



Beginners Training Guide

Milky & Oyster Mushroom Farming

Prepared by Danvanthari Farms

Empowering 1000+ Future Mushroom Entrepreneurs



1. Mushroom Industry Overview

Mushroom farming is one of the fastest-growing agri-business sectors in India. With increasing demand for plant-based protein and functional foods, mushrooms have become a premium product in supermarkets, hotels, restaurants, and health-conscious households.

Key Advantages: Low space requirement, quick harvest cycle (20–30 days), high return per square foot, year-round cultivation, and scalable business model.

2. Why Start Mushroom Farming Now?

- Rising demand for vegetarian protein sources
- Low competition in tier-2 and tier-3 cities
- Government support for agri-entrepreneurs
- Quick ROI compared to traditional crops
- Growing health awareness among consumers

3. Milky Mushroom (*Calocybe indica*)

Temperature	
Humidity	70% – 80%
Crop Cycle	25 Days
Yield per Bag	1 Kg (Average)
Market Price	■120 – ■200 / Kg

Milky mushroom is ideal for hot climates like Telangana. It has longer shelf life and strong market acceptance.

4. Milky Mushroom Step-by-Step Process



- Raw material selection (paddy straw)
- Chopping and hot water pasteurization
- Draining and cooling
- Spawning and layering
- Incubation (10–12 days)
- Casing soil application
- Fruiting and harvesting

5. Oyster Mushroom (*Pleurotus ostreatus*)

Temperature	18°C – 30°C 70%
Humidity	– 85% 20–25
Crop Cycle	Days 0.8 – 1.2 Kg
Yield per Bag	■ 100 – ■ 180 /
Market Price	Kg

Oyster mushroom is beginner-friendly, fast-growing, and highly demanded in urban markets.

6. Infrastructure Requirements

A 10x10 ft insulated room can hold 80–100 grow bags. Essential requirements include proper ventilation, humidity control, water supply, racks or hanging system, and hygiene maintenance.

7. Investment & Income Model

Example: 100 bags × 1 kg = 100 kg. At ■150 per kg = ■15,000 per cycle. Two cycles per month = ■30,000. Scaling to 300 bags increases monthly revenue significantly.

8. Marketing & Sales Strategy



- Direct supply to hotels & restaurants
- Retail tie-ups with supermarkets
- Subscription model for families
- WhatsApp marketing & local branding
- Healthy lifestyle positioning

9. Risks & Quality Control

Risks include contamination, poor spawn quality, improper humidity, and weak market linkage. Professional training reduces these risks drastically.

10. Why Danvanthari Farms?

Danvanthari Farms provides live farm demonstrations, hands-on practical training, investment planning guidance, branding strategy, and lifetime mentorship support. Our mission is to build successful mushroom entrepreneurs across Telangana and India.

Join Our Practical Training Program – Limited Seats Available.

Call Now : +91 94936 71456