

## **Report on Day 1 of the Innovation and Entrepreneurship Component under the Green Skill Development Programme (GSDP) – Certificate Course in Apiculturist (Wild Bee) NTFP (Non-Timber Forest Produce)**

**Day:** 01

**Date:** 05 October 2026

**Venue:** Atal Incubation Centre, Manipur Technical University (AIC-MTU) Innovation Foundation, Takyelpat, Manipur

As part of the Certificate Course in **Apiculturist (Wild Bee) NTFP (Non-Timber Forest Produce)**, the Innovation and Entrepreneurship Component 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 (AIC-MTU) Innovation Foundation, Takyelpat, Manipur.

On the first day, three entrepreneurship-oriented sessions were conducted to help the trainees understand the potential of apiculture as a sustainable livelihood and entrepreneurial opportunity. The sessions covered entrepreneurship and innovation, identification of local problems and resources, business opportunities, and green entrepreneurship. The sessions were facilitated by **Dr. Moirangthem Dayananda @ Pibarel Meetei, Dr. Moirangthem Roshini, and Mr. Thokchom Surchandra Singh**, respectively.

### **First Session: Introduction to Entrepreneurship and Innovation**

**Resource Person:** **Dr. Moirangthem Dayananda @ Pibarel Meetei, Medilane HealthTech and Consultancy Services Pvt. Ltd.**

The first session introduced the trainees to the fundamentals of entrepreneurship and innovation in the context of apiculture-based livelihood opportunities. Through an interactive discussion and local examples, the trainees learned how to develop an entrepreneurial mindset and transform available skills and resources into sustainable income-generating activities.

The Resource Person highlighted the importance of self-belief, innovation, calculated risk-taking, financial discipline and confidence in becoming a successful entrepreneur. The session also covered challenges faced by entrepreneurs and the importance of understanding customer behaviour, including different categories of customers and their needs.

The trainees were encouraged to explore opportunities beyond honey production by focusing on value addition, product development, customer satisfaction and effective financial management, thereby strengthening the potential for sustainable apiculture-based enterprises.

## **Second Session: Identifying Problems, Local Resources & Business Opportunities**

**Resource Person: Dr. Moirangthem Roshini**, Assistant Professor, Department of Management, Manipur Technical University.

The second session focused on identifying problems, local resources and business opportunities related to entrepreneurship. The trainees were introduced to the importance of understanding market needs, customer preferences, demand and existing gaps before developing a business. The session also emphasized the role of market research and competitor analysis in identifying viable opportunities.

An opportunity-mapping exercise was undertaken to encourage the trainees to identify local problems and resources that could be transformed into potential business opportunities. In the context of apiculture, the discussion helped trainees consider opportunities associated with honey production, processing, value addition, bee products and other locally available NTFPs.

The session also highlighted the benefits of utilising local resources, including employment generation, strengthening the local economy, promoting self-reliance, preserving indigenous knowledge, and supporting environmental sustainability.

## **Third Session: Green Entrepreneurship and Sustainable Enterprises**

**Resource Person: Mr. Thokchom Surchandra Singh, Successful Apiarist (20 Years of Experience).**

The third session focused on Green Entrepreneurship and Sustainable Enterprises, with particular relevance to apiculture and the sustainable utilization of natural resources. The trainees were introduced to the concept of developing enterprises that generate income while maintaining environmental responsibility.

Through case studies and examples involving honey, NTFPs, food products, handicrafts and other local resources, the trainees explored how naturally available resources can be utilized responsibly and converted into sustainable products and livelihood opportunities.

The session helped the trainees understand the potential of apiculture as a green and sustainable enterprise, particularly through responsible honey production, value addition, processing and marketing. The discussion also encouraged trainees to explore business opportunities that can generate income while supporting biodiversity, sustainable resource use and local livelihoods.

## **Conclusion**

The three sessions provided the trainees with a comprehensive understanding of entrepreneurship, innovation, opportunity identification, local resource utilization and green enterprise development in relation to apiculture. The sessions encouraged the trainees to view beekeeping not only as a technical activity but also as a potential sustainable livelihood and entrepreneurial opportunity.

The knowledge gained through the sessions is expected to enable the trainees to identify local business opportunities, develop innovative apiculture-based enterprises, enhance the value of honey and other bee products through value addition and improved marketing, and contribute to sustainable rural livelihoods and environmental conservation.

## Programme Photographs









