

GOLDEN DROPS OF SUCCESS- A JOURNEY OF RURAL YOUTH EMPOWERMENT THROUGH SCIENTIFIC BEEKEEPING

Name of Entrepreneur: Mr. CALEB Y

Address: 5-30, Kothaiyar Market area, Vilavancode Kanyakumari district, Tamil Nadu- 629 102.

Age: 32

Educational Qualification: B.Sc., (Agri.)



Impact analysis:

Particulars	Before start of ARYA	After adoption of ARYA (2024)
Name of enterprise	Bee keeping	CJ Queen Honey (Bee keeping and Honey processing)
Size of enterprises (No. of beehives)	150 bee hives	950 bee hives
Individual / Group	Individual	Group
Production (Kg/No.)	550 kg/year	6300 kg/year
Cost of Production / unit (Rs.)	45,000	7,12,500
Gross income (Rs./Year)	90,000	13,86,000
Net income (Rs./Year)	45,000	6,73,500
Marketing	Local area	Sale within district and other districts of Tamil Nadu in the name of CJ Queen honey and during different Agri department programmes and exhibitions
No. of functional unit at start: 1		
No. of functional unit at present: 3		

KVK has provided training on scientific bee keeping, Value addition, FSSAI licensing, packaging and marketing and facilitated in exposing the entrepreneurs to Shamee Bee farm at Rajapalayam, Centre for Excellence for bee keeping Pechipari through exposure visit to learn about the various techniques followed by the successful enterprises

Through ARYA scheme, KVK Kanyakumari established village level honey processing incubation centre comprising of twelve ARYA beneficiaries and installed Automated honey processing machinery which led to quality processing of honey

He is maintaining 950 Bee hives with production of 6300 kg honey/year and obtained AGMARK certification for the processed honey and marketing the honey in the brand name of CJ Queen honey with Net income of Rs. 6,73,500/year. ARYA Honey Processing incubation centre is facilitating in processing of honey to fellow farmers and providing training to fellow farmers in bee keeping, colony maintenance etc.

This enterprise is involved in sale of the products viz., processed honey, honey soap, pain balm etc. in exhibition arranged by KVK Kanyakumari and other institutes/ organizations and marketing the honey through retail and wholesale in Tamil Nadu, Kerala, Karnataka and Pondicherry



**The Director, ICAR ATARI, Hyderabad
Interacting with the entrepreneur**



**Programme Coordinator interacting with the
Entrepreneur**



Students visiting CJ Queen Honey Enterprise



Packing of honey



**Farmers and Entrepreneurs visiting CJ Queen
Honey Enterprise**



Bee hives maintained in in Rubber Estate