

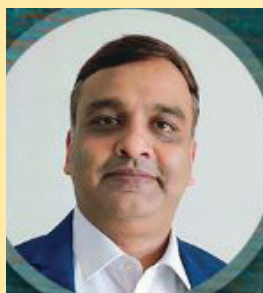
NEWS LETTER

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FOREWORD

The Indian bee-keeping & honey industry has seen many ups & downs in the last 2 years. While these may be part & parcel of the industry dynamics, it is essential to create a platform to address common & uncommon issues that the honey industry faces. India Honey Alliance was created with the express purpose of providing a focussed approach to address all issues, existing & any that may arise in the future. The task ahead is arduous and challenging, yet we are confident that with support of the government, scientific community & the industry, IHA will be successful in making Indian honey the best & the most sought after across the globe. The last year has been eventful, with issues like GST taxation; testing methodology & allegations against the honey industry. IHA swung into action & held meetings within 24 hours with key government stakeholders, to successfully resolve these. IHA is looking towards the future & has created a robust 3 year Roadmap to take the honey industry ahead in terms of scientific and technical information & understanding; consumer awareness programs & alignment with government programs for the Honey industry.

IHA gets a new Chairperson



RAHUL AWASTHI
is the Head of Operations at Dabur India Ltd, overseeing the entire Supply Chain, Manufacturing, Procurement, Packaging Development, Corporate Quality Assurance functions around the globe.

Rahul brings with him a wealth of experience in the manufacturing and technical area across geographies, as well as Strategic Planning, Manufacturing, Distribution, Quality Management, ESG, Procurement, Project Management, Packaging and Manufacturing Excellence.

Rahul is passionate about bee-keeping as a lucrative enterprise for farmers and small and medium entrepreneurs. He is known for his ability to find innovative solutions and build strong business relationships. Passionate about sustainability and quality, Rahul has been working to make the entire honey value chain better and more sustainable. Rahul Awasthi said, "I am excited to join IHA, an alliance that has been constantly working towards the welfare of the honey community. Honey as a sector is very fragmented and unorganized. The Government and the entire Honey ecosystem together need to take strong measures in flourishing the beekeeping sector, increasing the export and production of honey, along with creating sustainable income and employment for the beekeepers. I look forward to working towards all of this, expanding IHA's alliance network and propelling the alliance to new heights."

FROM THE IHA SECRETARIAT

3 year Roadmap

A robust 3 year Roadmap has been created by IHA to ensure growth of the honey industry. The primary objective is to work on creating an ecosystem where all stakeholders are direct beneficiaries. For this, two clear plans were drawn up,

where the task force was set up to tackle different aspects - Scientific Engagement & Stakeholder-Consumer Engagement. The consumer engagement plan is focussed on providing clear & credible information about honey and the scientific en-

gagement vertical will be working on creating a scientific environment for testing methodology; benefits of honey & collection of accurate & scientific data. This will be done in collaboration with Scientific institutions and domain experts.

ACTIVITIES

IHA hosts its first AGM

IHA held its first Annual General Meeting on 29th August' 22 at the India Habitat Center. The Annual Report was launched by Shri Arun Singhal, CEO, FSSAI. In his address to IHA members, Mr. Singhal spoke about the different challenges faced by the honey industry as well as the regulators as the industry grows. He highlighted one of the major areas of concern as the lack of availability of accurate and credible data. He urged the industry and the regulators to work together to create a robust eco-system for honey, as the primary objective for both was to provide the consumer with safe and pure honey. He also spoke about furthering the PMs initiatives and working towards creating and implementing standards for other hive products such as propolis, pollen, etc. Appreciating the work done by IHA, CEO FSSAI said that the Alliance chose to function on a system of shared responsibilities and duties and was instrumental in driving a joint commitment of all stake-holders to make it possible to overcome all hurdles with relative ease. IHA has just started the hard work and multiple stakeholders are working towards the main goal of providing customers with quality and safe honey. As a honey producer-driven not-for-profit organisation, IHA has been working closely with all stakeholders from the various gov-



ernment departments to the farmers; from the honey brand owners to the scientific bodies in planning and rolling out initiatives spanning research and development, extension and communication, trade, marketing and more. A series of webinars were also organised to highlight the importance of beekeeping for boosting farmer income and to unravel the untapped potential of honey by-products in the Indian market.

The past year has been exciting for the honey industry with a lot of growth. The beginning of the year saw a substantial jump in demand for honey in the wake of the COVID pandemic, resulting in higher penetration of honey and a sizeable upside in income for farmers and beekeepers. Even after COVID wave subsided, the

prices of raw honey continued to be much higher than earlier, thereby continuing to benefit the beekeepers and farmer community. Aided by the rising demand for honey, this industry is projected to grow at a CAGR of 10% till 2026.

The celebration was closed by Mr. M. K. Sharma, Assistant Director, National Bee Board who presented all members, including the beekeepers with a certificate of membership as he appreciated the work done by IHA for the honey category and the value chain. IHA came together and collaborated to grow and improve the eco-system of sourcing, processing, testing and packaging of honey, for both domestic and global markets committed to work towards creating adequate capability and capacity building for the Indian honey industry.

IHA EXPANDS ITS NETWORK

IHA Buzzing in Western India

During her recent visit to Mumbai, Mrs Namrata Khanna, Director of Indian Honey Alliance (IHA), attended a meeting with Maharashtra based honey players to get them on board the IHA. The said meet-up was facilitated by Phondaghat Pharmacy at the Gymkhana Club near Shivaji Park in Mumbai. The purpose was to expand the membership base & to understand the issues faced by the honey players. The players conveyed their acknowledgement of the alliance's value and further added that they would be keen to invest in the initiative. Mrs Khanna also added that



she is looking forward to welcoming the potential members. A clear area of focus emerged where small & big issues faced by small enterprises like methodology or legal issues to name a few. The IHA also

discussed the potentiality of tie-ups with labs for better understanding of the science behind honey & to establish an enhanced working of the entire value chain. Mrs Namrata expressed that IHA came up with ample ideas to work on and that the alliance is looking forward to putting those ideas into action.

The IHA has expanded into all areas of India,

Karnataka, Maharashtra, Punjab, Haryana, Tamil Nadu, etc.

For membership - Contactsecretariat@indiahoney.org or visit the website www.....

FICCI Foodworld Conference

India Honey Alliance attended 14th FICCI Foodworld Conference held on 14th September 2022 at Mumbai. The conference was inaugurated by Shri Prahlad Singh Patel, Hon'ble Minister of State, Ministry of Food Processing Industries & Jal Shakti, Govt. of India. He spoke about the need for the food processing industry to develop products to tackle nutritional deficiency of the country. Discussions were focussed around topics like Growth and Opportunity for Food Processing in India, India Becoming the Global Food Processing Destination for high

potential sectors, Advancing focus on Sustainability, Nutrition Wellness and Consumer Dynamics, Unlocking Digital Potential for Food Processing Sector, How Start-ups are Shaping the Future of Food. Key message from the conference indicated that Indian Food Processing Industry should focus on developing technologies at par with the globe. Regulations should be facilitative in nature and support ease of doing business, academia, research institutions, food regulators and manufacturers should collaborate to assess opportunities and needs of consumers.



PHD Chambers of Commerce - National Conference on Agri foods Cold chain

Need for Diversification in Agriculture for Doubling the Farmers Income

The conference was focused on the Role of FPO's, Food processing & Cold Chain Industry, Policies of Government, Finance schemes and Insurance policies, Agriculture Infrastructure, Quality seeds, Pesticides, Research & Development etc for doubling the farmers' income.

Ms. Namrata Khanna, Director, Indian Honey Alliance, spoke

about the benefits of beekeeping, and its contribution to increasing the agriculture produce thereby doubling the farmer's income. The benefits can range from anything between 10% to 80% depending on the crops, through pollination and maintenance of the bee hives. The figures can be higher for fruits or vegetables and can actually go as large as 80%. This can happen with as few as 8-10 boxes in just one acre of land.

Collaboration with NAFED

The IHA has collaborated with NAFED to ensure that their schemes benefit the honey players. IHA member, Brij Honey has benefitted from this collaboration to set up a honey plant in Bharatpur. The MoU was signed and work is underway. This will entail setting up of a honey collection & processing unit.



Benefits of beekeeping for MSMEs

Beekeeping is one of the oldest agricultural and forest activities involving rural and local communities for the production of honey, a natural healthy sweetener, with a number of proven health, nutrition and beauty benefits. Many other products such as propolis, beeswax, bee-venom, pollen and royal jelly are also harvested through bee-keeping. The bees are bred commercially in apiaries, where a large number of beehives can be placed. As per market analysis firm Mordor Intelligence, the global apiculture market is growing at a CAGR of 4.3% during 2020-2025

Bee-farming offers a big zone of opportunity for MSMEs in India as well, helping farmers in distressful seasons, sustaining biodiversity and encouraging pollination—a winning solution on all fronts. As per IMARC, the Indian apiculture market will touch Rs 33,128 million by 2024, expanding at a CAGR of 12% by 2024. India is the sixth major natural honey exporting country, exporting to markets like Germany, USA, UK, Japan, France, Italy, and Spain. In 2019-20, the export of natural honey was 59,536.75 MT at Rs 633.82 crore. The growth of the apiary industry aligns with the UN Sustainable Development Goals 1 (No Poverty), 2 (Zero Hunger), 3 (Good Health and Well-Being), and 15 (Biodiversity and Vibrant Ecosystem).

In view of the huge potential of beekeeping and allied skilling activities for MSME growth, the Centre launched the National Beekeeping Honey Mission (NBHM) in April 2018. It proposes clusters in every locality with potential for setting up apiaries, to ensure assured income for beekeepers as well as continuous production of honey and other bee hive products. The cluster model proposed in 2019 is under the existing SFURTI (Scheme of Fund for Regeneration of Traditional Industries) scheme for MSMEs. Under the scheme, a proposed cluster may get a maximum grant of Rs 5 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.

Traditionally, individuals and NGOs have

been involved in beekeeping, but they frequently face challenges related to processing, branding and selling honey and allied products. Besides, losses are incurred due to bad weather and poor pollination. Under the proposed clusters programme, individuals will work in groups and FPOs and will be supported through common facilities and infrastructure. Under the mission, the number of beneficiaries increased to 2,637 in 2019-20 from 1,384 in 2017-18, and more than 1.10 lakh bee boxes were distributed across the country by 2020.

To lift the economy after the covid upheaval, it's important to encourage the MSMEs and open local growth avenues Like Skill India and Make in India, and similar to the White Revolution, Green Revolution, Blue Revolution that catalyzed sector-wise growth, Prime Minister Narendra Modi's call for Sweet Revolution or Sweet Kranti (for beekeepers) is a move to make the country aatmanirbhar. In his recent, Mann ki Baat, he urged the youth to take up scientific bee-keeping as a profession that has multiple benefits. It is the best way for pollination & can increase farmer income from as little as 10% to 80%.. Besides, beekeeping augments nutritional security and conserved biodiversity as well. Sustainability of this industry is therefore vital to the country's economic wellbeing.

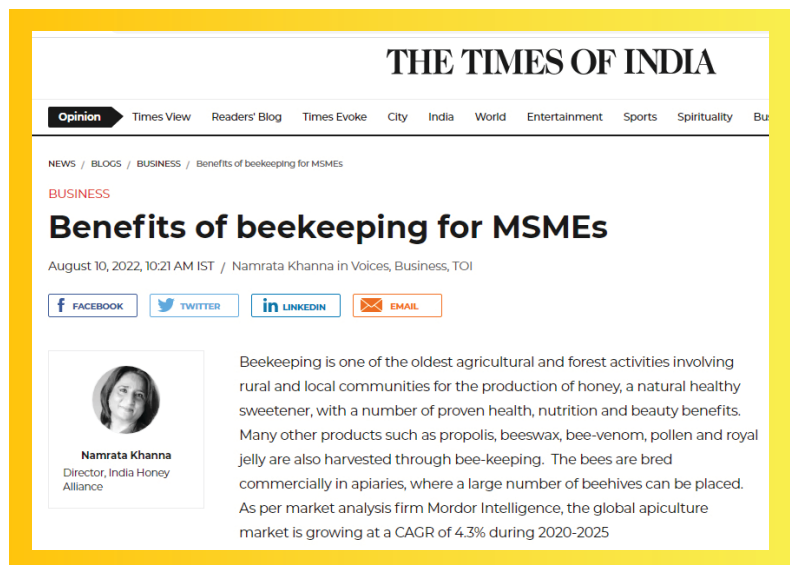
A bee colony comprises three different types of bees as per their work. Honey bee colonies consist of a single queen, hundreds of male drones and 20,000 to 80,000 female worker bees. An egg-laying is capable of producing up to 2,000 eggs

within a single day. Each honey bee colony also consists of developing eggs, larvae and pupae. Generally, bee swarms do not harm people, unless provoked, as workers attempt to protect the Queen.

A report of the Beekeeping Development Committee (BDC) under the Prime Minister's economic advisory council has stated that India has the potential of about 200 million bee colonies as against the present 3.4 million and increasing the number of bee colonies will boost overall agricultural horticultural productivity. Presently, Kerala, Tamil Nadu, West Bengal, Bihar, Odisha, Himachal Pradesh, Punjab, Kashmir, Meghalaya, Andaman and Nicobar Islands are the leading states where beekeeping cooperatives are active.

Indiscriminate use of pesticides, quality control, branding, marketing and distribution are some of the challenges faced by individual bee farmers, and the growth of cooperatives will help in making a joint effort in enhancing capabilities.

Digital, the partner of choice in almost all sectors post Covid, will also help in increasing production in the apiary industry. Mobile sensors, smartphone apps, IoT and AI may be leveraged to explore the potential of apiary to the fullest. Algorithm-based predictive data analysis is helping bee-keepers in providing operational support, maintenance and marketing activities. Such indigenization will go a long way in realizing the stated aim of the government to become a \$5 trillion economy by 2024-25.



HONEY SPECIAL with Rahul Awasthi

How would you describe the market potential for the processing of Honey-based products and the opportunities for Honey processing at a micro food processing level?

The market for honey and honey-based products in India is still at a nascent stage and offers a huge potential for growth. Some independent estimates say that the honey industry in India is slated to report a CAGR of 10% between 2022 and 2027. Despite the demand for honey growing during the pandemic, the penetration levels of honey and honey-based products are still low in India. There is a vast scope for increasing its production based on demand in the local and international markets. The best-known primary products of beekeeping are honey and wax, but pollen, propolis, royal jelly, and bee venom are also fast emerging as marketable primary bee products.

Could you please tell us about the support provided by India Honey Alliance to micro food processing enterprises?

India Honey Alliance is a focused platform for all stakeholders in the honey sector and has been working towards not just identifying issues faced by the beekeepers but also devising probable long-term solutions that range from technology, training and consumer awareness programmes. The alliance has also been playing a crucial role in supporting micro food processing enterprises. One of our key focus areas is to empower the entire Honey value chain by helping them derive benefits from the Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME) Scheme.

We have been driving awareness within the beekeeping community about various government schemes intended for the upliftment of MSMEs. To promote beekeeping in India and create a more enabling environment, the alliance has also organized a series of panel discussions and webinars to disseminate information on best practices for beekeeping and dispel myths about honey. These panel discussions have attracted over 2,000 beekeepers and experts.

What are your thoughts on the scope of value addition in Honey processing?

While Honey continues to be the most important primary product from beekeeping both from a quantitative and an economical perspective, there is a nascent yet growing market for other by-products or value-added products too. We have been seeing value-added products like beeswax, pollen,

propolis, royal jelly, and bee venom gaining demand in the developed markets. While there is a limited market today for such value-added products in India, we are confident that their demand would grow with time. These products can be used or consumed in the state in which they were produced by bees or they can be used as ingredients for other products, thereby adding value to these. Besides, Honey can be marketed in its liquid form as Extracted Honey, in the comb as Comb Honey, in a combined extracted & comb form as Chunk Honey, and in a crystallized form as Cream Honey.

Royal Jelly is already being sold at very high prices in the international market as a dry powder in capsules or as a formulation with honey. But commercial production of Royal Jelly is restricted to very few beekeepers today. Also, Bee Pollen is also considered a complete food for human beings and has been fetching good prices in the marketplace and there is vast scope for increasing its production based on demand in the local and international markets. I feel that promoting Indian honey at a global level will surely help increase the demand for these value-added products too. We need to work closely with regulators to build robust standards and specifications for such products.

With the immense experience that you have gathered over the period, how do you think the PMFME Scheme would be able to empower micro food processing enterprises?

The PMFME Scheme is a well-conceived scheme that would go a long way in promoting the spirit of an Aatmanirbhar Bharat. This scheme would help to formalize the micro food processing enterprises across the country, besides upgrading and strengthening them.

#InConversation
HONEY SPECIAL
with
Mr. Rahul Awasthi
Chairperson, India Honey Alliance



With the technology and financial assistance provided under the PMFME Scheme, the micro entrepreneurs can empower their business by purchasing honey processing plants, packaging machines, etc. It will also add value to the processing and marketing of their other products.

What would be your advice to aspiring food processing entrepreneurs?

One of the foremost advice would be to derive maximum benefit from the PMFME Scheme, which has been crafted to create an Aatmanirbhar Bharat. The budding entrepreneurs involved in beekeeping should keep themselves abreast with the advanced technology and various beekeeping equipment available in other countries. Quality of honey is foremost and no effort should be spared in ensuring that the quality of Indian honey is the best in the world.

ABOUT THE GUEST

Mr. Rahul Awasthi is the Chairperson of India Honey Alliance. With over two decades of corporate leadership experience, Rahul has had a long history of success in leadership roles with a demonstrated track record in the FMCG industry in strategic and executional roles. His previous leadership stints include Hindustan Unilever Limited.

ABOUT INDIA HONEY ALLIANCE

India Honey Alliance has been formed to create a focused platform for all stakeholders in the honey sector to identify issues and their probable long-term solutions, ranging from technology, training, and consumer awareness programs.

(Content shared by India Honey Alliance)

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