

Entrepreneurial Avenues Through Sweet Revolution

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ABSTRACT:

India's economy has relied heavily on farming and related industries since its independence. While the contributions of the secondary and tertiary sectors have grown in recent years, agriculture continues to play a significant role in the economy. High demand exists for Indian honey on the global market since the country is consistently ranked among the top five producers of honey. Considering the demand and entrepreneurial opportunities, an initiative called Sweet Revolution (Mithi Kranthi) with the goal of reviving and improving honey output by means of beekeeping has been launched. This paper discusses the entrepreneurial avenues available to farmers and those involved in allied activities through the sweet revolution. Beekeeping is an agricultural pursuit that offers significant potential and prospects in India's many agro-climatic zones, making it a popular choice for economically disadvantaged rural residents such as landless labourers, farmers, rural youth, and women. This revolution has created new entrepreneurial avenues and jobs for all farmers and those who are allied with farming. The incentives indeed encourage rural youth to be attached to their roots.

Keywords: Beekeeping, Sweet, Revolution, Entrepreneur, Opportunities

INTRODUCTION:

India's economy has relied heavily on farming and related industries since its independence. While the contributions of the secondary and tertiary sectors have grown in recent years, agriculture continues to play a significant role in the economy. Many people in India still rely on farming for their livelihood. India's rapidly rising population has made agricultural reform a need. The groundwork for this revolutionary shift was set during the Green Revolution in 1966.

In the early 1960s, India launched the Grey Revolution, which centered on fertilisers, and the Round Revolution, which centered on potatoes. After that, several initiatives were launched to bring

production methods up to date. These included the White Revolution in the dairy industry, the Blue Revolution in the fish industry, and many more. Cotton and jute, two natural fibres that had fallen into disuse, saw their revival facilitated by modernization efforts in the 1990s and 2000s. The government implemented the Protein Revolution and the Evergreen Revolution to increase agricultural output.

Pisciculture, apiculture, and horticulture are only a few thrust areas of agriculture that need serious consideration. High demand exists for Indian honey on the global market since the country is consistently ranked among the top five producers of honey. Considering the demand and entrepreneurial opportunities, an initiative called Sweet Revolution (Mithi Kranthi) with the goal of reviving and improving honey output by means of beekeeping has been launched. This paper discusses the entrepreneurial avenues available to farmers and those involved in allied activities through the sweet revolution.

REVIEW OF LITERATURE:

According to Singh et al. (2021), one of the most important considerations in convincing farmers to take up beekeeping is the low cost of entry. Because beekeeping requires such a little space, even small farmers may get in on the action. Agrawal (2014) when apiaries are kept outside of agriculturally productive regions, rather than within them, the land is not only not used for agriculture but also goes to waste. This industry is a fantastic way for people in rural regions to find employment, as it presently employs 2,50,000 farmers. The Indian government has initiated various schemes to assist people in engaging in beekeeping. Additionally, training programmes are instigated by government institutes like KVK to assist community in engaging in beekeeping (Verma et al., 2018). According to Nath et al., (2019) the absence of an established marketing infrastructure causes beekeepers to face heavy losses when transporting and selling their products through middlemen

OBJECTIVES OF THE STUDY:

1. To study about the Sweet Revolution.
2. To discuss the entrepreneurial avenues available through sweet revolution.

RESEARCH METHODOLOGY:

This study is based on secondary sources of data such as annual reports of KVIC, information available on web portals, articles in dailies, research papers in journals etc.

AN OVERVIEW OF SWEET REVOLUTION:

The government of India has launched a programme called "Sweet Revolution" to boost apiculture in India. Apiculture is the practice of keeping bees for the purpose of pollination and the creation of honey. This programme, intends to assist farmers in raising their revenues and speed up the production of high-quality honey and associated goods. Driving up the price of honey and making it more difficult to harvest.

Aimed at encouraging apiculture, or more often known as 'beekeeping,' the Indian government's "sweet revolution" aims to increase the country's output of high-quality honey and other bee-related goods. Technology use in beekeeping, which requires a modest initial investment and a high level of expertise, has emerged as a major catalyst for societal and economic development.

Since honey is widely believed to provide health benefits, its popularity as a consumable commodity has increased. In addition to honey, additional apicultural products including royal jelly, pollens, beeswax, etc. find widespread use in industries as varied as medicines, food and beverage production, and cosmetics.

Taking beekeeping to a larger scale has the potential to enhance farmers' income, create entrepreneurial opportunities, create jobs, protect bee populations, guarantee food security, and improve agricultural yields and pollination. The government has created the National Beekeeping and Honey Mission to promote and expand scientific beekeeping as a whole, giving a much-needed boost to the Sweet Revolution. The main objective of NBHM is to promote the general growth of the sector so that both farm and non-farm families may benefit from the increased income and job opportunities it provides.

The program's goal for Mini Mission-I is to popularize scientific beekeeping. Mini Mission-II entails beekeeper management after harvest Collecting, processing, adding value, etc. of beehive products all fall within Mini Mission-III.A means of creating jobs by introducing beekeeping to the state's farmers. Enhance crop yield and farmer income from agriculture and horticulture. The goal is to elevate the state to the forefront of honey production.

ENTREPRENEURIAL AVENUES THROUGH SWEET REVOLUTION:

Initially approved in 2016 and in 2020, the government of India started the National Beekeeping and Honey Mission to give the Sweet Revolution a push (under the Ministry of Agriculture and Farmers Welfare).National Bee Board is leading the "Sweet Revolution," which includes the widespread promotion and development of scientific beekeeping throughout the nation (NBB).Beekeeping is one of NBHM's primary focuses because of its potential to boost economic growth and provide job opportunities for people in both rural and urban settings.

The National Beekeeping and Honey Mission (NBHM) has received Rs. 500 crore from the Union government for a period of three years (2020-21 to 2022-23). This subsidy will open doors for individuals who aspire to start farm allied activities.

Beekeeping is an agricultural pursuit that offers significant potential and prospects in India's many agro-climatic zones, making it a popular choice for economically disadvantaged rural residents such as landless laborers, farmers, rural youth, and women. Profits and jobs are created in the beekeeping industry, and there is no impact on the environment. It is well documented that Beekeeping has greatly increased the output of many different crops by aiding in pollination. This will encourage women working in farms as well to think about starting own activity leading towards women empowerment

Beekeeping, practiced mostly by farmers, consists of keeping colonies of honey bees in artificial hives. With the goals of providing income and employment to farmers and increasing honey and honey-related consumable product production, the Indian government has actively encouraged beekeeping in the rural sector. Atmanirbhar Bharat Abhiyaan's National Honey Mission (NBHM) has 11 projects totaling Rs. 2,560 lakh approved, and Rs. 500 crores (about \$70 million) have been set aside over the course of three years to improve scientific beekeeping practices throughout the nation. NBHM's primary objective is to promote the comprehensive development of the beekeeping industry for income generation and job creation for farm and non-farm families. Rural youth can take advantage of this initiative and start own business.

Honey output in India has increased by 242% and exports have increased by 265% since 2005-06. India is now among the top five honey-producing countries in the world. This suggests that beekeeping will play a significant role in helping farmers earn twice as much by 2024. This has potential to create entrepreneurs who want to start export business.

Pulses, fruits, vegetables, and grains are just few of the many crops that farmers cultivate. Due to their suitability as bee hosts, beekeeping has the potential to become a significant source of income for these farmers. Thus, the revenue will grow, and agricultural productivity will rise by 15% as a result. As part of the National Beekeeping and Honey Mission (NBHM), the National Bee Board developed four training modules, and as a result, 30 lakh farmers have been educated in beekeeping. This initiative has increase employment and entrepreneurs.

Farmers in the state of Jharkhand will receive assistance from the state government in the areas of honey processing and marketing in exchange for an 80% subsidy, of which the beneficiaries will be responsible for contributing only 20%. Under the plan, each farmer will receive Rs. 80000 / - against a total unit cost of Rs. 100000 / -, while contributing only Rs. 20000 / -. This initiative has certainly opened avenues of entrepreneurship in Jharkhand.

Entrepreneurial avenues will be boosted through support by the Khadi and Village Industries Commission (KVIC). KVIC has taken on the responsibility of developing the beekeeping industry in India through the formulation of appropriate schemes, policies, and promotional programmes; the dissemination of relevant information; the provision of appropriate education and training; the creation of appropriate linkages and clusters; and the provision of appropriate hand-holding. Training for Novice Beekeepers this will boost entrepreneurship. Contributing to the feasibility assessment and pinpointing potential apiary sites. Skills required for colony expansion and honey collection will be imparted through training. Further it will be providing equipment and bee boxes (hives). Beneficiaries are organized into groups so that they may move to other colonies as a unit, and their collective benefits are distributed to all members of the group. This will encourage co-entrepreneurship and partnership.

The Khadi and Village Industries Commission (KVIC) has been important in fostering the rapid expansion of the revolution. KVIC has launched India's first "Mobile Honey Processing Van" with the support of the Indian government. KVIC's Multi-disciplinary Training Center in Panjokehra has developed the Mobile Van in-house at a cost of Rs 15 lakh. As much as 300 kg of honey may be handled in only 8 hours by this adaptable honey handling device. Honey's composition may be quickly determined thanks to the on-board lab equipment. Further, KVIC is contributing for the promotion and branding also open avenues for entrepreneurship in the field of marketing and advertising.

Prime Minister's Employment Generation Programme (PMEGP) aims to create jobs throughout the nation. It helps individuals by giving them monetary assistance (credit linked) upto Rs.25 Lakhs. Innovation and Entrepreneurship in Rural Areas (ASPIRE): A Program of the Center for Rural Entrepreneurship (CORE) and the National Association of Business Incubators (NBI) (TBI), and the startup capitalization fund. Through this scheme investment can be made in beekeeping and allied business opportunities boosting entrepreneurship.

With technological intervention, Sweet Revolution may attain self-sufficiency and make major gains in the worldwide market to and even create entrepreneurial opportunities in the field of digital marketing, application development, online selling etc. The engagement of technology in bee farming will assist in scaling up the industry and fostering entrepreneurship.

SUGGESTIONS:

Initiatives for taking into account landless Beekeepers and concentrating on their training and development should be considered. Involving the women in self-help groups for monitoring and encouraging them to participate actively should be considered.

CONCLUSIONS:

This revolution has created new entrepreneurial avenues and jobs for all farmers and those who are allied with farming. The incentives indeed encourage rural youth to be attached to their roots. This will also lead to women's empowerment. While identifying the colossal demand for unadulterated honey in the market might show that beekeeping and producing honey can be a lucrative business in India now. Farmers may also manufacture honey wax by means of bee farming. Any farmer may develop this agriculture-based company to make an additional income. This is incredibly organic, and also the government has been tremendously helpful in this sector over the last several years. Thus, entrepreneurial avenues are high.

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