

Empowering growth through mushroom business...

Background of Entrepreneur: Anita Rani Nandi, a resident of Bhadrak district, relocated to Jajpur with her husband and two children in 2008. Since then, they have been living in a rented house while her husband works in a private company outside of Odisha. The financial instability coupled with the challenges of living in an unfamiliar place made it difficult for Anita to sustain her family. Consequently, she decided to seek employment opportunities and began attending interviews in various companies. However, despite her efforts, she faced repeated rejections.

Fortunately, one of Anita's relatives employed at OUAT (Orissa University of Agriculture and Technology) in Bhubaneswar came to her aid. They suggested that she should undergo mushroom production training and consider starting her own mushroom business. Intrigued by the idea, Anita took the initiative and approached OUAT in 2011 to enroll in their Mushroom & Spawn Production training program. She dedicated herself to the training, which was of 18 days. By participating in the comprehensive training by OUAT, she not only equipped her with the necessary expertise but also instilled confidence in her ability to establish a successful mushroom business. In 2012, her husband came home on leave from his low-income private job outside Odisha. Anita convinced him to join her in the mushroom business instead. In 2013, Anita's husband underwent training at OUAT Bhubaneswar on mushroom and spawn production. In 2018, Anita and Nityanand registered their business as "Sanischara Mushroom Spawn Unit" and set up their own facility on land near Panikoili. This step helped further establish their business and brand.



Constraints faced by the entrepreneur: Anita faced challenges in the early stages of her mushroom business, struggling to convince local growers to choose her higher-quality spawn over the cheaper, lower-quality alternatives available through the traders of Puri and Khordha districts. However, through personal engagement and showcasing the superior quality of her products, Anita and her husband successfully conveyed the value proposition to the growers. Over time, the growers recognized the long-term benefits of using spawn developed by Anita's unit, leading to a shift in preference and increased adoption. As her reputation grew, more growers chose her products, resulting in sustainable business growth and customer satisfaction. Anita's dedication to quality and building trust proved instrumental in overcoming initial obstacles and establishing a successful mushroom business.

APCOL & MKUY Intervention: Anita applied for the MKUY subsidy in October 2022, securing financing for her mushroom spawn business. By May 2023, she established a flourishing venture with modern infrastructure, machinery, and utilities. She submitted all necessary documents for subsidy release in June 2023, showcasing her determination and commitment to excellence. Anita's unwavering dedication, financial planning, and project execution led to her successful journey in the mushroom industry.



Establishment of Unit: After completing her training, Anita returned to Jajpur and started mushroom production on her premises, initially in small quantities. They arranged funds and established the spawn production unit which comprises of Inoculation Chamber, Incubation centre, Store room and work Space where they are selling 2000-3000 bottles of high-quality spawn daily to mushroom farmers and aggregators and its being transported to Majorly in Panikoili market and as per the order it's being sent to keonjhar, bhadrak, balasore, kendrapara, jagatsinghpur, cuttack, joda and Rourkela. From each spawn bottle he is earning a profit of Rs.3-4/bottle. They also produce 10-20 kgs of mushrooms on daily basis using their own spawn which gets sold in a range between 200-250/kg. In summer season they grow paddy straw mushroom whereas in winter they grow oyster mushroom. With their increasing success, they are planning to expand their operations and now earning more than 2 lakh rupees in a month.



Way Forward: Anita has become a prominent figure in her community and a source of inspiration for other women. She has created employment opportunities for seven women from her area and provides training to other Women Self-Help Group (SHG) members. She is earning more than one lakh rupees per month from her business, which is now established on her own land and home.

Anita's remarkable journey serves as a testament to the positive impact that entrepreneurship and government initiatives can have in transforming lives and promoting inclusive growth. *"Anita expresses heartfelt gratitude to the MKUY scheme, as it provided her with a permanent setup for her business. This scheme played a vital role in transforming her life, allowing her to achieve financial stability and empower other women in her community".*