



Webinar

Hive to Home 2.0

30 September 2021

India Honey Alliance is a not-for-profit organization for the growth and development of the honey industry in India. It has brought together stakeholders from across the entire honey value chain such as beekeepers, aggregators, processors, packers, exporters, scientific experts, brands of honey and customers. IHA is committed to the development and growth of a strong and robust eco-system for pure and safe Indian honey for all consumers in India and abroad.

India Honey has pledged to work towards building consumer confidence in Indian honey by educating the people about the value of honey in our daily lives. Honey has multiple palliative, curative and nutritive benefits. It has become an urgent and important requirement to bust myths surrounding the consumption of honey. IHA has organised a series of webinars for creating awareness by inviting credible speakers to share their knowledge with consumers. The Webinar received 700+ registrations, attended by 650 individuals and received many questions from across the attendees pertaining to honey and its usage in day to day lives.

Synopsis

- Honey can be used as a sweetener to the dishes,
- Honey can be eaten in its pure form or in candy, the health benefits remain unaffected.
- Honey is used as a key ingredient in beverages and to manufacture cosmetic products.
- Honey is non-addictive and has distinct flavor and taste depending on the source of its origin whereas sugar is addictive and its sweetness tends to overpower the taste of other ingredients in food.
- Glycemic index of honey is 58 compared to 60 of table sugar.
- Honey has high level of sarcosine, phenolic compound and hydroxide which accelerates the antimicrobial activity.
- Honey is highly recommended for the following medical purposes:
 - ✓ Heal sores and wounds
 - ✓ Pain reliever
 - ✓ Highly recommended for the treatment of constipation
 - ✓ Consumed to accelerate the dissolution kidney stones
 - ✓ Exclusively used in the treatment of diabetic foot
 - ✓ Helps in curing polyuria
 - ✓ Helps to reduce stress and weakness
 - ✓ Is anti-inflammatory, can help healthy digestion, and a healthy skin.
 - ✓ Helps to strengthen hair roots, reduction of pimples and for a glowing skin.

Webinar report
Hive to Home 2.0
Honey for Taste, Health & Wellness

HIVE to HOME 2.0
WEBINAR 2021

**HONEY for TASTE,
HEALTH & WELLNESS**

MODERATOR

Mr. Mansoor Ali
Chief Sales & Marketing Officer
at Hamdard Laboratories

SPEAKERS

Mr. Sanjeev Kapoor
Chef, Food Entrepreneur
& Author

Dr. S. M. Arif Zaidi
Dean (Unani Medicine)
Jamia Hamdard

Mr. Deepak Agrawal
Founder, Auric

Dr. Mansul Goyal
M.D. (Dermatologist)
Integrative Medicine

30th SEP'21
Thursday

03:30 - 5:00
PM

MEETING ID
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India Honey Alliance

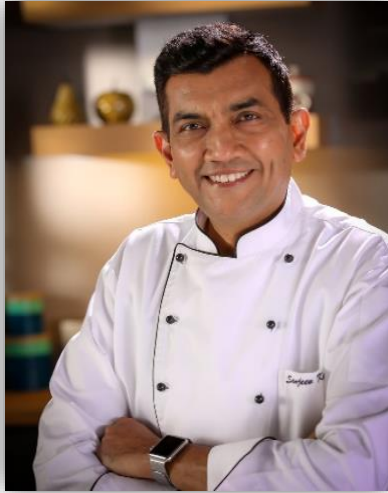
Moderator



Mr. Mansoor Ali, Chief Sales and Marketing officer, Hamdard Laboratories

Mr. Mansoor Ali is a marketing wizard and has an experience of more than 24 years in the consumer goods space. He has been associated with the Hamdard Laboratories since 2016 and handles marketing for their vast offerings including honey and has an extensive knowledge in the area of consumer confidence. He held strategy driver roles, and driven significant shifts in business models and mindsets.

Speakers



Mr. Sanjeev Kapoor - Chef, Food Entrepreneur & Author

Mr. Kapoor gave a few effective and easy pointers on how honey could be used as a sweetener while cooking. Unlike sugar, honey has distinct flavor and taste depending on the source of its origin and that's the reason why honey shines as an ingredient. Mr. Kapoor further stated human olfactory senses are 70% smell and only 30% on the tongue. Mr. Kapoor recommended honey as a healthier alternative to sugar that could be added to or with fruits, tea, snacks, sauces, etc. Honey can be eaten in its pure form or in candy, the health benefits remain unaffected. Mr. Kapoor from his experience stated that Indian honey is one of the finest in the world.

Lastly, Mr. Kapoor congratulated IHA for its formulation, the concept, and each person associated with honey. He extended his unstinting support to the IHA.



Mr. Deepak Aggarwal – Founder, Auric

Mr. Aggarwal shared there's an acute lack of awareness about Ayurveda among people and societal pressure pertaining to it like 'what will people think of me if I use Ayurveda? Mr. Aggarwal shared; consumers are ready to purchase ayurvedic products in packed form than locally. This led him to start his own business and discover the world of Ayurveda. As per him, the three main use of honey especially among youth are - Honey as an ingredient, Honey in use for beverages, Honey for cosmetic use. Mr. Aggarwal pointed out that the G.I. of honey is 58, for sugar it is 60. The difference is, honey feels less sweet on the tongue than processed white sugar and that the

sweetness of honey is natural and does not overpower the taste of other ingredients. Lastly Mr. Aggarwal expressed the need to market honey in the skincare and cosmetic space to make people aware about the medicinal properties of the honey.



Dr.S M Arif Zaidi – Dean (Unani Medicine) Jamia Hamdard

Dr. Zaidi spoke about the history of honey which goes back to 8000 years. Honey was depicted on stone paintings by the Chinese and Greeks during ancient days on its uses for the health of stomach and for healing wounds; for the treatment of diseases and confirmed honey's superiority for the standard medical treatment of burns, skin ulcers and wounds. High level of Sarcosine, Phenolic compound and hydroxide properties of honey accelerates the antimicrobial activity. Some of the most common medicinal uses of honey is to apply on wounds; a pain reliever; and is highly recommended for the treatment of constipation. It also helps in

breakage of kidney stones by accelerating the process and is exclusively used in the treatment of Diabetic foot for the past 10 years by simply applying on the wound along with other medicines.

Some of the therapeutic uses of Table honey were as follows:

1. Daily consumption of 15 ml honey to reduce stress and weakness.
2. To stop bedwetting among kids, 5 ml honey before sleep at night helps to reduce the frequency.
3. To treat Polyuria – A drink containing - 5ml honey + 20 ml amla juice + 6 grams amla pulp and having it twice a day could help cure Polyuria



Dr. Mankul Goyal – M.D (Dermatologist) Integrative Medicine

Dr. Goyal spoke on the sensorial and healthcare benefits of honey for skin and hair and the correlation between the stomach health and health of the skin. The anti-inflammatory property of honey reduces the heat of the body leading to healthy digestive tract leading to healthy skin. He shared honey could be consumed to strengthen the roots of the hair and skin, used for reduction of pimple, for skin glow, oily skin. Honey may be applied directly on the skin. One of the significant differences between Sugar and honey is that Sugar

is addictive whereas honey is natural and non-addictive. Another advantage is that honey helps in retaining moisture of the skin and ensures complete healing unlike superficial healing. He clarified that sweetness of honey will attract bacteria and have adverse effect on skin is a myth and that in reality, honey helps exfoliate skin by making a paste of honey using water and apply it on skin to remove dead skins. He cautioned honey should be used differently on different types of skin and suggested a patch test on the back side of the ear and observing it for 24hrs before applying honey on the face to assess if the subject is allergic to pollen.

Outcome:

- Deep understanding about the origin of honey from ancestral times
- Right manner in which honey could be utilised for the treatment of several mild and serious diseases such as Diabetic foot.
- Educated the viewers regarding the benefits of various properties of honey that makes it's such a significant immunity booster and a very good substitute for honey.

END