

1. National Beekeeping & Honey Mission – Economy

Bringing Sweet Revolution – Buzzing for a Better India. The National Beekeeping & Honey Mission (NBHM) is a Central Sector Scheme launched in 2020 to drive India's "Sweet Revolution" by promoting scientific beekeeping and boosting farmer incomes. Implemented by the National Bee Board, this initiative utilizes tools like the Madhu Kranti Portal for traceability and has helped India become the world's 2nd largest honey exporter.

Introduction – Driving the "Sweet Revolution"

The National Beekeeping & Honey Mission (NBHM) represents a transformative policy intervention by the Government of India. It serves as the primary engine driving India's "Sweet Revolution," aiming to develop a self-reliant and robust apiculture sector.

About the National Beekeeping & Honey Mission (NBHM)

Scheme Type – A Central Sector Scheme, indicating it is 100% funded by the Central Government.

Launch – It was launched in 2020 as a part of the Atmanirbhar Bharat Abhiyan.

Nodal Ministry – It operates under the Ministry of Agriculture & Farmers Welfare.

Implementing Agency – The mission is implemented through the National Bee Board (NBB).

Funding & Timeline

Total Outlay – ₹500 crore.

Initial Phase – 2020–21 to 2022–23.

Extension – The mission has been extended further for the period 2023–24 to 2025–26.

Mission Structure – Three Mini Missions

The NBHM is organized into three coordinated Mini Missions (MMs) for focused implementation –

Mini Mission I – Production & Productivity – Focuses on promoting pollination services through beekeeping. Encourages the adoption of scientific beekeeping practices to enhance the yield of agricultural and horticultural crops.

Mini Mission II – Post-Harvest Management & Marketing – Aims to build a strong post-harvest supply chain. Covers the collection, processing, storage, branding, packaging, and value addition of honey and other bee products (like beeswax, propolis, etc.). Supports the establishment of Integrated Beekeeping Development Centres (IBDCs) and Honey Testing Laboratories to ensure quality.

Mini Mission III – Research & Technology Development – Emphasizes research, innovation, and the adaptation of new technologies. Focuses on developing solutions tailored for India's diverse agro-climatic zones and challenges.

Key Objectives of NBHM

Holistic Industry Growth – To promote the overall development of the beekeeping sector, aiming to boost income and employment generation for farmers and rural households.

Infrastructure Development – To create and support facilities for nucleus stock multiplication (bee breeding), honey processing units, packaging, and branding.

Quality and Safety Assurance – To establish a network of quality control labs and disease diagnostic centers to test honey and hive products for purity and safety.

Digital Traceability – To implement blockchain-based systems that can track honey from its origin (apiary) to the consumer, ensuring purity and authenticity.

Honey Corridors & Entrepreneurship – To develop specialized Honey Corridors in potential areas and to encourage the growth of agri-entrepreneurship and startups in the apiculture sector.

Status of Honey Production

Production (2024) – India produces approximately 1.4 lakh metric tonnes of natural honey.

Major Producing States –

1. Uttar Pradesh (17%)
2. West Bengal (16%)
3. Punjab (14%)
4. Bihar (12%)

5. Rajasthan (9%)

Global Standing – India is now the 2nd largest exporter of natural honey in the world (up from 9th in 2020), second only to China.

Export Volume (FY 2023–24) – Exports reached 1.07 lakh MT of natural honey, valued at USD 177.52 million.

Export Growth – This represents a significant increase from FY 2020–21, when exports were 59,999 MT valued at USD 96.77 million.

Major Export Destinations – USA, UAE, Saudi Arabia, Qatar, and Libya.

National Bee Board (NBB)

Establishment – The NBB was first established in 2000 under the Societies Registration Act, 1860.

Promotion – It was initially promoted by the Small Farmers' Agri-Business Consortium (SFAC).

Reconstitution – The board was reconstituted in 2006 and placed under the Department of Agriculture & Farmers Welfare.

Headquarters – New Delhi.

Chairperson – The Secretary (Agriculture & Cooperation).

Mandate –

To promote scientific beekeeping and crop pollination services.

To work towards the production of quality honey and other bee products.

To serve as the nodal agency for the national implementation of the NBHM.

About Madhu Kranti Portal

Overview – The Madhu Kranti Portal is a digital platform launched by the Government of India to govern the honey and beekeeping sector.

Launch – It was launched in 2021 by the Ministry of Agriculture & Farmers Welfare.

Implementing Agency – It is operated by the National Bee Board (NBB).

Purpose –

1. To ensure traceability and transparency in the honey production, processing, and marketing chain.
2. To provide a single platform for the registration of beekeepers, processors, and traders.
3. To introduce blockchain-based tracking to certify the quality and origin of honey, thereby boosting export credibility.

About the "Sweet Revolution"

Launch Year – The concept of the "Sweet Revolution" was officially launched in 2017.

Objective – To promote scientific beekeeping (apiculture) as a key tool to enhance honey production, improve crop pollination, and significantly boost farmers' income.

Inspiration – The name draws inspiration from India's other successful agricultural missions like the White Revolution (milk), Green Revolution (crops), and Blue Revolution (fisheries), framing beekeeping as a major tool for rural transformation.

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