



## Madhukranti Portal and Honey Corners

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- Recently, Union Minister of Agriculture and Farmers' Welfare has launched the 'Madhukranti Portal' and 'Honey Corners' of the National Agricultural Cooperative Marketing Federation (NAFED). The Portal is an initiative of National Bee Board (NBB), Ministry of Agriculture and Farmers' Welfare under National Beekeeping & Honey Mission (NBHM).
- This portal has been developed with the objective of making honey and other honey products available online and to prove the purity of Indian honey to global standards. It will also be helpful in testing the quality of honey and the source of adulteration.
- To encourage honey production, small bee keepers will be included in the 'Farmers Producer Organization' (FPO). It is known that 15 Honey Corners have been developed by NAFED in Delhi to provide marketing support to FPOs.
- 'National Beekeeping and Honey Mission' (NBHM) is a Central Sector Scheme launched in 2017 by the Ministry of Agriculture and Farmers' Welfare. It aims to promote beekeeping, achieve the goal of the 'Sweet Revolution', increase the income of farmers, generate employment and increase exports.

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