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CENTRE FOR AGRICULTURE
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Department Of Horticulture
Government Of Uttar Pradesh

Buyer seller meet / Conference on beekeeping

and
Honey Expo



Monday, 27th January 2025

**Venue : Auditorium, Department of Horticulture, Udyaan Bhawan,
Sapru Marg, Lucknow Uttar Pradesh**

www.card.org.in

INTRODUCTION :

Beekeeping presents a lucrative business opportunity for small and marginal farmers, enabling them to participate in the green business revolution driven by consumer demand for eco-friendly products. This practice involves the cultivation of honeybees, benefiting humans and contributing to national development (Ononye and Akunne, 2015). Beyond producing honey and other byproducts, bees play a crucial role in sustaining and improving crop production through pollination services. In our country, approximately sixteen lakh people are directly or indirectly involved in beekeeping and related activities. India has a rich history of honey and beekeeping, with honey being the first sweet food tasted by our ancestors in rock shelters and forests. Beekeeping has evolved into a diverse industry, with honey and bee products being utilized in pharmaceuticals, beeswax industries, bee venom extraction, royal jelly production, bee nurseries, bee equipment, and hive manufacturing, among others.

Profitability in beekeeping is particularly high in areas with abundant floral pasturage. Recent statistics reveal that approximately 50 million hectares of land are dedicated to cultivating oilseeds, pulses, orchards, and other crops that benefit from bee pollination. Moreover, there is an additional 60 million hectares of forest area with the potential for beekeeping. This extensive agricultural and forested landscape underscores the significant role that beekeeping can play in supporting sustainable agriculture and fostering economic growth.

ABOUT THE POTENTIAL OF BEEKEEPING IN INDIA

India holds the potential to maintain approximately 120 million bee colonies, offering self-employment opportunities for over 6 million rural and tribal families (Abrol and Shankar, 2015). These bee colonies have the capacity to yield over 1.2 million tons of honey and around 15,000 tons of beeswax. Implementation of advanced methods for the organized collection of forest honey and beeswax could result in an additional production of at least 120,000 tons of honey and 10,000 tons of beeswax.

Key honey-producing states, including Punjab, Haryana, Uttar Pradesh, Bihar, and West Bengal, contribute significantly to this production. The Government of India has sanctioned a new Central Sector Scheme called the "National Beekeeping & Honey Mission (NBHM)" for a two-year period. This initiative aims to promote and develop scientific beekeeping on a mission-oriented basis, striving for a "Sweet Revolution" in the country. Emphasizing capacity building, training, with a specific focus on women, input support for promotion and production, establishment of Integrated Beekeeping Development Centres (IBDCs), infrastructural development, digitization/online registration, processing, value addition, and market support, the NBHM is poised to drive comprehensive growth in the sector.

STATUS OF BEEKEEPING IN UTTAR PRADESH

About 15 districts of Uttar Pradesh, the Department of Horticulture and Food Processing is overseeing beekeeping initiatives to promote it as a viable business for the state's farmers. Training centers, including those in Allahabad, Saharanpur, Basti, and Moradabad, as well as sub-centers in Lucknow, Gorakhpur, Agra, Bareilly, Varanasi, Sultanpur, Ghazipur, Jaunpur, Faizabad, Kanpur Nagar, and Azamgarh, are actively supporting the development of beekeeping skills in the region.

While a small portion of honey is consumed for personal use in the domestic market, the majority is utilized by the pharmaceutical and confectionary industries. The growing health consciousness and changing lifestyles are leading to an increased consumption of honey as a health food, suggesting a potential rise in domestic demand. According to the Agricultural & Processed Food Products Export Development Authority, India exported 51,547.31 MT of Natural Honey, valued at Rs. 653.58 crore/101.32 USD million, during the 2017-18 fiscal year. The primary export destinations during that period were the USA, Saudi Arabia, UAE, Canada, and Qatar.

ABOUT THE BUYER SELLER MEET/CONFERENCE 2025

The proposed Meet/Conference will provide an opportunity for the State to showcase its potential and opportunities to explore new frontiers of technology intervention, governance and management interventions, entrepreneurship development related, emerging market linkage opportunities and enhancing the net income of those directly related to beekeeping in the State.

The one day programme will bring a large number of national stakeholders from the industry, institutions, Government and the development sectors to showcase the programs and schemes, products, technologies and services; and deliberate upon the issues and opportunities and the way forward.

CARD envisions to provide exposure to the producers, facilitate meet with potential buyers and success models and sensitizing them with policies, schemes, technologies and markets. Rewarding evolution will be evident when farmers themselves become role models for fellow farmers.

BUYER SELLER MEET OBJECTIVES :

- To achieve 'Atamnirbhar Bharat' through honey and beekeeping based livelihood and self-employment in UP.
- To further develop beekeeping infrastructure in the state.
- To further increase technology adoption and best practices.
- To promote Honey Farmer Producer Organizations (FPOs)
- To promote Industry linkages with the beekeeping and honey industry.

TOPICS OF DISCUSSION :

- Quality of Honey Measurement for Export, Purity check parameters, Source of collection and quality processing without adulteration.
- Quantity, Pricing, Packaging, Labelling
- Supply chain issues, timelines for delivery, transport facilities, cost calculations for export etc.
- Payment terms and conditions
- Agreement, legal contracts, transparency, trust building
- Certifications, regulations etc.
- Financial Institutions support & Subsidy

EXPECTED OUTCOME OF THE PROGRAMME :

- Creation of better infrastructure and incentivization of their industry associated with beekeeping and honey processing.
- Better valuation of the honey and through Munising the adulteration and quality honey production.
- Creation of Special beekeeping production cluster and their national and international branding.
- With the increment in production, the honey consumption will grow many-fold, Industries to be invited to set up processing plant manufacturing.
- Formation of SHGs and FPOs and also facilitation of FPOs under various schemes.
- Introduction of latest technologies related to beekeeping and honey production and processing.



SPONSORSHIP OPPORTUNITIES :

Title Sponsor (Rs. 2.5 Lac)

- Recognition as the official title sponsor, with your name and logo featured prominently on all promotional materials, including posters, site gates, and program banners.
- Special acknowledgment during the Inaugural and Concluding sessions.
- Opportunity to showcase a corporate film during the lunch break.
- Participation alongside the Chief Guest on the Inaugural and Award dais.
- Inclusion of your promotional materials in the seminar kit.
- A 20-minute slot for a presentation or interaction with entrepreneurs.
- A back cover page advertisement in the event souvenir.
- 18 sq.mt stall at prime location.

Panel Sponsor (Rs. 0.5 Lac)

- Recognition as the official panel sponsor of the event.
- Your name and logo are featured on promotional materials, such as newspapers, posters, and standees.
- Inclusion of your promotional materials in the seminar kit.
- 6 sq.mt stall

Sponsor (Rs. 1.5 Lac)

- Recognition as the official sponsor, with your name and logo displayed on promotional materials
- Special acknowledgment during the Inaugural and Concluding sessions.
- Participation on the Inaugural and Award dais alongside VIPs.
- Inclusion of your promotional materials in the seminar kit.
- A 15-minute presentation slot to engage with entrepreneurs.
- A half-page advertisement in the event souvenir.
- 9 sq.mt stall

Co-Sponsor (Rs. 1.0 Lac)

- Recognition as the official co-sponsor, with branding in materials
- Special acknowledgment during the Inaugural and Concluding sessions.
- Participation on the Inaugural and Award dais with VIPs.
- Inclusion of your promotional materials in the seminar kit.
- A 10-minute slot for a presentation or interaction with entrepreneurs.
- A one-page advertisement in the event souvenir.
- 9 sq.mt stall

Stall 6 sq.mt @ Rs.30000/-

WHO CAN PARTICIPATE ?

- Honey Beekeeping Entrepreneurs & Startups
- Honey FPOs
- CBBOs promoting Honey FPOs
- Policymakers
- Financial Institutions
- Honey Bee Industry Professionals
- Academics & Training Institutions
- Government Officials

How to participate :

Interested people can write a mail to
nodalofficer.card@gmail.com

Registration Fees : Rs. 500

Note : Fees can be submitted online at the registration link above or deposited directly to the provided account

RTGS/NEFT DETAILS

BENEFICIARY NAME	Centre for Agriculture and Rural Development
BENEFICIARY A/C NO	50200028473500
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC0000003
MICR Code	110240001

For participation, please contact

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