

*Madhuban:
Honey brand shaping
honeybee economy of rural
Maharashtra,
MSKVIB*



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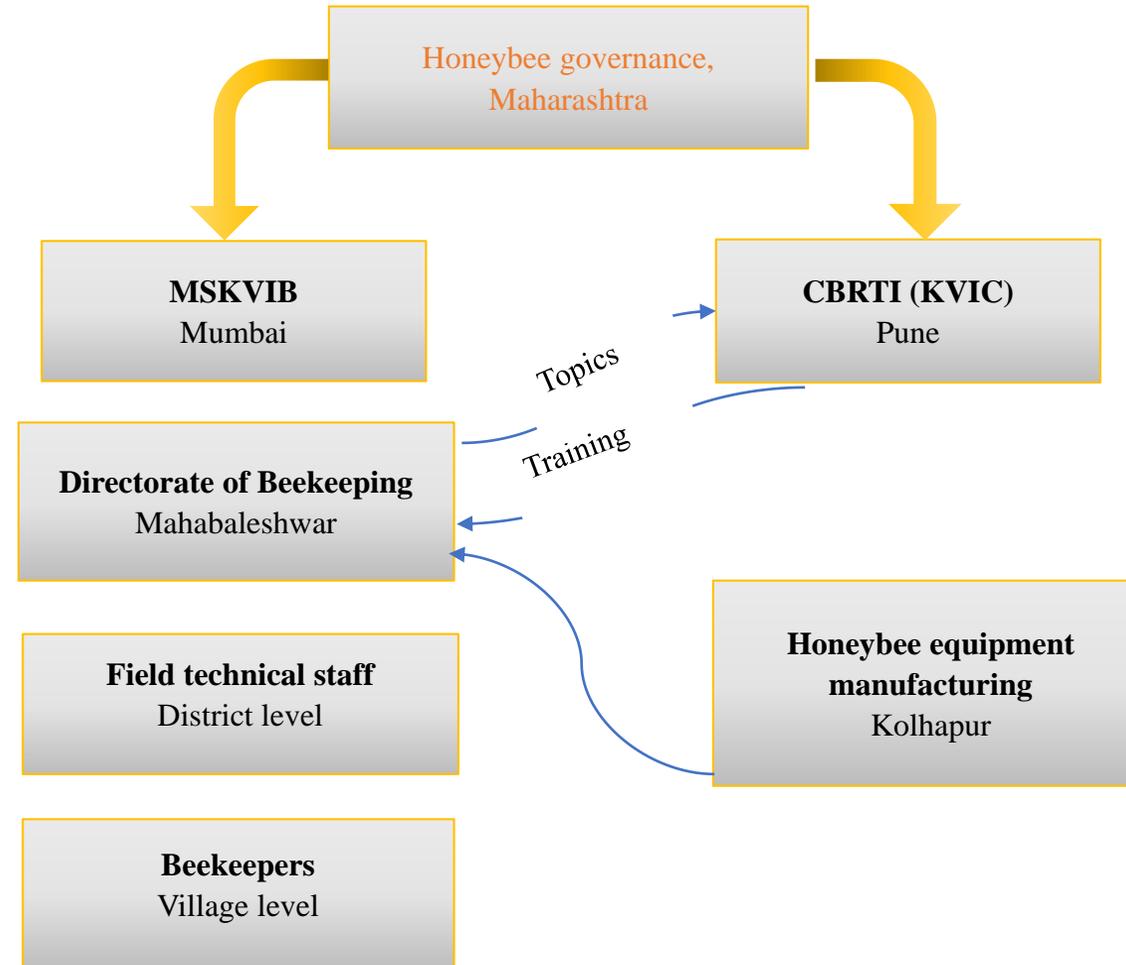
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The big picture



The big picture: governance



The brand: Madhuban

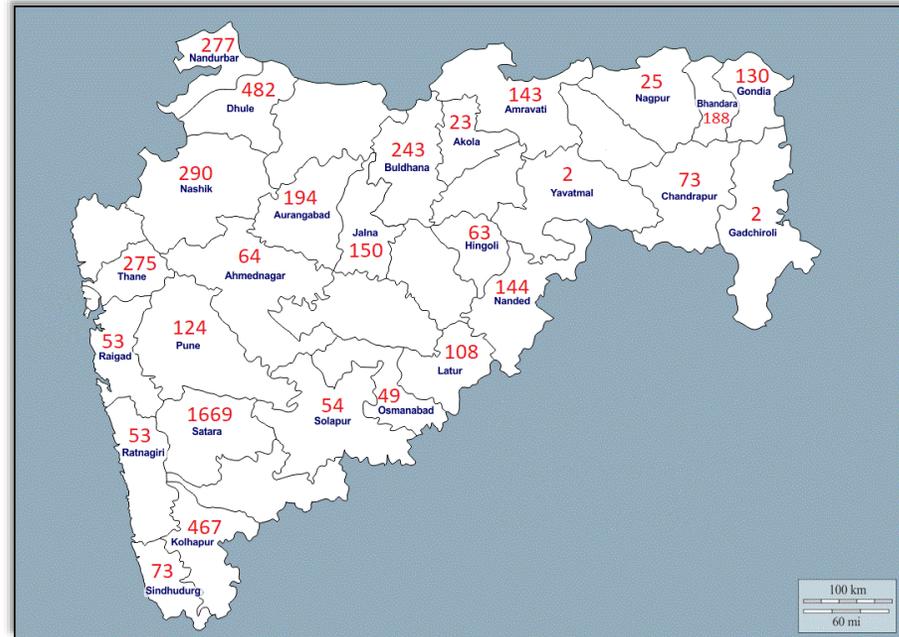


महाखादी
महाराष्ट्र राज्य खादी व ग्रामोद्योग मंडळ

madhuban
PREMIUM QUALITY HONEY

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मध संचालनालय
शुद्ध नैसर्गिक 'मधुवन'





The store: Mahakhadi



The vision: way forward

- Internalize honeybee policy and governance
- International cooperation for technology transfer, expand by-products market, apitherapy
- Develop infrastructure for cross pollination service inclusive of software



Chairman, MSKVIB presenting Madhuban honey to Chief Minister, Maharashtra in presence of the Industries Minister



Thanking you

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