

**जलज श्रीवास्तव**

अपर सचिव

भारत सरकार

कृषि एवं किसान कल्याण मंत्रालय  
कृषि, सहकारिता एवं किसान कल्याण विभाग  
कृषि भवन, नई दिल्ली-110001



**Jalaj Shrivastava**

Additional Secretary

Government of India

Ministry of Agriculture and Farmers Welfare  
Department of Agriculture, Cooperation  
and Farmers Welfare  
Krishi Bhawan, New Delhi-110001

D.O. No.6-1/2017-NBB

Tel. No. 23388656/23382219

Dated: 2<sup>nd</sup> Aug., 2017

Dear Shri Saxena,

Please refer to this Department's letter of even number dated 22<sup>nd</sup> June, 2017 addressed to the Directors of Horticulture/Mission Directors, State Horticulture Missions, copy enclosed to you (copy enclosed for ready reference) regarding celebrating World Honey Bee Day (WHBD) on 19<sup>th</sup> August, 2017. AWHBD is being celebrated every year on 3<sup>rd</sup> Saturday of August. The main theme of celebrating WHBD is to **"SAVE HONEYBEES"**.

2. As you are aware, beekeeping has been useful in pollination and cross pollinated crops, thereby, increasing income of the farmers/beekeepers by way of increasing crop yield and providing honey and other beehive products, viz. royal jelly, bee pollen, propolis, bees wax, etc. that serves a source of livelihood for rural poor. Therefore, honeybees/beekeeping has been recognised as one of the important inputs for sustainable development of agriculture/horticulture.

3. Keeping in view the importance of beekeeping, a component "Pollination Support through Beekeeping" has been incorporated in Mission for Integrated Development of Horticulture (MIDH) for development of scientific beekeeping in the country. Further, National Bee Board (NBB) has been recognized as a nodal agency for overall development/promotion of scientific beekeeping.

4. In view of the above, it is required to give wide publicity/thrust to create awareness and promote scientific beekeeping and use of its products including honey, etc. Hence, it has been decided by this Department to celebrate World Honey Bee Day (WHBD) on 19<sup>th</sup> August, 2017 in a big way in the country. The details of programmes/activities which may be included for this event have also been mentioned in the letter dated 22<sup>nd</sup> June, 2017.

5. You are requested to issue instructions to CBRTI, Pune and State/field level offices of KVIC to celebrate World Honey Bee Day on 19<sup>th</sup> August, 2017 by making 2-3 days programme. The strategy finalized in this regard may be communicated to this Department within seven days.

With regards,

Encl: As above

Yours sincerely,

(Jalaj Shrivastava)

Shri Vinai Kumar Saxena  
Chairman,  
Khadi & Village Industries Commission,  
9, Prerna Kutir Bungalows, Near Sarathi Hotel,  
Vastrapur, Ahmedabad-53.