

State Level Beekeepers Meet.

Honey has huge potential to "Sweeten" Goan Business

India has long been recognized for its vibrant agricultural exports, and honey is one of the many treasures it shares with the world. Ranking as the 8th largest honey producer globally, the country boasts a rich legacy of beekeeping and honey production. Among its states, Goa stands out with its lush flora and fauna, offering an ideal environment for apiculture.

Acknowledging this potential, the Khadi and Village Industries Commission (KVIC), in collaboration with the World Trade Center (WTC) Goa, hosted a State Level Beekeepers Meet in Panaji. The event aimed to raise awareness about honey production, explore government initiatives, and address export compliance requirements, bringing together established and aspiring beekeepers to collectively enhance honey production and tap into global markets.

Mr. M. K. Meena, Joint Director, MSME DFO Goa, highlighted in his presentation that Goa's natural beauty makes it an ideal location for beekeeping. He mentioned that in North India, during the mustard plantation season, farmers actively engage in improving production while also harvesting honey. Mr. Meena emphasized that the MSME DFO office in Margao provides guidance to aspiring entrepreneurs on various government schemes designed to support business growth. Additionally, the office assists with Udyam Registration and onboarding onto the Government e-Marketplace (GeM).

Mr. Melvin D'Souza who is an established beekeeper delivered a presentation on methods to enhance honey production. He emphasized the importance of receiving proper training from experts and thoroughly studying the local flora and fauna to attract the right type of bees. He discussed the significance of using appropriate equipment, maintaining high standards of hygiene and cleanliness, utilizing stainless steel utensils and glass bottles, and employing proper sterilization techniques in the production process. Additionally, he recommended placing honey boxes in cool, well-ventilated areas to create an optimal environment for attracting bees.

Mr Pramod Ambotkar, Assistant Director, KVIC, shared valuable insights into various government schemes aimed at supporting the apiculture industry and other businesses, empowering individuals to become self-reliant and successful entrepreneurs. He highlighted the Prime Minister's Employment Guarantee Program (PMEGP), for which KVIC serves as the nodal agency. This program offers loans to individuals interested in starting microenterprise ventures. Eligibility for the scheme requires a minimum educational qualification of passing the 8th standard. The program provides loans of up to ₹50 lakh, covering both capital expenditure and working capital.

Ms. Adlyn Brito, Junior Inspector, Khadi and Village Board (KVIB), explained in her speech that KVIB is a state-level organization responsible for implementing the Prime Minister's Employment Guarantee Program (PMEGP). She highlighted that the board collaborates closely with District Industries Centers and banks to ensure the effective execution of the scheme.

Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa, delivered a detailed presentation on the licenses and permissions necessary for the export business. He discussed

the importance of obtaining a Trade License and the Import Export Code (IEC), issued by the Director General of Foreign Trade, which is an essential certificate for engaging in export activities. Mr. Desouza also elaborated on the extensive World Trade Centers Association (WTCA) network, comprising over 300 WTCs across nearly 90 countries, and highlighted the pivotal role these centers play in facilitating and promoting international trade through their global network.

The State Level Beekeepers Meet was organized on December 17, 2024 at Panaji, Goa



In Photo (Seated from left to right): Ms. Adlyn Britto, Junior Inspector, Khadi and Village Board (KVIB); Mr. Prambod Ambaktar, Assistant Director, KVIC; Mr. M.K.Meena, Joint Director, MSME DFO Goa; Mr. Melwin D'Souza, Established Beekeeper; and Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa along with the participants.