

TRIFED celebrates World Honey Bee Day**TRIFED celebrates World Honey Bee Day**

To create awareness about Beekeeping and uses of its products including Honey, Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) is celebrating World Honey Bee Day (WHBD) on 19.08.2017 in the Country and on 18.08.2017 at all its Regional Offices and 43 Retails Outlets spread in the country. In Delhi, this would be celebrated in TRIBES India Showrooms at Dilli Haat, Mahadev Road and Baba Karak Singh Marg on 18.08.2017. The main theme of celebrating WHBD is to save Indian honey bee.

Beekeeping has been useful in pollination of crops, thereby, increasing income of the farmers/beekeepers by way of increasing crop yield and providing honey and other beehive products, viz. royal jelly, bee pollen, propolis, bees wax, etc. that serves a source of livelihood for rural poor. Therefore, honeybees/ beekeeping has been recognised as one of the important inputs for sustainable development of agriculture/ horticulture.

TRIFED is an apex organisation at National Level and functioning under the administrative control of Ministry of Tribal Affairs. TRIFED is serving the interests of Tribals, who are engaged in collection of NTFP and making of Tribal Art & Handicraft Products for their livelihood so as to ensure better remunerative price for their products as well as for the socio-economic betterment through Self Help Groups, Empanelled NGOs, State level Tribal Development Corporations, Forest Development Corporations for undertaking marketing development of the tribal products.

Honey, being an important Minor Forest Produce, TRIFED is playing and lead role in protecting, promoting and multiplication of Honey Bees by Scientific, Non-destructive collection practices, thereby increasing the livelihood of tribal people living in various forest areas of the country, contributing to the growth of Honey Bees population and reducing the mortality rate of Honey Bees drastically. About 90% of the Scheduled Tribes of the country live in and around forest areas and the forests provide 60% of the food & medicinal needs of tribals and 40% of their income from Minor Forest Produce (MFP) mostly of which come from Honey.

Samir/JD/jk

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