

# **KHADI AND VILLAGE INDUSTRIES COMMISSION**

**( Ministry of MSME )**

## **OPERATIONAL GUIDELINES FOR THE PILOT PROJECTS OF BEEKEEPING ACTIVITY UNDER AGRO-BASED & FOOD PROCESSING INDUSTRIES ( ABFPI ) VERTICAL OF GRAMODYOG VIKAS YOJANA(GVY)**

### **1. INTRODUCTION :**

- a. Beekeeping is a significant sustainable, and environmental sound activity involving integration of forestry, social forestry and Agricultural supporting activity since it provides nutritional, economic, and ecological balance, while providing employment and income. India has a good potential for beekeeping and to become a major honey exporting nation.
- b. Beekeeping is a low investment and skill Industry having the potential to offer direct employment to lakhs of people especially hill dwellers, tribal and unemployed youth and farmers. Sustainability of this industry is therefore vital to the country's economic wellbeing and development.
- c. Beekeeping has been carried out across many generations in India. It plays a vital role in the livelihoods of the rural communities in four dynamic ways :-
  - (i) it is an income generating activity;
  - (ii) provides food and medicine - value of honey and other hive products are invaluable;
  - (iii) it supports agricultural activities through cross pollination and increase in yield of crops;
  - (iv) it contributes immensely to forest conservation;
  - (v) It provides supplementary income to farmers/ Tribal etc.

### **2. PRESENT SCENARIO OF HONEY PRODUCTION :**

- India is among the major honey exporting countries. The major markets for Indian honey are Germany, USA, UK, Japan, France, Italy, Spain etc.
- India is at 8<sup>th</sup> position in the world for honey production.
- Honey production is estimated as 35,000 MTs for 2005-06 which has now increased to the estimated 95000 MTs in 2017-18.

Most of the Indian beekeepers engaged in beekeeping activity are primarily doing the extraction of raw honey from the bee colonies maintained by them. Very few beekeepers are extracting wax & pollen .

The Raw honey extracted by beekeepers are procured by Beekeeper Co-operative Society/Beekeeping NGO/Honey Traders/ Pharmaceutical Companies etc. and in turn sent for processing through Honey Processing Plant and finally the processed honey gets packaged with suitable brand name for its sale to customers.

Many of the institutions/Institution Sales outlets/Departmental sales outlets in KVI sector are procuring the processed honey which confirm to quality standards which is sold to the customers.

### 3 HONEY MISSION :

Hon'ble Prime Minister had given a clarion call "SWEET KRANTI" after which Honey Mission was launched by KVIC from May 2017 under Beekeeping program, under 'Honey Mission' :

- After implementation of the Beekeeping program by KVIC for 3 years, it was practically realized that Processing and Quality control parameters, Branding, Marketing tie-up etc., are lacking in the existing system of distribution of bee boxes to individual beneficiaries. Further, in the light of the geographical strength of abundant flora & fauna and keeping in view the population of the beekeepers across the country, it was felt necessary to expand the existing Beekeeping and Honey Mission activities by framing a composite program in '**Cluster Mode**' to ensure assured income generation to farmers/Bee keepers as well as continuous production of Honey & other bee hive products.
- Consequently, M/o MSME deliberated upon the matter with Ministry of Agriculture & Farmers' Welfare, Ministry of Social Justice & Empowerment and M/o Tribal Affairs, and decided to go ahead in cluster mode & **adopt the model of the existing Scheme of SFURTI of M/o MSME** and customize the same for establishing beekeeping clusters. The proposed cluster can be given a maximum grant of **Rs.5.00** crore for more than 500 beekeepers, and a proportionate grant for lesser number of beekeepers, which, however, shall not be less **than 350** beekeepers in view of the viability of the cluster. The other provisions governing the role and remuneration of Implementing Agencies (IAs) and Technical Agencies (TAs) and all other provisions will be as per existing SFURTI guidelines. KVIC will be the Nodal Agency (NA) for implementing the clusters under "Honey Mission". As per the directions issued in this regard, vide Ministry's letter no. P-10/89/2016.KVI-1 dated 19.12.2019, **10-15 'Honey clusters' were to be set up in the financial year 2019-20.**

### 4. ROLE OF KVIC IN DEVELOPMENT OF BEEKEEPING PROGRAM :

Since 1957, Khadi and Village Industries Commission(KVIC) is engaged in development of the beekeeping Industry with a view to uplift the financial status of people living in rural areas by introducing and popularizing modern beekeeping in Co-ordination with other agencies engaged in rural development. For the development of beekeeping program KVIC has been framing policies/schemes, promotional program, conducting awareness and training program and extending necessary technical expertise through the available network of State / Divisional Offices, CBRTI, Pune and State Beekeeping Extension Centers.

Keeping in view the importance of beekeeping in our country; Hon'ble Prime Minister of India has announced in 2017 that “श्वेत क्रांति के साथ-साथ स्वीट क्रांति की भी जरूरत है”,

## 5. OBJECTIVES

- Utilization of available natural resources
- Creating sustainable employments
- Providing supplementary income for farmers
- Adopting scientific Bee Management practices
- Creating awareness about Honey and other Hive Products
- Creating awareness about the benefits of beekeeping in cross pollination
- Developing linkages with like minded organizations.

## 6. ACTIVITIES ALREADY CARRIED OUT BY THE KVIC:-

1. **Identification and selection of potential areas of beekeeping** – The field offices of KVIC identified the potential areas of beekeeping.
2. **Conducting Awareness Program:-** Field offices of KVIC organized the awareness program through institutions/ NGO,s who are working in beekeeping development, rural development, agricultural activities.
3. **Convergence with like minded organizations/ Scientists.** In order to promote the beekeeping activity in a larger prospective with over all development in terms of adopting scientific beekeeping practices those organizations which are engaged in beekeeping were invited by organizing seminar at Pune, Bangalore and Kerala in which Agriculture university, KVKs, Horticulture Department, Eminent beekeeping Scientists participated.
4. **Organizing skill development program :-** The field offices organized skill development program of 05 days through SBEC,s (state beekeeping extension centers), Beekeeping NGO,s & CBRTI, Pune in which the beneficiaries were trained about the methodology of beekeeping activities, Maintenance and handling of bee colonies, Information pertaining to flora calendar, , techniques of migration of the bee colonies.
5. **Handholding support :-** The field offices have extended handholding supports to the successful trained beneficiaries for honey extraction and multiplication of bee colonies through Master Trainers.
6. **Distribution of bee boxes with bee colonies and tool kits:-** The field offices have distributed the bee boxes with live bee colonies and other tool kits to the trained beneficiaries, as per the targets allocated to them, So as to start practically the beekeeping activity at their places.
7. **Marketing tie up :-** The field offices organized buyer –seller meet for honey and other bee hive products for making available marketing platform and also processing the raw honey through Institutional Honey Processing Plants.
8. **Cluster formation under SFURTI Scheme:-** The beekeeping clusters were set up under SFURTI Scheme . The beekeeping cluster formation

benefited the beekeepers for availing the services under common Facility Center with the facilities for Honey Processing, Testing Lab, Packing, Branding and Market promotion available.

**Three years performance of Honey Mission:-**  
**(Target and achievement)**

year	Target		Achievement	
	No of Beneficiaries	No. of Bee Boxes	No of Beneficiaries	No. of Bee Boxes Distributed
2017-18	1435	14350	1384	13505
2018-19	13100	131000	9636	95726
2019-20	2000	20000	2637	26148
<b>TOTAL</b>	<b>16535</b>	<b>165350</b>	<b>13657</b>	<b>135379</b>

**7. DEFINITIONS :**

**i) Beekeeping:-**

Beekeeping is the maintenance of honey bee colonies, commonly in hives by a human.

**ii) Beekeeper :-**

Beekeepers are also called bee farmers , apiarist. The term beekeeper refers to a person who keeps honey bees in bee hives (bee boxes) and having knowledge in beekeeping or acquired skill in maintenance of bee colonies and extracting hive products. Beekeeper may be land less and can be a literate or illiterate person.

**iii) Master Trainer/ Mentor :-**

A certified person who has a detailed knowledge of honey bee biology, experts in the scientific practice of beekeeping i.e. maintenance of bee colonies, colony multiplication and extraction of hive products, is called a master trainer.

**iv) Bee Hive (Bee boxes) :-**

A bee hive is an a wooden box in which honey bees are kept for honey production and bee hive products.

**v) Bee colonies:-**

Honey bees are social insects which live in colonies. Honey bee colonies consist of a single queen, hundreds of male drones and 20000 to 80000 female worker bees. Each honey bee colony consists of brood- i.e. developing eggs, larvae, pupae-honey in comb cells and pollen.

**VI) Tool Kits:-**

For the maintenance of bee colonies, the accessories like bee veil (face covering net), Knife, smoker and hive tool are supplied as tool kits.

**VII) Honey:-**

Honey is biological substance produced by the bees, collected from flowers or other plants secretions, and convert it into honey as their food. The raw honey is to be processed/ pasteurized before its use. Raw honey collected by extraction contains particles of wax, bee and plant bodies, pollen grains, dirt and other foreign materials, which trigger granulation and fermentation.

**VIII) Apiary Honey:-**

Honey produced by the Indian hive bees, *Apis cerana Indica* and the Italian bees, *Apis mellifera* in apiaries and collected by the modern extraction method is called apiary honey.

**IX) Forest Honey:-**

Honey produced by the rockbee ( *Apis dorsata*), and *Apis florea* in forests and collected by the tribal, adopting crude method of squeezing the comb, are called forest honeys. Forest honey is turbid due to the presence of a lot of pollen, wax, brood and other foreign materials.

**8. GENERAL GUIDELINES FOR PILOT PROJECTS TO BE SET UP FOR BEEKEEPING FOR PROMOTION & DEMONSTRATION OF BEE KEEPING ACTIVITIES ACROSS THE COUNTRY :**

- Under these pilot programs, beneficiaries will be provided Skill Training, necessary Tools and Technical handholding support.
- Training: 05 days beekeeping training is provided to the beneficiary through various Training Centers/SBEC's/ Master Trainer as per prescribed syllabus.
- Handholding : After completion of the training, beneficiaries are also supported with necessary technical handholding for maintenance of bee colonies.
- Items supplied to the beneficiaries: **10 bee boxes with live bee colonies, a tool kit (containing a smoker, bee veil, Knife & hive tools), C.F. Sheet (One kg CF sheet for each bee colony) and S.S. honey extractor (One Extractor for five beneficiaries for 50 bee colonies).**

A) Contribution by beneficiaries for getting the bee boxes with live bee colonies :

Sr. No.	Particulars	KVIC Contribution							
		SC	ST	GEN	BPL	SC	ST	GEN	BPL
1	Non North Eastern States (Non-NEZ)	10%	10%	20%	0%	90%	90%	80%	100%
2	North Eastern States (NEZ)	5%	5%	10%	0%	95%	95%	90%	100%

## B) Training Fee :

Training fee of Rs. 1500 per candidate is to be paid by general candidates. Training fee is exempted for SC/ ST candidate as per circular NO:FBI/Honey Mission/ Vo1- II/20 18- 19 dated 16<sup>th</sup> April 2018.

## C) Role of KVIC :

- The beneficiary should further be assisted to take benefits under PMEGP/MUDRA Schemes of KVIC/ M/o MSME/GOI for expanding his/her activity.
- **Maintaining data base:-** All Field Offices and Directorates of ABFPI/FBI should have the details of beneficiaries assisted under 'Honey Mission', with their detailed data to be **uploaded on a MIS portal to be** operationalized specifically for beekeeping program.
- Field offices should furnish the monthly reports and quarterly reports along with details of Bee products, BFL linkages to Directorate of ABFPI,/FBI, KVIC indicating performance/ achievement, for its further submission by Central Office, KVIC, Mumbai to the Ministry, of MSME. The information about SHG,s (beekeepers) who have availed financial assistance under PMEGP, and problems faced by them, if any, also be provided.
- Creating awareness among the horticulturist / agriculturist on benefits of bee pollination in enhancing their crop productivity and provide pollination services.
- Establishing tie-up arrangements with beekeepers, existing Honey SFURTI Clusters, other benefits under other Schemes of the Ministry of agriculture for developing their market linkages, Honey Processors, Buyers & Sellers' meet for the marketing of produce.
- KVIC to extend continuous R. & D. support to the beneficiaries for their quality of honey and other products, Diseases control, flora identification and scientific apiculture practices through Center of Excellence (CBRTI, KVIC, Pune).
- Geo-tagging to be done for all the beneficiaries with respect to location of beneficiaries( not for the Bee Boxes or other equipment as it may not be financially viable).

## D) IRG generation and beneficiary's contribution :

Before distributing the bee boxes, artisan's contribution (as an IRG) may be collected as mentioned at 6(A) above. **Artisans living below poverty line are exempted from own contribution.**

The training fee collected as per the circular dated 16.04.2018 will also be the IRG.

Since the beneficiaries also consist of very poor / illiterate people for them the state Director should collect the cash towards the own contribution/ training fees by issuing official receipt and the collected funds may be remitted by field offices: by cheque or / RTGS/ Online payment to the Directorate of accounts, KVIC, Mumbai duly providing details of beneficiaries.

## 9. TARGET GROUP :

Prospective Beekeepers/ Entrepreneurs/ Farmers/ Unemployed Youth/ Adivasis/ Migrant Workers.

## 10. SELECTION OF BENEFICIARIES IN THE PILOT PROJECT AREA :

- The field offices to identify the beneficiaries by conducting the awareness camp/through advertisements as per the annual target allocated based on the budget/action plan for the Scheme ;
- Field offices also carryout local publicity for getting the applications of beneficiaries from Government Departments/Directly aided Institutions (DAI)/KVIB/NABARD/ Nehru Yuva Kendra Sanghatan (NYKS), SC/ST/Minority Finance & Development Corporation, Ministry of Women & Child Development (MWCD), Army Wives' Welfare Association (AWWA), Panchayat Raj Institutions, State Women & Child Development Corporation, State Designated Authorities of Agricultural and Horticultural Departments etc.
- Preference to be given to the people belonging to SCs/STs/Women/ Unemployed Youth/ Migrant Workers/BPL category trained in the beekeeping activity / 50% against the overall target to be allotted, people pursuing the same activity earlier, based on their education profile.
- Final selection of the beneficiaries to be done by a State level Committee to be constituted for the purpose, with the following composition :

Sr. No.	Particulars of members	Position
1.	Dy. CEO (Respective Zone)	Chairman
2.	Respective State Director / Divisional Director / his representative not less than Asst. Director of respective States in the zone	Member
3.	Beekeeping Expert (Beekeeping Technical Expert / Outside Expert )	Member
4.	SBECs of the respective State( if available )	Member
5.	Representative of KVIB	Member
6.	Local State / Divisional Directors of KVIC	Member Convener

## **11. ELIGIBILITY CRITERIA FOR THE BENEFICIARY:**

- Age limit not less than 18 years to 55 years; having Aadhar Card, in case of non-availability of Aadhar card/Voters ID with photographs and Ration Cards, etc.
- One person from one family will be eligible for 10 bee boxes, with bee colonies & tools kit (Bee veil, smoker, Knife and hive tool).
- Persons already trained in beekeeping by KVIC/ KVIB /NABARD/KVK(s) /Agriculture – Horticulture Boards/ Eligible Beekeeping NGO(s), etc. eligible to get the support of bee boxes with bee colonies and tool kit.
- Persons who have availed benefits from other Govt. Schemes for the same/similar purpose will not be eligible; the beneficiary shall give declaration to this effect.

## **12. SELECTION OF PILOT PROJECTS TO BE SET UP THROUGH SHG's:**

The Pilot project – is proposed by considering the factors like potentiality for beekeeping, backward areas and Aspirational districts across the country.

## **13. SKILL DEVELOPMENT PROGRAM:**

### **(Duration, Eligibility Criteria, Number per Group etc)**

A) Duration: 5 days

- i) Theory 15 Hours @ 3 Hours per day
- ii) Practical -10 Hours @ 2 Hours per day.

B) Eligibility Criteria :- Eligibility criteria of beneficiaries are as outlined above.

C) Number per Group/ batch – 25 candidates

Normally the Skill Development Training programme in Beekeeping is conducted with 25 candidates per batch and the financial expenditures to be incurred as briefed under point No.D below. If due to any genuine reason, if the training programme cannot be organized with 25 candidates per batch, then in such instances, the training programme of 5 days duration can be conducted with less number of candidates by incurring the expenditures proportionate to the actual candidates admitted.

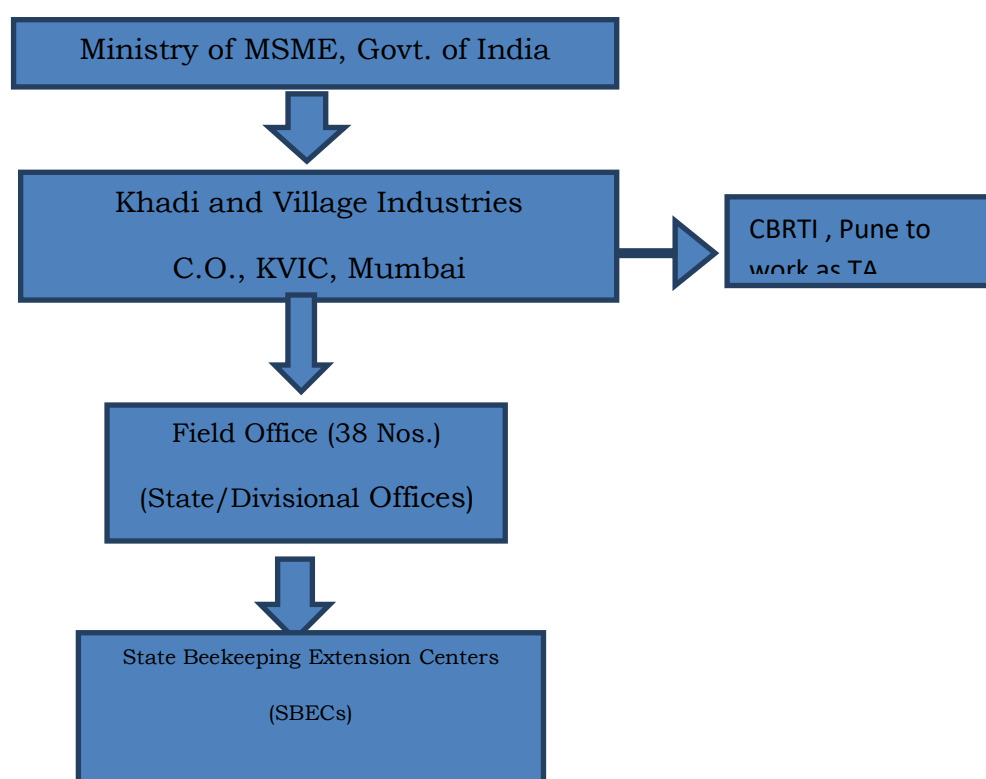


D) Financial Expenditure (Per batch of 25 candidates) :

- i. Training with the involvement of Master Trainer Rs. 40,000 per batch for NEZ and Rs. 35000/ per batch for NON NEZ.- This include the cost of technical handholding support by the Master Trainer after the completion of training by beneficiaries.
- ii. Training Through SBEC,s of KVIC – Rs. 12500 per batch.

E) KVIC will explore to conduct online training programmes through CBRTI, Pune (COE)

**14. ORGANIZATIONAL STRUCTURE, FUNDING PATTERN :**



**15. MECHANISM OF UTILIZING THE SERVICES OF ‘CENTER FOR EXCELLENCE’:**

CBRTI, KVIC, Pune is identified as the center of excellence for “Beekeeping program” implemented by KVIC with following Roles/ Responsibilities:

1. Organizing Pilot Project for SHGs and work for value added products to increase income of artisans.
2. They will do the complete assessment for developing online training modules.

3. Carry out R &D for new products.
4. Collecting colonies inspection reports from field / honeybee Assistants and guide them in maintaining healthy colonies. The data collected will compile and validate by CBRTI.
5. Supplying floral colanders and migratory routes for facilitating beekeepers for migrating their colonies.
6. Conducting field survey for identifying beekeeping potential sites.
7. Collecting honey samples from each state and test in the laboratory of CBRTI for ensuring the quality of honey produced under KVIC- Honey Mission.
8. Preparing short films on beekeeping for utilizing in awareness/training/workshops and to disseminate beekeeping technologies to field through Honey Mission.
9. Conducting the training programme as per field requirements.
10. Providing Technical Assistance to the needy State Beekeeping Extension Centers in respect of Queen Rearing, bee breeding, quality control of honey, Pollen collection & other Bee Hive Products and bee disease managements etc.
11. Supplying Comb foundation sheet (CF sheet) to the needy beekeepers.
12. Providing technical inputs to bee breeders.
13. Dissemination of technology in bee-management through Beekeeping Extension Centers/Honeybee Assistants/ Trainer.
14. Functioning as Technical Agency for implementing the KRDP/SFURTI Programme.
15. Conducting workshop cum training in advance technology
16. Arranging training for bee hunters / wild honey collectors through NGO's in consultation with respective state KVIB(s)
17. Endeavoring for convergence with like-minded agencies.
18. Maintaining beekeeping database at CBRTI.
19. Provide market linkages.
20. Carry out Technology assessment and development.
21. **Will develop synergy with National Bee Board (NBB) and other similar organizations.**

#### **16. STATE BEEKEEPING EXTENSION CENTER :**

There are 16 nos. of State Beekeeping Extension Centers (SBEC) functioning under the administrative control of State/Divisional offices; to perform the following functions for the benefit of beekeeping program in the State/Zone

concerned, with necessary technical guidance also obtained from the CBRTI, KVIC, Pune, for which the Nodal Officers are also to be assigned with the duties by CBRTI, KVIC, Pune to extend the technical expertise for the SBECs at various places for enabling them to carry out following functions.

1. Co-ordinating with State / Divisional Offices.
  2. Submitting weekly reports to State / Divisional Offices on the portal.
  3. Conducting Awareness Camps for inviting potential beekeepers from SHGs/forming beekeeping SHGs and individuals.
  4. Assisting beekeepers in preparation of beekeeping model projects.
  5. Extending technical guidance to set up the apiary units.
  6. Collection of data in respect of new floral sources, honey in terms quantity and number of colonies in the state & upload on the portal.
  7. Conducting exposure visits to potential beekeepers.
  8. Helping beekeepers for controlling bee diseases in the state.
  9. Maintaining basic stock of bee colonies for conducting various training programme and supplying bee colonies.
  10. Promoting pollination services with farmers through beekeepers.
  11. Develop linkages with like-minded agencies/organizations for convergence.
  12. Provide linkages with other similar beneficiaries under the Schemes/develop market linkages.
  13. Connect with other supported beekeepers of KVIC/other organizations.
  14. Work closely with NBB and develop synergy with their programs.
  15. Work to motivate people to further progress by taking benefits in schemes like MUDRA and PMEGP.
- 17.** Development of Value added is key in increasing the earning of the artisans involved in this area. Looking at the various medicinal benefits, there is huge potential to develop new products in this sector. Accordingly, there is need to have a tie-up with top class institutes working in area by setting up a Centre of Excellence. For this purpose, a tie-up may be done with CSIR or similar Labs of Government of India / State Government Labs or other institutes like IITs / innovation development institutes, etc.
- 18. ACTION PLAN FOR 2020-21 FOR PILOT PROJECT UNDER 'HONEY MISSION' :**

**(i) Progress Report on Action Plan for 2019-20 is given below:-**

Target		Achievement	
Beneficiaries (In Numbers)	Distribution of bee boxes with bee colonies (In numbers)	Beneficiaries (In Numbers)	Distribution of bee boxes with bee colonies (In numbers)

2000	20000	2637	26148

#\_\_Against the target of 2000 beneficiaries the achievement stands 2637 beneficiaries for 2019-20, since there were demand from some of the states, more than the targets allocated to them.

**(ii) ACTION PLAN FOR 2020-21 :**

Sr. No.	Activities Proposed	Nos. of beneficiaries	Nos. of bee colonies	Funds proposed (Rs. In Lakhs)
<b>Part-A</b>				
1	Distribution of Bee boxes with Bee colonies to Migrant Worker under Gareeb Kalyan Rozgar Abhyaan(GKRA) Districts.	800	8000	443.02
2	Pilot Project for the Formation of SHG's and distributing Bee boxes with bee colonies through SHG,s by KVIC field offices	1250	12500	653.42
3	Pilot Project for conducting advance training in Royal Jelly collection, Pollen collection & Queen rearing, Honey testing and supply the tool kits to SHGs by Center of Excellence (CBRTI, KVIC, PUNE)	50 SHG,s	50 SHG,s	20.00
4	Budget for SBEC,s	17 nos	-	70.31
5	Budget for (Block Provision) Monitoring/ Review /Oren. Trg. Progm/ workshop/ Seminar/ Honey Festival / Miscellaneous/ Data Entry Operator /Additional funds for field offices	-	-	13.25
6	<b>In principle approval to set up a CoE with CSIR / IIT / other Top class institutes for development and</b>	-	-	100.00

	<b>various new value added products. KVIC to seek approval of the Ministry with details on the same.</b>			
<b>Total (Part-A)</b>		-	-	1300.00
<b>Part- B</b>				
7	Additional Funds requirement for setting up beekeeping Honey Clusters under SFURTI Program (2020-21)	10 Clusters @Rs.5.00 Cr. per cluster	-	5000.00 <b>(Funds will be provided from SFURTI scheme)</b>
<b>Total (Part-B)</b>				5000.00
<b>Total Part-A &amp; Part-B</b>				6300.00 Lakhs (63.00 Cr.)

(iii) KVIC had already undertaken various activities under 'Honey Mission' and based on the earlier experience, the 'Action Plan' for "Honey Mission" was issued on 19.12.2019 wherein 10-15 Honey clusters on pilot basis were to be set up during 2019-20. These were to be set up in 2019-20 as part of the 'Action plan' for that year. Since no progress could happen in this area, KVIC will now develop these clusters in 2020-21 under SFURTI Scheme.

- While the 'Honey Mission' will primarily be governed by the Action Plan as above, however, to propagate & demonstrate the benefits across the country including in remote areas,
- KVIC has been allowed to set up pilot projects as detailed above ( each with an upper limit of Rs. 20.00 lakh investment including all the activities in the said pilot project), across the country as per 'Gramodyog Vikas Yojana (GVY)'s guidelines for the year 2020-21., i.e. the proposed Projects will be in the range of Rs. 2.00 lakhs to 20.00 Lakhs on an average per project.
- These pilot projects will be set up, in addition to the Honey clusters to be developed under 'Honey Mission.

#### **Details of the activities/financials under such pilot projects :-**

<b>Sr. Nos</b>	<b>Activity</b>	<b>Estimated cost in Rs.</b>
1	Provide 05 days beekeeping skill up gradation training (25 candidates per batch).	i. Training with the involvement of Master Trainer Rs. 40,000 per batch for NEZ and Rs. 35000/ per batch for NON NEZ.- This include the cost of technical handholding support by the Master Trainer after the completion of training by

		beneficiaries.
2	10 bee boxes with live bee colonies for each beneficiary	Rs. 35000 for Apiscerana & Rs.45000 for Apis mellifera bees.
3	one set of Tool kit (containing one Knife, Smoker, hive tool and bee veil)- for each beneficiary	Rs. 750.00
4	CF Sheet for 10 bee colonies ( 01 kg per bee colony@Rs. 500/kg) for each beneficiary	Rs. 5000/-
5	SS made honey Extractor for one group comprising of 05 beneficiaries.	Rs. 12000/-
6	Monitoring by field offices.(per beneficiary).	Rs. 1500/-

- iv) On an average, an amount of Rs. 46,050 (Apiscerana bees) to Rs 56,250 (Apis mellifera bees ) expenditure will be incurred per beneficiary which includes cost of 10 bee boxes , 10 bee colonies, one set of tool kit, Training charges, CF sheet, Honey Extractor and monitoring charges etc
- v) As part of the Action Plan, KVIC may add more activities as per field learning & to take forward the R. & D. activities, tie-up with Centre of Excellence(CoE), marketing linkages like opening of outlets etc., support of various expert institutions, developing infrastructure, arranging Buyers/Sellers' meet and developing incubation Centres etc.

#### **19. TECHNICAL COMMITTEE FOR SPECIFICATIONS :**

A Technical Committee will be constituted headed by Director , ABFPI/ FBI including expert from CBRTI, outside expert from a premier institute and representative of NBB, and bee box manufacturers for deciding and finalizing specifications of bee boxes, other equipment to be provided to beneficiaries. Consultation will be done with respective equipment manufacturers.

#### **20. ROLE OF REGIONAL / STATE OFFICES AND DIVISIONAL DIRECTORS OF KVIC :**

1. Identification of places having the Beekeeping potentiality.
2. Selection of Honeybee Assistants/Master Train / Beekeeping NGO.
3. Procurement bee hives and bee colonies dully following all GFR norms
4. Identification of entrepreneurs and master trainers for arranging training program.
5. Identifying and notifying the bee equipment and bee colonies suppliers in the state.
6. Developing linkages with like minded organizations for development of beekeeping and link with NBB Programme.
7. To collect data on honey produced by the bee colonies supplied and upload on the portal.
8. Issuance of identity card to the Master Trainers / Honeybee Assistants.

9. Networking with local or nearest Honey Processors (HPP)/ Beekeeping Clusters to collect the honey, processing and packing.
10. Conducting awareness program/workshop/beekeepers meets in potential Districts.
11. Furnishing monthly, quarterly and annual reports; to Dte. of FBI, KVIC.
12. Uploading of photos with appropriate captions and reports on the various events like training, field demonstrations, distribution of beehives, bee colonies and equipment, places, where the hives are located and name of the person responsible for the hives and handholding, collection and sale of honey, etc. under the State jurisdiction and upload on the portal.
13. Create marketing linkages for the beneficiaries.
14. Maintain a detailed record of the number of boxes and colonies distributed. A **unique id number** for each of the bee hive, which is tamper proof should also be placed in the beehive, so that these beehives can be verified and located whenever required and upload on the portal.
15. Co-ordinate and converge with local beekeeping NGOs, Master Trainers and Beekeepers.
16. Work to motivate people to further progress by taking benefits in schemes like MUDRA and PMEGP.

## **21. RELEASE OF FUNDS :**

As per the communication of budget estimate (BE) received from the Ministry of MSME; the C.O., KVIC prepares the physical & Financial target action plan for all KVIC Field Offices and after approval by Commission and SFC, after which the target allocation details are communicated to field offices and accordingly funds are also released to respective field offices. The Bee Boxes with Bee Colonies, Tool Kits and other accessories are being procured by field offices (duly adhering to all financial procedures) since the species of Honey Bees vary from State to State, Zone to Zone, which has its effect on the type/specification of bee boxes/tool kits/other accessories to be procured.

## **22. MARKETING LINKAGES :**

The existing scenario of Market Linkages is depicted below:-

### **a) Beekeepers/Societies/SHGs**

(maintains bee colonies and extracts hive products, mainly Raw Honey)

### **b) Honey Traders /NGOs /Institutions /pharmaceutical companies having Honey Processing and Bottling Plant**

(Procure Raw Honey from Beekeepers/Societies/SHGs on payment of reasonable price and carry out the processing of Raw Honey to maintain the quality standards of processed Honey to be sold in the market after its branding and also confirming to BIS/FSSAI standards)

**c) Sales Outlets (KVIC Sales Outlet, Directly Aided Institutional Sales Outlet, Board Aided Sales Outlets and the Sales Outlets of other firms)**

**Note:-** As the part of strategies to increase the demand for Honey, we may also consider to introduce Honey as mid day meal programme in schools, as sugar substitute, corporate gifting, setting up Honey Kiosk in Shopping Malls.

**d) KVIC will create/work for developing marketing linkages for such pilot projects by linking them to existing clusters( under SFURTI or otherwise), buyer houses etc.**

**23. ROLE OF KHADI INSTITUTIONS :**

There are a lot of institutions in KVI Sector, which can play important role in the following areas.

- a. Manufacturing of equipments needed for Beekeeping Programme.
- b. Setting up more SFURTI Clusters
- c. Setting up Honey Processing Plant and Testing Laboratories
- d. Marketing of Honey through Sales Outlets
- e. Utilizing the existing infrastructure facilities to impart the Beekeeping Training to the artisans and encouraging them to take up Beekeeping activity as source of supplementary income.
- f. Develop new products and carry out market survey.

**24. MONITORING AND EVALUATION :**

1. In all field offices, State Honey Mission Committee is constituted for monitoring and evaluating the programme.
2. All Zonal offices also monitor the program implementation and the Zonal Dy. C.E.O.s place the reports during quarterly review meetings.
3. In the Central Office, a Central Steering Committee is functioning for over all monitoring the Honey Mission programme.
4. Monitoring by Directorate of Forest Based Industry; the programme implemented by the field offices.
5. Performing the role by CBRTI, KVIC, Pune as the Center of Excellence (as per point No.12) helps to monitor/evaluate the technical support extended in beekeeping.
6. Evaluation study of the Honey Mission will be carried out by engaging reputed third party Agency, in next four months.



## **25. WORKSHOP/ SEMINARS :**

Workshop and seminar will be organised by the field offices which will enable to gather the valuable technical suggestions / recommendations so as to build the strategy for better implementation of bee keeping activity. The workshop and seminar are conducted by involving Beekeeping Scientist, Technical Expert, leading beekeepers, farmers leading beekeeping NGO, Honey Exporters, Bee equipment manufacturers, Bee colony suppliers, Honey traders, other beekeeping stakeholders in the country and scientist from FSSAI, AGMARK & BIS etc. The roadmap could be framed for the overall development beekeeping activities. Considering the pandemic situation it may also be explored to conduct workshop through webinar online.

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