

## PROMOTION OF START-UP CELL VENTURE FOR SMALL SCALE BUSINESS

# COMMERCIAL PILOT SCALE CULTIVATION OF EDIBLE MUSHROOM



## **INTRODUCTION**

- **Mushrooms often called as queen of vegetables, edible mushrooms once called the “Food of the God’s”**
- **World Health Organization recognized (WHO), nutritional & Safe food. Without Leaves, without buds, without flowers yet they form fruit. As food, tonic and medicine.**
- **For millennia, mushrooms have been valued as edible and medical provisions for humankind.**
- **They are excellent source of high quantity proteins compared to most vegetables. A good source of fiber, particularly in vitamins and minerals.**
- **It is also, considered as a food of low calorie with little fat, where sugar content is very low, starch and cholesterol are absent.**
- **Mushrooms show significant medical properties, such as immunomodulatory, cardiovascular, liver protective, anti- fibrotic, anti-inflammatory, anti-microbial, anti-diabetic, hypertension, hypercholesterolemia.**

# Health & Nutrition



➤ **A regular intake may enhance the immune responses of the human body, increasing resistance to the disease and some cases it causes regression of a disease state**

<b>Vitamin D</b> > Find out more	<b>Cancer</b> > Find out more	<b>Diabetes &amp; GI</b> > Find out more
<b>Flavour without salt</b> > Find out more	<b>Protein &amp; carbohydrates</b> > Find out more	<b>Vitamins &amp; minerals</b> > Find out more
<b>Lower gout risk</b> > Find out more	<b>Heart health</b> > Find out more	<b>Trim &amp; slim</b> > Find out more
<b>Immune booster</b> > Find out more	<b>Long life</b> > Find out more	<b>Myths &amp; facts</b> > Find out more
<b>Skin &amp; hair</b> > Find out more	<b>Nature's superfood</b> > Find out more	<b>Great for Coeliacs</b> > Find out more

## Nutritional Value of Mushrooms

**Fiber**  
**Inhibit Histamine Release**  
**Phosphorous**  
**Potassium**  
**Zinc**  
**B Vitamins**  
**Few Calories**  
**Tasty**  
**Low Fat**  
**Magnesium**  
**Anti-inflammatory**  
**Cancer Fighting**  
**Copper**  
**Polysaccharides**  
**Stimulate the Immune System**  
**Vitamin D**  
**Selenium**  
**Protein**  
**No Cholesterol**

## **AIM**

**The present START UP [Business Venture] is focused to train and teach the university young aspirants / students to cultivate & train for pilot scale production of commercially important edible mushrooms in their garden / home / backyard / agricultural farming field, to become an entrepreneur and to help them to start their own business**

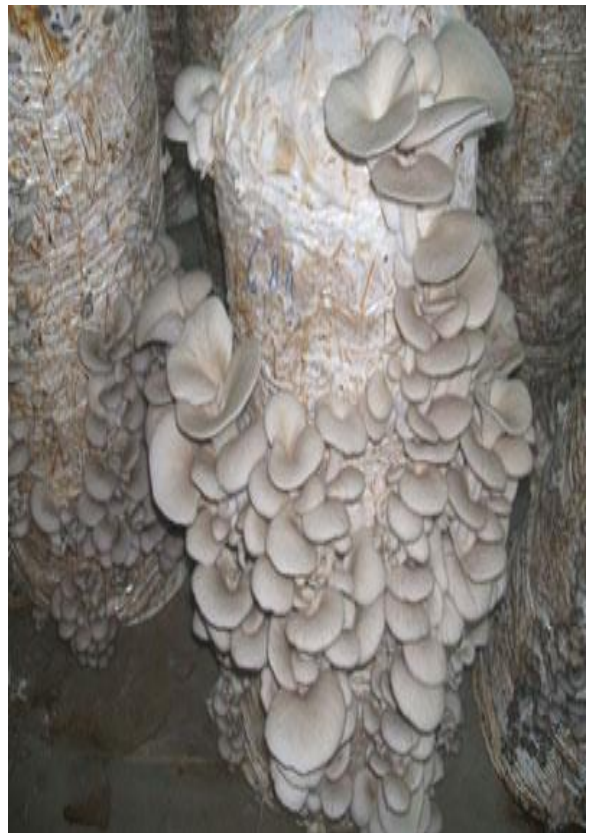
## **OBJECTIVE**

- To support the cultivation techniques of edible mushrooms in various substrates available with aspirants / students**
- To create awareness about the mushrooms nutritive and medicinal values, utilization and it's health benefits.**
- To train the participating entrepreneurs to start their own business Venture.**
- To provide the complete technological packages for cultivating edible mushrooms to self-help group people through our technology transfer program.**



# Why Mushroom cultivation ?

- **Cultivation of Mushroom has been in vogue for almost 200 years. However, commercial cultivation in India has started recently.**
- **Its popularity is growing and It has become a business which is export oriented.**
- **Less room space, even back yard and farm house can be used.**
- **Minimum investment and maintenance is required.**
- **Continues income and case flow**



## MUSHROOM READY TO HARVEST



## PACKAGING & MARKETING OF THE MUSHROOMS





## **FURTHER INFORMATION ON THE PROMOTERS OF START UP VENTURE**

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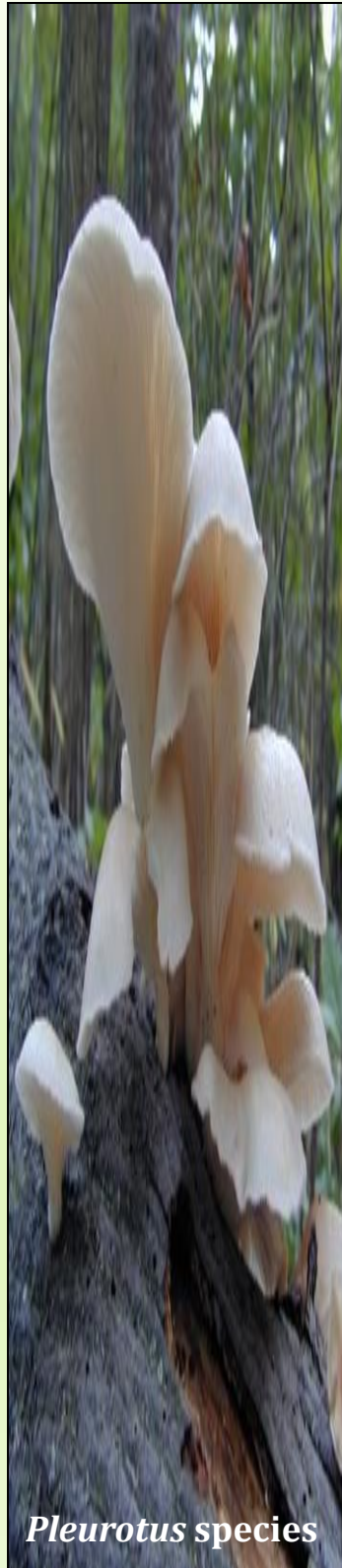
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*Pleurotus species*