Tales of Honey Mission:
Honorable Prime Minister started the initiative of Sweet Revolution (Honey Mission) from Banaskantha district of Gujarat marked by Banas Dairy farmers presenting Banas Honey to Prime Minister as a token of respect.
Dear Readers

Wish you a Very Happy Makar Sankranti !!!

Government of India has entrusted the all important work of keeping alive our rural and traditional industries to Khadi and Village Industries Commission (KVIC). Honey production is one of our oldest rural industries. It finds mention even in our Holy Scriptures.

People across India have whole heartedly responded to the clarion call of ‘Sweet Kranti’ by our Hon’ble Prime Minister Shri Narendra Modiji. Honey is now being produced in every corner of our country. KVIC’s all out efforts in promoting this ‘Sweet Kranti’ under the leadership of Shri Vinay Kumar Saxena, Chairman, KVIC is commendable.

I am very happy to introduce this first edition of the KVIC Honey Mission newsletter. It has some interesting facts about Honey and a brief introduction of the KVIC’s prestigious Honey Mission plan. We intend to make it a regular publication to keep you updated about the latest happenings in this important industry.

I congratulate KVIC for this effort and hope that all stakeholders of the Honey Mission sector will benefit from this.

Enjoy! Happy reading!
From the Chairman’s Corner...

Dear All,

With a subtle but steadily growing challenge of India in the environmental sector related to agricultural productivity, pollination and biodiversity, it has always been a concern of scientific research into food security as well as people's developmental sustainability, since over 47% of population is engaged in agriculture though the agricultural sector makes only a little over 17% of our GDP. With this in the background among other things, the Hon'ble Prime Minister of India gave a clarion call for "Sweet Revolution" to increase the incidence of honey bees in India to effectively result in a multitude of objectives, such as increasing pollination, increasing agricultural productivity, increasing honey production, increasing employment opportunities and providing higher livelihood support across the country.

KVIC adopted this as a task naming it "Honey Mission" and initiated the work from the garden estates of the Hon'ble President of India during May 2017. It is a massive national effort to distribute honey bee colonies in all geographic entities of the nation and enable the marginal farmers, citizens, livelihood challenged communities, rural masses etc. to make honey, engage in self employment and passively help in enhanced pollination across the country and fight malnutrition among children. In the year 2018, more than 55,000 bee colonies have been distributed, tons of honey has been produced enabling additional income to the poor and the mission is progressing in good stead to include more and more people.

As ‘Honey Mission’ is India's aspirational effort to increase agricultural productivity and sustainable development of small farmers and marginal communities in a big way along with combating climate change in a small way, KVIC has set a target of distributing another 1,00,000 Bee-Boxes in the year 2019, to serve the multiple objectives that the Hon'ble Prime Minister has envisioned.

With this background, I take pride in introducing the ‘Honey Mission’ first newsletter namely ‘Bee-Inspired’ for your leisure reading and attaining valued insights.

“If the honey bee disappears from the surface of the earth, Man would have no more than four years to live”

- Albert Einstein
**Honey Mission: The beginning spark in ‘Sweet Revolution’**

Honey Mission – Process Flow

1. Selection of potential site
2. Awareness Program for identifying/selection of Beneficiaries
3. Identification of Master Trainers & Imparting Beginners Training
4. Bee Box distribution with colonies and Hive Tools
5. Group Formation by Beneficiaries
6. Handholding for proper Beehive Management
7. Distribution of Honey extractors & CF Sheets
8. Bee Keeper Meet
9. Advance Technology Training
10. Monitoring, Data Collection and Evaluation
11. Taking corrective measures (if needed)
12. Success Story

Khadi & Village Industries Commission (KVIC) has planned to extend benefits of supporting 10 honeybee hives (boxes) with live colonies to 13,100 beneficiaries in the country for the year 2018-19. The beneficiaries will include farmers, beekeepers unemployed youth for increase honey production and earnings for beneficiary.

Efforts are to bring together the beekeepers, farmers, researchers, government agencies, agribusiness, conservation groups, manufacturers and brands to improve the beekeeping practices in the country, impart skills on beekeeping, supply necessary tools, disseminate technology & information, create awareness on good beekeeping practices, enhance the health of honeybee.

Application from interested beneficiaries would be screened and shortlisted candidates will be imparted training on ‘Beginners Beekeeping and Entrepreneurship Development Program’ by Master Trainers/SBEC. Post training, each beneficiary will be provided 10 bee boxes with live colonies and beekeeping equipments for beginning their journey in beekeeping.
‘Promoting Entrepreneurship’

Vikas Shivsagar
(Nagpur)

2015
- Received training
- Started beekeeping with 2 Bee boxes

2016
- Increased Bee box to 22
- Left corporate job to pursue beekeeping

2017
- Trained more than 100 people under KVIC
- Started migration to other states

2018
- Established own Honey Processing Machine
- Empaneled as Master Trainer

Beneficiary Profile
- Beneficiary Name: Vikas Shivsagar
- Age: 30 Years / Male
- Location: Udnur, Nagpur, Maharashtra
- Educational Qualification: BSc (Microbiology)
- Total Bee boxes: 162 (62- Apis mellifera and 100- Apis cerena)
- Beekeeping Training: Received on Jan 2016

Vikas Shivsagar Journey Of Success……..
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The Journey so far...

**Honey Mission**

‘A Step towards Sweet Revolution’

79
Countries Indian honey was exported in year 2017-18

49,925
Metric Tonnes of honey exported

INR 624
Crore worth of honey exported in year 2017-18

Source: APEDA webpage citing DGCIS Annual Report
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| East Zone | 16,800 | 10,200 | 1,020 | 58.2 | 58.44 |

Source: As per data received till 14th Jan 2019

Qty\(^1\) – In Metric Tonnes
Value\(^2\) – In Rs. Lakhs

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<tr>
<th>Qty(^1)</th>
<th>Value(^2)</th>
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<td>INR 16.3 million</td>
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07| BEE INSPIRED | Issue 1 | Jan 2019
Innovative Beekeeping Practices

Bee Venom production: A beekeeper in Gujarat has bought his own Bee Venom extraction machine (Cost Rs 12,000 approx.) and has produced 4 grams of Bee venom worth Rs 27,000 and is looking towards increasing its production further.

Decorative Bee box: An official from KVIC Ahmedabad Office, Shri Sarvin Tarar has designed a decorative bee box and gifted to government officials including Honorable Prime Minister to increase awareness towards beekeeping. The box has the potential for queen rearing and can be patented for innovative design.

Collaboration with Banas Dairy: Collaboration of KVIC office with Banas Dairy has yielded success in distribution and monitoring of bee boxes in Banaskantha district. It provided additional source of revenue for farmers involved in dairy and beekeeping. Honey produced from Banas Dairy is being marketed as Banas Honey.

Bamboo Bee boxes: Beekeepers in Tribal areas in Gujarat manufacture bee boxes made out of locally available bamboo which are lighter in weight, provide much cooler surroundings to honeybees and are cheaper to produce. This has the potential to be manufactured at a large scale providing additional source of revenue for the tribal population of Gujarat.

Dairy Containers used for Honey Collection: Most beekeepers in Gujarat are farmers involved in dairy business and use the containers used in dairy business (Food Grade Quality) to collect honey as well thus ensuring the quality of honey produced.

Babul Honey: As per beekeepers, Babul honey from the wasteland flora of Babul shrubs is only produced in two regions in the world, Israel and Gujarat (India). This honey has the potential for Geographical Tagging and explored at larger scale.
New Zealand
The land of
Manuka Honey

• New Zealand’s apiculture industry is a INR 350 Billion industry with value of pure honey export at INR 22.1 Billion at 2015-16
• Total registered hives in New Zealand stood at 879,758 (Till August 2018) with 7,836 Registered Beekeepers
• Apiculture New Zealand (ApiNZ) is the peak industry body for apiculture in New Zealand representing all sectors of the industry

Bee Aware Month
September is Bee Aware Month which ApiNZ has been running since past 8 years with year 2018’s focus on Bee health and increasing public awareness on how they can help protect New Zealand’s healthy bee population. Few initiatives:
• Bee Food – By planting bee-friendly gardens
• Safe spraying – Avoid spraying private gardens with harmful pesticides
• Hydration – Provide pesticide-free drinking water for bees

Source: apinz.org.nz

Scholarships in Beekeeping
Scholarships for youth in beekeeping has been introduced to encourage young New Zealander’s to take up a career in the industry. The Ron Mossop Youth Scholarship in Beekeeping is one example which is sponsored by Mossop’s Honey based in Tauranga, New Zealand

The Commodities Levies Act
ApiNZ has planned to introduce a Levy system to secure the future of honey industry. The investment is envisaged to be carried out in the following areas:
• Research related to bee health and Biosecurity
• Education and best-practices on beekeeping
• Sustainable beekeeping
• Supporting industry to include market access issues
Citizens have been accorded with the right to accept or reject the Act through voting in Feb 2019, post approval it will be implemented in Oct 2019

Manuka Honey – Quality Assurance
• Manuka honey is produced by bees collecting nectar from the manuka plant (Leptospermum scoparium) which can be found growing throughout New Zealand
• In December 2017, the Ministry for Primary Industries (MPI) finalized a robust and sophisticated scientific definition that can be used to authenticate whether or not a particular honey is New Zealand manuka honey

Source and Image Courtesy: www.mpi.govt.nz
Introducing Melghat.....
Embarked as the ‘Heaven on Earth’; Melghat region in the Amravati District of Maharashtra takes pride in its dense forest and rich biodiversity of medicinal plants. The region owed to its splendid bio-diversity provides a source for high nectar content and creates a perfect natural habitat to the honey bees.

The major flora includes Amatas, Kumbhi, Jamun, Behada, Shirish, Pangara and few other varieties of medicinal plants. The nectar collected by honey bees from these sources have been shown to imbibe the medicinal properties and came to be known as ‘Melghat Honey’

Melghat Honey
‘The Amravati Ambrosia’

Insight on Melghat Honey
- Primarily extracted by tribal population for centuries
- Melghat honey has been shown to have Antibacterial property*
- Helps in tackling the childhood malnutrition problem faced by the local population
- Has a distinct taste
- Applied by local population for Wound Healing
- Provides source of revenue for local tribal population and prevents occupational migration

Image Source: http://www.melghattiger.gov.in

Beneficiary Testimonials

“We are happy to learn scientific method of Bee-keeping from Honey Mission Programme. It has proven to be a good source for job creation for the rural and tribal population.”

Mr. Santosh Kumar, Bihar

“Honey Mission has given a livelihood option for the poor people. Through beekeeping we have learned the importance of pollination and its effect on our crops.”

Mr. James Well, Meghalaya

“We are happy with the quality of Bee Boxes and training provided by KVIC.”

Mr. Shailingson, Meghalaya

“Honey Mission is a good Mission being implemented by our Government. It has helped us in generating additional source of income.”

Mrs. Kavita Kumari, Bihar
• Egyptians were practicing a form of beekeeping around 2400 - 2600 years ago
• Honey bees produce beeswax from eight paired glands on the underside of their abdomen
• A honey bee can fly for up to six miles, and as fast as 15 miles per hour, hence it would have to fly around 90,000 miles -three times around the globe – to make one pound of honey
• Honey is the only food that includes all the substances necessary to sustain life, including enzymes, vitamins, minerals, and water
• The perfect hexagons that form honeycomb hold the most amount of honey with the smallest amount of material (wax)
• Honey bees communicate with one another by dancing
• Each honey bee colony has a unique odor for members identification
• The average worker bee produces only about 1/12th teaspoon of honey in her lifetime
• The bees’ buzz is the sound made by their wings which beat 11,400 times per minute
• Honey bees have been producing honey in the same way for 150 million years
• In December 2017 at the United Nations in New York ‘World Bee Day’ was officially announced for the 20th May

Source: www.benefits-of-honey.com and www.romapis.org