Dear Arun,

As you are aware, beekeeping has been useful in pollination of crops, thereby, increasing income of the farmers/beepkeepers by way of increasing crop yield and providing honey and other bee 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 bee hive products, etc.

4. You are requested to issue instructions to KVIC and other organizations involved in beekeeping to celebrate World Honey Bee Day (WHBD) on 19th August, 2017 in big way by making 2-3 days programme in the field. The strategy finalized in this regard may be communicated to this Deptt. within 7 days.

With regards,

Yours sincerely,

(Jalaj Shrivastava)

Dr. Arun Kumar Panda,
Secretary
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