

## ‘Hive to Home’ calls for holistic development of beekeeping sector

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In a bid to highlight the importance of beekeeping as part of the Integrated Farming System in the country, India Honey Alliance (IHA) in collaboration with the National Bee Board, hosted a webinar ‘Hive to Home 4.0 The Busy Bee’. It witnessed participation of experts from across the honey value chain and emphasised on the holistic development of the beekeeping sector and creating a more enabling environment for the bees and beekeepers.

The session was moderated by Somit Mukherjee, Senior VP, Supply Chain-Dabur and the opening remarks were given by Namrata Khanna, Director, India Honey Alliance.

In his keynote address, Dr Naveen Patle, ED-National Bee Board (NBB) said that the country has achieved 21 per cent growth in export this year as compared to last year. He also stressed on the fact that while the country has more than 48 lakhs bee colonies, only 19 lakhs colonies are registered in the Madhu Kranti Portal. He urged that beekeepers should register themselves for better traceability and holistic growth of the beekeeping ecosystem. Dr Patle informed that the NBB has recently set up 8 mini labs in Gujarat and the organisation is in the process of creating many more such regional testing labs and mini-testing labs across the country.

The other experts pointed out that it is a very fragmented and unorganised sector and that the government along with the entire honey ecosystem should collaborate to take strong measures in increasing the export and production of honey, creating sustainable income and employment for the beekeepers.