

Report on
Workshop held on 30th August, 2022 on
‘Strengthening of Export Potential of Honey’

Workshop Schedule

Chief Guest: Dr. Abhilaksh Likhi, Additional Secretary, DA&FW, Government of India

Date: 30.08.2022

Time: 10:00 AM – 1.00 PM

Venue: VAMNICOM, Pune, Maharashtra

Sr. No.	Activity	Time	Speakers
1.	Registration	10:00 AM to 10:30 AM	-
2.	Inauguration	10:30 AM to 10:35 AM	Lighting of Lamp, Bouquet and Presentation
3.	Inauguration Speech	10:35 AM to 10:45	Dr. Prabhat Kumar Horticulture Commissioner, DA & FW- Speca
4.	Opening Remarks	10:45 AM to 10:55 AM	Dr. Hema Yadav Director, VAMNICOM
5.	Launching of Beewax Products of FPOs/ Start-ups	10:55 AM to 11:05 AM	Dr. Abhilaksh Likhi and Dignitaries
6.	Special Remark	11:05 AM to 11:10 AM	Digvijay Ramchandra Patil Director, Directorate of Beekeeping
7.	Address by Stakeholders & Session by Experts 11:10 AM to 12:40 PM		

(i)	Future Strategies for Promotion of Export	11:10 AM to 11:20 AM	Shri Bidyut Baruah AGM, APEDA
(ii)	Role of Agri. Start-up in Export Promotion	11:20 AM to 11:30 AM	Dr. P. Chandra Shekara Director General, MANAGE
(iii)	Role of FPOs in Export Promotion of Honey	11:30 AM to 11:40 AM	Shri. Unnikrishn Kurup R. GM, NAFED
(iv)	Role of NDDB/ Milk Unions in Export Promotion of Honey and Other Products	11:40 AM to 11:50 AM	Shri. Rajiv Chawla Dy. General Manager, CALF, NDDB
(v)	R & D Support for Export Promotion	11:50 AM to 12:00 PM	Mr. Amit Agarwal, PhD, Founder, Koyo Software Solutions, Mumbai
(vi)	Experience Sharing by Honey Processors/ Exporters	12:00 PM to 12 20 PM	Shri. Sanjay Ramchandra Gaikwad MD, Mahabaleshwar Madhotpadak Sahakari Society Ltd.
(vii)	Discussion / Feedback	12:20 PM to 12:40 PM	Open Forum for discussion
8.	Key Note Address	12:40 PM to 12:50 PM	Dr. Abhilaksh Likhi Additional Secretary, DA & FW, Government of India
9.	Vote of Thanks	12:50 PM to 1:00 PM	Dr. Prashant Kadam Professor, VAMNICOM

Beekeeping is an agro-based activity which is being undertaken by farmers/ landless labours in rural area as an integrated farming practice. Beekeeping supplements income generation and nutritional intake of rural population. It is being increasingly realized that bees could be less expensive input for promoting sustainable and eco-friendly agriculture and enhancing crop productivity.

Beekeeping benefits so many sectors viz. trade, processing, export, rural artisan, etc. and generates income from multichannel by generating employment, increasing income from honey & other hive products, income from enhancing crop production, sustaining environmental quality, maintaining eco system and plant diversity etc.

The success stories of beekeepers have started emerging. However, amidst the government support, beekeeping/ apiculture has been viewed as an upcoming industry with lots of opportunities and challenges. In fact, honeybees/ beekeeping have been approved as 5th input for agriculture.

The workshop on ‘Strengthening of Export Potential of Honey’ was a platform for deliberations on various opportunities and challenges faced by the beekeepers, beekeeping cooperative societies, FPOs etc. The workshop was inaugurated by Dr. Prabhat Kumar, Horticulture Commissioner, DA & FW-Speca via online mode. In his inaugural speech he appreciated the efforts of different stakeholders of honeybee production across the country. He also emphasized how the emergence of agritech start-up has facilitated the growth of honeybee production in India. He thanked VAMNICOM for facilitating the workshop in a smooth and successful manner.

After inaugural speech of Dr. Prabhat Kumar, Dr. Hema Yadav, Director, VAMNICOM, applauded the honeybee keeping stakeholders for the efforts in the production of honey. She emphasized on improving the quality of honey in terms of its diversified nature. She also thanked the chief guest, Dr. Abhilaksh Likhi, Additional Secretary, Department of Agriculture and Farmers Welfare, Government of India and the other dignitaries for taking out their precious time in attending the workshop. After the welcome address of the Director, the different types of beewax products of different start-ups were launched by Dr. Abhilaksh Likhi along with the Director and the other dignitaries.



Dr. Abhilaksh Likhi appreciated the start-ups and entrepreneurs for their different displayed products. The products included, sugarless honey with jamun, beewax candles, honey chocolates, flavoured honey of strawberry, jamun etc.



After the launching of products, Dr. Hema Yadav initiated the presentations of experts. The special remarks were given by Shri. Digvijay Ramchandra Patil, Director, Directorate of Beekeeping, Government of Maharashtra. He emphasized on various facts and figures about honey production and the significance of honeybee clusters in the growth of honeybee production in Maharashtra. He also stressed on the government support measures in building up of 5000 bee colonies in Maharashtra. Further, in his

special remarks, he highlighted the significant role played by Khadi Board in the promotion and marketing of honey. In addition to this, he spoke about building specialized villages in honey production such as Manghar in Mahabaleshwar, Maharashtra. The need for quality assurance lab was also emphasized.



The next session was delivered by Shri. Bidyut Baruah, AGM, APEDA on 'Future strategies for promotion of export of honey'. He emphasized on the role played by APEDA in the promotion of export since the last 37 years. APEDA dealt with 17 products and acted as a facilitator in training and organization of buyers-sellers meet. He also explained the procedure for export which has increased from 101.32 USD million in 2017-18 to 168.75 USD million in 2021-22. Further, he also talked about NMR (Nuclear Magnetic Resonance) a measure introduced by Ministry of Commerce last year for testing the quality of honey. He also emphasized on the need for the development of infrastructure, markets for the success of sweet revolution.

The next expert session was given by Dr. P. Chandra Shekara, Director General, MANAGE on 'Role of agri. start up in export promotion'. He spoke on the role of start-ups in the export of honey in terms of ensuring quality, creating awareness and training and capacity building. He also highlighted different start-ups such as Gobuzzer, VGrow, Vellore Electronics who came up with idea of use of IoT based precision apiculture device, monitoring system, use of blockchain for traceability etc.

Mr. Hardik Joshi, a young dynamic start-up proprietor also spoke on the challenges faced by emerging start-ups.

The next session was of Shri. Sanjay Ramchandra Gaikwad, MD, Mahabaleshwar Madhothpadak Sahakari Society Ltd. He gave a brief review of the working of the society since 1955 till date in three blocks with 1600 members with a total collection of 30,000 kg of honey till last year. He requested help from the government for the farmers. He gave a unique slogan ‘one drop of honey to every school child’ which will act as an immunity booster for all the young population. He also highlighted on the problems faced by honey producers across the India.



Dr. Abhilaksh Likhi, Additional Secretary, DA & FW, Government of India was the chief guest for the workshop. In his address, he suggested to create a center of excellence where we can bring those agri-startups, FPOs or budding entrepreneurs who develops technology to increase the farmers income, increase marketing efficiency, reduce cost of production and increase export marketing, to share their knowledge and experience for cross learning so that small and marginal farmers can get connected to the value chain of honey production. He talked about Madhukranti portal which was started on a pilot mode. On this portal, the data regarding number of honeybee colonies, region wise number of honeybee keepers, at what rate honeybee keepers sale honey to whom, etc. is being recorded. He emphasized the importance of training and capacity building in this field and suggested to organize such one day workshops across the country for all the stakeholders such as farmers, experts, entrepreneurs, specialist etc. of this sector.

Further, he spoke about the potential of beewax and its products and how government is planning to give incentives to those involved in the manufacturing of beewax and its products. Dr. Abhilaksh Likhi also recommended that, VAMNICOM with the help of National Bee Board should set up a functioning unit for Primary Agriculture Credit Cooperative Societies (PACS) and honey cooperatives.



The next session was done by Shri. Unnikrishn Kurup R, GM, NAFED on ‘Role of FPOs in export promotion of honey’. He discussed the various problems in the Indian honey market though the export has shown an increasing trend. The frequent ban by European Union, traceability issues, authenticity were some of the issues discussed by Shri. Unnikrishn Kurup R.

Mr. Rajiv Chawla, Dy. General Manager, CALF, NDDDB gave session on ‘Role of NDDDB/ Milk unions in export promotion of honey and other products’. He explained the various mandatory requirements for export and stressed on maintaining quality in ensuring authenticity, free from adulteration. Authenticity was defined in terms of genuineness, geographical origin and botanical origin. He further emphasized on sophisticated analysis, EA-IRMS and need for regulatory environment. He furthermore talked on honey testing in CALF laboratory.



Colonel Pramod Dahitule also gave a brief review of the issues and challenges in honeybee production in India.



The workshop also witnessed an open forum for discussion in which various issues on honeybee production, its marketing, its networking, its insurance were raised by different stakeholders. Shri. Digvijay Ramchandra Patil tried to address the issues raised by the stakeholders. A need was also felt by the stakeholders for having insurance

of honeybees as honeybee keepers suffer a lot. The interstate restrictions were also highlighted by the stakeholders to which Mr. Patil asserted that such restrictions do not exist.

The workshop got over with concluding remarks for an effective networking of various stakeholders from honeybee production so that the sweet revolution becomes a success story and the real potential of honey is meted out.

Prepared by-

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