

**P L Malhotra**  
44/1, 3 Body Guard, Canal Road  
Dehradun, Uttarakhand 248001  
+91 9958110158

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#### **Profile :**

- Self Driven, motivated and a passionate entrepreneur with a proven track record of success and extraordinary achievements, after rising from scratch after partition 1947.
  - A professional with a strong knowledge about entomology concepts and a good experience of beekeeping operations. Familiar with honeybee life-cycle, nectar producing plants, and market demands for products derived from beehives.
  - With love and knowledge of Honeybees, using inherent talent and skills to encourage a better understanding and appreciation of Honeybees to the public at large, and help nurture beekeepers to embrace a gentle and spiritual approach to their care.
  - Work as an apiarist comes from a deep caring and concern for the fragility of the Honeybee population, and a profound respect for the structure of their collective lives and their impact on the health of Mother Earth. With goals focused on the wellbeing of the colonies nurtured, and through teaching others, raising the awareness of and caring for these amazing creatures.
  - Hold in-depth workshops for beekeepers, nurture beginning beekeepers and encourage veteran beekeepers to adopt a naturalist approach.
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#### **Work Experience**

##### **Founder**

*9/2019 – present*

##### **Maduhuka NATURELLE**

- Founded a startup which focuses on ethical and organic beekeeping for providing premium product to society.
- Expanded naturalist and biodynamic approach to tend approximately 200 colonies in locations in Dehradun for both individuals and organizations.
- Tending own hives in Dehradun, Uttarakhand for last six decades starting from first beehive purchase in Rs 5/- from own earning while pursuing high school.
- Remain consultant on hive health for troubled colonies and concerned beekeepers.
- Participated in all aspects of business development from market research and finance to operation and marketing, ensuring organisation visions are followed.
- Formulated the organisations vision, goals and objectives.
- Grew company from idea to a proliferating business in less than a year.

##### **Section Officer**

*01/1964 – 07/2004*

##### **Principal Controller of Defense Accounts (Air Force)**

- Served in Defense Accounts Department for 40 Years & 6 months.
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#### **Accomplishments :**

- 1959 – Started beekeeping with Apis Cerena species of honeybees as hobby.
  - 1975 – Initiated beekeeping projects for students at central & state govt schools.
  - 1979 – Distinguished member of Uttar Pradesh Beekeepers Association and Dehradun beekeepers association.
  - 1980 – Took formal training from State. Horticulture Department, Uttar Pradesh.
  - 1981 – Provided honorary services Punjab Horticulture Dept., Chandigarh to manage European beekeeping projects at Punjab Raj Bhavan.
  - 1999 – Collaborated with Dabur.
  - 2018 – Beekeeping Development course at State Beekeeping Centre, Jollykot.
  - 2019 – Bee Management course at KVIC, Dehradun.
  - 2019 – Launched madhuka NATURELLE company to promote Raw Honey.
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**Summary of Skills:**

- Ability to maintain beehive boxes and organize the collected honey for further processing
- Capable of maintaining bee colonies, monitoring health, and replacing diseased bees with healthier ones
- Proficient in following safety guidelines while harvesting and processing honey to create products
- Solid understanding of habits and yearly cycles of bees along with health of queen bees
- Sound knowledge of various beekeeping activities, disease control methods, and nectar producing plants
- Strong love for honeybees and passion for maintaining beehives
- Team player, good communication, and negotiation skills
- Fluent in Hindi, Punjabi, English
- Maintenance for orderly condition and cleanliness of hives by regularly checking colonies for larvae and pests
- Conducting negotiations with government agencies, vendors, and store owners to provide the best quality products at reasonable prices
- Monitoring health of queen bees to ensure healthy production of eggs and keeping honeycombs free from parasites
- Installing additional boxes to ensure bees get the required space to produce honey and collect nectar
- Transporting products to local areas and ensuring customer satisfaction
- Assisting in packaging and delivering of products in minimum time
- Working on customer feedback and making possible changes in the company's products
- Can take quick and strong decisions to destroy superfluous queen bees' cells to prevent swarming
- Destroying diseased bees colonies and cultivated new to produce healthy colonies in the box
- Arranging for timely inspection, assessments and checking of natural beehives or box honeycombs to protect health
- Training new recruits on methods used to extract honey and ensured the trainees wear protective suit, gloves, and veils to avoid getting stung
- Burning of diseased bee colonies and sterilized hives using caustic soda solution
- Providing necessary first aid to co workers who have been stung by bees
- Inducting wild swarming bees into hives prepared with manual honeycomb frames
- Scraping out parasites from beehive boxes to remove insects, fireflies, pests and wax moth larvae, and maintained cleanliness.

**Education :**

- Bachelor of Arts.  
Agra University, UP  
1966
  - Certification from The Royal Drawing Society  
London  
1963
  - Diploma in Fine Arts ,  
IGD Bombay.  
1962
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