



Research Article

## Motivational factors responsible for the adoption of improved mushroom production technology

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**SUMMARY :** Mushroom refers to the fruit body of a fungus. It is neither a plant nor animal. On a dry weight basis, it contains 55 per cent carbohydrates, 32 per cent proteins, 2 per cent fats and the rest minerals and vitamins. The greatest advantage of this venture is the fact that mushrooms have capacity to convert nutritionally valueless substances like wheat or rice straw into nutritional delicacies. These are also an excellent source of Vitamin B<sub>1</sub>, B<sub>2</sub> and minerals such as potassium, phosphorus, iron and copper. They are recommended as alternative source of proteins by FAO. Mushroom cultivation is very remunerative and plays an important role in increasing incomes, self employment and job opportunities in rural areas. The present study is an endeavour to study the various occupational, social and economic motivational factors responsible for adoption of improved mushroom production technology. The result of the study reveals that major occupational motivation factor was that there was no need to go outside home for work as sufficient employment opportunity is available at home. Being influenced by the village Sarpanch was the main social motivational factor for adoption of mushroom cultivation. The major constraints faced by the respondents were lack of pre cooling and storage facilities (89.75%) and inadequate knowledge about growing mushroom (82.76%).

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