

## **ADVERTISING AND SALES MANAGEMENT ANALYSIS OF MUSHROOM CULTIVATION IN KASHMIR**

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### **ABSTRACT**

Mushroom is a unique non-traditional cash crop grown indoors, both as a seasonal crop and round-the-year under the controlled environmental conditions. About 2000 species of fungi are used as food by tribes and various communities, however, only a few are cultivated. Climatic conditions in India are favourable for natural occurrence of mushrooms and some of them are regularly collected and used as food by the natives particularly those belonging to tribes therefore this paper is an attempt to find out the advertising and sales management trends of mushroom cultivation in Kashmir. This paper is divided into three parts. Part one represents introduction, research methodology and objectives of the study. Part two review the advertising and sales management trends adopted by mushroom cultivation enterprises in Kashmir. The analysis in this paper is qualitative as well as quantitative. This study is based on information obtained from primary sources which includes one hundred customers of Kashmir. Final and third part includes findings and conclusion of the study.

**KEY WORDS:** *Advertising, Salesmanagement, Mushroom, Cultivation, Kashmir.*

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## INTRODUCTION

Mushrooms in India, mushroom is a unique non-traditional cash crop grown indoors, both as a seasonal crop and round-the-year under the controlled environmental conditions. About 2000 species of fungi are used as food by tribes and various communities, however, only a few are cultivated. Climatic conditions in India are favourable for natural occurrence of mushrooms and some of them are regularly collected and used as food by the natives particularly those belonging to tribes. The common mushrooms collected from nature are species of *Astraeus*, *Auricularia*, *Calvatia*, *Cantharellus*, *Lycoperdon*, *Morchella*, *Schizophyllum*, *Termitomyces*, *Tuber* etc.

## WORLD PRODUCTION

World production of mushroom is growing and now exceeds three million tonnes worth a market value of US \$ 10 billion and *Agaricus bisporus* accounts for most of this production. Globally, mushrooms are traded mostly in processed form. However, lately fresh mushrooms are being preferred over preserved ones in EU and American countries. Major exporting countries of fresh mushrooms are Netherlands, Poland, Ireland and Belgium. China is the largest exporter of preserved mushrooms with a market share of 41.82%. Netherlands (25.11%) and Spain (7.37 %) are the other major countries. India ranks sixth with a market share of 4.44 %. The major importing countries of prepared and preserved mushrooms are Germany, USA and France while of fresh mushrooms are U.K, Germany, USA and France.

## INDIAN STATUS

India is not a major producer of any of the mushroom varieties but it does cultivate mushrooms and has a great potential as an important producer in the future. Currently India stands 54 in the world ranking of producers. The per capita consumption of mushroom in India is currently only about 25 g per year as compared to USA which is around 3.8 kg. There has been a steady increase in the consumption of exotic mushrooms in addition to use of regular button mushrooms. Mushroom production in India has been estimated at 48000 tonnes per annum. Punjab alone produces 20-25 % of total produce followed by Himachal Pradesh and Haryana. Currently three varieties of mushrooms are being cultivated in India. These are the white button mushroom (*Agaricus bisporus*), the paddy straw mushroom (*Volvariella volvacea*) and the oyster mushroom (*Pleurotus sajor caju*) Of these *A.bisporus* is

the most widely and economically cultivated variety throughout the world. India's exports of preserved and prepared mushrooms showed a steady growth from Rs. 47 Crores in 2005-06 to Rs. 108 Crores in 2006-07 thereby showing a growth of 39 % in 2006-07. However the export of fresh mushrooms declined from Rs. 7.5 crores in 2005-06 Crores to 4.2 Crores in 2006-07. USA continues to be the largest market for Indian mushrooms, accounting for a share of 69.52% in 2006-07. Other growing export markets include Mexico and Israel. It can be seen that though India's present share in the world production is meager but still the potential for future growth is rated high. The natural advantages for mushroom cultivation in India are the availability of cheap labour as this is a labour intensive process, presence of seasonal variations enabling us to cultivate different mushrooms under natural conditions in the form of crop rotation in different seasons and regions and lastly the abundance & availability of variety of agro wastes at low prices for mushroom cultivation.

## **RESEARCH METHODOLOGY**

### **OBJECTIVES OF THE STUDY**

To understand advertising policy of mushroom in Kashmir.

To identify the advertising methods adopted by mushroom. And to analyze product quality of mushroom.

### **RESEARCH DESIGN**

A research design is detailed blue print used to guide a research study towards its objectives. It helps to collect, measure and analysis of data.

### **TYPE OF RESEARCH**

The study undertaken is of "Descriptive Research" in nature.

### **TYPE OF QUESTION**

The types of question asked during study are "Open Ended, Straight Forward and Limited Probing"

**TYPE OF QUESTIONNAIRE:**

The type of questionnaire used during the study is “Formalized”

**TYPE OF ANALYSIS:**

The type of analysis carried out during the study is “Statistical Analysis i,e Excel”

**PRIMARY SOURCE:**

The primary source of collecting for research is:

Questionnaire filled by the customers in Kashmir

**RESEARCH TECHNIQUE:**

In this study “Sample Survey Method” is used as a research technique. This method helps to obtain right information from respondents.

**CONTACT METHOD:**

In this study “personal Interview” is taken as a tool for contact method. In which the personal interview is conducted with the customers of Kashmir..

**SAMPLE SIZE:**

The sample size covered during the research is of 100.

**SAMPLE PROCEDURE:**

The sampling procedure followed is Convince Sampling.

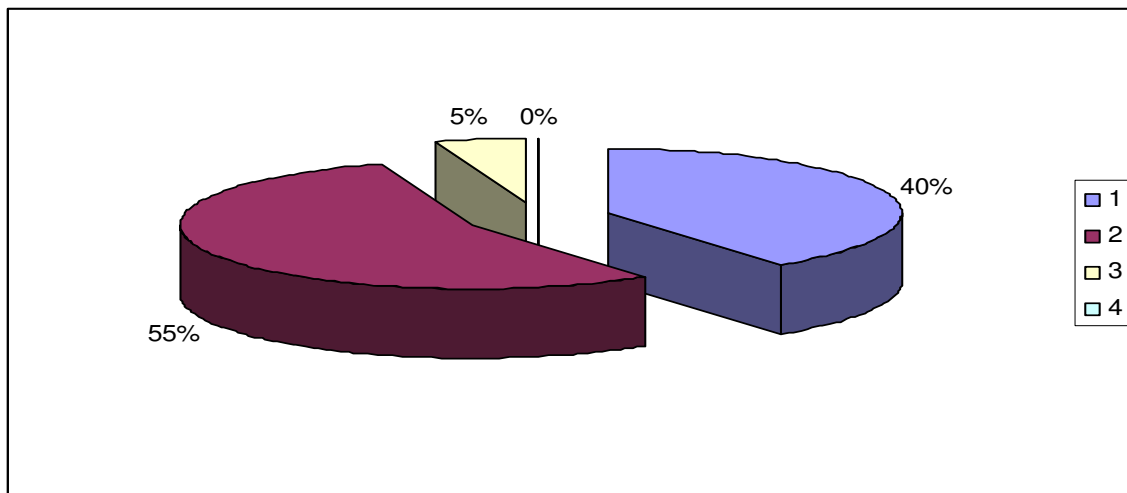
**RESEARCH INSTRUMENT**

In this study the research instrument is Questionnaire it consists of set of questions presented to respondent. The questionnaire is structured and combinations of various close and open ended questions. A research design is detailed blue print used to guide a research study towards its objectives. It helps to collect, measure and analysis of data.

**DATA ANALYSIS**

Advertising policy of mushroom is according to the need of market

S.No	Response	Percent
1	Yes	40%
2	No	55%
3	Some extend	05%
4	Not at all	00%
	Total	100%

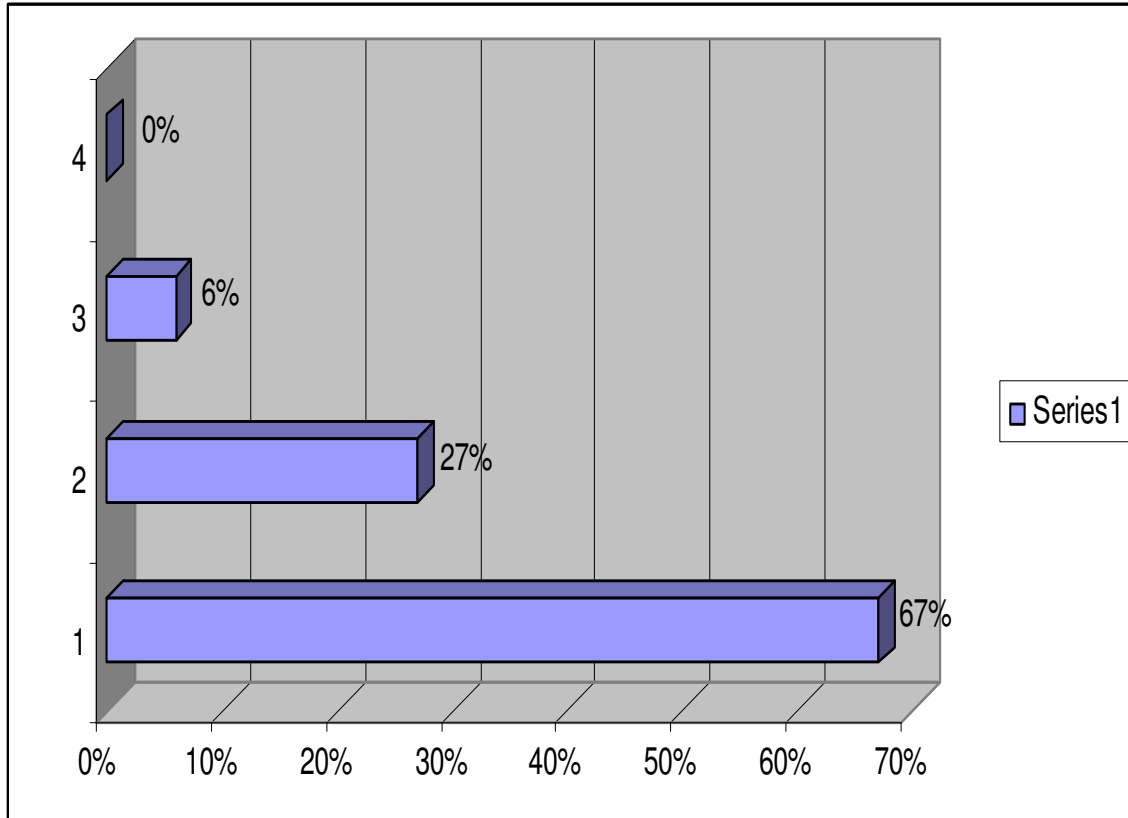


Interpretation:-

40% of the customers agreed with the advertising policy of mushroom. 55% of the customers are not satisfied. Only 05% of the customers feedback is that advertising policy of mushroom is some extend according to the need of market.

Mushroom implements new methods and tools for advertising

S.No	Response	Percent
1	Monthly	67%
2	Quarterly	27%
3	Half yearly	06%
4	Yearly	00%
	Total	100%

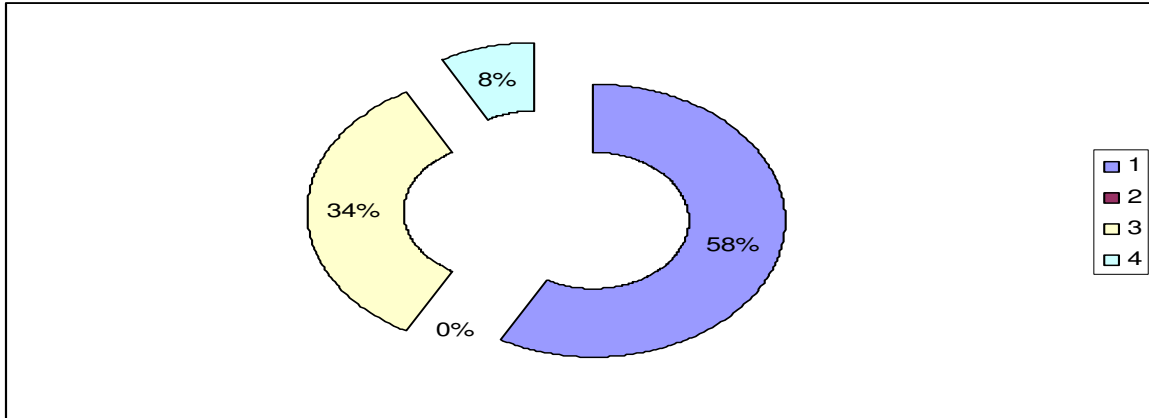


**Interpretation**

67% of the customers feedback is that they should monthly implement new methods and tools for advertising. 27% of the customers feedback is quarterly. only 06% customers feedback is half yearly.

What do you think about overall quality of mushroom products.

S.No	Response	Percent
1	Good	58%
2	Excellent	00%
3	Average	34%
4	Poor	08%
	Total	100%

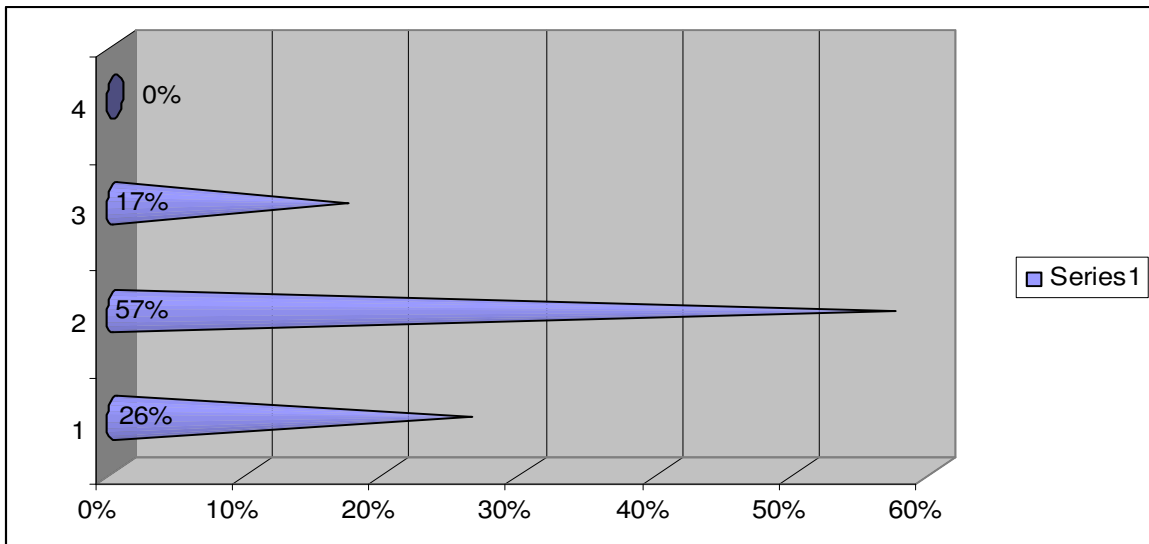


Interpretation:-

58% customers are satisfied with the overall quality of mushroom. 34% customers feedback is that the overall quality of mushroom is average. Only 08% customers feedback is poor.

Advertising method is used by mushroom

S.No	Response	Percent
1	Advertising	26%
2	Sales promotion	57%
3	Publicity	17%
4	Any other	00%
	Total	100%



Interpretation:-

57% customers feedback is that mushroom uses sales promotion method of advertising. 26% customers feedback is advertising method. Only 17% customers feedback is publicity.

## **RESULTS AND FINDINGS**

1. 80% of the respondents feedback is that they have bought product mushroom.
2. 55% of the customers are not satisfied.
3. 67% of the customers feedback is that they should monthly implement new methods and tools for advertising.
4. 47% of the customers feedback is that the attitude of sales management department is poor.
5. 58% customers are satisfied with overall quality of mushroom.
6. 57% customers feedback is that mushroom uses sales method of advertising.

## **CONCLUSION**

### **Part-I**

- 55% respondents said that the advertising policy of mushroom is not according to the need of market.
- 40% customers said that the advertising policy of mushroom is according to the need of market.
- 67% of the customers think that mushroom should implement monthly new methods and tools for advertising.

### **Part-II**

- 47% customers feedback is that the attitude of sales management is poor towards customers so that mushroom company should improve the policies of sales management department towards customers.
- 57% customers feedback is that the mushroom uses sales promotion method of advertising.
- 26% customers feedback is that the mushroom uses advertising method.
- 34% of the customers feedback is that the overall quality of mushroom is average and 08% customers says that the overall quality of mushroom is poor.



### SUGGESTIONS

- A report from survey undertaken shows us that advertising policy of mushroom is not according to the need of market it should be improved by the implementation of proper advertising policy.
- The survey undertaken shows us that the mushroom should implement monthly new and effective methods and tools for advertising.
- A report from survey undertaken shows us that the attitude of sales management department is not sufficient towards customers so that it should be improved by providing them proper training.
- 34% customers feedback is that the overall quality of mushroom is average and 08% customers says that the overall quality of mushroom is poor, mushroom should improve the product quality so that more customers satisfaction can be achieved.

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