

**DESIS  
NETWORK**  
Design for  
Social Innovation  
and Sustainability

# UNDER THE MANGO TREE

**100% Pure Honey Direct  
from Beekeepers**



universidade  
de aveiro



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## **Partners.**

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## **Funder.**

**Vijaya Pastala**



## **Aknowledgements.**

**Villgro; Edelgive; Taj Safaris; Watershed Organization Trust (WOTR); RBS**

## **Context.**

**Small beekeeping societies across India produce various flavors of honey that never reach urban markets. While India's diverse flora leads to varied production, the urban consumer was only give a single kind of uniform tasting honey. Furthermore, the typical value chain for agricultural commodities is unprofitable.**





## **The project.**

**As bees play a crucial role as pollinators in increasing agricultural productivity, 'Under The Mango tree' is a company that seeks to service both ends of the honey market in rural India. The company brings gourmet honey to rural Indian markets while also equipping and enabling rural farmers to keep bees and produce the honey.**





## **The design process.**

**Pastala began her journey to set up Under The Mango Tree in 2008 with the objective of diversifying livelihoods and improving rural incomes. When UTMT began operations, it worked on sourcing single-origin honey from NGOs and facilitating market access by selling it in the retail market.**





# Governance and Policy Making



**BAIF MITTRA**

**BAIF DHURVA**

**The Aga Khan Rural  
Support Programme (India)**

UTMTs strategy involves working in partnership with established groups for implementation of all their programs. These partnerships help to maximize impact and efficiency. This allows UTMT to expand its reach and increases bandwidth to undertake activities in more regions.



# Activism and Civic Participation



**Community Prosperity**

UTMT Society works with small farmers in tribal communities, committed to improving their lives, but also advancing sustainable community-based beekeeping with the indigenous bee, the native *Apis cerana indica*.



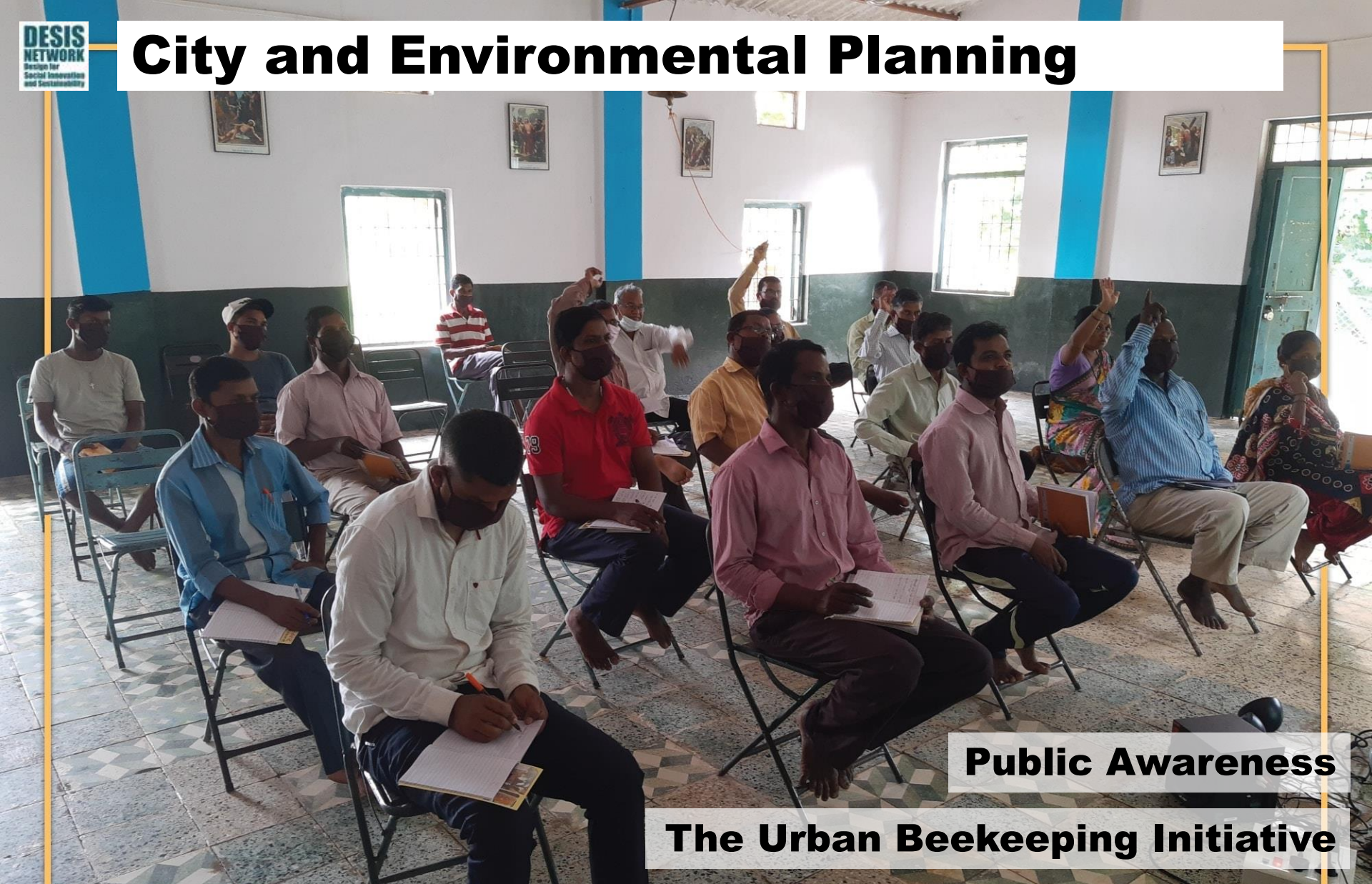
# Social Interactions and Relations



Sustainability in the UTMT society means investing in long-term relationships with their partners - farmer, customer & supplier - to ensuring their practice benefits the environment, evidenced by the pledge to work with the indigenous bee, the *Apis cerana indica*.



# City and Environmental Planning



**Public Awareness**

**The Urban Beekeeping Initiative**

Beekeeping training is conducted at the village level, which is followed by handholding support. A local cadre of “Master Trainers” is developed within the village. Additional livelihoods related to beekeeping like bee colony spotting, natural colony transfers, colony rearing, honey and wax aggregation, making of bee-boxes (carpentry) and making of bee veils are created.



# Production, Distribution and Consumption



**Organic Production**

**Sustainable Markets**

UTMT has a hybrid structure. The non-profit society offers apiculture training to farmers, who then receive bee boxes to improve agricultural productivity and increase the income. The for-profit company creates direct, fair-trade and sustainable market access from farmers to consumer.



# Skill Training and Design Education



**New Knowledge**

**Technical Training**

Farmers were trained for 5-6 years in technical aspects of beekeeping, The first year was an especially tough one as farmers were unwilling to believe that bees could actually live in boxes. Almost all of them saw a modern beehive for the first time during the training. Today, a strong local cadre of Master Trainers in three states exist.



# Job Creation



**Caring Business Practices**

**Sustainable source of revenue**

By training thousands of farmers, including Master Trainers, and equip smallholding farmers with bee boxes, UTMT has managed to impact over 67000 lives in tribal communities.



# Storytelling and Visualisation



Each Under the Mango Tree bottle features a different beekeeper and their story, because “The honey is a reflection of the place it's produced in and people who made it.” Together, they become a collection or series of stories that one can collect.



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