



## Striving for Wellness!

“Doctor Mushrooms” was launched and incorporated by Ms. Humera Nausheen and her father, Dr. K. Amanullah Khan, with a vision to provide hygienic and nutritious mushrooms to consumers as well as reduce unemployment and to create livelihood opportunities by promoting mushroom farming. The hidden entrepreneurial potentials of women have been changing with the growing sensitivity to the role and economic status in society. Now more women are engaged in business, but entrepreneurial passion is essential for conquering success in a business venture, here with Ms. Humera, the passion was the supreme thriving force that encourages her to arrive into the realm of Agripreneurship.

Ms. Humera Nausheen is a dedicated and focused woman emerging as an exceptional entrepreneur. She always had that astonishing passion for mounting a career in Agripreneurship and emerged as a robust force in supporting women empowerment. Building a business that stemmed from her passion has helped her in countless ways. Despite paving a path in a new area, leading with her passion has enabled her to establish her vision and mission, and her mind set and energy which has converted her venture dreams into reality.



Ms. Humera Nausheen was basically an Engineer by Profession. Before entering into the realm of Agripreneurship she was an employee at Mahindra Satyam and Pro Create Techno Systems. The key for adoration for Agripreneurship was her father. She has been inspired by her father Dr. K. Amanullah Khan, Ex. Commissioner, Family & Welfare Department, who owns a mushroom cultivation farm for over 3 decades. On the farm, she was curious about learning methods of scientific cultivation of mushrooms, right from spawn stage to cropping stage. This made her captivated in mushroom cultivation since her childhood, and when she grew up this captivation transformed into strong passion, and in the phase of choosing her career line she decided to be an entrepreneur. In her passion for accomplishing her dream, Ms. Humera pursued Post Graduation in Entrepreneurship & Enterprise Development from the National Institute of Small, Micro & Medium Enterprises (NIMSME). Later she resigned from her worthwhile IT career to pursue her passion for mushroom cultivation, which occasioned the establishment of M/s Doctor Mushrooms Centre.

Ms. Humera talking about mushroom numerous benefits says, “Including mushroom in our weekly diet foil many lifestyle diseases like diabetes and vitamin D deficiency. Mushroom is a rich source of antioxidants and has many health benefits including weight loss to inducing cancer resistance properties. Mushrooms can be easily digested, they are good for stomach ailments, and they help eliminate food stagnation, and are also known as immunity boosters. The presence of vitamin B2 (riboflavin) and vitamin B3 (niacin) helps to boost the body’s metabolism while the Zinc element, adds power to the white blood cells- the disease fighters of the body.”

Today, Ms. Humera Nausheen is the proud Co-founder and COO of M/s Doctor Mushroom Centre (DMC), a start-up that is into Food Processing and Mushroom cultivation. The other Co-founder is Mr. Mohammed Omar Khan, an entrepreneur, and technologist who is also part of the Doctor Mushrooms team – extending the product range and improving consumer's and shopper's knowledge through recipe development of the tastiest mushroom products.

The company operates on an open-door policy and is always on the lookout for implementing innovative ideas, branding, packaging, sharing scrumptious recipes with customers using the best quality mushrooms. "Based on our expertise we also continually develop new, clever product concepts designed to entice a growing group of consumers to discover the delights of mushrooms", says Ms. Humera.

## Startup Product Details



Doctor Mushroom's farms are involved in the production & delivery of mushrooms. They also buy from other trusted mushroom growers from different regions. The mushrooms are freshly picked, packed, and delivered on the same day to ensure fresh product reaches customer's doorstep. They offer a wide range of mushrooms including organic mushrooms, mushroom spawn, and different varieties of mushrooms, ready to fruit mushroom bed's and even sell mushroom farming kits. They also recycle mushroom waste into fertilizer

and use this to grow more food, thus reducing the carbon footprint.

Specialized drying and economic hydrating process used at M/s Doctor Mushroom ensures that the mushrooms are dried in suitable conditions, transported to the production units ensuring zero wastage in the process line. Doctor Mushroom is committed to provide and maintain exceptional standards of quality and hygiene in their product and production line-up. With their venture, Doctor Mushroom is also determined and focused on supporting farmers to produce nutritious food sustainably and generate better incomes. They extend support for farmers by providing training and consultancy services.

"Mushrooms are our passion, a love we inherited at an early age. Today we want to spread and share that passion with as many people as possible all over the world. We encourage them to taste and experience how delicious, healthy and natural our mushrooms are," adds Ms. Humera Nausheen.

## Training and Consultancy

The business model of Doctor Mushroom includes training and consultancy services on different methods of mushroom cultivation techniques by adapting the advancement in technology. Through the training programs, they aid consumers to grow mushrooms and also provide mushroom growing kits to the customers. They have a monthly three-day online mushroom cultivation training program for mushroom enthusiasts on growing and harvesting mushrooms in 30 days. Doctor Mushroom also has a five-day training program on setting up a mushroom farm covering all aspects starting from Spawn collection, Sterilization, Bed making, Mushroom care to Harvesting, Packaging, Marketing, Post-harvest waste management, Value addition on mushrooms, Financial Management and Scale-up. Doctor Mushroom also provide customized training programs in different languages like Hindi, Malayalam, Kannada, and English to local groups and individuals as per their need and requirements.

Doctor Mushroom provides consultancy services and end-to-end support for setting up mushroom farms, which includes hand-holding, training, digital marketing, and setting up of online marketing platform. They undertake waste management projects and provide consultancy for waste to fertilizer biotransformation for mushroom farms for extra income generation. Through different customer service programs, training

programs, consultancy services, and ultimately by providing different varieties of quality mushrooms has supported designing their entrepreneurial pathway from novice mushroom grower to a master grower, within a short span.

## Mushroom Cultivation for Entrepreneurship Development

Mushroom cultivation can help to reduce vulnerability among poor sections of society through livelihood opportunities. It is an indoor crop, grown without sunlight, does not require fertile land, and can be grown on a small scale as it does not involve any significant capital investment. Mushroom cultivation can aid in improving the socio-economic condition of farmers, generating employment opportunities and supporting women empowerment. It was the association of Doctor Mushroom with the Krishi Vigyan Kendra (KVK) that has played a pivotal role in encouraging rural farmers and farm women for self-employment, by crafting opportunities to start simple and quick income-generating small enterprises.

Doctor Mushroom has an Omni channel marketing approach, which gives customers the feeling of personalized service.

Currently, the customer base of Doctor Mushroom has reached 1,500 families coalescing online and offline sales. Even in this initial phase of the start-up journey, due to the exceptional track record and commitment to cater to the needs of customers, they have even received an export order for the breakfast bar which an innovative product that is in the developing prototyping stage.

“Our brand awareness represents how familiar our target audience is with Doctor Mushrooms and how well they recognize it. To date, we have received positive responses and the same consumer begins to recognize and establish loyalty that not only spurs other purchases but also inspires friends and family”, says Ms. Humera.

## Awards & Acheivements

-  **Incubated and funded by MANAGE, Hyderabad under the RKVY-RAFTAAR Scheme**
-  **Participated in Women of India Organic Festival, organized by the Department of Women & Child Welfare, Government of India.**
-  **Awarded on 'International Women's day from WAIM & Skoda, for Food Processing.**
-  **Nominated for National Entrepreneur Awards by NIMSME.**
-  **Lead speaker at IMINT conference.**

## Areas of Operation

The operations are in Hyderabad and the clientele is spread across Telangana and Andhra Pradesh.

## Association & Key take aways from MANAGE



*MANAGE was a pillar of great strength and support. We owe MANAGE and the team a lifetime of gratitude. 'Thank you' is a small expression to express our emotions/feelings towards MANAGE*

- Ms. Humera

## Vision as an Entrepreneur

Ms. Humera's vision is to scale up the venture by setting up a 6,000-bed unit and start her food processing unit, focused on value-added products from Mushroom. Through free training, she also endeavours to extend business opportunities to women & differently-abled people by enabling them in setting up their mushroom cultivation mini-units.



### Company Name

Doctor Mushrooms



### Date of Incorporation

25 September 2020



### Age of Company

2 years, 4 month



### Website

<http://doctormushrooms.in/>



### Online

[www.DrMushrooms.com](http://www.DrMushrooms.com)



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