learning procedures and evolving concepts for students on plant studies and the meaning and mechanism of life. Mushroom cultivation and marketing represent a dynamic sector within the agriculture industry, offering a unique blend of scientific expertise, agricultural innovation, and business acumen. Cultivation involves the meticulous process of growing edible fungi under controlled conditions, using various substrates and environmental factors. From the widely consumed button mushrooms to exotic varieties like shiitake and oyster mushrooms, cultivation methods have evolved, ensuring a year-round supply of fresh produce.

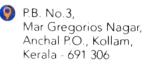
Simultaneously, the mushroom market has experienced substantial growth due to increased consumer awareness of their nutritional benefits and diverse culinary applications. Entrepreneurs and farmers in this field focus not only on cultivation techniques but also on strategic marketing approaches. Market research plays a pivotal role, guiding growers to understand consumer preferences and emerging trends. Building a recognizable brand and investing in appealing packaging are essential steps, enhancing product visibility and consumer trust.

Furthermore, effective distribution networks are established, connecting mushroom cultivators with supermarkets, restaurants, farmers' markets, and online platforms. Promotion and education campaigns emphasize the nutritional value and versatility of mushrooms, expanding their consumer base. Quality control measures are paramount, ensuring that consumers consistently receive fresh and safe products.

In essence, the symbiotic relationship between cultivation and marketing underscores the growth of the mushroom industry. Entrepreneurs, armed with knowledge of innovative cultivation techniques and strategic marketing practices, are well-positioned to capitalize on the increasing demand for mushrooms, fostering a sustainable and profitable agricultural enterprise.

Course details

The Department of Botany hosted an additional course titled "Mushroom Cultivation and Marketing" from September 14 to November 7th, 2020. Mr. Jerry C. Jacson and Dr. Kavitha C. H. were in charge of the course, and following 30 hours of lectures and practical sessions, an evaluation was conducted using a question paper with an objective and subjective format. Certificates were given to the students who successfully finished the course based on the grades received.



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mber 37 Students rade by NAAC Recognised for STAR College by DBT, Govt. of India

2. Number of hours 30

14/09/2020 3. Date of Evaluation Test

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Faculties in Charge

> Mr. Jerry C. Jacson, M. Sc., B. Ed., M. Phil.

Assistant Professor and HOD

> Dr. Kavitha C. H., M. Sc., B. Ed., Ph. D

Assistant Professor

Distribution of hours

Date	14/09/2020	19/09/2023	26/09/2020	17/10/2020	07/11/2020
Time	3.30 pm – 4 pm	9.30 am - 3.30 pm	9.30 am – 3.30 pm	9.30 am – 3.30 pm	9.30 am - 3.30 pm
Faculty Involved	Mr. Jerry C. Jacson	Mr. Jerry C. Jacson	Mr. Jerry C. Jacson Oyster	Mr. Jerry C. Jacson Cultivation of	Mr. Jerry C. Jacson Diseases-
Topic	Introduction	Cultivation: Paddy straw mushroom – substrate, spawn making. Methods – bed method, polythene bag method, field cultivation	mushroom cultivation – Substrate, spawning, pre- treatment of substrate. Maintenance of mushroom.	white button mushroom – Spawn, composting, spawning, harvesting.	Common pests, disease prevention and control measures Agaricus, Pleurotus and Volverilla.

Date	21/11/2020	28/11/2020 9.30 am – 3.30 pm Ms. Kavitha C. H.	
Time	9.30 am – 3.30 pm		
Faculty Involved	Ms. Kavitha C. H.		
Topic	Processing - Blanching, steeping, sun drying, canning, pickling, freezedrying.	Storage – short termand long-term storage.	
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Syllabus

MUSHROOM CULTIVATION AND MARKETING

Course code: BOT.A20.1 Number of contact

hours: 30 hrsMODULE- I (15 hrs)

- Cultivation: Paddy straw mushroom substrate, spawn making. Methods bed method, polythene bag method, field cultivation.
- 2. Oyster mushroom cultivation –Substrate, spawning, pre-treatment of substrate. Maintenance of mushroom.
- 3. Cultivation of white button mushroom Spawn, composting, spawning, harvesting.

MODULE- II (15 hrs)

- 1. Diseases- Common pests, disease prevention and control measures *Agaricus, Pleurotus* and *Volverilla*.
- 2. Processing Blanching, steeping, sun drying, canning, pickling, freezedrying.
- 3. Storage short term and long-term storage.

References

- 1. Harander Singh. (1991). Mushrooms- The Art of Cultivation- SterlingPublishers.
- Indian Journal of Mushrooms. Published by I.M.G.A. Mushroom ResearchLaboratory. College Agriculture, Solan



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