

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: 2nd Aug., 2017

Dear Ms. Nirula

As you are aware, beekeeping has been useful in pollination of 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.

2. 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.

3. To give wide publicity/thrust to create awareness about beekeeping and uses of its products including honey, etc., it has been decided by this Department to celebrate World Honey Bee Day (WHBD) on 19th August, 2017 in a big way in the country and on **18th August, 2017 in Delhi** (NASC Centre, IARI, PUSA, New Delhi). WHBD is being celebrated every year on 3rd Saturday of August. The main theme of celebrating WHBD is to **"SAVE HONEYBEES"**. The main programmes/activities, which may be included in this event, may be organizing exhibitions, conferences/seminars, honey melas, literature on importance of honeybees/beekeeping in agriculture/horticulture, publicity through electronic media/newspapers, awareness about uses of honey & other beehive products, etc.

4. You are requested to issue instructions to your field offices/ officials to celebrate World Honey Bee Day (WHBD) on **19th August, 2017** in big way by making 2-3 days programme in the field and also participate in the programme on 18th August, 2017 by exhibiting beekeeping related products and activities. The strategy finalized in this regard may be communicated to this Deptt. within 7 days.

With regards,

Yours sincerely,

(Jalaj Shrivastava)

Ms Shilpa Divekar Nirula
Monsanto India Limited,
CEO - India Region,
Ahura Centre, 5th floor,
96 Mahakali Caves Road,
Andheri (East), Mumbai 400 093