

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Bee Basket Enterprises Pvt. Ltd

Founder: Amit Godse

Focus Area: Agriculture Allied Sectors

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Foundation Year: 2016

Location: Maharashtra



PROBLEM STATEMENT

The declining indigenous honey bee population in farm land hampering the cross-pollination, hence threatening food security and environmental disbalance. Traditional bee keepers primarily use European honey bees whose main goal is honey production and not cross-pollination.

SOLUTION OFFERED

The startup offers & promotes indigenous stingless bee varieties (*tetragonula irridipennis*) based cross -pollination services to farmers to increase farm yield (quality & quantity). Unlike unorganized traditional beekeepers whose primary goal is honey production instead of pollination through non-indigenous European honey bees, they use stingless bees for cross-pollination services to consumers to increase farm yield by quality and quantity to address food security and the declining native bee population.

PRODUCT USP

- Promoting Stingless Bees as pollinating agent
- Super tiny size, hence even visit smaller flowers like mangoes
- 12 months floral chart
- Renting out stingless bees for different crops during the flowering season
- Only stingless bees work inside poly houses
- Closing the box even for 4 to 5 days during pesticide and insecticide spray
- Harvesting highly-priced medicinal honey and propolis

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Promoting native stingless bee varieties for cross-pollination helps conserve these vital pollinators. This also empower community, increase crop yields, assure food security, induce input costs and chemical usage thereby promoting sustainable agriculture practices.



* 1500+ Paid Customers



* 50+ Trained Bee Keepers



* 500+ Farmers Benefitted



* 03 Crops Targeted

* as provided by the startup [Data Year 2023-2024]