

BUILDING RURAL ENTREPRENEURS: SUCCESS THROUGH MUSHROOM PRODUCTION UNDER ARYA

Name of Entrepreneur: Mrs. A. Akhila
Address: Gayathri layout, Gomathi Nagar,
Nellore, Andhra Pradesh- 524004.
Age: 33 Years
Educational Qualification: B.A.,



Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2024-25)
Name of enterprise	Puttagodugula pempakam	Sreem Kara Milky white mushroom
Size of enterprises (No. of bags/cycle.)	80	205
Individual / Group	Individual	Individual
Production (Kg/No.)	240 kgs	1640 kgs
Cost of Production / unit (Rs.)	50,000/-	1,98,000
Gross income (Rs. / Year)	72,000/-	4,92,000
Net income (Rs. / Year)	22,000/-	2,94,000
Marketing	Neighbor houses, relatives	Super markets and hotels
No. of functional unit at start: 01		
No. of functional unit at present: 01		

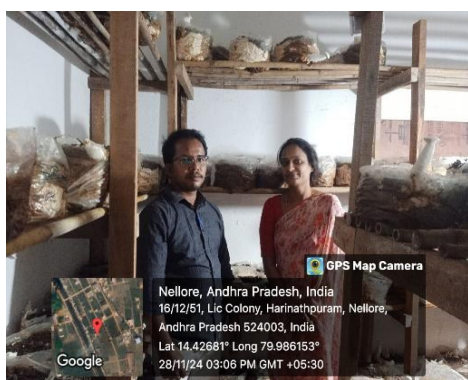
Mrs. A. Akhila completed her degree in Arts group. She was married and has two children. She started mushroom production on her own interest. Before starting of mushroom production, she was a house wife. She came to know about ARYA project through paper advertisement given by KVK, Nellore and approached to Dr. D. Vijay Kumar Naik, SMS (Plant Protection). Dr. Naik suggested and she undergo training in mushroom production under ARYA project, initially her mushroom production was limited and yielded low output. With the support and resources provided by KVK, Nellore under ARYA project, she was able to enhance her production capabilities, improve her techniques, and increase her overall yield.

Under the ARYA project, she participated in a comprehensive training program at KVK, Nellore, where she learned every step of mushroom production through practical experience. Recognizing her interest and potential, we provided both financial and technical support under

the ARYA project. As a result, she is now producing an impressive average of 1,640 kg of mushrooms and earned Rs. 4,92,000/- annually.

Initially, she sold her mushrooms to neighbouring households and relatives without any branding. However, with our guidance, she has successfully registered a brand name and obtained an FSSAI certificate. She is now marketing her mushrooms more effectively, reaching a wider audience.

This initiative not only empowered her economically but also contributed to her personal growth and confidence. Through her dedication and the training received, she has been able to turn her passion for mushroom production into a successful venture, benefiting her family and potentially the local community as well.



Registration Certificate	
Government of Andhra Pradesh	
Food Safety and Standards Authority of India	
Registration Certificates under FSS Act, 2006	
Registration Number: 20124181001086	
1. Name and permanent address of Food Business Operator (FBO)	ALLA REDDY AKHILA/SREEM KARA MILKY WHITE MUSHROOMS ALLA REDDY AKHILLA, Kovur, Kovur, SPSR Nellore, Andhra Pradesh-524137
2. Address of location where food business is to be conducted / premises	ALLA REDDY AKHILLA, Allipuram (Rural), Nellore, SPSR Nellore, Andhra Pradesh - 524137
3. Kind of Business	General Manufacturing
4. Photo Identity Card	N/A
This Registration certificate is issued under and is subject to the provisions of FSS Act, 2006 all of which must be complied with by the petty food business.	
Place /	SPSR Nellore
Issued On /	16-12-2024 (New Registration)
Valid Upto:	15-12-2026 (For details, refer Annexure)
Registering Authority	
Date :	16-12-2024 11:11:01
User Id :	107829
License Issued On : 16-12-2024 11:11:01	