

**Report for 2nd Day of the
INNOVATION AND ENTREPRENEURSHIP COMPONENT
under Green Skill Development Programme (GSDP) on
"Apiculturist (Wild Bee) – NTFP (Non-Timber Forest Produce)"**

Venue: Atal Incubation Centre, Manipur Technical University, Takyelpat, Manipur

The 2nd Day of the **Innovation and Entrepreneurship Component** under the Green Skill Development Programme (GSDP) on **"Apiculturist (Wild Bee) – NTFP (Non-Timber Forest Produce)"** was organised by the Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) Hub Manipur, Department of Environment & Climate Change, Government of Manipur in collaboration with the Atal Incubation Centre, Manipur Technical University, Takyelpat, Manipur, at the Institute. The day focused on MSME schemes, government support, entrepreneurship, business models, market opportunities, branding and value addition. The sessions aimed to help participants transform their knowledge of wild bee management and honey production into sustainable livelihood opportunities through proper business planning, financial access, market identification, innovation and value creation.

The first session commenced at 10:00 AM and was delivered by Dr. Sinam Yoirentomba, Deputy Director, MSME-Technology Centre Imphal, Ministry of MSME, Government of India. The second session commenced at 12:20 PM and was conducted by Mr. Gogo Athokpam, Assistant Professor, Department of Management, Manipur Technical University, Takyelpat.

SESSION I

"MSME Schemes and Features"

Time: 10:00 AM onwards

Resource Person: Dr. Sinam Yoirentomba, Deputy Director, MSME-Technology Centre Imphal, Ministry of MSME, Government of India

The first session introduced the trainees to the broad ecosystem of **Micro, Small and Medium Enterprises (MSMEs)** in India and explained how government schemes and institutional mechanisms can support aspiring entrepreneurs. The resource person emphasised that entrepreneurship requires not only technical capability but also knowledge of registration, finance, management, innovation, marketing and government support systems.

He explained that MSMEs form an important foundation of India's economic and entrepreneurial ecosystem. The sector supports entrepreneurship, business innovation and employment across manufacturing, services and trade. The session also highlighted the MSME sector as the second-largest employment provider after agriculture, underscoring its importance in employment generation and economic development.

a) Brief on MSME

The resource person introduced MSMEs as important contributors to production, services, trade, employment and entrepreneurship, helping convert skills, ideas and local resources into viable businesses.

b) MSME as the Second-Highest Job Provider after Agriculture

The session highlighted that MSMEs are the second-largest employment provider after agriculture, creating significant opportunities for employment and self-employment across manufacturing, services and trade.

c) Business with Innovation – Manufacturing, Service and Trading Sectors

The resource person explained innovation across manufacturing, services and trading, including improved products, processing, packaging, marketing and distribution, particularly for apiculture and honey-based enterprises.

d) MSME Centres in Manipur

Participants were informed about the MSME-DFO, Imphal and MSME Technology Centre, Imphal, which provide training, guidance, technological assistance and support for MSME development.

e) Udyam Registration – First Step towards Formalising a Business

The importance of Udyam Registration was emphasised as the first step towards formalising an MSME through a free, paperless online process based on self-declaration.

f) Entrepreneurship Skill Development Programme and PMEGP

The session introduced ESDP for developing entrepreneurial and managerial skills and PMEGP for supporting eligible new micro-enterprises through credit-linked subsidy assistance.

g) MSME CHAMPIONS Portal

Participants were introduced to the MSME CHAMPIONS Portal for grievance registration, guidance and handholding support, including assistance related to finance, technology, marketing and government schemes.

h) Types of Finance under Prime Minister's Employment Generation Programme (PMEGP)

The resource person explained term loans, working-capital finance and composite loans under PMEGP, along with enhanced support for eligible special-category beneficiaries, subject to scheme guidelines.

i) Startup Manipur 2.0

The session highlighted Startup Manipur 2.0 for promoting innovation, incubation and entrepreneurship, while supporting aspiring entrepreneurs in business planning, incubation and accessing institutional and financial assistance.

j) Government-Supported Credit and Enterprise Opportunities

Participants were encouraged to explore government-supported credit and enterprise schemes, supported by proper registration, business planning, financial discipline and a clear market strategy.

Motivational Presentation

A motivational presentation on MSMEs and entrepreneurship in India demonstrated how innovation and government support can transform skills and ideas into sustainable enterprises, including wild-bee-based livelihoods.

SESSION II

"Value Proposition & Product-Market Fit" and "Business Model & Revenue Model"

Time: 12:30 PM onwards

Resource Person: **Mr. Gogo Athokpam**, Assistant Professor, Department of Management, Manipur Technical University, Takyelpat.

The second session shifted the focus from government schemes and institutional support to the **business and market side of entrepreneurship**. Mr. Gogo Athokpam elaborated on the concepts of **Value Proposition, Product-Market Fit, Business Model and Revenue Model**, using honey and apiculture as practical examples.

He explained that a successful business must identify a genuine customer need and offer a product that provides clear value. A good product alone does not guarantee commercial success; it must reach the right consumers, be positioned effectively and generate adequate revenue.

Honey Value Chain

A major portion of the session focused on the **honey value chain**, through which a raw natural resource can be transformed into a branded and marketable product. The value chain discussed during the session included:

Flora and Colours → Harvest → Processing → Packaging → Sales → Value Addition



The trainees were encouraged to understand that honey is not merely a raw forest product. Its commercial value can increase significantly through proper harvesting, hygienic processing, attractive packaging, certification, branding, traceability and value-added product development.

For wild-bee honey in particular, the natural floral source, geographical identity, colour, aroma, taste and authenticity can be important elements of product differentiation. This provides opportunities for entrepreneurs to develop premium products based on the uniqueness of locally sourced honey.

How to Earn from Bees – Five Business Opportunities:

The speaker highlighted five potential earning pathways from apiculture: bulk selling to wholesalers and institutional buyers; developing an own brand for greater market control; value addition through beeswax products, beverages and gift packs; providing bee-related services such as training, pollination and consultancy; and promoting api-tourism and gifting through educational experiences and attractive honey-based products.

Understanding the Customer Side of the Business

The trainees were introduced to key components of customer-oriented business models, focusing on customer identification, value creation, marketing, revenue generation and resource planning.

a) Customer Segments

Potential customers include health-conscious consumers, gym-goers, families, wellness customers and gift buyers, enabling entrepreneurs to design suitable products, packaging and communication.

b) Value Proposition

The proposed value proposition includes pure, authentic, laboratory-tested wild-bee honey with eco-friendly packaging and beekeeper traceability, building customer trust and differentiation.

c) Channels

Potential marketing channels include local markets, shops, trade fairs, exhibitions, online platforms, institutional buyers, direct sales and social-media marketing for wider reach.

d) Customer Relationship

Strong customer relationships can be developed through transparency, quality assurance, responsive communication, feedback, repeat-purchase incentives, social-media engagement and dependable service.

e) Revenue Streams

Potential revenue streams include jar sales, bulk orders, gift hampers, beeswax products, pollination, training, aromatic products and honey-based beverages, supporting income diversification.

f) Key Resources

Key resources include healthy bee colonies, harvesting equipment, clean processing facilities, hygienic storage, packaging, trained manpower, branding materials and applicable regulatory compliance.

Developing a Honey Enterprise through Branding

Mr. Gogo Athokpam explained that effective branding extends beyond logos and packaging, providing strategic direction for business decisions, market positioning and enterprise development.

The participants were encouraged to use branding and business strategies to set goals, guide business decisions, strengthen access to financial support and coordinate with SHGs and other partners.

Business Model: Creating, Delivering and Capturing Value**The session introduced the business model framework:**

Create Value → Deliver Value → Capture Value, linking customer needs, market delivery and sustainable revenue generation.

For honey enterprises, value can be created through quality and authenticity, delivered through hygienic processing and packaging, and captured through diversified sales and services.

Business Plan and Market Analysis

Participants were encouraged to prepare a business plan based on market analysis, identifying customers, competitors, market trends and opportunities before starting production.

Understanding customer needs, competitor strategies, market trends and unique strengths can help entrepreneurs identify realistic opportunities and minimise business risks.

Relevance to the Apiculturist (Wild Bee) GSDP

The sessions connected technical wild-bee skills with entrepreneurship by introducing MSME support, business planning, customer identification, branding, revenue generation and market opportunities.

The sessions emphasised converting technical skills into viable livelihoods through innovation, enterprise planning, market linkage, financial access, branding and value addition.

Outcomes of the Sessions

The trainees gained knowledge of MSMEs, Udyam Registration, ESDP, PMEGP, CHAMPIONS and Startup Manipur 2.0 as potential enterprise support mechanisms. They also gained practical understanding of honey value chains, customer segmentation, value propositions, business models, revenue streams, branding and market analysis.

The five earning pathways—bulk selling, own-brand development, value addition, services, and api-tourism/gifting—demonstrated opportunities for diversifying wild-bee-based enterprises.

Conclusion

The second day of the Innovation and Entrepreneurship Component successfully complemented the technical training under the GSDP by providing participants with practical knowledge of entrepreneurship, MSME support mechanisms, business planning, branding, market linkages and value addition. The sessions helped the trainees understand how skills in wild-bee management and honey production can be translated into viable and sustainable livelihood opportunities.

Photographs of the Programme:



Dr. Sinam Yoirentomba, Deputy Director,
MSME-Technology Centre Imphal on **"MSME Schemes and Features"**



Udyam Registration as the First Step towards Formalising a Business



Mr. Gogo Athokpam, Assistant Professor, Department of Management, Manipur Technical University while interacting with the trainees



During the sessions on 'Value Proposition & Product-Market Fit' and 'Business Model & Revenue Model