

BeePositive++

Boosting Rural Livelihood



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...



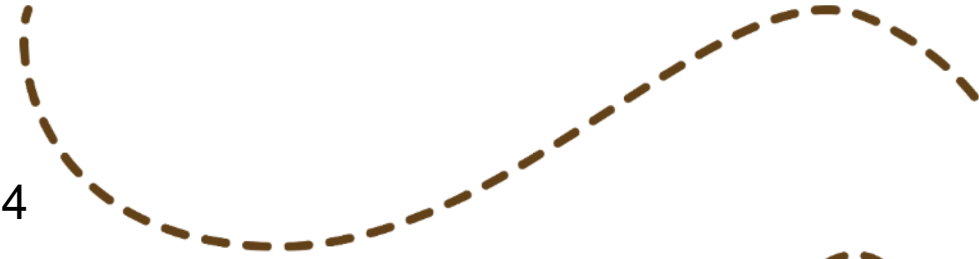
Value currently derived from beekeeping negligible as sector is largely **unorganized**. India needs 200 million bee colonies which can employ 20 million but has only 4 million!



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 hi-value beehive products
- Help beekeepers get best value for honey through e-auctions

Our Plan

Strategy 2: Create Bee-keeping Social Micro- Franchise 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



100 trained women get a 500 hive set-up through CASHLESS model & harvest beehive products



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. Link to e-NAM
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

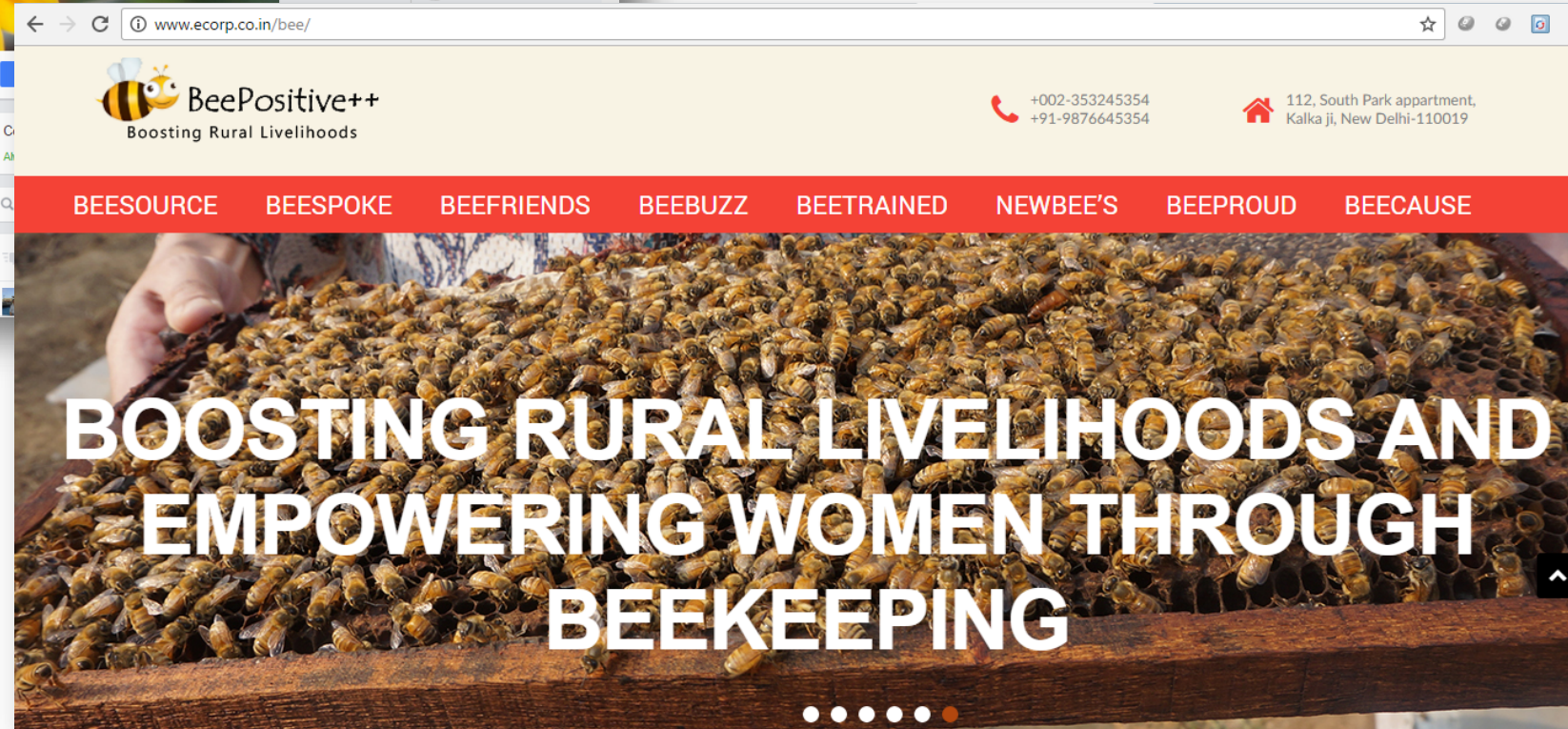
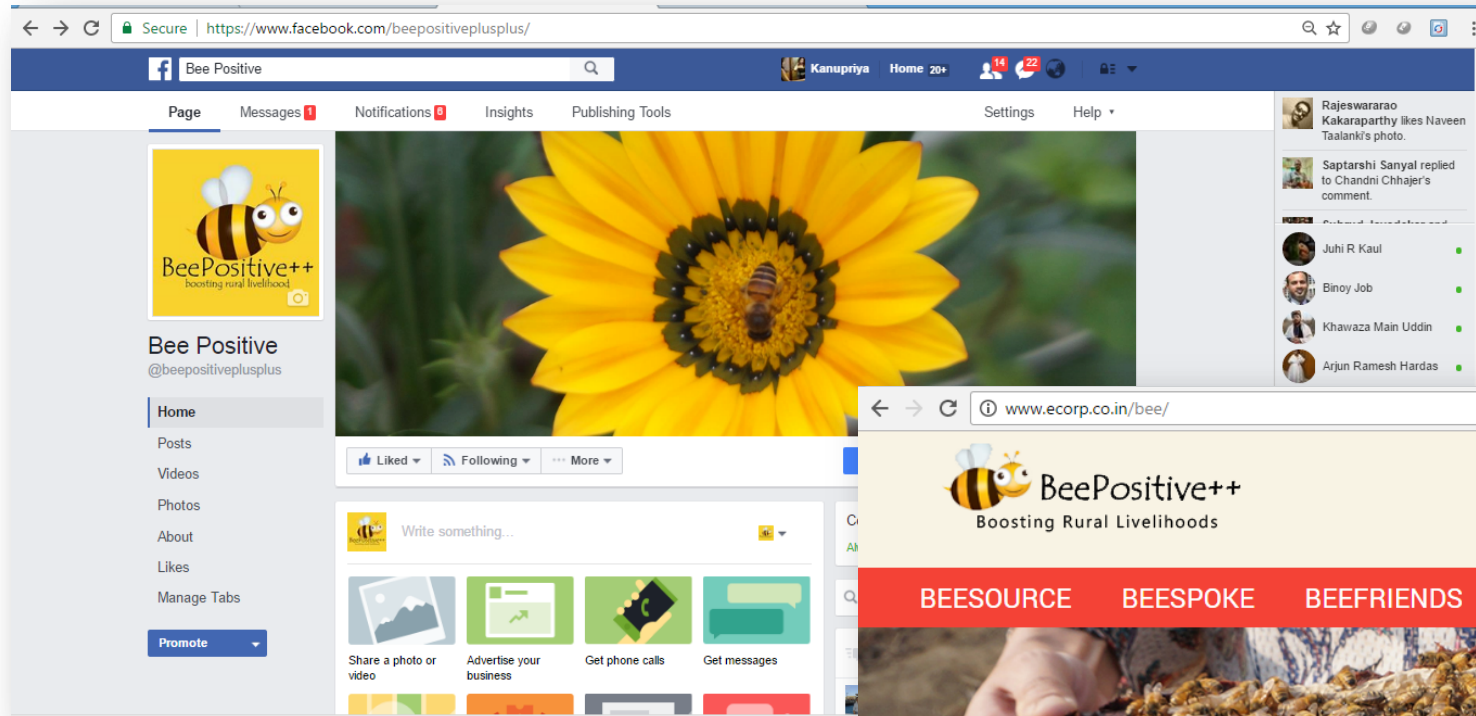


More women try the cashless model

Rapid increase in number of women empowered through beekeeping



Getting Social: Facebook page and website



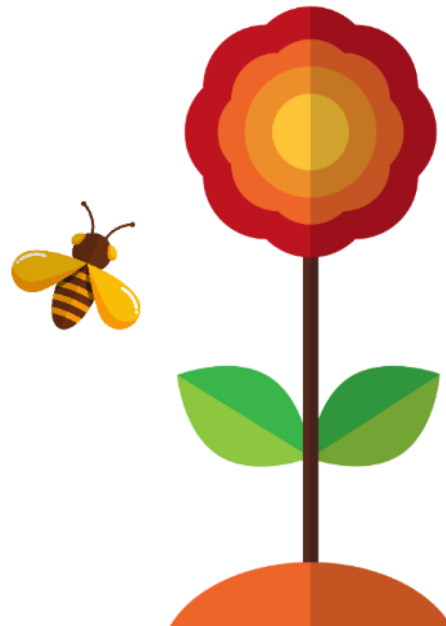
Currently available alternatives and how they compare with us



Big producers compete on price but little competition for value-added 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



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

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

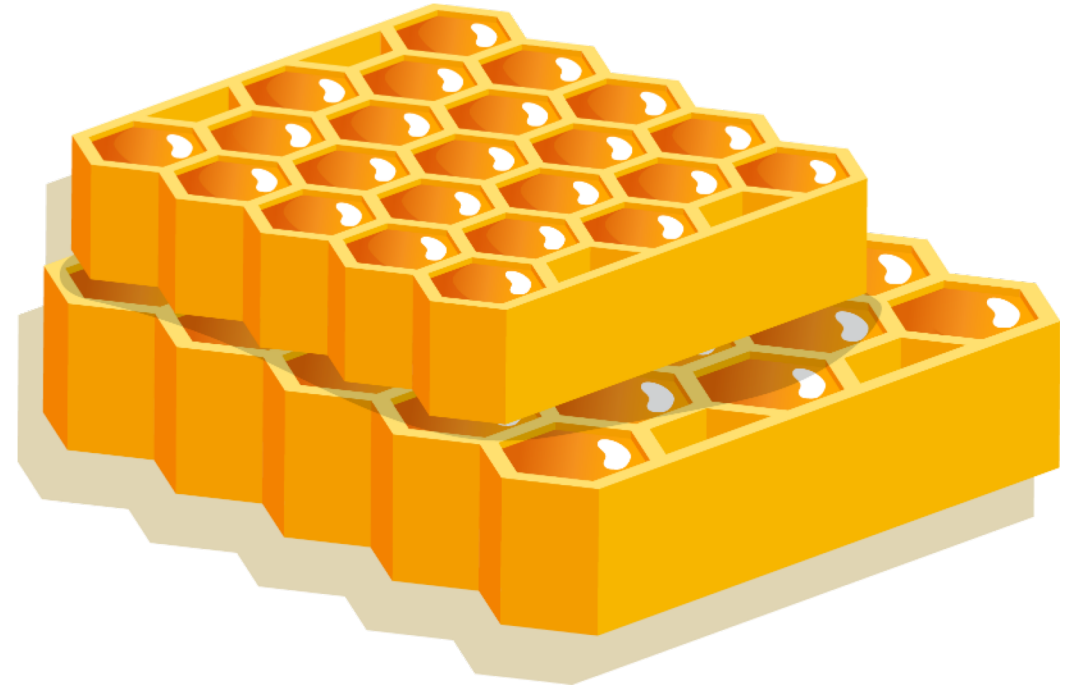


Public Private Partnerships



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





Posted in [Featured](#), [From States on](#) | January 29, 2017 | by [Rohit Gupta](#)



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 future.

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.

Queen Bee

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."



"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

The Tribune

IIT-Delhi, WEE to help women set up start-ups

SEEMA KAUL

NEW DELHI, SEPTEMBER 24

Forty-five women entrepreneurs will be trained to work on their start-ups under the Women Entrepreneurship and Empowerment Programme initiated by the WEE Foundation and IIT-Delhi.

Earlier, it was decided to select 30 women, but the programme received a good response and 45 women have made the cut in the list. The WEE Foundation has started identifying mentors and investors for the 45 women and the first session is scheduled for next week.

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

"One of the selected women, Dr Swati Middha, has developed a printing technology for 3-dimensional constructs of a human body to help patients requiring tissue replacements; Aparna Mishra, a plastics engineer, 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.

"I think there is a goldmine in bee-keeping. There are many products such as royal 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.

"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.

स्टार्टअप की भी ट्रेनिंग देगा आईआईटी दिल्ली

नई दिल्ली (ब्यूरो)। आईआईटी
दिल्ली इंजीनियरिंग की पढ़ाई करवाने
के साथ-साथ अब महिला

इंटरप्रिनियोरशिप व इंपावरमेंट के तहत स्टार्टअप की ट्रेनिंग भी देगा। पहले स्टार्टअप ग्रुप को रियो

परातोंपरे में पदक हासिल करने वाली महिला खिलाड़ी दीपा मलिक ने आगे बढ़ने के गुर सिखाए। कैपस स्थित सेमिनार हाल में शनिवार को स्टार्टअप के लिए चयनित तीस महिलाओं को ट्रेनिंग के तहत जानकारी दी गयी। स्टार्टअप ट्रेनिंग में अर्द्धशताब्दी पुरानी के प्रयोगशाला की

महीने की स्पेशल क्लास लेंगे। इस दौरान उन्हें अपना व्यवसाय शुरू करने के लिए तकनीक से सहयोग लेने पर भी जागरूक किया जाएगा। बता दें कि स्टार्टअप के लिए देशभर से करीब दो हजार महिलाओं ने अपने आवेदन भेजे थे, जिसमें से 100 को चुना गया होगा।

कार्यक्रम में वुमन इंटरप्रिनियोरशिप व
इंफ़ावरमेंट फाउंडेशन और फाउंडेशन
फॉर इन्वेंशन एंड टेक्नोलॉजी
ट्रांसफर भी मदद कर रहा है।

से मधुमक्खियों को प्राकृतिक रस मिलता है। इन राश्यों में मधुमक्खियों की विभिन्न किस्मों से अच्छा शहद निकाला जा सकता है। हालाँकि जानकारी के अभाव में

BeePositive++

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



Queen Bee:

Kanupriya



Mentor Bee:

Dr Sarandeep Singh



Expert Bee:

Dr JK Sheoran



Sales and
Strategy Bee
Yogesh



Branding and
Events Bee:
Sanju Nair



Beekeepers

**Competitive
Bee**

