

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



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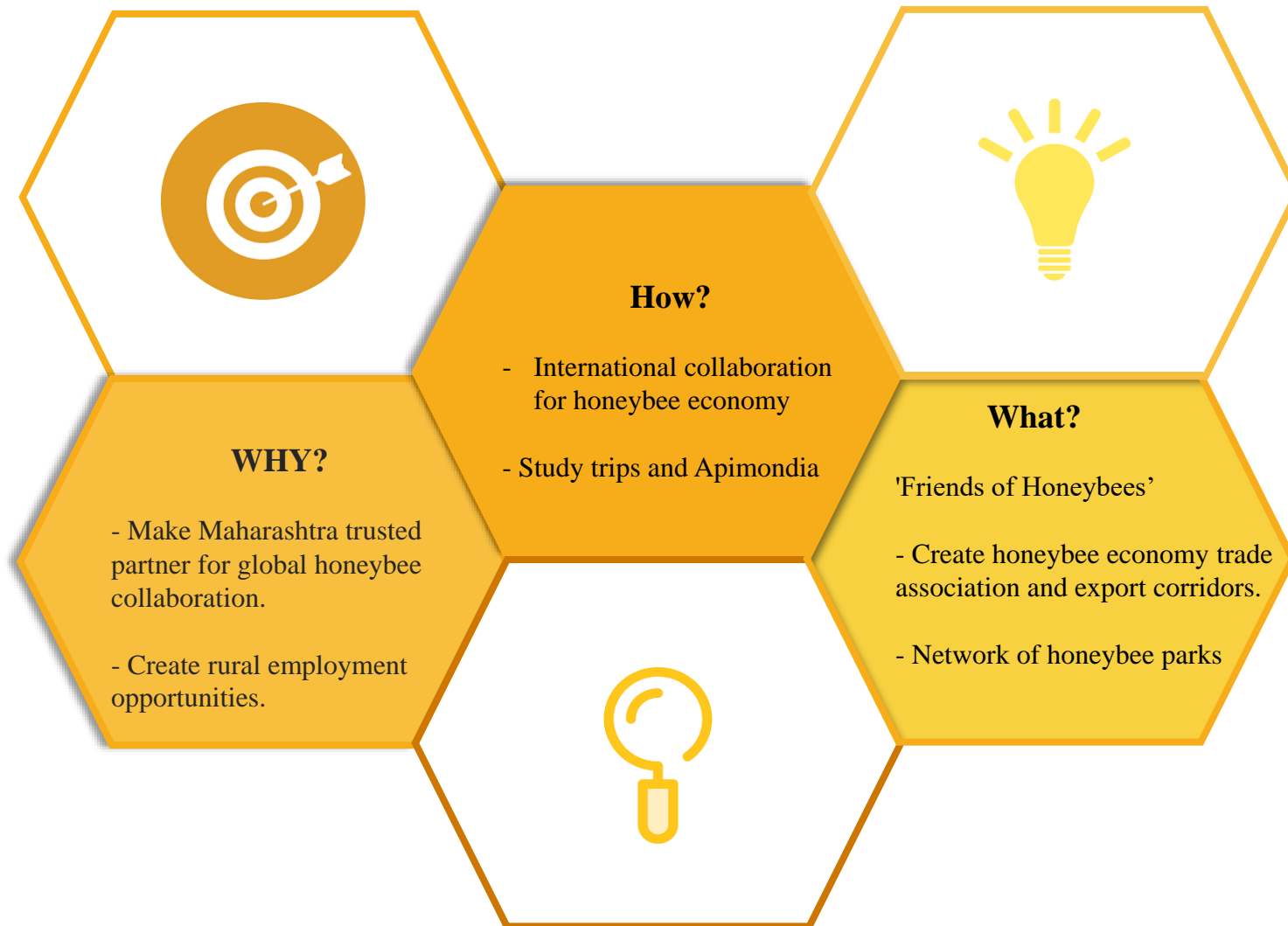
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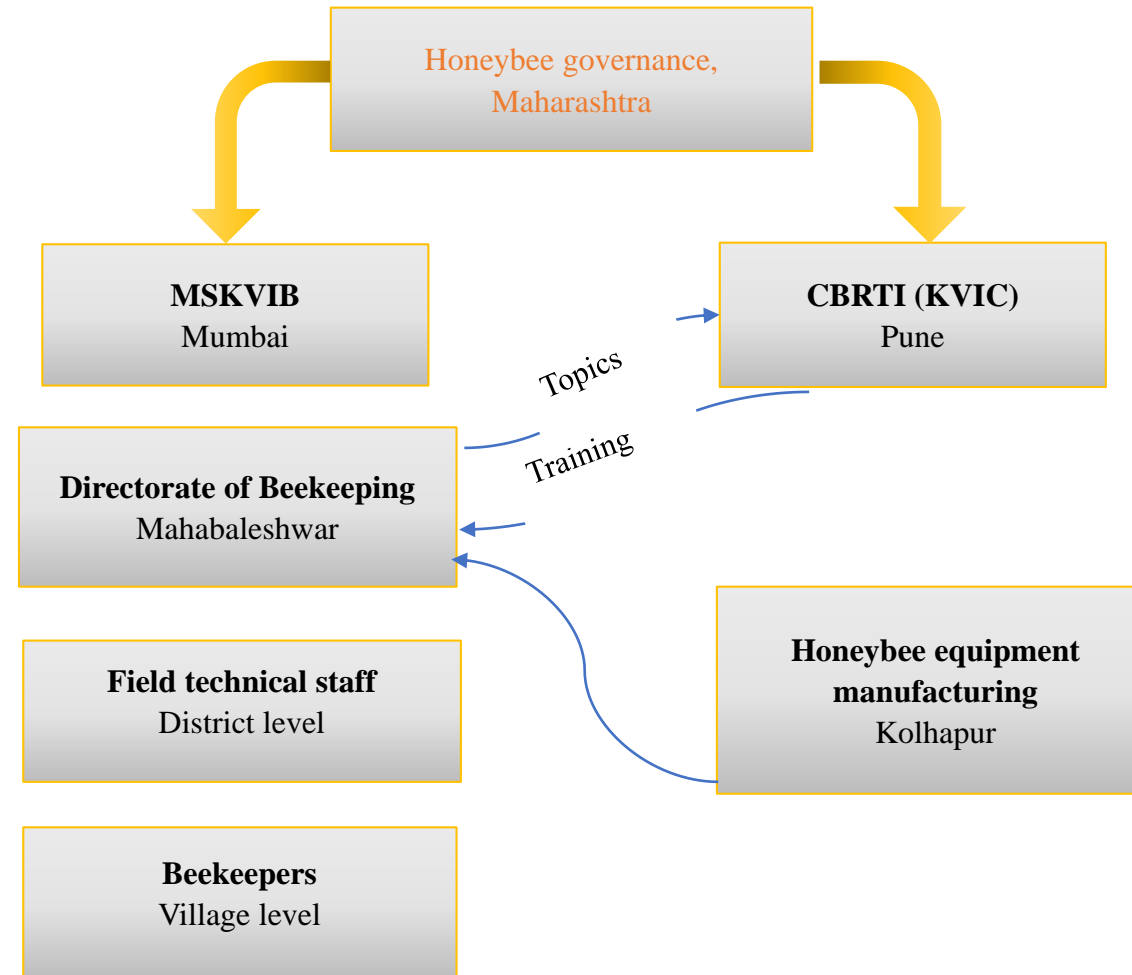
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# The big picture

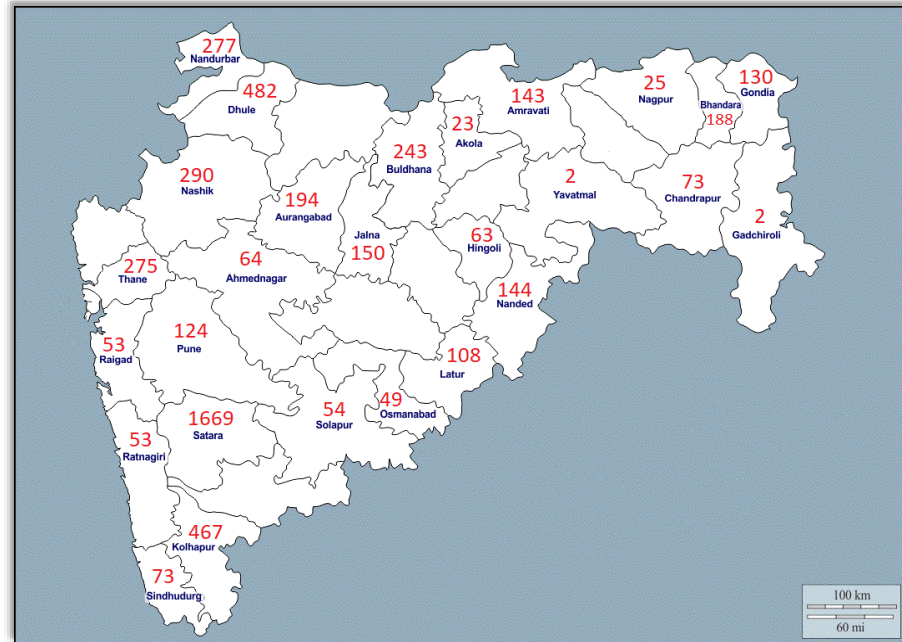
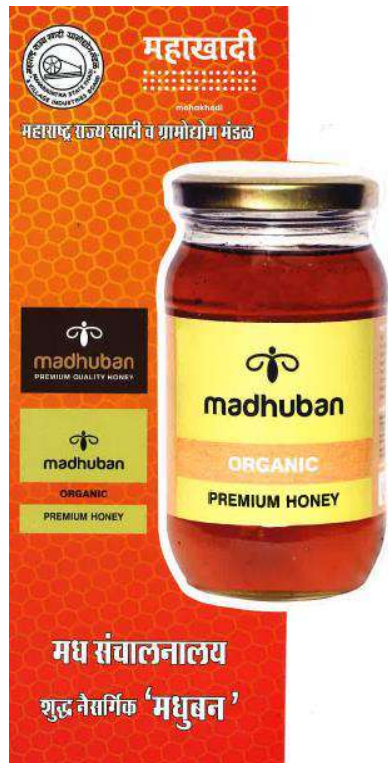


# The big picture: governance

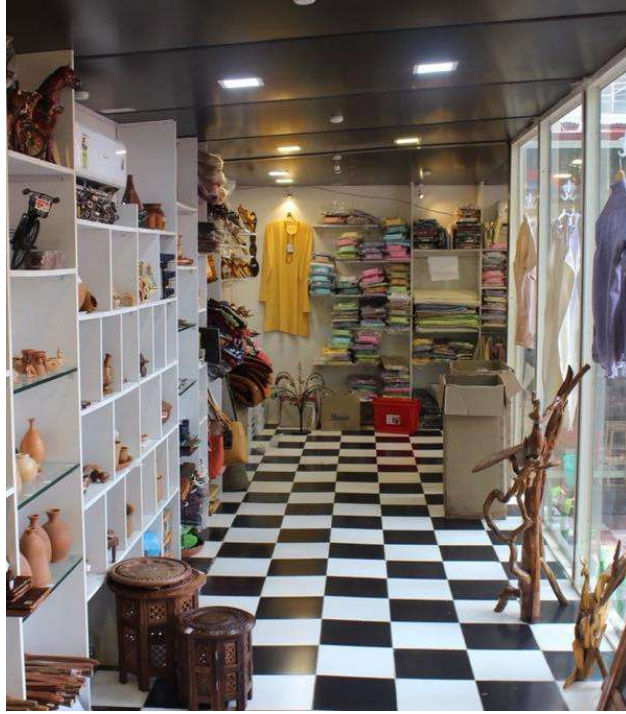




# The brand: Madhuban







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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