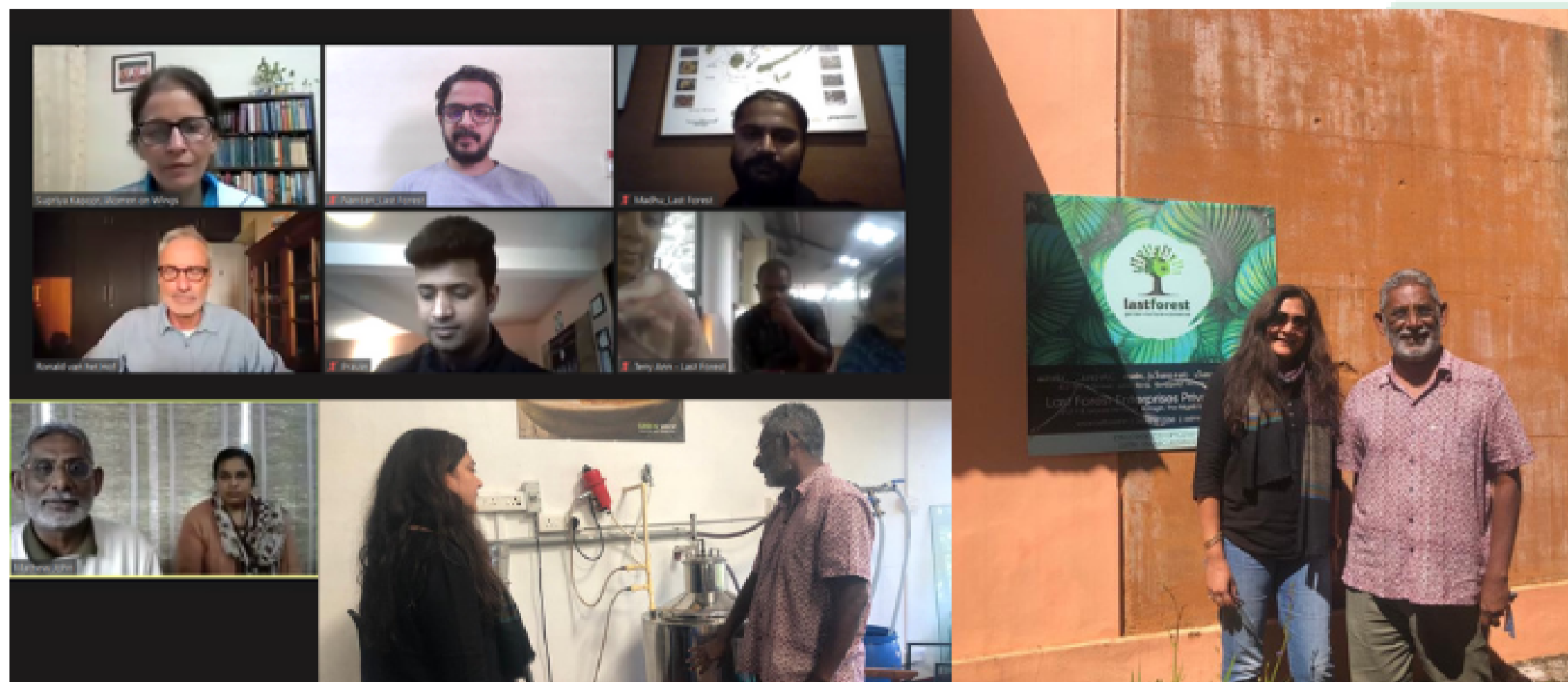




January's Log

A holiday filled start to the year got off to a promising start on our E-commerce verticals, with our products rapidly moving off shelves in the Amazon warehouses through Fulfillment By Amazon (FBA); an increase in the orders on the website and as a first, we are now listed on Flipkart after a long wait! Our sessions with Women on Wings continued through the month with deep analysis, thoughts and conversations leading to action points for the coming months. Exciting times ahead this year as we look to change, rethink, and restructure ourselves.

A goal without a plan is just a wish – Larry Elder



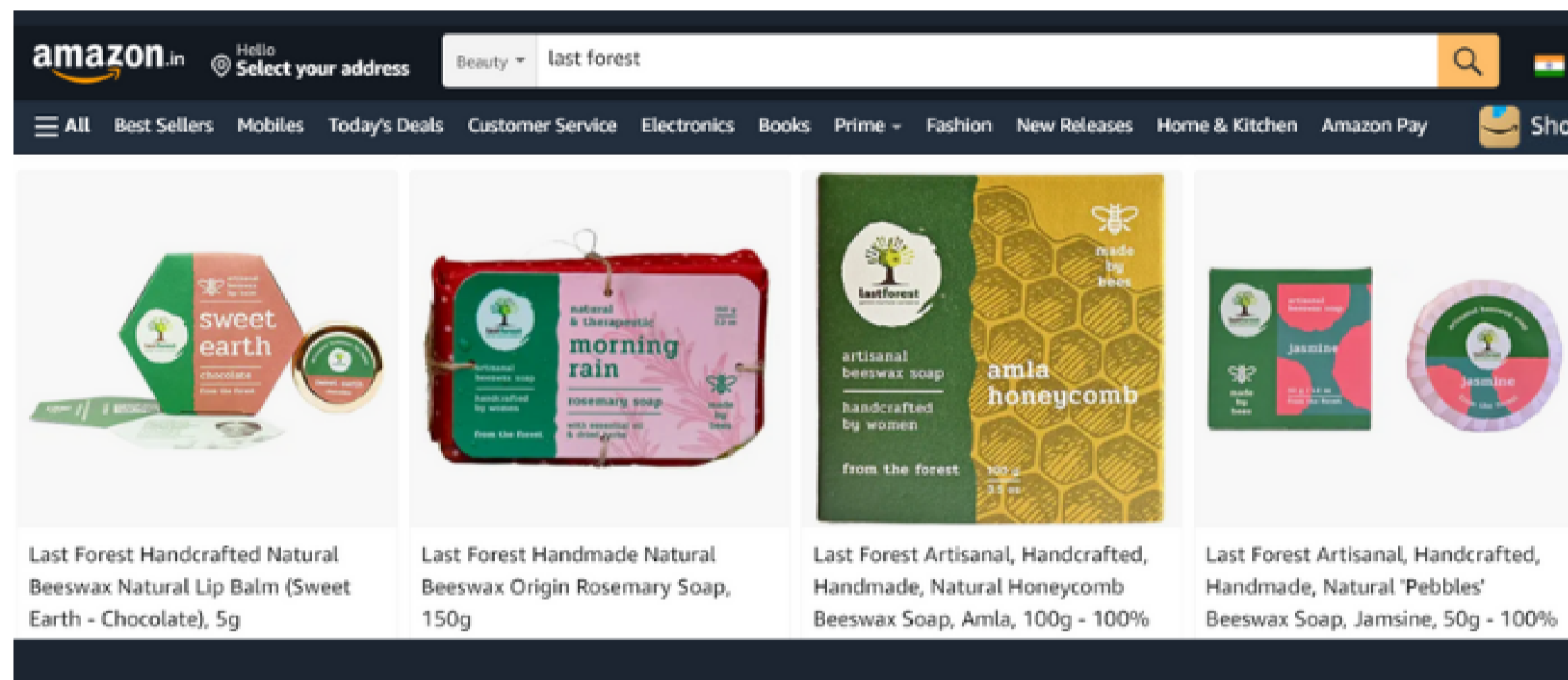
Teaming up with our partners at Women on Wings, the team had weekly interactions through the month to revisit our business strategies and scaling our business. These sessions brought forward many aspects of the organisation forward like its strengths, dreams and points of improvement which further transformed into action points that could be executed at given timeframes to reenergise ourselves and rethink strategies. In the coming weeks, we are set to define and get the action plans in place and running. The Women on Wings Joint MD Shilpa Mittal had visited our office in Kotagiri to get a closer look at our workspace and processes. With a goal of increasing and creating livelihoods for women, we look forward to more fruitful and fun times coming up!

The role of indigenous farmers and communities in the organic world



The importance of small farmers and the knowledge of indigenous communities play a major role in the organic movement! We usually look for an 'organic certified' product while browsing in a supermarket, but this set of products can be very limited and make up a very small percentage of all organic food products. Get an insight into the impact and importance of indigenous knowledge in the organic world in the article, featured in collaboration with Pure & Eco – The Organic Magazine of India [here](#).

Online Ventures



Apart from our website - lastforest.in, our products have been listed on Amazon.in for a while now, and our presence on the e-commerce platform has been increasing steadily since. In the last couple of months, we have, after a lengthy process of registering warehouses in Maharashtra and Tamil Nadu and with continued assistance from Rushabh and Omkar from Meraki studios – we have now made it to FBA (Fulfillment By Amazon) – this has lead to increased traction. Another platform where we have been intensively working towards onboarding is Flipkart. We are now on course to be listed on the website very soon and looking forward to a launch soon – do keep a lookout for Last Forest lip balms in exciting combos and offers!

Assorted honey gift box



Bringing to you in our all new branding and colors inspired from the forest - a celebration of the connection between man and nature through the divine goodness of honey from the Giant Rock Bees! Putting together our best gems from our collection of honey, introducing our honey gift box in our carefully crafted corrugated box, designed to keep the bottles safe until it reaches your hands! Made from eco friendly material that reduces and safeguards the environment, choose from your favorite flavor of choice from an assortment of natural, infused and spiced honey! Get it online now [here!](#)

Featured Product

Handcrafted goodness from the women of the indigenous communities in the Nilgiri Biosphere Reserve. These artistically pleasing soaps are made out of beeswax and infused with essential oils that bring about a whiff of magical flavor to your skin! Choose from a wide range of flavors, sizes and combinations tailor made for every pallet.

[Shop Now!](#)



January's Favorite

Choose your favorite flavors of natural, spiced and infused honey collected sustainably from the hives of the Giant Rock Bee which nests in the high cliffs and trees in the forests of the Nilgiri Biosphere Reserve! Just let us know which 4 of these flavors you want in the notes at checkout, we will pack them with love and have it delivered to your doorstep!

[Shop Now!](#)

