

कहानी सूक्ष्म उद्यमों की Success Stories

Mellifera Farmer Producer Company

Like the Green Revolution, the credit to promote beekeeping in Northern India goes to Punjab farmers. Amongst many, there is a story of four small-time beekeepers from Village Kanakwal, Bathinda, Punjab who started with 100 bee boxes in 2014-15, producing 2-3 quintals of honey. Today, they are selling over 50 quintals of honey in retail packs under the brand 'Mellifera'.



Earlier, the brand was registered as an MSME unit under the name 'Mellifera India'. Since 20-12-2019, it is a Farmer Producer Company (FPC), registered with the Registrar of Companies under the category of 'society'.

Over the period, members of this FPC have crossed the 200 mark, and today, they (Mellifera) are processing and packaging over 62 food products like Haldi, Chat Masala, Methi, Honey, Gram Flour products, Bhujia, Chilli Flakes, and 14 variants of Pickles, Dalia, Millets, etc. Their facility is located at Talwandi Sabo, Bathinda, Punjab.



In the field of beekeeping, they were the first to introduce 'bee pollen' in the market. They have their own retail outlet for their products in Bathinda and roadside outlets on National Highways near Mansa, Nabha, and Sangrur. They also supply products on-demand to departmental stores referred to as karyana shops locally.



In February 2020, Mellifera participated in the Organic Food Festival organized jointly by the Ministry of Food Processing Industries and the Ministry of Women and Child Development at the Jawaharlal Nehru Stadium, New Delhi, and sold their products worth Rs. 1.5 lacs in two days. The annual sales turnover of Mellifera is over Rs. 30 lacs. The FPC is self-reliant and so far, has not taken any credit/loan from banks.

The activities of the FPC are managed by 14 members with Mr. Shalinder Sidhu as the Chairman. Mellifera has an ambitious and workable plan to expand the production capacity of their products by procuring few more processing and packaging machines both for honey and other products.



(Content Shared By : Punjab Agro Industries Corporation Limited, Chandigarh)