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BEEKEEPING ENTREPRENEURSHIP, ITS SCOPE IN Yamunanagar District, Haryana, India



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Beekeeping entrepreneurship is a concept that involves bee management and conversion of sector into business. Beekeeping helps in economic development of the country. Entrepreneurs play an important role



STRENGTH

HARYANA is a potential state in honey production, due to its floral sources. Both small and medium scale beekeeping in urban and rural areas of Yamunanagar have good scope as the area is potential for beekeeping. Majority of the beekeepers are having high level of economic motivation, desire for achievement and risk taking ability. Majority of the beekeepers are youths belonging to the age of 20 to 35 years.

WEAKNESS

Beekeeping can be an important agro-based enterprise. The beekeepers are to be equipped with appropriate training programs and in-depth beekeeping knowledge. The willingness to design appropriate strategies in beekeeping venture to be developed. Government Beekeeping schemes to be provided, which helps the entrepreneurs to take various new initiatives in the field of beekeeping and allied enterprise.

OPPORTUNITY

MARKETING of honey and other bee hive products like bees wax, pollen, propolis, royal jelly, bee venom, sale of packaged bee, the rearing and sale of good colonies, renting out bee colonies for pollination etc. leads to tremendous scope as entrepreneurship activity. Apart from direct employment, hive manufacturers, apicultural equipment and machinery manufacturers, transport system for migration of colonies, traders, quality experts, packers, sellers, raw material dealers, etc. also offers tremendous scope.

THREAT

Climate: Unconditional weather and prolonged rainy season
Pest and diseases: bee diseases, mites and wild animal attack
Pricing of bee products: Fluctuations in prices of honey and other hive products
Interference of Traders: Beekeepers sell their honey directly to the traders, no opportunity to decide or get satisfactory price of their products



Value-added honey products make Yamunanagar farmer leading agripreneur



Bees are the world's best and largest source of pollination; beekeeping thus provides sustainable livelihoods
Boost for beekeepers: Haryana CM Nayab Saini announces inclusion of honey in Bhavantar Bharpai Yojana Aug 16, 2025, T.O.I.



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Beekeeping entrepreneurship is a concept that involves bee management and conversion of sector into business. Beekeeping is one of the most important inputs in economic development of the country, hence entrepreneurs in Beekeeping plays an important role in the development of a country. The production of quality honey and other hive products, multiplication of bee colonies more efficiently, increases the profitability of its businesses. The skill and methodology as well as hard work of an entrepreneur is important. Both Small and medium scale beekeeping in urban and rural areas of Yamunanagar have good scope as the area is potential for beekeeping entrepreneurs. Besides honey, it offers scope for production and marketing of other bee hive products like bees wax, pollen, propolis, royal jelly and bee venom. In addition, sale of packaged bee, the rearing and sale of good colonies have tremendous scope as entrepreneurship activity. Renting out bee colonies for pollination can also be another source of income. Apart from direct employment, hive manufacturers, apicultural equipment and machinery manufacturers, transport system for migration of colonies, traders, product quality experts, packers, sellers, raw material dealers, etc also offers tremendous scope. Majority of the bee-keepers are youths belonging to the age of 20 to 35 years. The constraints are many; beekeepers mostly sold their honey directly to the traders, they have no opportunity to decide or get satisfactory price of their produce, unconditional weather and climatic conditions, bee diseases and unfixed price of honey are major problems faced by the beekeepers. Government has focused on increasing beekeeping activities and honey production but need to take significant initiative to provide better marketing facilities for the sale of honey.