Development of bee keeping as primary source of income for Rural India.

India
VINIT SINGH

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

The project is aimed at generating self employment in identified districts of Rajasthan (India). Engagement in honey production by way of beekeeping will generate self-employment on large scale and has the potential of benefiting over 10,000 youth in Rajasthan alone and also provide opportunity to develop off farm livelihood options in the region.

About You

Location
Project Street Address
Bharatpur - Agra National Highway No.11
Project City
Bharatpur
Project Province/State
Rajasthan
Project Postal/Zip Code
321001
Project Country

Your idea

Country your work focuses on:
INDIA.

Website URL
http://www.brijhoney.in

YouTube Upload

What stage is your project in?
Operating for less than a year

What is the average monthly household income in your target community, in US Dollars?
>$100

Innovation

Describe your idea in fewer than 50 words.
The project is aimed at generating self employment in identified districts of Rajasthan (India). Engagement in honey production by way of beekeeping will generate self-employment on large scale and has the potential of benefiting over 10,000 youth in Rajasthan alone and also provide opportunity to develop off farm livelihood options in the region.

What makes your idea unique?
Our project of beekeeping development encompasses Public, Private, Panchayat Partnership. All the stakeholders play their pivotal role. Project is managed by private entity, funded by a Bank (Punajb National Bank), Buy back guarantee by the private entity and forwarded linkages are provided to Brij Health Care by CII (Confederation of Indian Industries) in form large corporate customers.

What is your area of work? (Please check as many as apply.)
Development & Prosperity, Business, Corporate social responsibility, Income generation, Poverty alleviation, Rural development, Sustainable
Unemployed youths who have taken up beekeeping as source of livelihood are earning nearly US$ 100 + per month. Their lifestyle has improved and more number of youths, landless labours are showing keen interest to take up this source of income.

Primary problem in rural India today is Unemployment & non availability of sources of income generation. Beekeeping and production of honey has potential to provide major source of income generation. With Indian subcontinent rich in flora and fauna, it is easy to estimate the number of people who can be involved in this employment generation programme. We are already in process of providing training to nearly 2000 youths in 4 districts of Rajasthan. The total no. of people directly benefited in next three years is likely to be 10,000.

Describe the steps that your organization is taking to make your project successful.

We are providing training to prospective and existing bee keepers, we buy back 100% of their product (Honey) at a minimum support price or at current market prices which ever is higher. We provide high quality honey processing facility and create market for the honey produced by these beekeepers in far flung corners of India and world.

Describe the expected results of these actions.

In long run, awareness about beekeeping will result in more number of people joining this source of livelihood. Beekeeping can be started with minimum resources and with sheer hard work and primary knowledge of beekeeping, beekeepers stands to earn good amount of money. regular quality monitoring system by having a laboratory will help beekeepers to know exactly what they are producing and in case of any miss doing, corrective action can be taken immediately. Currently, Major problem being use of antibiotics by beekeepers. it is impossible to know extent of the beneficiaries and will be in very strong position to help new beneficiaries to join bee keeping.

What was the defining moment that led you to this innovation?

We have been in honey business for nearly a decade now and have our own processing plant which has capacity to processes 20 mt of honey per day. we thought it was time to develop beekeeping on the grass root level, and take it forward as a alternate source of income for small farmers and unemployed youths. why we felt need of developing beekeeping was irregular and insufficient supply of honey to our own processing unit, demand for honey worldwide is far more than the supplies, in India too, there are far less number of beekeepers than the requirement of honey. Moreover, we felt need to organize the sector which is as on date highly unorganized. However, initial success
encouraged us to go forward and take up the initiative on much larger scale than initially planned. we now see beekeeping not only as alternate source of income but primary source of income. Encouragement from CII (Confederation of Indian Industries) by of providing us forward linkages in form of large corporate houses / multinational companies who have assured us to buy honey produced by our beneficiaries. This has given all new dimensions to the growth prospect of this project. Bee keepers are very enthusiastic now at the prospect that honey produced by them is likely to be marketed by FMCG Conglomerate in retail.

Tell us about the social innovator behind this idea.

This project was conceived to target individual beneficiaries, landless unemployed youths, very small farmers and unemployed youths of rural India. It was later realized that integrating individuals in a group was far effective way of making the project more viable for the beneficiaries. We helped people at the grass root level in Rural areas to form common interest groups irrespective of social and economic status of individual. the prime objective was to provide regular source of income to the beneficiaries. Generation of income for these beneficiaries has made the families self dependent now. Small farmers who had only source of income in form of Agricultural crop, now have alternate source too. Overall living standard had improved.

How did you first hear about Changemakers?

Through an associate.

Sustainability

What would prevent your project from being a success?

Insufficient funds. Funding agency for project is must for success of this project. Currently, Punjab National Bank is financing the project. An abrupt U turn by financing arm of the project can put the project in jeopardy.

Financing source

If yes, provide organization name.

We are partnership firm.

How long has this organization been operating? (i.e. less than a year; 1-5 years; more than 5 years)

Operational for last 4 years.

Does your organization have a Board of Directors or an Advisory Board?

NO

Does your organization have any non-monetary partnerships with NGOs? (yes/no)

NO

Does your organization have any non-monetary partnerships with businesses? (yes/no)

NO

The Story

Does your organization have any non-monetary partnerships with government? (yes/no)

YES

Please tell us more about how these partnerships are critical to the success of your innovation.

There were numerous ways that Government agencies help us in identification of beneficiaries, Ministry of Panchayati Raj, Government of India has taken initiative to rope in bank to finance individual beneficiary. District administration plays vital role in day today running of the project. District administration also supports in identification of areas of implementation for project.

How many people will your project serve annually?

More than 10000 Directly and indirectly.

What is your organization’s business classification?

For-profit

What is the total number of employees and total number of volunteers at your organization?

7 no.s

Have you received funding from any of the following groups? (Please check as many as apply.)

None of the above.

Source URL: https://www.changemakers.com/agriculture/entries/development-bee-keeping-primary-source-income-rural#comment-0