

## **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)**



**ST. JOHN'S**  
COLLEGE, ANCHAL

Affiliated to the University of Kerala  
Re-accredited with A Grade by NAAC  
Recognised for STAR College by DBT, Govt. of India

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MEN

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 7<sup>th</sup>, 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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## Course Outline

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<b>Number of Students</b>	:	<b>20</b>
<b>2. Number of hours</b>	:	<b>30</b>
<b>3. Date of Evaluation Test</b>	:	<b>14/09/2020</b>

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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
<b>Time</b>	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
<b>Faculty Involved</b>	Mr. Jerry C. Jacson	Mr. Jerry C. Jacson	Mr. Jerry C. Jacson	Mr. Jerry C. Jacson	Mr. Jerry C. Jacson
<b>Topic</b>	Introduction	Cultivation: Paddy straw mushroom – substrate, spawn making. Methods – bed method, polythene bag method, field cultivation	Oyster mushroom cultivation – Substrate, spawning, pre-treatment of substrate. Maintenance of mushroom.	Cultivation of white button mushroom – Spawn, composting, spawning, harvesting.	Diseases- Common pests, disease prevention and control measures <i>Agaricus, Pleurotus and Volverilla.</i>

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



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## Add on Course

### Syllabus

## MUSHROOM CULTIVATION AND MARKETING

**Course code: BOT.A20.1 Number of contact**

**hours: 30 hrsMODULE- I (15 hrs)**

1. 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, freeze-drying.
3. Storage – short term and long-term storage.

### References

1. Harander Singh. (1991). Mushrooms- The Art of Cultivation- Sterling Publishers.
2. Indian Journal of Mushrooms. Published by I.M.G.A. Mushroom Research Laboratory. College Agriculture, Solan



  
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