

Contribution of Bee-Keeping Industry in the Development of Rural Entrepreneurship - A Case Study of M/S C.k Udyog



Commerce

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ABSTRACT

Defining entrepreneurship is not an easy task. To some, entrepreneurship means primarily innovation, to others it means risk-taking. To others a market stabilizing force and to others still it means starting, owning and managing a small business. An entrepreneur is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who owns and operates a business.

The Bee-keeping is a village industry and listed in the Government artisan sector. This indigenous industry has been taken by Khadi and Village Industries Commission to develop in the rural areas to create employment and generate production to use as food and medicine

This paper will highlight the usefulness of Bee-keeping industry in the process of development of rural entrepreneurship making a case study of M/s C.K Udyog located at Charigaon village of Jorhat District.

PROLOGUE-

Defining entrepreneurship is not an easy task. To some, entrepreneurship means primarily innovation, to others it means risk-taking. To others a market stabilizing force and to others still it means starting, owning and managing a small business. An entrepreneur is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who owns and operates a business.

The entrepreneurial motivation is one of the most important factors which accelerate the pace of economic development by bringing the people to undertake risk bearing activities. In many of the developing countries a lot of attention is being paid to the development of entrepreneurship because it is not the proprietary quality of any caste and community.

The entrepreneurship is usually understood with reference to individual business. Entrepreneurship has rightly been identified with the individual, as success of enterprise depends upon imagination, vision, innovativeness and risk taking. The production is possible due to the cooperation of the various factors of production, popularly known as land, labour, capital, market, management and of course entrepreneurship. The entrepreneurship is a risk-taking factor, which is responsible for the end result in the form of profit or loss.

According to A Schumpeter "The entrepreneurship is essentially a creative activity or it is an innovative function".

The economic activity with a profit motive can only be generated by promoting an attitude towards entrepreneurship. The renewed interest in the development of entrepreneurship to take up new venture should emphasize on the integrated approach. The developments of entrepreneurship will optimize the use of the unexploited resources; generate self-employment and a self sufficient economy.

The young entrepreneur should be motivated to come out with determination to do something of their own and also to contribute to the national income and wealth in the economy. If the country wants to achieve the growth at the grass root level, through social justice and the crimation of poverty,

it will have to provide institutional support and structural changes in organization of financial institutions to promote entrepreneurship development. Industrial development in any region is the outcome of purposeful human activity and entrepreneurial thrust.

David Melelland emphasized the importance of achievement motivation as the basis of entrepreneurial personality and a cause of economic and social development through entrepreneurship by fulfilling the following needs such as 1) Need for power 2) Need for affiliation and 3) Need for achievement.

Another school of thought says "entrepreneurship is a function of several factors i.e. individual socio cultural environment and support system".

OBJECTIVE- The Bee-keeping is a village industry and listed in the Government artisan sector. This indigenous industry has been taken by Khadi And Village Industries Commission to develop in the rural areas to create employment and generate production to use as food and medicine .The objective of the paper is to understand about the beekeeping industry making a case study of M/S C.K Udyog and how this industry has brought sustainable development for the locality and the region. This study has been able to throw light on the entrepreneurial ability of the owner of M/S C.K udyog.

METHODOLOGY-The present study is based on primary as well as secondary data. Primary data have been collected from field work and through personal interview with the entrepreneur. The secondary data have been collected from different published and unpublished data from research journals, periodicals, internet etc.

ABOUT BEEKEEPING INDUSTRY

Beekeeping or apiculture is the maintenance of honey bee colonies, commonly in hives by beekeepers. A hive is a simple rectangular box. A beekeeper or apiarist keeps bees in order to collect honey and other products of the hive (including beeswax, pollen and royal jelly), to pollinate crops, or to produce bees for sale to other beekeepers. Honey bees convert nectar of flower into honey and store them in combs of hive. A location where the bees are kept is called an apiary or bee yard.

Bee colonies consist of three types of bee:

- ❖ A Queen bee which is normally the only breeding female in the colony.
- ❖ A large number of female worker bees typically 30,000-50,000 in number.
- ❖ A number of male drones ranging from thousands in a hive.

The queen is the only sexually mature female in the hive and all of the female worker bees and male drones are her offspring. A queen lives three to four years and capable of laying more than half a million eggs in her lifetime. There are four species of honey bees in India. Out of which the following two species are of commercially important (a) Indian bee (*Apis cerana indica*) (b) European bees or Italian bee (*Apis Mellifera*).

The structure of a domesticated bee colony is normally rectangular box called hive within which there are eight to ten parallel frames vertically fitted with artificial honey comb made of wax which contain the eggs, larvae, pupae and food for the colony. The bees store surplus honey in combs above the brood nest. In modern time, beekeepers uses separate boxes called supers above the main box. In these boxes several shallow combs made of wax are provided for storage of honey. This enables the beekeeper to remove the supers to extract honey without damaging the colony and its brood nest.

The annual cycle of a bee colony is location specific. It is completely dependent upon how the flora of the region blooms. In the plains of Assam, this starts with the flowering of many wild flowers after the break of monsoon season i.e. in the months of November which is followed by nectar flow from mustard, silk cotton (simul), mandarine oranges, litchi, pears cashew and other wild flowers. It continues upto the month of June depending upon the location.

Formation of new colonies is very important as all colonies are dependant on their queens, who are the only egg layer. Beekeepers use the ability of the bees to produce new queens to increase their colonies. This procedure is called splitting a colony.

Production of honey has been the major aim of bee industry. Modern beekeeping also includes production of beeswax, bee collected pollen, bee venom, royal jelly as also of package bees, queen bees and nucleus colonies. Modern beekeeping makes use of beekeeping equipment and honey processing plant. Seasonal management of bee colonies varies with the location of the project. There are special management techniques like queen rearing, migration of honey production or for colony multiplication which the commercial beekeeper adopts to enhance productivity and income generation.

ABOUT THE M/S C.K. UDYOG

PROMOTION AND EXPANSION- The entrepreneur of the project is Shri Leela Charan Dutta. He is the resident of village Charigaon, Bahona, Jorhat. The name of his firm is M/S C.K Udyog. The firm is registered under SSI. The entrepreneur of the project started beekeeping initially with traditional method in the year 1991 using bamboo hive (boxes). At that time modern conveniently useful hive had not been installed. With indigenous method, he kept the bees in handmade hive and produced honey and traditionally refined it for marketing in the local areas. At that time, his produced honey barely sustained his family. In the growing stage, he developed an interest in rearing bees and expanded his business and the trade became a profitable business for him. At that point of time the owner mitigated a good idea to make the honey production as a profession and undergone a training programme offered by Assam Agricultural University specially meant for encourag-

ing beekeeping by the farmers. In the initial stage of development, a problem was confronted by him to preserve the honey for long time. Without processing, raw honey can't be kept for use for more than six months. As a result, he had to incur losses because a good quantity of honey damaged due to expiry of six months. Hence, a processing plant was urgently felt by the proprietor to preserve the honey and make it marketable.

At this critical moment, according to the advice of Assam Agricultural University and KVIC, the owner proceeded to Haryana for undergoing a training for preservation of honey and mechanical aspects of machineries used for processing of honey. He completed the training in The "Sangam Engineering Works", Haryana. In the process of production, he thought of a good plan of making the equipments associated with beekeeping installing a separate plant.

The Entrepreneur is associated with beekeeping of indigenous species called Indian bee (*Apis cerana indica*) which is low yielding bee species, and manufacturing and supply of various equipment associated with beekeeping to different organizations/ institutions of Assam and adjoining states like Arunachal Pradesh, Nagaland, Manipur and Mizoram. He has at present 215 colonies of *Apis cerana indica* with a honey production turnover of Rs. 3 lakh per year and a bee equipment manufacturing workshop with capacity of 5000 boxes (indigenous type bee hive)

The entrepreneur has already gained experience in indigenous beekeeping and now he is desirous of upgrading his apiary and production capacity with the European species of bee (*apis mellifera*) accompanied with the installation of honey processing and packaging plant. For this purpose, he has already taken up a training programme at Bidhan Chandra Krishi Vidyalaya, Kalyani, West Bengal and visited apiaries in Punjab, Utrakhand and West Bengal for exposures. In the year 2007, he took up a pilot project for setting up apiary with *Apis Mellifera*. He is very encouraged with the performance of the pilot project and now he has started the processing plant with the help of National Horticulture Board.

ROLE OF M/S C.K UDYOG IN RURAL DEVELOPMENT

The industry has been producing honey estimated value of Rs. 3 lacs yearly. The honey is marketed locally in the villages in Assam for use as food and medicine. Moreover, the owner offered training to many local youths for opening the beekeeping industry to make them self employed. At present he has 3000 small beekeepers around the state and their produced honey collected by him for marketing outside Assam and thereby helps the grower offering easy market. He also participates in various types of mela / exhibition at different places with his model bee hive and equipment associated with the activity as a promotional strategy for popularizing this activity of beekeeping and also for marketing equipment and training programme.

Along with the production of honey, he makes huge quantity of bee hives in his industry and marketed the product within the Assam and neighboring states like Arunachal Pradesh, Nagaland, Manipur, Mizoram through State Govt. He also organized training programmes of the framers who purchased the hives and gives after sale instructions whenever necessary so that beekeepers never face any problem during the production cycle.

PROBLEMS FACED BY THE INDUSTRY IN THE DEVELOPMENT PROCESS

The industry has been facing great problem due to lack of AG-MARK of its product. Agmark is provided under the Ministry

of Food Processing Industries. Without Agmark the honey is not commercially recognized. Hence the produced honey of the industry has got domestic markets. The owner of the project trying for long time to secure the Agmark for his product and he informed that all the particulars required for obtaining the Agmark license have been submitted to the authority and would get the Agmark certifying his product and would get a huge market in India.

Moreover, another problem faced by the owner is to feed the bees. The flowers are not grown in required quantity in Assam. Hence the bees get limited areas for collecting their food and therefore quantity of production of honey is less. The owner of the project migrated the honey hives to different places where their foods are available and quantity of production will be more.

EPILOGUE

Since the primitive time honey has been used as a very useful food and medicine. In Ayurveda, reference has been made about honey indicating its use as a food and as medicine for curing many diseases. This is a very good indigenous rural industry and Govt. giving help to the growers so that production will increase and create employment in rural areas. The M/S C.K Udyog taking the right step and encouraging the rural youth to take up the trade as a profession and give impetus to the rural development using indigenous skill.

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