

Who we are and what we do

'BeePositive++'

A Socially sustainable start-up mentored and awarded by IIT Delhi & Department of Science and Technology for promoting better livelihoods for rural communities and high income potential enterprises for smallholder farmers through a unique activity- "Beekeeping"





Why are we in this business?



Farmers are the most hardworking individuals of our country, but seldom make enough money!

Average farm family earns just over

Rs 6,000/month



Critical need for creating secondary sources of income in poorest rural areas of India.



A neglected strata of the rural society is its 'Women'

Beekeeping is a goldmine!



Little investment

of time, money, additional land

Creates value without destroying habitat

Essential for food security and boosts crop productivity

Gives hi-value products-

Royal Jelly, Propolis, Bee Venom, Pollen, Beeswax



India's honey market is growing at 30-40%

90% of domestic production was exported

Govt promotes beekeeping gives upto 40% subsidy

Congenial climate and bee flora

But there are miles to go...



Value currently derived from beekeeping negligible as sector is largely **unorganized**. India needs 200 million bee colonies which can employ 20 million but has only 4 million!



Bee keepers given abysmally low prices because of cartelization. Global shortage of premium grade, fully traceable honey bee products at competitive prices. India CANNOT target this segment due to inadequate marketing efforts



Indian beekeepers do not have scientific training to harvest hi-value products that can fetch large revenues in the global market



Our Plan

We are following a two-pronged strategy to help grow the sector

Strategy 1:
Make a Beekeeping
Cooperative on the
lines of AMUL



- Aggregate, process, package and market cooperative's produce.
- Arrange buyers for hivalue beehive products
- Help beekeepers get best value for honey through eauctions

Our Plan

Strategy 2: Create

Bee-keeping
Social MicroFranchise
Enterprise

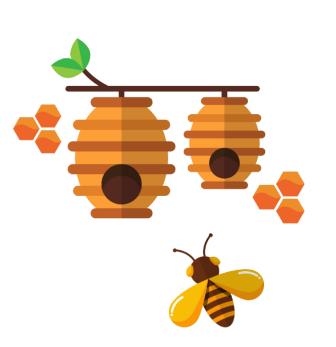


- Sustainable, commercially-viable business model to enable micro bee-keeping businesses (BKBs) across India
- Train BKBs at Incubation HUBs
- 'APP'ify to connect beekeepers for e-auctions, order tracking, payments etc

The Incubation Hub









Bringing a revolution with our special app and innovative packaging













Rural woman gets training on beekeeping

Beekeeping consultant
Rural youth can be trained as consultants

Rural Woman



Rapid increase in number of women empowered through beekeeping



Women inform GATI through APP that produce is ready for collection

GATI collects products from many centres & brings to main HUB



Private or Govt HUB at APMC for testing, packing, processing, online marketing. <u>Link to e-NAM</u> Training of trainers done here

Cashless transaction to Jan
Dhan a/c of beekeeper from
NABARD/ Grameen Bank/ IDBI

Happy beekeeper inspires others to join the movement

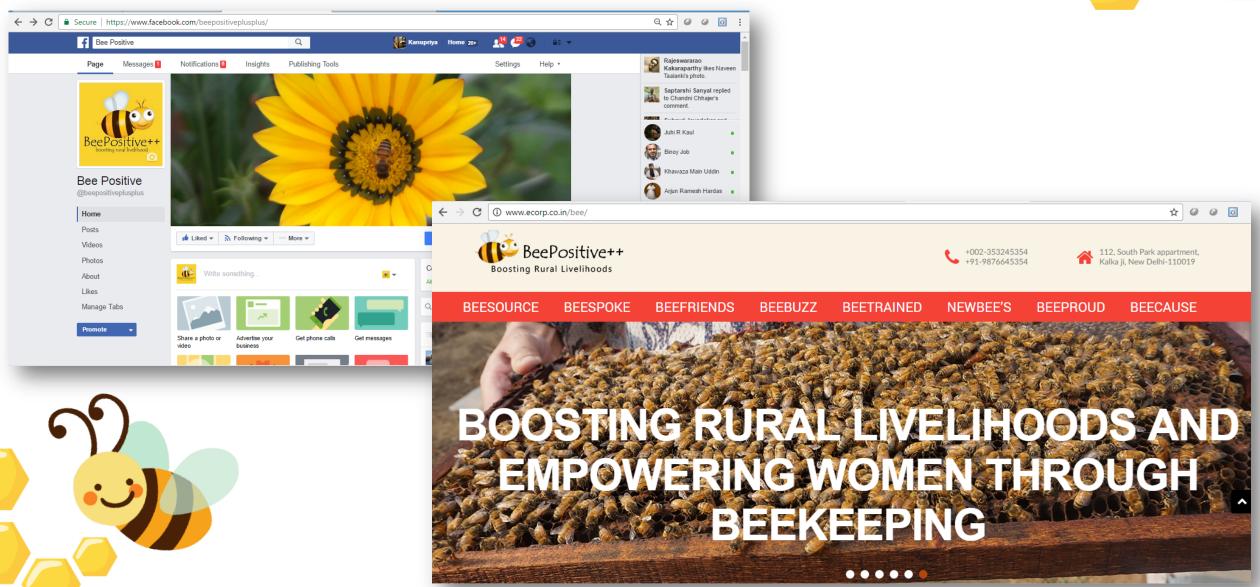




More women try the cashless model

Getting Social: Facebook page and website

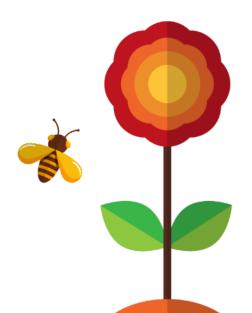




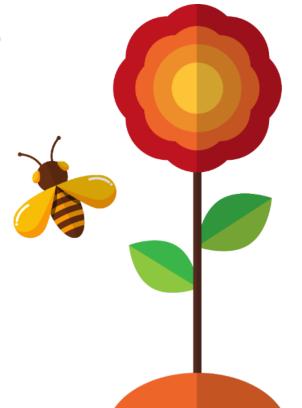
Currently available alternatives and how they compare with us



Big producers compete on price but little competition for valueadded honeys Not many working on high value products-Propolis, Royal Jelly, Bee Venom



Blazing a new trail...giving fully traceable products from our own cooperative





The 5 day training and support thereafter

location



DAY 1:	DAY 2 – 4: THEORY & PRACTICAL SESSIONS	DAY 5: FIELD
INAUGURAL		TRIP
Launch	How to start beekeeping- Key considerations and	Exposure
Seminar	tips: Bee biology, species, categories, colony	visit to filed
with	organization, division of labour, life cycle.	of
experts,	Beekeeping tools, scientific handling of colonies:	beekeeper
media	Management in various seasons, colony	5 beehives
scientists,	multiplication. Management of insects, pests,	given to
govt.	diseases. Safe use of pesticides: Beekeeping for	each
officials	Promoting Diversification of Agriculture.	participant
Unveiling of	Importance of bees for enhancing crop	Visit to KVK
mascot	productivity, Economies of beekeeping: Honey	_
	extraction, beeswax purification, harvesting,	for know-
	processing, marketing produce. Possible	how on best
	challenges for beekeepers, info on floral calendar	practices
HANDHOLDING OF PARTICIPANTS THROUGH THE DURATION OF THE PROJECT		
Apiary set-	One expert and one beekeeper guide beneficiaries	Marketing &
up at select	in various phases of project, including migration.	processing

help

Weekly visits, support during harvesting

One of our success stories...













How will we spread our message to the target market?



 Direct off-take agreements with retailer/merchant

 Technology to establish relationships between producers and customers

Low cost exposure through campaigns





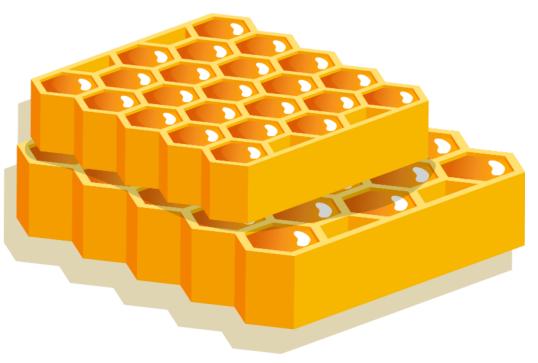




We have expertise in the sector & good relations with key stakeholders.

- National Bee Board
- IFFCO
- NCUI
- ICAR
- Indo-Israel Horticulture project
- Horticulture departments, KVKs of states



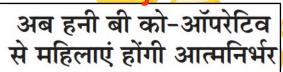


Times of India

Think big: IIT to mentor 45 bizwomen 3-month Programme, Which Kicked Off On Saturday, Received Over 2,500 Application

CNBC Young Turks

Amar Ujala



नई दिल्ली।

गुजरात में दुध के क्षेत्र में अमुल को-ऑपरेटिव की तर्ज पर अब आईआईटी दिल्ली स्टार्टअप के तहत उत्तर भारत में मधुमक्खी पालन के साथ उसके प्रोडक्ट को इंटरनेशनल मार्केट तक पहंचाने की

उत्तराखंड, हिमाचल प्रदेश, पंजाब व हरियाणा में हनी-बी पाजिटिव नाम से को-ऑपरेटिव यानी सहकारी संस्था बनेगी, जिसमें महिलाएं ही भागीदार होंगी। खास बात है कि शहद बेचने के साध-साध उसके छत्ते से निकलने वाले प्रोडक्ट को इंटरनेशनल मार्केट तक जोकि इन सभी राज्यों में दर-दराज पहुंचाकर लाखों रुपये कमाने का व ग्रामीण इलाकों की महिलाओं को

को-ऑपरेटिव संस्था बनाने के लिए भारत सरकार की और से दिल्ली की कनप्रया को स्टार्टअप के मिलने वाली 40 फीसदी की तहत स्पेशल टैनिंग देगा। टैनिंग के सब्सिडी भी दी जाएगी। कनप्रिया का चयन किया है। तीन टिहरी और मां हिमाचल प्रदेश महीने की टेनिंग के दौरान दिन में के शिमला की रहने वाली हैं। कन मल्टी नेशनल कंपनी में इसके चलते कन के माता पिता ने अपनी नौकरी करती रहेंगी और शाम उन्हें पहाड़ों में प्राकृतिक शहद के समय आईआईटी दिल्ली के बनाने की योजना पर फोकस से मधमक्खियों को प्राकृतिक रर प्रोफेसर उन्हें इस ट्रेनिंग की करवाया। कनु कहती हैं कि मिलता है। इन राज्यों में कोचिंग देंगे। करनाल में सबसे हिमाचल प्रदेश, उत्तराखंड में मधमक्खियों की विभिन्न किस्मों से पहले स्टार्टअप के लिए ट्रेनिंग सेंटर सेब के अलावा कई फल और अच्छा शहद निकाला जा सकता

आईआईटी दिल्ली ने वमन स्टार्टअप के तहत दिल्ली की कनप्रिया

कनप्रिया के पिता उत्तराखंड स्थित

स्टार्टअप की भी ट्रेनिंग देगा आईआईटी दिल्ली नई दिल्ली (ब्यूरो)। आईआईटी दिल्ली इंजीनियरिंग की पदाई करवा

के साथ-साथ अब महिला इंटरप्रिनियोरशिप व इंपावरमेंट के तहत स्टार्टअप की टेनिंग भी देगा। पहले स्टार्टअप ग्रुप को रियो पैरालंपिक में पदक हासिल करने वाली महिला खिलाडी दीपा मलिक व आगे बढ़ने के गुर सिखाए। कैंपस स्थित सेमिनार हाल में शनिवार को स्टार्टअप के लिए चयनित तीस

जानकारियां दी गयी। स्टार्टअप टेनिंग में आईआईटी दिल्ली के प्रोफेसर तीन दौरान उन्हें अपना व्यवसाय शुरू लेने पर भी जागरूक किया जाएगा बता दें कि स्टार्टअप के लिए देशभर से करीब दो हजार महिलाओं ने अपने आइडिया भेजे थे. जिसमें से कार्यक्रम में वमन इंटरपिनियोरशिए

है। हालांकि जानकारी के अभाव में

फॉर इनोवेशन एंड टेक्नोलॉजी

IIT-Delhi, WEE to help

SEEMA KAUL

NEW DELHI, SEPTEMBER 24 Forty-five women entrepreon their start-ups under the Women Entrepreneurship and Empowerment Programme initiated by the WEE Foundation and IIT-Delhi.

select 30 women, but the promade the cut in the list. The

The WEE programme, focusing on start-ups, will help the women to network and scale realistic business plans.

"One of the selected women. Dr Swati Middha. has developed a printing technology for 3-dimensional constructs of a human body Earlier, it was decided to to help patients requiring tissue replacements; Aparna gramme received a good Mishra, a plastics engineer, response and 45, women have runs a plastic injection moulding plant to make fan canopies and paint containers and Elsa Marie D'Silva runs a safe city application." said Sarandeep Singh, CEO of WEE Foundation.

in bee-keeping. There are many products such as royal up their ideas and develop jelly (honeybee secretion), propolis (bee glue), bee pollen and bee venom which can give much higher returns than honey. Honey gives around Rs 80 per kg while royal jelly can sell at up to Rs 1 lakh per kg in international market," said Kanupriya Saigal, who has been working with bee experts at the agricultural universities of Punjab and Haryana.

"I think there is a goldmine

"My idea is to create a cooperative on the lines of Amul to train bee keepers to process high-value products and market them globally," said Saigal





Indiancooperative.com

Chasing Amul: Cooperative of beekeepers on anvil



Kanupriva Saigal- not only looks smart but is also determined to accomplish her aims. She has vowed to change the lives of beekeepers in parts of Punjab and Haryana by organizing them in a cooperative and training them in modern techniques of bee-keeping.

Her plans are simple yet revolutionary. With a modest initial capital of just Rs 2-5 lakh one can harvest fifty hives and earn Rs 10 thousand per month.

Honey sells at a low rate but she talks of other products that are possible from this such as jelly. Ninety products are possible from honey, she claims and dreams of setting up a Centre of Excellence for bee-keeping in the near

Her idea of bee-keeping in modern ways won the awards at IIT Delhi which is now supporting her project. An ex-NDTV staffer Kanupriya had a long stint in agri companies where she learnt the tricks of the trade.

"The good thing is beehives multiply very fast; it grows by almost 80 per cent in a year and you do not need additional land for it," she says explaining the mathematics of the business.

The bank readily gives 40 percent of the loan which a bee-keeper can return at ease in installments. If you set up beehive in December you may have a first crop by late January or early February, said Kanupriya underlining these months as the best season for beekeeping.

She has been able to make a network of 500 farmers in Haryana and about 300 in Punjab. Her foundation known as Bee

Positive aims to convert them all into a cooperative sooner than later.

She lamented, however, the lack of certification from the govt. There are a number of farmers producing honey and they all want to have a brand of their own. This needs to change and the govt has to play a role here, she added.

Her ultimate dream is to have the Amul kind of model which collects milk from various farmers but standardizes it into Amul brand. "We wish to be Amul in th the field of honey and related products", she said.

Her hope stands on the facts of growing honey market in the world. Ninety percent of what we produce in India is exported

and the market is growing at the rate of 30 to 40 per cent. There is huge scope, she said knowing well that the marketing of product is perhaps the biggest challenge in the game.

Economic Times

Oueen Bee

Femina Miss India finalist, Kanupriya Saigal did her BSc from St Stephen's and an MBA from the Indian Institute of Foreign Trade. After a stint with a news channel she joined a global agri company

"Did you know it takes approximately a million bee hours to produce a pound of honey: and that bees tap into 2 million flowers and fly 55,000 miles for the same? Yet the bees are so efficient that if a single bee were to fly around the world, she would only consume one ounce of honey in the process," gushes Saigal.

In the course of her work at the agri multinational, Saigal worked with farmers and realised the need to boost their incomes by providing them alternate avenues of earning. Beekeeping, she reckons, is one such excellent source of income. "While doing a project on bees, I discovered that beekeeping is a goldmine which requires little investment of time and money. Unfortunately, activities around apiculture are unorganised. People are inadequately trained to harness high-value beehive products." Saigal adds that the number of people involved in beekeeping, too, is small. According to reports, there is a potential for 200 million bee colonies in India but we have just over 3

bee products at competitive market prices. "So I thought, why not create a startup that changes the status quo?"

Saigal, who says her startup is a socially sustainable one, is working on creating a cooperative of beekeepers. In the first phase, BeePositive++ will train existing bee keepers to harvest simpler products like honey and bees wax while simultaneously training more farmers in bee keeping. "In the second phase we will train them to extract more complex products like propolis, royal jelly and bee venom," says Saigal. "These products have a huge market in India and abroad and are used in various industries like the pharmaceutical and cosmetic industries."



Payim

महिलाओं को बढ़ावा देने की मुहिम

"While doing a project on bees I discovered that

beekeeping is a goldmine which requires little investment of time and money"

Kanupriya Saigal, 36

CEO, BeePositive++, which is focused on the bee keeping sector

million. There is a global shortage of premium grade, accredited, fully traceable honey

The

'Befikre' मूवी ऑफर - पेटीएम पर मूवी

Tribune

women set up start-ups

WEE Foundation has started identifying mentors and investors for the 45 women and the first session is scheduled for next week.

BeePositive++

This 'Socially Sustainable Startup' will create value for many stakeholders not just one person or team!







Sales and Strategy Bee Yogesh





Beekeepers

Branding and **Events Bee:**

Sanju Nair





