

ICAR-Central Institute for Women in Agriculture, Bhubaneswar

Title	Brief description	Photographs
Sustainable She-Preneurship in Mushroom Cultivation Model (2S2M)	<p>Sustainable She-preneurship in Mushroom Cultivation Model (2S2M)' was developed for women-led mushroom entrepreneurship. The model resulted in increased woman's income from mushroom cultivation by over ₹1 lakh, increased access (>35%) to productive resources and services, increased consumption (>30%) of nutritious food items and drudgery reduction (>37%) due to the introduction of small tools. This is an extension model with a primary objective to foster she-entrepreneurship and empower women by enhancing their access to crucial information and extension services. By addressing key issues such as poverty, nutritional security, and unemployment, the model aimed to create a robust support system for women. It pursued to provide assured marketing avenues to ensure the success of women-led enterprises by increasing their involvement in decision-making processes. Additionally, the model focused on facilitating agricultural education and training for farm women, equipping them with the skills and knowledge needed to thrive in their fields and contribute to their communities.</p>	<div style="text-align: center;"> <p>Sustainable She-Preneurship in Mushroom Cultivation Model (2S2M)</p> <p>Sustainable She-Preneurship in Mushroom Cultivation Model (2S2M)</p> <p>Farm Women → Gender Sensitive Core Committee/ Women Collectives → Women FPC/ WFPO → Women Led Mushroom Unit → She-preneurs</p> <p>Social Climate Setting</p> <ul style="list-style-type: none"> ○ Awareness & Motivation ○ Community Level Gender Sensitization ○ Focused Group Discussion ○ Stakeholders Meet <p>Capacity Building</p> <ul style="list-style-type: none"> ○ Skill Development on mushroom cultivation ○ Knowledge Enhancement ○ Women Oriented Business Plan for mushroom based enterprise. ○ Marketing Mechanism ○ Handholding Support <p>Linkage Development</p> <ul style="list-style-type: none"> ○ Research institutes: Mushroom Technology Support ○ Government departments: Business plan approval ○ Financial Institutions: Credit Support for mushroom value chain ○ Marketing agencies: Urban Wholesalers/ Local Retailers/ E-Marketing <p>Facilitating Organization (ICAR-CIWA)</p> <p>OUTPUT OF THE MODEL</p> <ul style="list-style-type: none"> • Family Nutrition • Income • Knowledge and Skill • Drudgery Reduction • Employment • Decision Making • Entrepreneurship • Recognition • Leadership </div>