

Creating and Nurturing 100 Honeypreneurs

Giving a boost to the existing bee farmers in the state of Odisha, which is currently promoted by the Odisha Khadi and Village Industries Board (OKVIB), Directorate of Horticulture, KVIC, OUAT, KVK & OLM etc., In this regard, the OKVIB has curated a program namely **"Creating and Nurturing 100 Honeypreneurs"** to infuse entrepreneurship among the potential existing bee farmers and create a support mechanism for them, so that they can operate their enterprises in a scale.

Objective:

- Transforming 100 potential existing beekeepers to honeypreneurs
- Providing handholding support to run their enterprise successfully
- Providing need-based assistance (Financial & Non-Financial)
- Enable to adopt modern techniques to cultivate honey commercially
- Enable to generate net income of Rs. 2.00 lakh per annum (same as MKUY) from honey enterprises

Implementation Approach:



Target to identification of 100 Honeypreneurs in a year

The OKVIB in coordination with the line departments will accumulate and compile the updated bee farmers list on an annual basis. Further, the board will assess and categorize the primary source of information in four groups based on the below mentioned Performance Indicators Matrix. In addition to that, the OKVIB will extract the list of beneficiaries (those who have at least ten operational bee hives) from the matrix. Moreover, the board will assess and select the beneficiaries using the top down approach, where the OKVIB will enroll the beneficiaries, those having the highest numbers of operational bee hives, to reach the capacity to manage at least 100 bee hives to run a self-sustainable enterprise.

Ratings Evaluation Items	Excellent	Good	Satisfactory	Unsatisfactory
Beehives	Having more than 50 numbers of operational beehives	Having minimum 10 to 50 numbers of operational beehives	Having below 10 numbers of operational beehives	Enrolled but currently defunct
Honey Selling	Selling/planning to sell outside of the location	Producing significant volume of honey and effortlessly selling locally	No plan for selling	Not functional
Interest	Planning for expansion	Satisfied with current production	No Idea	Not interested

In addition to that, the OKVIB has envisaged to develop a web page in their existing web portal to create a database for the purpose of generating a yearly plan, where all the concerned line departments will be integrated to access the page and update the bee farmers details promoted by them in a regular basis.

Assistance to operate self-sustainable honey enterprise

This proposed initiative aims at strengthening the existing beekeepers to operate a self-sustainable honey enterprise. In this regard, the OKVIB has divided in below mentioned two different target groups for providing the assistance as per their requirements.

Proposed Assistance	National Food Security Act (NFSA) Card Holders	Non- National Food Security Act (NFSA) Card Holders
Assistance for Capacity Building	The OKVIB will facilitate to provide the need-based capacity building training program based on the interest and requirements of potential entrepreneurs with the support of OUAT/KVKs and Central Bee Research and Training Institute (CBRTI)	The OKVIB will facilitate to provide the need-based capacity building training program based on the interest and requirements of potential entrepreneurs with the support of OUAT/KVKs and Central Bee Research and Training Institute (CBRTI)
Assistance for Bee farming Equipment's including bee-colony	To bridge the gap to reach the capacity to manage at least 100 bee hives to run a self-sustainable enterprise, the OKVIB will provide the remaining bee farming equipment's including bee colonies cost for maximum 25 bee hives in a year with a financial assistance of 75% of the approved cost Ex. If a bee keeper currently has 30 bee hives, he/she is eligible to apply for 25 in the first FY and another 25 in the next FY and the remaining 20 to reach 100 could be applied for the third FY based on their ability to manage	To bridge the gap to reach the capacity to manage at least 100 bee hives to run a self-sustainable enterprise, the OKVIB will provide the remaining bee farming equipment's including bee colonies cost for maximum 25 bee hives in a year with a financial assistance of 50% of the approved cost Ex. If a bee keeper currently has 30 bee hives, he/she is eligible to apply for 25 in the first FY and another 25 in the next FY and the remaining 20 to reach 100 could be applied for the third FY based on their ability to manage
Assistance for damage compensation	The OKVIB will pay damaged compensation for honey colonies due to any disease or natural calamities with a financial assistance of 50% of the cost for maximum 25 colonies	The OKVIB will pay damaged compensation for honey colonies due to any disease or natural calamities with a financial assistance of 50% of the cost for maximum 25 colonies
Assistance for ToT	As part of this initiative to develop a conducive eco-system in the honey production sector in the State of Odisha, the OKVIB aims to strengthen and upgrade the know-how of the concerned officials of OUAT/KVKs/ OKVIB on Honey-Preneurship	

Financial Modalities for availing assistance:

Assistance	Category	Component	Nature of Assistance	Tentative Budget
Capacity Building	Both (NFSA & Non-NFSA Card Holders)	Training, Exposure Visit & Training of Trainers (ToT)	100% <ul style="list-style-type: none"> Rs. 15000 / per each for 175 numbers of beneficiaries (Including 100 numbers of entrepreneurs, 40 numbers of Honey-Mentors and 35 numbers of concerned officials from OUAT, KVKs and OKVIB)	Rs. 26,25,000.00

Bee farming Equipment's	NFSA Card Holders	Bee farming Equipment's (Bee hives, Stand and Bee Colony)	75% <ul style="list-style-type: none"> Rs.3450/ per set (excluding 25% of own contribution) maximum for 80 entrepreneurs in a year 	Rs.69,00,000.00
	Non-NFSA Card Holders	Bee farming Equipment's (Bee hives, Stand and Bee Colony)	50% <ul style="list-style-type: none"> Rs.2300/ per set (excluding 50% of own contribution) maximum for 20 entrepreneurs in a year 	Rs. 11,50,000.00
Damage Compensation	Both (NFSA & Non-NFSA Card Holders)	Damage compensation for honey colonies	50% <ul style="list-style-type: none"> Rs. 1000/ per colonies for maximum 100 entrepreneurs (excluding 50% of own contribution) Maximum 25 colony to each 	Rs.25,00,000.00

Operational Modalities for availing assistance:

Assistance	Component	Responsibilities
Capacity Building Program	Training, Exposure Visit & Training of Trainers (ToT)	<p>Selection and sponsoring of the entrepreneurs, concerned officials of KVKs, OUAT & OKVIB and honey mentors for training, exposure Visit and ToT:</p> <p>OKVIB: It shall be the primary responsibility of OKVIB to select the entrepreneurs based on the following criteria.</p> <ul style="list-style-type: none"> Beneficiaries must be an existing Bee keeper and also having at least 10 operational bee hives He/she should have the interest and willingness to expand their business, accordingly they can apply to the OKVIB to upgrade their skills and expertise under the assistance of capacity building program The OKVIB will examine and finalise the list of eligible applications based on their interest and willingness The board will send a request letter along with the eligible applicants list to the concerned KVKs to carry out a joint verification with the support of Honey Mentors Based on the joint verification report of the KVKs, the board will facilitate the need-based training program with the support of OUAT, KVKs and CBRTI An addition to that, the OKVIB will facilitate a Training of Trainers (ToT) for the concerned officials of KVKs and honey mentors to develop a conducive eco system in the honey production sector <p>Site Verification for the entrepreneurs</p> <p>KVKs/Honey Mentors: The Nodal Officer along with the Honey Mentor will do the site verification and submit a report to the OKVIB</p> <p>Training and Certification:</p> <p>OUAT/CBRTI:</p> <ul style="list-style-type: none"> The OUAT, KVKs & CBRTI will commence the training program, after receiving the request letter along with the entrepreneur's details from the OKVIB After the successful completion of the training program the OUAT, KVKs & CBRTI will issue a certificate to the entrepreneurs <p>Reimbursement of training fees to the Institute:</p> <p>OUAT/CBRTI: After the successful completion of the training program, the training institutes will raise their invoice to the OKVIB for availing the training fees, accordingly the OKVIB will release the training fees to the respective institutes</p>

Bee farming Equipment's including bee-colony	Bee farming Equipment's (Bee hives, Stand and Bee Colony)	<p>Empanelment of the agency (bee hives manufactures and bee colony developer):</p> <p>OKVIB: The board shall be empanelling the agencies based on the following procedures.</p> <ul style="list-style-type: none"> • The board will issue a notification for the empanelment of the agency for supplying bee hives and bee colonies • The relevant agencies will submit their applications based on the notification issued by the OKVIB • The board will form a Technical Committee by taking members from the OUAT and KVK. • The committee will apprise and approve the prospective enterprises for empanelment • The board will award the work order to the approved agencies for a one-year period, which may be extended based on the deliverables <p>Application for availing the bee farming equipment's:</p> <ul style="list-style-type: none"> • The potential entrepreneur shall apply to the local KVK for a joint verification for availing the required assistance • Based on the joint verification, the KVK will produce a Honeypreneurs Capability Certificate to the entrepreneurs to avail the required assistance • After obtaining the Honeypreneurs Capability certificate, the entrepreneur can apply to the OKVIB <p>Reimbursement of bee equipment's and colonies cost to the agencies:</p> <ul style="list-style-type: none"> • Before handover of the bee equipment and bee colonies to the entrepreneurs, the respective agency will submit a full and final bill to the concerned entrepreneur • Based on the bill, the concerned entrepreneur will deposit their own contribution directly to the agency • After handover of the bee equipment and bee colonies to the entrepreneurs, the respective agency will raise an invoice along with the receipt copy of the entrepreneur's own contribution to the OKVIB for availing the remaining cost <p>Transportation Cost:</p> <ul style="list-style-type: none"> • The transportation cost will be borne by the entrepreneurs themselves
Damage Compensation	Damage compensation for honey colonies	<p>Application for availing the damage compensation:</p> <ul style="list-style-type: none"> • The concerned entrepreneur shall apply to the local KVK for a joint physical verification for availing the required assistance • Based on the joint physical verification report of KVK, the OKVIB will release the compensation amount to the concerned entrepreneurs through DBT

On-site handholding support by the Honey Mentor

In order to address the on-ground issues, OKVIB aims to introducing and engaging the Honey Mentors at district level to provide the handholding support to the local honey entrepreneurs. For the effective nurturing of honeypreneurs, a maximum 40 mentors (one per districts for twenty districts and two per district for ten districts) would be selected based on the area of district and number of entrepreneurs enrolled under this initiative. For this engagement, the board will select and provide the honorarium to the selected beneficiaries as per the below mentioned criteria.

Criteria	Activity
Requirement	<ol style="list-style-type: none"> 1. Must belong to the same district 2. Availability and interest to help and educate the fellow enterprises/ entrepreneurs 3. Minimum 5 years of experience as a bee farmer 4. Should possess the good mentoring ability

Responsibility	<p>General:</p> <ol style="list-style-type: none"> 1. Apiary site inspection in a regular interval 2. Advise bee farmers on general care 3. Conduct bee hives visit, in case of emergency <p>Compulsory:</p> <ol style="list-style-type: none"> 1. One honey mentor will tag a maximum of ten entrepreneurs for providing handholding supports 2. Convert minimum five bee keepers from Good to Excellent category within 2 years
Reporting	<ol style="list-style-type: none"> 1. The Honey Mentors will submit the monthly report at the local KVK Office 2. The respective KVK will certify and send the mentors report to the OKVIB
Honorarium	<ol style="list-style-type: none"> 1. A consolidated amount of Rs. 25000 would be paid quarterly @ Rs. 6250 per quarter 2. They can claim it quarterly 3. The board will disburse the honorarium based on the performance certificate of the Honey Mentors

Functions and Responsibility of the Implementing and Nodal Agency:

To ensure the smooth implementation of this plan, the OKVIB would act as an implementing agency and KVK would act as a nodal agency at State and District level respectively. Both the agencies shall play a critical role in the development of the entrepreneurial ecosystem by providing required assistance, advise and monitoring. The functions and responsibilities are summarized below.

OKVIB (Implementing Agency)	KVK (Nodal Agency)
<ul style="list-style-type: none"> • Accumulate the list of the existing operational bee farmers from the line departments. • Categorized them based on their functional capabilities. • Assist them (Financially/Non-financially) in establishing full-fledged honey enterprises • Convergence with technical organization like OUAT, KVK & CBRTI for technical skill upgradation • Develop trained Honey Mentors for on-site mentoring support • Create a monitoring mechanism for effective implementation of the program • Release the Honey Mentors honorarium based on the acknowledgement report of the local KVKs. • The OKVIB will collaborate with the Govt. ITI or empanel the local bee keepers in order to manufacture and supply the required bee hives and bee colonies. • If any further assistance is required by the entrepreneur for the upliftment of his business, the OKVIB will guide and support. 	<ul style="list-style-type: none"> • KVK will designate a Nodal officer to monitor and acknowledge the report based on the requirements • KVK will provide the technical know-how to the entrepreneurs • Local KVK will guide and monitor the Honey Mentors engaged in their locality. • The designated officer will certify the performance certificate of the Honey Mentors and submit it to the OKVIB quarterly.

Functions and Responsibility of the OUAT (Technical Agency):

- Provide technical support for scientific bee keeping management
- The OUAT will define and ensure the quality parameter of beehives
- The OUAT in coordination with OKVIB, monitoring the farming activity once in a month virtually/ physically

Tentative Budget:

The OKVIB proposed the following tentative yearly budget to carry out the aforementioned interventions effectively as intended by various line departments.

Particulars	Tentative Budget
Development of web portal	Rs. 10,00,000.00
Capacity building for entrepreneurs, concerned officials of KVKs, OUAT and OKVIB	Rs. 26,25,000.00
Distribution of Bee farming Equipment's including colonies @80 entrepreneurs (NFSA Card holders) in a year	Rs.69,00,000.00
Distribution of Bee farming Equipment's including colonies @ 20 entrepreneurs (Non-NFSA Card holders) in a year	Rs. 11,50,000.00
Damage compensation for honey colonies @ 100 entrepreneurs in a year	Rs.25,00,000.00
Honorarium for Honey Mentors @ 40 Honey Mentors	Rs.10,00,000.00
Administrative Expenses	Rs. 2,00,000.00
Total	Rs.1,53,75,000.00
