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Azadi Ka
Amrit Mahotsav



सत्यमेव जयते



NATIONAL BEEKEEPING & HONEY MISSION (NBHM)

NATIONAL BEE BOARD FROM STRENGTH TO STRENGTH

The National Bee Board has been proactively working to find ways and means to promote beekeeping in the country and improve the lives of beekeepers





Beekeeping is a very fascinating occupation. Honey bees play a very important role in pollinating various agricultural and horticultural crops and increase their yield and improve the quality of produce and have great importance in human life. Beekeeping supplements income generation to the rural/urban unemployed people. Honey bees have been offering services to the society through ensured pollination in cross-pollinated crops as well as by providing honey and a variety of other beehive products, viz.; beeswax, bee pollen, royal jelly, propolis and bee venom. Honey bees also play a vital role in sustaining plants' biodiversity, resulting in environmental stability.

Honey bees could be a less expensive input for promoting sustainable and eco-friendly agriculture and enhancing crop productivity. Therefore, the Government of India included beekeeping/ honey bees as an input in the package of practices recommended for a particular crop and region. The potential benefit due to bee pollination is increase in yields of various crops, fruits, vegetables, oilseeds, pulses, etc. Income generated through yield enhancement of crop may be much more than the income generated from honey production.





OBJECTIVES

In view of the importance of beekeeping in overall sustainable agriculture and rural development, the National Bee Board (NBB) was constituted by the Department of Agriculture and Farmers Welfare (DA&FW), Ministry of Agriculture and Farmers Welfare, Government of India, under the chairmanship of Secretary (A&FW) in June 2006 under Societies Registration Act, XXI of 1860.

The NBB is taking initiatives for overall promotion and development of scientific beekeeping in the country to enhance the productivity of various crops through pollination and increasing the production of honey and other beehive products for enhancing the income of beekeepers/farmers.



**THE
NATIONAL BEE
BOARD ENCOURAGES
BEEKEEPERS AND HONEY
FARMERS TO INDULGE IN
SCIENTIFIC PRACTICES SO
THAT THEY CAN
EARN MONEY
WHILE SIMULTANEOUSLY
HELPING POLLINATE
THE CROPS**



ADOPT BEEKEEPING FOR OWN AND THE NATION'S PROSPERITY



THE NBHM

The NBB is achieving its goal through implementation of a Central Sector Scheme entitled 'National Beekeeping & Honey Mission' (NBHM) approved under Atmanirbhar Bharat announcement to achieve the goal of 'Sweet Revolution' in the country.

The main objective of NBHM is to promote scientific beekeeping for holistic growth of the beekeeping industry for income and employment generation, providing livelihood support to farm and non-farm households, to enhance agriculture/ horticulture production, developing infrastructural facilities, including Integrated Beekeeping Development Centre (IBDC)/ CoE, honey testing labs, etc and infrastructure for post-harvest management of honey and other beehive products, and developing and promoting latest technologies in beekeeping.



THE NBHM COVERS THREE MINI MISSIONS FOR HOLISTIC GROWTH



■ **MINI MISSION-I:** Thrust to be given on production and productivity improvement of various crops through pollination assisted by adoption of scientific beekeeping in the development of quality nucleus stock centres, development of Bee Breeders, setting up/upgrading honey and other beehive products testing labs (including regional/ big labs and Mini honey testing lab/ satellite/ mobile labs, setting up of beekeeping equipment manufacturing units and standardisation.

This Mission also aims to set up apitherapy centres, registration/block chain/ traceability system, empowering women through beekeeping by Self-Help Groups (SHGs), promotion of new global technology for promotion and development of scientific beekeeping.





■ **MINI MISSION-II:** This Mission will concentrate on post-harvest management of beekeeping/ beehive products including collection, processing, storage, marketing and value addition, among other things, with a thrust to develop requisite infrastructural facilities for these activities.

This Mission also has its focus in the fields of honey and other beehive products collection, trading, branding and marketing, among other projects, as well as packaging, storages, cold storage etc for honey and other beehive products. It also strives to renovate/ extension of old honey and other beehive products processing units and plants.

■ **MINI MISSION-III:** This Mission puts the focus on research and technology generation for various regions/ States/ agro-climatic and socio-economic conditions.

The NBHM project lays special emphasis on development in **States other than the Northeast and Himalayan States** (where the approved **subsidy pattern is 50 per cent** in case of individual beneficiaries/ societies/ firms and companies and **75 per cent** in the case of institutional framework and **100 per cent** for the national/ State-level Government organisations, including the NBB). For **Northeastern region and Himalayan States**, the **subsidy pattern is 90 per cent** for all individuals, institutions/ organisations and **100 per cent** in the case of Government agencies/ organisations.

Similarly, for capacity-building programmes, including trainings, seminars, skill development for farmers/ beekeepers, officials, etc., the pattern of funding/ **subsidy be 100%** for all the implementing agencies.

**ADOPT BEEKEEPING.
INCREASE INCOME
AND USE HONEY FOR A
HEALTHY LIFE**





BEEHIVE PRODUCTS

HONEY

- Honey is a food of gods.
- Honey has certain nutritive and energetic advantages.
- An energising action and mild appetising effect.
- Helps in easy assimilation and digestion of other foods.
- A desirable influence on assimilation of calcium in children.
- Action of preferential retention of magnesium which explains why children nourished with honey develop better.
- Very high caloric value.
- Honey gives much more in nutrition because it has proteins, vitamins, enzymes, organic acids and lactones, minerals, etc.
- Several other hormones and trace substances secreted from the flowers and the systems of bees are also found in honey to add its value.
- In women, it helps to improve anaemic conditions.
- To old people, it gives energy and improves appetite.
- Honey has great food value and provides cash income.



POLLEN

- Bee pollen has been rated as new 'superfood'.
- Bee pollen contains antioxidants, which prevent the body's cells from being damaged by harmful free radicals, excessive amounts of which can lead to diseases including cancer.



ROYAL JELLY

- It is food of queen bees.
- Rich in protein.
- Helps in maintain vigour and fertility.



BEESWAX AND PROPOLIS

Beeswax is almost twice as much costly as honey and is in great demand. Used in cosmetics and pharmaceutical, dental industry, etc.



BEE VENOM

Very high value product. Used in pharmaceutical industry for:

- Treating rheumatoid arthritis, nerve pain (neuralgia), multiple sclerosis (MS).
- Reducing the reaction to bee stings in people who are allergic (desensitisation) to them (venom immunotherapy), swollen tendons (tendonitis) and muscle conditions such as fibromyositis and enthesitis.
- Also used in cosmetic industry.

COMB HONEY

A valuable product which can be directly consumed and ready to eat.



OPPORTUNITIES AVAILABLE

India has a vast potential for beekeeping. The diversity in flora and fauna provides more opportunities for developing the beekeeping industry. The National Commission on Agriculture had visualised the need for deploying about 150 million bee colonies for pollinating agricultural crops in the country.

The beekeeping industry has great self-help potential for rural people, tribals, marginal and small farmers and landless labourers. The areas with great potential in beekeeping include:

- As per the cropped area under the major insect-pollinated crops, about 200 million bee colonies are required in the country to enhance the yield of these crops on a par with the yield levels of developed countries
- Honey has great food value and provides cash income
- Beeswax, which is twice as costly as honey, is in great demand



NATIONAL BEEKEEPING

VISION

PROMOTING SCIENTIFIC BEEKEEPING IN THE COUNTRY FOR EMPLOYMENT

~20 Lakh MT

Honey is produced globally in 2020 (FAO)

8th

Largest producer with ~6% contribution in global production

<5%

Potential realized (3.4 million bee colonies and has potential to reach 200 Million bee colonies)



Enhancing quality of honey production through registration of beekeepers on Madhukranti Portal



Establishment of Regional and Mini Honey Testing Laboratories



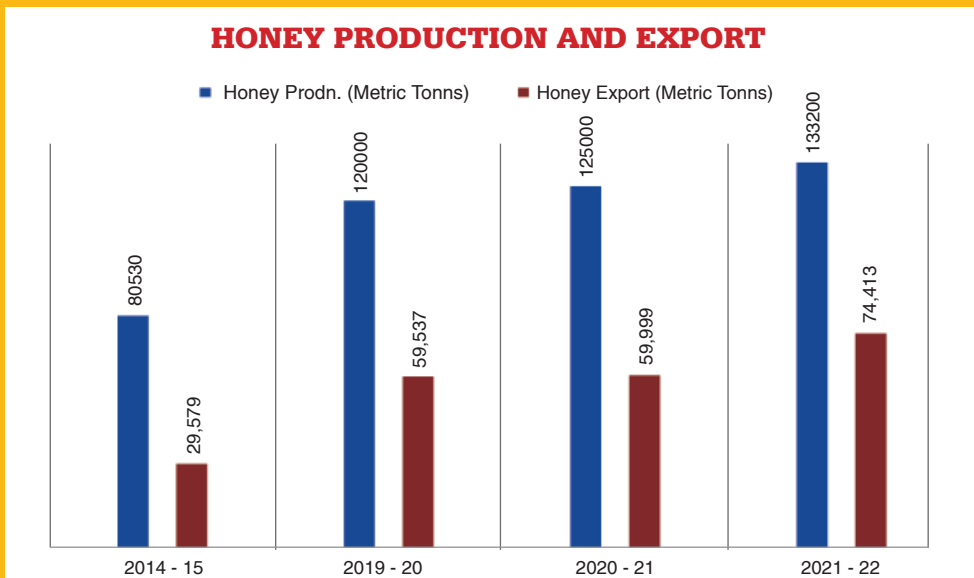
BENEFICI

All individuals/ Institutions/ Organizations/ Societies/ Co-operatives/ Self Help Groups (Firms / FPOs/ FPCs/ Member Societies/ Member Beekeepers)

SHUDH SHAHAD KA SEVAN, SWASTH NIROGI JEEVAN

- Other products (pollen, propolis, bee venom and royal jelly) are several times costlier than honey and beeswax
- Providing bee pollination service to farmers for increasing crop production and quality and productivity of honey bees — A double benefit service
- Maintenance of biodiversity by pollinating flowering plants
- Apitherapy/ medicine using bee products
- Processing and value-added products of beehive products

HONEY PRODUCTION AND EXPORT



ING & HONEY MISSION

NT GENERATION THROUGH BEEKEEPING AND DOUBLING FARMERS' INCOME

Ensuring trade (domestic & export) for high quality honey through traceability

Creation of infrastructure for honey processing for enhanced quality through 100 FPOs

Pollination support/
Promotion

Breeding/
Research &
Development

Testing/
Processing/
Storage

Trading/
Branding &
Marketing

BENEFICIARIES

Self-Help Groups (SHGs)/ Joint Liability Groups (JLGs)/ Farmers/ Beekeepers Interested Groups (FIGs)/ Beekeepers' Federations (MBFs) of NBB/ Government Agencies



TYPES OF BEES IN INDIA

SPECIES	NATURE	FORAGING RANGE (KM)	AVG. HONEY YIELD (KG/YR)
Indian bees: <i>Apis cerana indica</i>	Domesticated	0.8-1.0	10-12/hive
Western bee: <i>Apis mellifera</i> , <i>A. ligustica</i> , <i>A. carnica</i>	Domesticated	1.0-2.0	50-60 /hive
Rock bee: <i>Apis dorsata</i>	Wild	-	50 /hive
Little bee: <i>Apis florea</i>	Wild	-	0.25 /hive
Stingless bee: <i>Tetragonula</i>	Wild & Domesticated	-	200-300 grams/ Colony

- *Apis mellifera*, *Apis cerana* and stingless bees are in practices.
- Uttar Pradesh, West Bengal, Bihar, Punjab, Himachal Pradesh, Rajasthan, Madhya Pradesh, Uttarakhand, Haryana, Kerala, Karnataka, Tamil Nadu and Jammu & Kashmir are the major honey producing States. All other States and Northeastern States are also having good potential for beekeeping.
- India exports honey to various countries. Major markets for export of honey are the US, the Arab Emirates, Canada, Qatar, Nepal, Morocco, Yemen, Kuwait, Saudi Arabia and Bangladesh, among other countries.



**NO MORE BEE;
NO MORE POLLINATION;
NO MORE PLANTS;
NO MORE ANIMALS;
NO MORE LIFE
OR NO MORE
MAN ON EARTH**

HIGH PRAISE

The Hon'ble Prime Minister, Shri Narendra Modi, cited in his address the example of Gurdum village in Darjeeling, which is famous for honey bee farming. "There's a high demand for the honey and other horticultural products from this village nestled in the Himalayas which, in turn, have boosted farmers' income," he said. He added: "The pure and organic honey extracted in West Bengal's Sunderbans region has a worldwide demand."

THE GUJARAT MODEL

The Prime Minister, Shri Narendra Modi, had his attention focused on the honey bee farming revolution in Banaskantha district of Gujarat where his efforts regarding the 'honey mission' in the remote villages of the State have created several jobs for the local farmers as the Government used the practical approach to providing tactical training to the honey extractors and beekeepers among the local population and distributed bee boxes to promote the idea of the 'Sweet Revolution'. A good number of newly employed farmers, amounting to thousands in the recent times, were provided with apicultural equipment and training of management of bees under the Prime Minister's initiative for bee farming that facilitated the region into a major hub of honey production. The Prime Minister has noted these developments in his *Mann Ki Baat* address to the nation.

**HONEY IS SYNERGIST,
INCREASES QUALITY OF ALL FOODS**





BENEFITS OF BEEKEEPING

- Few resources needed.
- Land ownership not required.
- People will get part-time employment without scarifying their main occupation.
- Farmers are requested to cooperate with beekeepers and invite them to put

bee colonies in their crops at flowering stage to increase the production and quality of produce.

- Helps in sustainable development of agriculture and environment.



POLLINATION SUPPORT

nHoney bees are the best and most important pollinator which provide several benefits.

nBee pollination not only increase yields of the crops but also improves the quality of the produce.

nMaintenance of biodiversity by pollination of flowering plants and cultivated crops and help in its sustainable development.



SHUKRA HO YA SHANI, ROZ KHAO HONEY



- There is no exception to beekeeping and it serves as a costless, important input in agriculture.
- Provide self-employment to rural people, tribals, marginal and small farmers, landless labourers, unemployed people, etc. Thus, serves as a source of livelihood.
- Increases income of beekeepers/farmers/ landless labourers through production of honey and other beehive products, viz.; beeswax, propolis, pollen, royal jelly, bee venom, comb honey, etc.
- It helps in prosperity of farmers, healthy people and strong nation.

WORLD BEE DAY

The World Bee Day, as mandated by the United Nations general Assembly, is celebrated on May 20 to raise awareness on the essential role of bees in pollination services and in keeping the planet healthy.

All stakeholders are, therefore, requested to mark the event in a major way to enhance the quality of life of people and our planet.



SHAHAD HAI ANMOL RATTAN;
APNAANE KA KARO JATAN





NATIONAL DAIRY DEVELOPMENT BOARD



राष्ट्रीय मधुमक्खीपालन और मधु मिशन

National Beekeeping and Honey Mission

Traceability of Source of Honey and Other Hive Products

An initiative to leverage high quality Honey Production meeting international standards. All Beekeepers and Entrepreneurs dealing in honey production, processing, packaging, marketing and exporting are requested to register on the portal and provide authentic business related information for achieving the objective set by the National Bee Board under the NBH Mission.



NATIONAL BEE BOARD

Department of Agriculture & Farmers Welfare
Ministry of Agriculture and Farmers Welfare, Govt. of India

"B" Wing, IInd Floor, Janpath Bhawan, Janpath, New Delhi-110001

Phone: 011-23325265, 23719025 Fax: 011-23320445

Email: nationalbeeboard.2006@gmail.com