

**Report on the 3rd 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 3rd 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 (MTU), Takyelpat, Manipur. The day focused on strengthening the entrepreneurial knowledge and skills of the trainees through practical sessions on honey-based product development, value addition, branding, packaging, pricing, digital marketing and market access.

Session I: “Product Development & Value Addition” and “Branding, Packaging and Pricing”

Time: 10:00 AM onwards

Resource Person: Ms. Hanjabam Shubhra Devi, Managing Director, Meira Foods, Meira Foundation

The **first session** was conducted by **Ms. Hanjabam Shubhra Devi, Managing Director, Meira Foods, Meira Foundation**, on **“Product Development & Value Addition”** and **“Branding, Packaging and Pricing”**. She highlighted the growing importance of honey among health-conscious consumers and its traditional use in Ayurveda. The potential of honey collected from diverse medicinal wild flora was discussed, particularly its natural characteristics and scope for developing quality and value-added products. The session emphasised that proper processing, branding, packaging and pricing are essential for transforming honey into commercially successful products.

The trainees were introduced to seven major ways of adding value to honey, including better processing through proper filtration and scientific quality assessment; flavour enhancement using ingredients such as ginger, cinnamon, fruits and herbs; combination with peanuts and seeds; convenient formats such as jars, mini-jars and squeeze packs; attractive and protective packaging; distinctive branding based on uniqueness, trust and product stories; and appropriate market positioning for everyday use, premium products, gifts, pharmaceutical applications and supermarkets.

Different categories of honey products were also discussed, including pure and premium honey, flavoured honey, honey with seeds and nuts, honey snacks and

energy products, honey incorporated into other foods, and premium or gift sets. The trainees were advised to ensure that every product is safe, stable and truthfully represented before sale. The importance of developing a product based on a clear product idea, target customers, ingredients, packaging and suitable selling places was also explained. The resource person further highlighted that cost, price and value are different, and that pricing should begin with understanding the actual cost of production.

Session II: Digital Marketing, Social Media & Market Access

Time: 01:00 PM onwards

Resource Person: Mr.Thokchom Sanju Singh

The **second session** was conducted by **Thokchom Sanju Singh**, on **"Digital Marketing, Social Media & Market Access."** The session focused on using digital platforms to promote honey-based and other NTFP products and connect with potential customers beyond local markets. Through a live demonstration, the trainees learned how to create an online business presence, develop effective product photographs and promotional content, present product information and pricing, and use social media platforms for customer outreach. Emphasis was placed on digital branding, content creation, storytelling, customer engagement and online visibility to build consumer trust and strengthen product identity. The session also highlighted the role of digital marketing in generating enquiries, expanding market reach and creating direct-to-consumer sales opportunities.

Practical Entrepreneurship Session for NTFP Products

The practical entrepreneurship component focused on converting NTFP resources into viable value-added products and livelihood opportunities. Trainees were guided in identifying market-oriented product ideas, defining target customers, selecting quality raw materials, developing suitable packaging and calculating prices based on production costs. Particular emphasis was placed on product differentiation, branding, market positioning and consumer appeal. The session encouraged participants to explore innovative honey-based products and other locally available NTFPs as potential green enterprises. The practical approach helped the trainees understand how product quality, effective presentation and market-oriented planning can contribute to establishing sustainable small-scale businesses while supporting the responsible utilisation of natural resources.

Key Outcomes

The sessions enhanced the trainees' understanding of honey value addition, product development, branding, packaging and cost-based pricing. Participants gained practical knowledge of developing diversified honey products and positioning them

for different consumer groups. The digital marketing session further strengthened their awareness of social media promotion, online customer engagement and wider market access. Overall, the training encouraged the trainees to explore innovative, safe and market-oriented honey enterprises, while promoting sustainable livelihood opportunities through wild-bee honey and other NTFP resources.

Photographs:



Ms. Hanjabam Shubhra Devi, Managing Director, Meira Foods, Meira Foundation, on "Product Development & Value Addition" and "Branding, Packaging and Pricing"



Introducing the seven major ways of adding value to honey



Mr. Thokchom Sanju Singh, delivering a session on Digital Marketing, Social Media & Market Access



Thokchom Sanju Singh interacting with the trainees