



मधमाशांचे संवर्धन, निसर्गाचे संरक्षण

“Honey Village” Manghar



The Success story of Manghar, Maharashtra's Model Honey Village



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(India's first Honey village)

Introduction

The Maharashtra State Khadi and Village Industries Board has taken a visionary step towards strengthening rural economies by championing beekeeping as a pivotal industry. Through initiatives like the "**Madh Kendra Yojana**" and the innovative "Honey Village" concept, the Board aims to promote sustainable livelihoods, enhance agricultural productivity, and conserve the environment. One shining example of this transformative initiative is the picturesque village of Manghar in the Satara district, which has been developed as Maharashtra's first model Honey Village.



Brief about Manghar Village

- ✓ Population - 466 (Male - 280 & Female - 186)
- ✓ Number of voters - 334
- ✓ Number of families - 100
- ✓ Number of families below poverty line - 11
- ✓ Number of self-help groups - 8
- ✓ Primary school - Class 1 to 7
- ✓ Anganwadi - 1 (Girls - 7 and Boys - 4)
- ✓ Revenue tax collection - 100% (every year)
- ✓ Animal husbandry clinic - 1

Geographical area of the village - **195 Ha.**

Agricultural area of the village - **40 Ha.**

Waste land Area - **155 Ha**



Market Places:

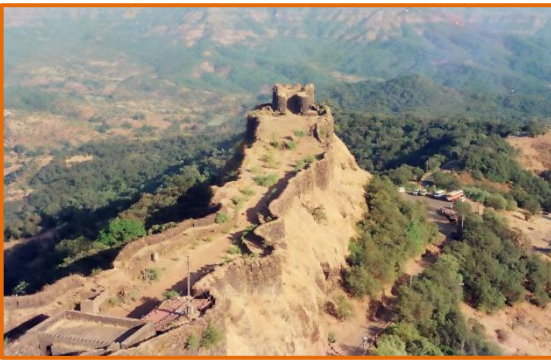
Pune, Ch. Sambhaji Nagar, Satara, Mumbai etc.

A Rich History of Beekeeping in Maharashtra

Maharashtra's tryst with beekeeping began in 1946 under the aegis of the Khadi and Village Industries Committee. Over the decades, the establishment of the Apiculture Institute in 1954 and the Honey Directorate in 1962 laid the groundwork for turning beekeeping into a thriving industry. Recognizing the potential to support 2.5 lakh bee colonies, the Maharashtra State Khadi and Village Industries Board and collector office, satara launched the Honey Village initiative in Manghar. This ambitious program seeks to boost rural employment, protect pollinator populations and promote honey tourism. Thereby creating sustainable economic growth in villages across the state.

Manghar: A Scenic Gem with Unique Potential

Located just 9 kilometers from Mahabaleshwar is blessed with natural beauty and cultural heritage. The village is renowned for its unique **"Purple Honey"** and the famed **"Mangharchi brinjal."** Surrounded by Pratapgad Fort, Sahyadri mountain range, Lingmala waterfall, Venna lake, Makarandgad, Koyna reservoir etc. it offers an idyllic setting for eco-tourism. On January 31, 2022, a comprehensive proposal for **"Honey Village Manghar"** development was presented to the District Collector of Satara and the Additional Chief Secretary (Industries), marking the official launch of this transformative initiative.



Pratapgad Fort



Venna lake

The Genesis of the Honey Village Concept

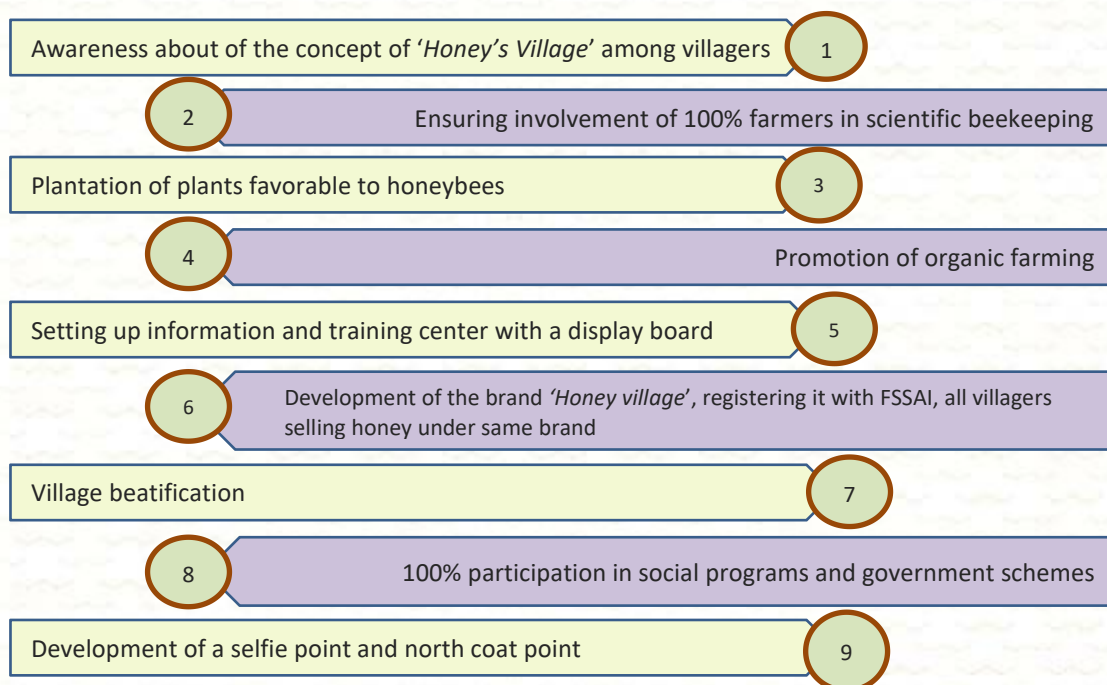
The idea of the **‘Honey Village’** was presented by Smt. Anshu Sinha (I.A.S.), CEO of the MSKVIB, Mumbai on December 10, 2021. Following her vision, Manghar, a village with a population of 466 and a legacy of scientific beekeeping dating back to 1955, was selected as the pilot project. With its unique biodiversity and proximity to Mahabaleshwar’s tourist attractions, Manghar was perfectly positioned to become a hub for honey production, rural employment and honey tourism.

Features of the ‘Honey Village’

| | |
|-------------------------------------------------|---------------------------------|
| 1. Environment Conservation | 2. Promotion of tourism |
| 3. Opportunities Rural Employment | 4. Promotion of organic farming |
| 5. Assistance in Increasing Farmers’ Production | 6. Environmental Balance |

The initiative

Following activities were conducted to transform Manghar into a Honey Village-



Empowering the Community through impactful programs

In 2022, a series of impactful programs were conducted to uplift Manghar's community and promote sustainable beekeeping:

Documentary Launch (March 31, 2022): A film titled *"Honey village Manghar"* was initiated to showcase the village's development to the public and tourists.

Tree Plantation Drive (April 10, 2022): "Bee-friendly plants were distributed and planted to support the honey industry. Additionally, villagers in collaboration with the forest and government departments have planted a total of 2,500 fruit trees, forest trees and palms over the last two years."

Entrepreneurship Guidance Camp (April 12, 2022): Villagers received guidance on self-employment opportunities and government schemes from bank officers and experts.

Organic Farming Fair (May 11, 2022): Experts educated villagers on bee-friendly plants, soil testing, vermicompost and agri-tourism. A workshop on beeswax candle-making was conducted diversifying income stream.

Guidance and Milestones –

Key visits by government officials have played a crucial role in shaping Manghar's journey as a model Honey Village:

District Collector's Visit (February 25, 2022): The District Collector inspected Manghar's honeybee colonies, interacted with local beekeepers, and chaired a committee meeting to outline plans for publicity, infrastructure and tourist amenities.



"Under the guidance of the Hon'ble District Collector of Satara, a fund of Rs. 43.70 lakh was provided from the DPDC for the promotion and publicity of Manghar village."



MSKVIB CEO's Visit (March 23, 2022): Smt. Anshu Sinha visited Manghar to review the project's progress. She emphasized empowering women beekeepers, distributed honey boxes, and directed the Forest Department to enhance tourist facilities like walkways, seating areas and information boards.



Impact of the Honey Village Initiative

The Honey Village concept has significantly transformed Manghar, creating a ripple effect of economic and social benefits:

Tourism & Hospitality

Tourist footfall -

In 2022-23 -50K
 In 2023-24 - 1.5 L
 In 2024-25 - 1.2 L

Hotel & breakfast

In 2022-23 - Rs.50,000
 In 2023-24 - Rs.2,50,000
 In 2024-25 - Rs.3,00,000

Honey sales

Cumulative data -

Honey sales revenue in 2022 -23: Rs. 83,880/-.

Honey sales revenue in 2023 -24: Rs. 7,50,000/-.

Honey sales revenue in 2024 -25: Rs. 8,00,000/-.

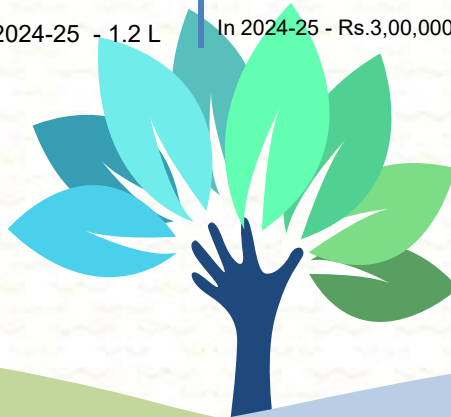
Agril. Produce Sales

Cumulative data -

Agricultural Produce revenue in 2022 -23: Rs. 50,000/-.

Agricultural produce revenue in 2023 -24: Rs. 2,00,000/-.

Agricultural produce revenue in 2024 -25: Rs. 3,50,000/-.



Activities of Various Govt. Department:

Mr. Sanjay Parate (BTM of ATMA dept.) delivering Information on Agriculture Dept. schemes



Free distribution of Seeds of plants to villagers by the hands of Mr. Bipin Jagtap Dy.CEO, MSKVIB.



Distributed bee boxes to the beekeeper by The Chief Executive Officer of MSKVIB, Mumbai.



Distribution of saplings for orchard plantation and tree plantation drive by the Forest Department.



Media And Award attention on Honey Village:

News cutting in Times of india paper - 26 Jan., 2022

Maha 'honey village' tableau at Bharat Parv

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Mumbai: Maharashtra will display a tableau featuring its 'Madhache Gaon' (honey village) project at the Bharat Parv event in New Delhi as part of the Republic Day celebrations. The tableau was to feature in the Republic Day parade on Kartavya Path, but following a directive from the Centre, the state's 'honey village' tableau will be displayed as part

of the Bharat Parv event. In 2022, Maharashtra's first honey village was inaugurated in Manghar near Mahabaleshwar in Satara. Officials said Mahabaleshwar is the capital of apiary operations in Maharashtra, and Manghar is now a tourist destination too. Maharashtra produces around 1.25 lakh kg of honey per year, around 35,000kg of which is made in and around Mahabaleshwar. The tableau will cost Rs 60 lakh. Inter-

estingly, Satara is deputy chief minister Eknath Shinde's native district too. This year, 15 states and UTs, and 11 ministries and departments of the Centre will display their tableaux during Republic Day parade. "Instructions were received to prepare tableaux for the Republic Day parade in New Delhi. Accordingly, among the topics placed before the ministry of defence, 'honey village' was finalised. Howev-

er, the central govt informed that the said tableau will not be displayed in the parade on Kartavya Path, but will be kept at Bharat Parv. Accordingly, as the estimated cost of the said tableau would be approximately Rs 60 lakhs," a govt resolution issued by the state culture department said. In the 2023 state budget, then finance minister Devendra Fadnavis said the 'honey village' initiative of MSKVIB will be expanded.

Award :



The Chief Minister of Maharashtra, Hon. Mr. Eknathji Shinde, presented the second prize of the Administrative Mission Campaign and Competition.

The Mr. Sameer Kochhar, chairman of Skoch group, presented award of SKOCH ORDER OF MERIT.

Honey village Manghar Progress:



Before



After

Outcome (Pre-deployment with Post-deployment scenario of the project) :

| | Pre - Deployment | Post- Deployment |
|----|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 1. | 70% farmers had involved in traditional beekeeping. | 100% farmers have been involved in Scientific beekeeping. |
| 2. | Less farming and less income . | Increased organic farming and double income . |
| 3. | Villagers were selling honey in Alcohol bottles. | Villagers are selling their honey by the brand "Madhache Gaon". |
| 4. | Villagers had less participation in government schemes and social programs. | 100% participation in social program and government scheme. |
| 5. | The tourist footfall was neglected. | An average of 1.50 lakh tourists visit " Manghar Honey Village " every year. |

Mr. Mahadev Jadhav
Honey Village Committee Chairman
9423816617



Link to supporting videos -

1. <https://www.youtube.com/watch?v=mURVJPiMFVo>
2. <https://www.youtube.com/watch?v=maorb9GMb9s>
3. <https://www.youtube.com/watch?v=A327z8PE2eo>
4. <https://www.youtube.com/watch?v=3xqMNanh-YO>

Vision for Future:

The development of Manghar as a '**honey village**' is a testament to the transformative power of community-driven initiatives and government support. By combining tradition with innovation, the village has become a beacon of hope for rural development in Maharashtra. As Manghar's success story unfolds, it sets a model for other villages, driving sustainable economic growth, environmental conservation and community empowerment across the state. The Collectorate is working to create a honey cluster of villages near Manghar village such as Bhekavali, Ghodeparoot, Tekvali, Machutar, Erandal, Chikhhal, Deoli, Malusar, Warsoli, Navali, etc. to increase honey production.

