

THE **KAMAKSHI** JOURNAL

We Did Not Start My Bee to Sell Honey. We Started It to Restore Trust.

Some ventures begin with a market. The meaningful ones begin with unrest.

My Bee did not begin for me as a simple business idea. It began as discomfort. The kind of discomfort that does not let you look away once you have seen too much. I had always believed that the most meaningful ventures are not born only from opportunity, but from a cause. And somewhere between technology, agriculture, health, and the reality of what reaches people's homes in the name of honey, I realized this was not just a product story. It was a truth story. It was about purity, trust, farmers, bees, ecosystems, and a broken value chain that needed to be rebuilt from the ground up.



Before My Bee became a company, it became a conversation between conviction and capability.

One of the most defining parts of this journey was that I did not begin it alone. I started My Bee with my first mentor, Mr. Salil Rane, Vice President at Tata Communications. What made that partnership special was not only experience meeting energy, but vision meeting execution. We were both deeply passionate about the idea, but over time we realized we were not chasing just another business. We were trying to build something larger than commerce. We wanted to create an ecosystem one that could protect bees, support farmers, use technology meaningfully, and restore trust in one of nature's most sacred products. That is when My Bee stopped feeling like a startup idea and started feeling like a responsibility.



“The strongest ventures are not built only to earn. They are built to correct what the world has quietly accepted.”

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The deeper I went into the honey industry, the more I realized the real problem was invisible.

At first glance, honey looks simple. Golden, natural, pure. But the more I travelled, studied, spoke to people, and observed the industry, the more I understood that the biggest problem was not what people could see it was what they could not. There were too many layers between the source and the shelf. Too many middlemen. Too much dilution of value. Too much adulteration hidden behind attractive packaging and comforting language. I travelled, researched, and followed the chain closely, including learning from international markets like Hong Kong and other places, just to understand how deep the issue really was. What I found disturbed me. Honey was not only being traded; in many cases, trust itself was being traded away.



Sometimes the road to a business plan does not begin in a boardroom. It begins in the jungle.

There were moments in this journey that felt less like entrepreneurship and more like a film scene written by nature itself. I found myself going deep into forests, stepping into raw terrain, studying bee movement, speaking to local handlers, observing natural colonies, and trying to understand bees not as a commodity but as a living intelligence. There is something about standing in a jungle, surrounded by silence, trees, risk, and raw life, that changes the way you think. You stop seeing honey as a product. You start seeing pollination, biodiversity, livelihood, and balance. Those moments shaped me deeply. They reminded me that if we were going to build My Bee, we had to build it with respect for the bee, for the farmer, and for the ecosystem itself.

STORIES OF LEGACY, LEADERSHIP, GROWTH, AND
VISION.

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The bee taught us what the market had forgotten: purity is not a feature, it is the foundation.

That is what pushed us toward building something far more integrated. My Bee became a smart beehive platform combining environmental sensing, AI-led monitoring, and connectivity to help monitor hive health, support traceable honey production, and improve pollination outcomes. The more we worked on it, the clearer our direction became. This was not just about selling bottles of honey. This was about creating a standard. A standard where purity could be protected, data could support the field, and farmers could become part of a stronger and more dignified value chain. The vision was always larger than the product. The product was simply our way into the mission. As our executive summary says, My Bee sits at the intersection of clean food, AgTech, and regenerative agriculture, while helping boost surrounding crop yield and enabling traceable, unadulterated honey production.



A real enterprise does not only solve a problem. It changes who benefits from the solution.

What troubled me most in this industry was that the people closest to the source often remained the furthest from the value. Farmers worked hard, ecosystems gave generously, bees did the invisible work that sustains agriculture itself, and yet the system around them did not always reward purity, patience, or fairness. That is why My Bee had to become more than a honey company. We wanted farmers to earn better. We wanted rural communities to see opportunity. We wanted technology to reach places it usually ignores. And we wanted impact to be built into the model, not added later as an afterthought. That is also why the social side of My Bee matters deeply to us giving back, supporting rural families, and making this a movement, not just a margin-led business.



"If nature does the original work, then business must learn to behave with humility."

Every bottle was meant to carry more than honey. It was meant to carry credibility.

As we built, tested, travelled, and refined, one belief became stronger in me: if we were going to do this, we had to do it right. That meant traceability, better field intelligence, healthier hives, stronger farmer linkage, and a brand philosophy that stood for something beyond taste. We wanted every bottle, every box, every smart hive, and every conversation around My Bee to say one thing clearly: this is not diluted business. This is purpose-led work. The more I saw how much adulteration had normalized itself in the market, the more determined I became that My Bee should stand on the opposite side of that story.



What began as a business idea slowly revealed itself as a cause.

Over time, I stopped introducing My Bee to myself as just a venture. I began to see it as a mission to build a cleaner, fairer, more intelligent honey ecosystem. A business can make money. A cause can create movement. My Bee had to become the second kind. It had to protect health, empower farmers, restore faith in honey, and remind people that nature's products should not be manipulated into something they were never meant to be. That is why when I look at My Bee today, I do not only see a brand or a technology platform. I see a statement: that trust can still be rebuilt, that agriculture can still be made smarter, and that business can still choose to serve something bigger than itself. The executive summary says it best My Bee is building more than a honey company; it is building a pollination and purity standard for the future.



In the end, we were never chasing only the sweetness of honey. We were chasing the dignity behind it.

That is what My Bee means to me. It is not just about the bottle on the table or the hive in the field. It is about what sits behind both trust, technology, ecology, livelihood, and purpose. It is about entering an industry filled with noise and choosing to build with clarity. It is about going where the story actually begins into farms, forests, field realities, and invisible supply chains and returning with something honest. And if this journey has taught me anything, it is this: the ventures that matter most are often the ones that ask you to go deeper than business. Because sometimes, the real product is not what you sell. It is what you restore.