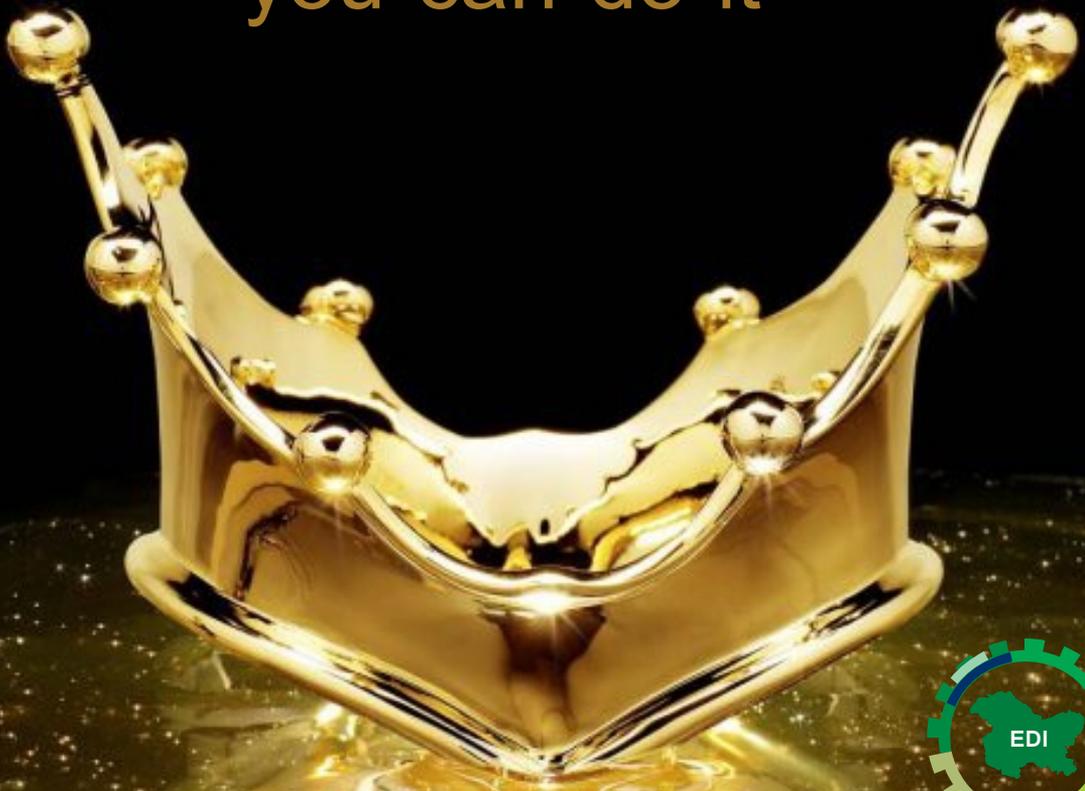


Starter's guide to beekeeping

Honey

you can do it



The document is part of a series of information products providing snapshots to young aspiring entrepreneurs regarding viable business opportunities in the state.

Jammu and Kashmir is said to be one of the most important and suitable beekeeping places in India. Thanks to its vast diverse natural resources and favourable climatic conditions that make the state as it should be for stationary as well as migratory bee keeping.

Despite this, the state imports honey worth over Rs. 8.5 million from other states annually because the potential for beekeeping in Jammu and Kashmir has not been utilized fully. The state with a huge resources has a great potential for exporting honey to the rest of India.

Here is a starter's guide for those who want to taste this sweet success.

Market snapshot

Potential market size (Kashmir):	Rs. 77 crore or 770 metric tonnes
Potential market size (national):	Rs.190 crore
Local Production of raw honey in the Kashmir Valley:	250 metric tonnes
Honey processed locally:	75 metric tonne's (rest is sold outside for processing)
Imports:	Worth Rs 8.6 million (Processed honey)
Registered bee keeping colonies in the Kashmir Valley:	25,000
Potential no of colonies in the valley:	250,000
Apiculturist:	200

Primary products:

- High quality honey from hives
- Non-pasteurized liquid and creamed honey

Secondary Products:

- Bee wax
- Candles
- Chapsticks
- Cosmetics etc

Financials involved for a hive of 20 colonies:

Total capital cost	Rs. 2.00 Lakh
a) Land	Owned/leased
b) Building	Rs.1.00 lakh
c) Machinery/equipments	Rs.1.00 lakh

Operational Cost	Rs.1.02 lakh
Grand Total	Rs.3.02 lakh

Sales first year

Total Returns/Earnings	Rs.2.10 lakh
By sales of honey	Rs.2.10 lakh

Do

- Speak to experts or beekeepers for an advice before setting up the venture
- Start you business at an appropriate seasons – not too early, not too late
- Procure strong colonies and all the tools required to look after bee hives
- Purchase quality wooden boxes for colonies
- Select location with abundant flora
- Avoid jerks and unnecessary noise in the area
- Keep your initial purchases to the things you absolutely need to get started: hives, bees, a smoker and protective gear

Don't

- Hire or purchase land without proper legal documentation.
- Construct colonies on marshy or swampy land
- The place should not be crowded with people
- Use excessive sugars

The trade by its nature is very sweet with low start-up cost and quick returns. However, it may cause some bitterness if proper care is not taken.

Challenges you may face include

- Extreme weather conditions can pose a significant threat as it can affect the rearing and production process.
- Bee keeping is prone to diseases and attacks from mites and other insects. This can eventually destroy the whole colony.

Opportunities

- Lower start-up costs
- Demand for quality honey especially Kashmir brand in the country is huge and increasing
- High quality Kashmiri honey has major competitive advantage over other producers and greater scope for export
- Product diversification chances are high with bee wax, chapsticks, cosmetics and candles

Checklist:

Land

- Area: Two kanals
- Nature: Agricultural Land (area rich in fauna is ideal)
- Land if not owned, legal Documentation required: Lease deed

Building

- Shed 12X10 sq ft

Equipment

- Hive Tool
- Smoker
- Bee hive and veil
- Hive stand
- Comb Foundation Roller
- Honey extractor
- Wax sheet
- Protective gear
- Gloves
- Frame gripper

Money

- Check various financial schemes at JKEDI

Buyers

- Households
- Whole sellers & dealers
- Mainly exported to outside market for further processing of honey products.

Suppliers

Registered Dealers of

- Bee hive colonies
- Medicine
- Equipments

Relevant government departments to approach for

- Department of Agriculture, Kashmir for expert advice
- Revenue department (for land documentation)

