

Promotion of Apiculture to enhance the crop yield through pollination and entrepreneurship creation in Thiruvannamalai district

A. Situation analysis/ Problem statement:

Agriculture is an age old practice in India. Present day's agriculture should be sustainable as well as commercial and scientific based. Thiruvannamalai district is known for diversified crop growing viz., Paddy, Pulses, Groundnut, Brinjal, Chillies, Gourds, Tomato, Banana, Coconut etc. are cultivated in considerable areas. The farmers are getting low yield and income because of mono cropping, high cost of agricultural inputs, non availability of labour, deficit rainfall, non adoption of advanced technologies and devastation of natural pollinators by indiscriminate application of chemical pesticides. In this situation bee keeping is an alternative sustainable agriculture practice to fulfil the over growing employment problem in the district and also bee keeping is a very profitable entrepreneurship in rural areas.

B. Plan, implementation of activities and support by KVK

Keeping this in view, the KVK Thiruvannamalai had taken it as a prime role in implementing bee keeping in farmers' fields for enhancing the yield through cross pollination and create the alternate income generation to the unemployed rural youth. The details of activities implemented by the KVK are detailed hereunder.

1. Training conduction :

Two number of on campus training programme were conducted by the KVK on 27&28th of May 2019 and 11th February 2020 for the knowledge updation of farmers. During the training programmes, the trainees are exposed to hands on practices on different aspects of bee keeping. Totally 45 farmers participated in the programme.



2. Conduction of sponsored programme:



To create awareness on bee keeping the KVK Thiruvannamalai had conducted six days residential training programme from 16.02.2020 to 22.02.2020 held at KVK campus. The training programme was sponsored by Skill Training to Rural Youth – ATMA, Thiruvannamalai. In this training programme 15 rural youth participated and among them 6 participants started the bee keeping in their fields.

3. Mass Media coverage:

For the wider coverage of farmers, the KVK Thiruvannamalai had recorded a programme on bee keeping technologies and the programme was telecasted in Makkal TV on 17&18th December 2019.

4. Distribution of technical literature:

The technical literature on bee keeping technologies were distributed to farmers for the wider coverage of technical information.

5. Bee box supply and advisory service:

Demonstration on profitability of beekeeping, the KVK supplied 28 bee boxes with bee colonies to farmers. The KVK scientists have made the need based visits to the bee farming fields and addressed their problems.

C. Output:

As a result of the successful intervention through technological support by the KVK Thiruvannamalai 11 farmers had started bee keeping in their farms. Which resulted in productivity enhancement through pollination and also created small scale employment.

S. No	Farmer Name	Village	No. of hives	Crops	Yield increase (%)	Additional income* (Rs./ha)
1	Mr.Paranjothi	Perungattur, Vembakkam	4 box	Sapota & Vegetables	10.21	14150.00
2	Mr. Boobalan	Enathavadi, Cheyyar	5 box	Coconut & Vegetables	9.27	15700.00
3	Mrs.Rekha	Iyyampalayam, Arni	14 box	Coconut & Vegetables	9.86	16630.00
4	Mr.Vijayan	Vedanthavadi, Thiruvannamalai	2 box	Vegetables	8.54	9500.00
5	Mrs.Sumathi	Theellar, Vandavasi	3 box	Flower & vegetables	7.93	10500.00
6	Mr.Dhanasekar	Mangalam, Turinjapuram	2 box	Fruits & Vegetables	9.12	10750.00
7	Mr.Vasudevan	Vazhoor, Vandavasi	2 box	Vegetables	10.41	11300.00
8	Mr.Parthasarathi	Athanoor, Arni	4 box	Fruit Orchard	12.34	21500.00
9	Mr.Govindasamy	Athanoor, Arni	1 box	Coconut & Vegetables	10.12	12700.00
10	Mr.Jeyakumar	Athipadi, Thiruvannamalai	4 box	Vegetables	9.42	8900.00
11	Mr.Gandhi	Barathanthangal, Cheyyar	4 box	Vegetables	8.21	9650.00

Note : * Income from crops and bee hives/year

D. Outcome:

By seeing the economic benefits accrued by the bee keeping farmers, other farmers are also showing interest in bee keeping in their fields. Due to positive result of the technology, bee keeping has spread to 125 farmers with the support of State department of Horticulture

