



Madhu Kranti Portal & Honey Corners

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Why in News

Recently, the Union Minister for Agriculture and Farmers' Welfare has launched “**Madhu Kranti Portal & Honey Corners**.”

Key Points

- **Madhu Kranti Portal:**

- It is an initiative of **National Bee Board (NBB)**, Ministry of Agriculture and Farmers Welfare under **National Beekeeping & Honey Mission (NBHM)**.
- This portal is being developed for online registration to achieve a traceability source of Honey and other beehive products on a digital platform.
- The platform will help in **checking the quality and source of adulteration of honey**.
- **Significance:**
 - The portal will help in increasing income of the farmers, boost exports and increase employment generation.
 - The portal will hold the database of all the stakeholders involved in honey production, marketing chains, hive production and sales.
 - It will increase the reach of honey to international markets.

- **Honey Corners:**

- Honey Corners are special spaces for the marketing and sale of honey.
- It is operated by **National Agricultural Cooperative Marketing Federation of India Ltd (NAFED)**.

National Agricultural Cooperative Marketing Federation of India Ltd.

- The **NAFED** is registered under the Multi State Cooperative Societies Act.
- It was set up in 1958 with the objective to promote cooperative marketing of Agricultural Produce to benefit the farmers.

National Bee Board

- **Small Farmers' Agribusiness Consortium (SFAC)** registered the NBB as a society under the Societies Registration Act, 1860 in 2000 and it was reconstituted (with the secretary as chairman) in June 2006.
- **Objective:**
 - Overall development of beekeeping by promoting scientific beekeeping in India to increase the productivity of crops through pollination and increase the honey production for increasing the income of the beekeepers/farmers.
 - Presently NBB is implementing **National Horticulture Mission (NHM)** and Horticulture Mission for North East and Himalayan State (HMNEM)

National Beekeeping & Honey Mission (NBHM)

- The mission was announced as part of the **AtmaNirbhar Bharat scheme**. It is a central sector scheme.
- NBHM aims for the overall promotion & development of scientific beekeeping in the country to achieve the goal of 'Sweet Revolution' which is being implemented through the National Bee Board (NBB).

Honey Mission

- The Honey Mission was launched in August 2017 in line with the '**Sweet Revolution**'.
The 'Sweet Revolution' was launched in 2016 to promote beekeeping and associated activities.
- Under the Honey Mission, **Khadi and Village Industries Commission (KVIC)** provides awareness, training and 'Bee Boxes' along with Bee Colonies to the farmers.

Source: PIB