



## Sweet Revolution

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# SWEET REVOLUTION

- An ambitious initiative of the GoI for **promoting apiculture**
- Launched in 2016 under **Khadi and Village Industries Commission (KVIC) (Ministry of MSME)**
- Along its lines, the **Honey Mission** was launched in 2017

### BEEKEEPING IN INDIA (APICULTURE)

**About Beekeeping**

- An agro-based activity undertaken by farmers/ landless labourers in rural areas as a part of **Integrated Farming System (IFS)**

**Significance**

- **Useful in pollination** of crops
- **Increases income** of the farmers
- **High value beehive products** - honey, beeswax, bee pollen, etc.

**World Bee Day**

- 20 May

### NATIONAL BEEKEEPING AND HONEY MISSION (NBHM)

**About**

- Central Sector (CS) Scheme
- Announced as a part of **Atmanirbhar Bharat Scheme** (for 2020-21-2022-23)
- Implemented by the **National Bee Board (NBB)** (under MoA&FW)

**Objectives**

- Development of scientific beekeeping to **achieve the goal of 'Sweet Revolution'**
- Enhance **agri/ horticulture production**
- Set up **Integrated Beekeeping Development Centre (IBDC)**, Api-therapy centres and Bee disease diagnostic labs
- **Empowerment of women** through beekeeping

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