



Annual Report 2022-23



our mission

Pioneering sustainable living choices by connecting communities and markets

our vision

We envision a just market with a conscious and caring society for future generations by making each customer, a custodian of the earth

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12
years

45
local groups

150
partner villages

6500
impacted individuals

FOREWORD

Looking back over the past year is always exciting – so much happens and we just sort of waltz through it – a time for reflection always puts things in perspective and one realizes that the good times and the tough times are always posts in the year. It depends on what you take away from them.

If you've been receiving the monthly newsletter put together with a lot of effort, you will see that the organization has not stood still. There has been something happening all the time and even then I feel that we are not always able to fully communicate the energy and enthusiasm that flows through the team. A common theme is that many of the folks have opportunities to travel – both within and outside the country. I think that is such a blessing when you are away from the hustle and bustle of daily activities. There is an opportunity to meet other people, learn about their cultures and share what one has been going through. It re-energizes and validates a lot of the effort that has gone in.

I want to begin by sharing that the team's effort to enjoy themselves remains a key secret strength. A significant event is the annual staff tour – at times, it feels like a religious fervour that in whatever the circumstance, this does not stop. It remained all through the Covid years too. This year, it was off to the coastal town of Gokarna and it was a great time

enjoy each other's company. Every year, a couple of folks take charge and it is a learning process for them. Another event, held for the first time, was to bring families to the campus. We don't realize the strength that these families provide to the staff and it was a great opportunity for all of them to see the working place, enjoy a meal together and share their thoughts. Hopefully, we will be able to continue this regularly.

Some of the events that stand out are visits to many of our partners – fair trade partners in Chicago, slow food event in Turin, our distributor in Kerala and many others who supply products to us. Visiting them or having some of them visit is always a pleasure – it builds and strengthens relationships.

When one is in the market, many customers look for validation that the products that they are buying is not only good from a quality point of view but also that they are co-journers. One of these is special for us – as a verified Social Enterprise. It constantly adds value to our work.

A unique opportunity was winning a project with the Mountain Partnership of the FAO. Just five winners from across the world and Last Forest was one of them. It will provide an impetus to the work.

We spent some time on revisiting our vision, mission and our core values. Once again, it was a great experience for all of us.

I hope that you enjoy reading this and continue to be a part of our journey. And how can we forget our most ardent supporters - Simran & Rahul (Impprintz), Rushabh, Madhumita and Supriya (Women on Wings) - each of them have been extremely special and the energy and enthusiasm they generate for the team is unmatched. Thanks so much.

- Mathew John, Managing Director



OUR CORE VALUES

Last Forest, as an organization, thrives on a set of core values that serve as its foundation. With the mission of connecting communities to markets. All this while making each of our stakeholders a custodian of the earth. Over the past year, the team passionately worked together to identify and refine its core values, selecting the most relevant ones that will guide and propel the company towards a brighter future. Our journey has been fuelled by the belief that a sustainable and harmonious coexistence with nature is not only possible but essential. Our core values embody this philosophy and inspire us every day.

As we embark on the future, these core values will continue to guide our every endeavour. They serve as a constant reminder of our purpose and fuel our determination to create a world where nature and humanity coexist in harmony. Together, with these inspiring values at our core, we are excited and motivated to continue our journey towards a sustainable and thriving future.

QUALITY

Provide outstanding products and unsurpassed service that together deliver premium value to our customers

TRUST

Trust each other as a team, we build and develop relationships and implicitly trust our customers and suppliers

IMPACT

Work holistically to impact the lives of every individual involved with us

INTEGRITY

Stand for integrity in all our actions and inspire others to be fair

GROWTH

Value the growth of our people and encourage their development to achieve success and happiness

TRANSPARENCY

Cultivate a culture where information flows freely in our ecosystem



PRODUCER FOCUS - AADHIMALAI

In this FY23 issue of Last Forest Enterprises' Annual Report, we would like to give a focus to our producers, specifically Aadhimalai. Aadhimalai, or Aadhimalai Pazhangudiyinar Producer Company Limited (APPCL), makes up 70% per capita of our producers. Our partnership with Aadhimalai has been growing strong over the years to foster sustainable practices and empower local communities by connecting communities and markets. In FY23, our work with Aadhimalai was a means of mutual success and organizational strength.

Our notable endeavours with Aadhimalai during this financial year kicked off when Teny, along with Jestin and Kranthi of Aadhimalai, participated in a hackathon held in Tumkur, Karnataka in December. The hackathon revolved around digitizing the Participatory Guarantee Systems Organic Council (PGSOC) certification process. Participatory Guarantee Systems (PGS) as a mode of organic recognition and quality assurance is 'internationally recognized yet locally focused' and requires active participation and transparency past the purview of standard third-party organics. We are dedicated to being an active part of the development of stakeholder focused PGS. At the hackathon, we contributed to ideations on the processes of data collection from farmers and farmer groups, data uploading and management, issuance of certifications, and traceability of PGS information by customers or outside bodies. Last Forest and Aadhimalai Producer Company actively engaged in discussions to streamline and modernize this certification system and take advantage of the power of digitalization for producers and consumers. It is important to us to stand as an active voice in the development of the PGS digitalization; the hackathon reminded us that the hard work that goes behind quality and transparency are worth it for honouring our producers, for empowering our consumers, for ensuring our institution and product valuations, and for pushing our markets.

In addition to the hackathon, we look back this fiscal year to our meetings with Aadhimalai during our long overdue World Fair Trade Organization (WFTO) peer review. A multi-day fair trade audit was conducted in February by Mathew from MESH, an established fair trade group out of Delhi. This review aimed to evaluate and ensure adherence to fair trade practices and the holistic wellbeing of our producers. Over the span of two days, thorough audits were done at our head office, the Aadhimalai head office, and work sites such as the Pudukkad production centre. We sat with teams of women and discussed the 10 principles of Fair Trade in the context of their daily life and Last Forest and Aadhimalai. We received constructive feedback on areas to improve and were able to set out a plan to make these improvements. This peer audit reminded us that fair trade is more than just a certification, it is critical and active engagement in ongoing community relationships. Read more about our work in the WFTO network in the coming pages.

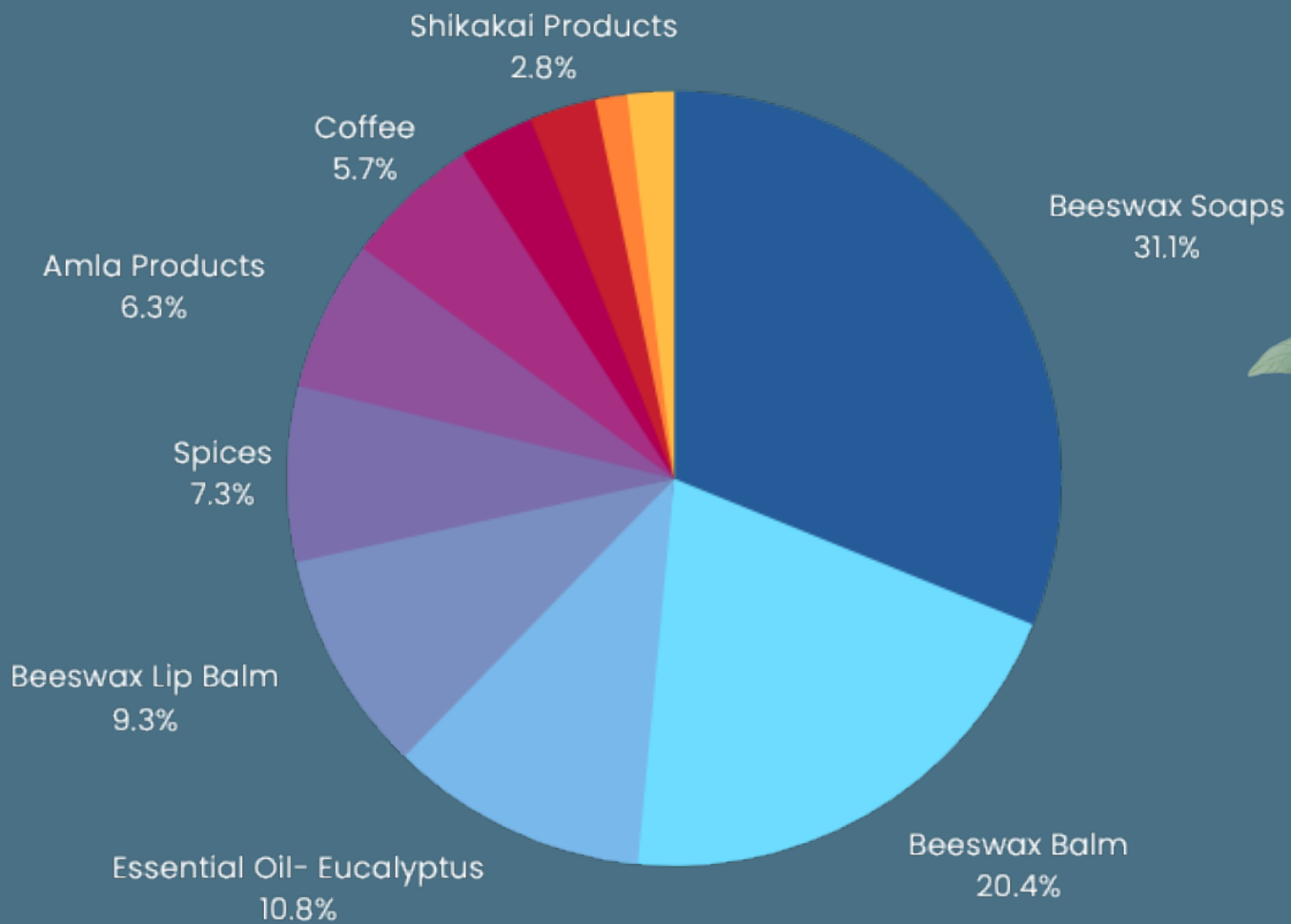
This fiscal year, in recognition of mountain ecosystems and to promote mountain-grown products, Last Forest and Aadhimalai Producer Company joined up with the United Nations Food and Agriculture Organization (UN FAO) as a part of their Mountain Partnership. Our collaboration aimed to raise awareness about the unique value of products cultivated in mountainous regions. We worked together to obtain a special tag for our honey, beeswax lip balms, pepper and coffee, highlighting their origin and quality. Our efforts with the UN FAO to highlight the ecosystem-conscious work of our producers will continue into the next fiscal year.

Furthermore, Aadhimalai organized training sessions to enhance the knowledge and skills of local communities. These training programs aimed to empower farmers and artisans, equipping them with the necessary tools to improve their livelihoods and contribute to sustainable development.

Through our partnership, Last Forest and Aadhimalai Producer Company look to create a more transparent and inclusive supply chain. By ensuring fair trade practices, highlighting mountain grown products, and providing training opportunities, we continue towards our vision of making each one of our customers a custodian of the earth.



Total Purchase



COLLABORATIONS & JOINT EFFORTS

Timbaktu Visit

We had visitors from Dharani Cooperative consisting of members belonging to a honey collectors' group. Along with Keystone Foundation, Miller, Teny, Shiny and Kokila anchored the visit with interactions on our processes of honey collection and operations through the years. Our work on transforming beeswax from being thrown away to making them value added products that are now a prominent part of the market that give steady livelihoods for all the women involved in making these products. A major part of these sessions were on honey, the types of bees, areas of honey collection, our honey packing processes and a visit to the Green Shop in Kotagiri. Thoughts and ideas were exchanged between the two groups on future partnerships and programs as well.



Terra Madre, Italy

Miller joined the contingent that travelled to Italy for Terra Madre 2022 that was hosted in Italy. The program had more than 200 events, with a space that exhibited how we can change the world through food. This included food trucks, street kitchens and the Terra Madre kitchen showcasing the different types of slow food.

Coffee was one of the main products on display at the festival, with a batch of coffee from the Nilgiris that made the trip to Italy to be presented as coffee from India! The coffee received great feedback from everyone that visited the stall. Alessio, who visited the Keystone office long back was an anchor of great help, who coordinated with the team all through and helped make the event a successful one.



ExIm Bank Feature

We were featured in “Elevating Artisans, Building the Nation” published by India Exim Bank, India’s leading export finance institution! We were chosen as one of eight success stories from all over India to be featured in this edition, published out of New Delhi. The magazine beautifully covers the art of Indigenous honey harvesting, our organization’s history, and our partnership with Exim. In the issue, India Exim Bank regards Last Forest as “a first of its kind Indigenous sustainable partnership” in a nine-page feature. We are proud to be one of the eight organizations they’ve chosen to support. These organizations, they write, evoke “awe and pride” in empowerment of marginalized communities in India. In the past, Exim India even supported one of our training workshops which enable stable-income empowerment for producers and artisans.



hand-made ladders. This technique is a very strenuous, laborious, and demanding job. These tribal methods are called traditional honey hunting which is the most sustainable method because here neither the bees nor their hives are disturbed or destroyed.

diverse Indigenous peoples can boast of traditional harmonious coexistence. The extraordinary diversity of their rituals, customs and languages pays homage to their hill and its bounty. These are areas of great ethnological importance and, from an anthropological point of view, one of the best-studied areas in the world.

NILGIRIS - THE BLUISH HUE

Nilgiris is in the Western Ghats of Tamil Nadu in southern India. They are mountains that rise over 2000 meters above sea level and stretch north-south for about 1600 km along the west coast of peninsular India. The name 'Nilgiris' means 'blue hills' (Neelam-blue and Giri-hills or mountains). They are called the Blue Mountains because their steep slopes, lush Shola Forest, the foot of the hills and their peaks are all shrouded in clouds in a blue haze. The first mention of this name is found in Tamil literature 'Sillappadikaram'. There is also a belief that the people who lived in the plains at the foot of the hill should have given it the name Nilgiris after the purple 'Kurunj' flower that regularly blossoms and cover the foothills.

Nilgiris is known for its rich biodiversity. It is home to about 3500 species of flowering plants, 1500 of which are endemic to the Western Ghats. The fauna consists of over 100 species of mammals, 550 species of birds, 30 species of reptiles and amphibians, 300 species of butterflies, numerous invertebrates, and many species which are still being discovered by scientists. The United Nations has declared the region as one of the world's top 10 biodiversity hotspots.



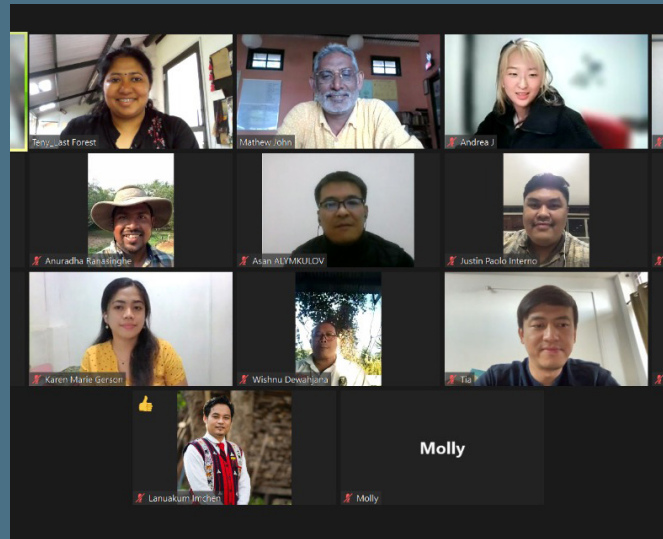
WoW 15th Anniversary Celebrations

Our partners Women On Wings celebrated a milestone as they completed 15 years of operations! To mark the milestone, a two-day program was held in the capital, New Delhi. A Social Impact Summit on the topic of 'Co-creating Livelihoods – the Road Ahead', bringing together 120 people who took part in discussions and activities on several topics from future of consumers' behaviour, future funding models, and cocreation of ecosystems to name a few. Members of Women On Wings, came together to listen to inspiring stories from women that the social enterprises have impacted, compelling accounts from entrepreneurs, reflection of how the volunteering in different areas of expertise impacted women and children, a perspective from Government officials and panel discussions took place. The summit also had a session on supply chain management where entrepreneurs from the ecosystem took part in fun activities that included interactive sessions and games that made the event a success. There have been ongoing online workshops with WoW in the year and will continue as a collaboration in the coming years.



Organic Foundation Course meetup – IFOAM

Every month, the alumni of the IFOAM Asia organic training class meet together and have a chat with a pioneer in the field of Organic Agriculture, who is invited to share their experiences and have a chat. Mathew was invited to be a speaker. The year 2022 marked important milestones as IFOAM International turned 50, IFOAM Europe turned 20 and IFOAM Asia turned 10. To celebrate these milestones of IFOAM, 2022 was celebrated as the year of organics! The aim of the year was to raise awareness of how organic agriculture can be a pathway to addressing not only hunger and malnutrition, but also other challenges including poverty, water use, the climate crisis and unsustainable production and consumption.



Stanford SEED conclave

Mathew travelled to Kovalam, Kerala to take part in the Stanford Seed - South Asia Annual Conclave. He was part of a four-person panel to discuss the topic 'How to craft the Environmental, Social, Governance (ESG) and Sustainability roadmap for your company' where social enterprises and socially conscious organizations presented their ESG Initiatives and spoke about the strategies they have implemented for their brands. There was also a learning of how to measure the Environmental, Social and Governance implications for various ventures. The event saw an exchange of knowledge, discussing challenges, and various other aspects of business between the cohorts of the Seed Transformation Program. For businesses, though non-financial, they form such important standards.

Locavore Collab

The Locavore held its second Locavore meetup in Chennai and Cochin during the month. We joined the growing Locavore community and featured in The Locavore website and shared our story with their dynamic team on all things food at Last Forest! The event brought together chefs, conservationists, students, farmers and many more, all of whom care deeply about food! There were fun activities like The Locavore shuffle, a talk on heritage rice varieties across India – which was also part of a delicious menu for the day, a talk on the relationship between human and ocean health and more! There was a dedicated space that showcased products from the producer partners of The Locavore including our honey

8th ALGOA Summit, Korea

The days from July 15th to 22nd 2022 saw a number of events in Goesan County, South Korea hosted by IFOAM Asia (International Federation of Organic Agriculture Movements) and ALGOA (Asian Local Governments for Organic Agriculture). Mathew, being the President of IFOAM Asia and with other international delegates from Asia, Europe, Australia, and Africa, attended the 8th ALGOA Summit and the 2nd International Conference on Organic Agriculture Policy. Teny was selected from the graduate pool of Organic Foundation Course to attend the Organic Leadership Masterclass. This Masterclass was an intensive training based on theory, practice, ideation and discussions on Organic Agriculture and the different aspects of it from soil to markets. 19 graduates from 9 countries were part of this training.



Dang, Gujarat honey visit with Shiny/Justin

Miller, along with Shiny and Justin from Keystone, recently had the incredible opportunity to visit the Dang region in Gujarat to understand the market chain of the Apis dorsata honey collected by the indigenous community in Dang region. The main objectives of the visit was to understand honey collection processes and sale of honey by the honey collectors, build a database and network of people interested in collection and marketing of honey and conduct workshops. Overall, their trip was an enriching experience that allowed them to gain a deeper understanding and appreciation for the art of honey collection and the important role it plays in the local community.



STORIES FROM THE COMMUNITY



BR Hills

Isabel and Miller took a short trip to the hill ranges of BR Hills and Hanur for a couple of days to visit some of honey combs and the gatherers harvesting honey from these areas . They had also spoken to the honey gatherers and learnt about their methods of honey collection. The picturesque scenery was a bonus as they drove through hills and spotted hives of the Giant Rock Bee. The trip was a short adventure, one that left them with the deep appreciation of the connection between the bees and honey gatherers.

Miller honey trip to Jaipur, Gujarat

In the initial weeks of June, Miller had made his solo journey towards Udaipur to train honeyhunters who collect in those regions. The flowers in this area consisting of neem, jamun, mahua and mango saw a unique harvest of wild honey, which was collected by them. The second visit in this trip led Miller to Gujarat to a social enterprise - someone who quit his corporate career to pursue his interest in beekeeping and connecting small marginal farmers with customers. These visits set up opportunities for all parties to grow together and mutually learn about honey in the various parts of the country, paving a way for future ventures.

BIOFACH 2022

Mathew, as president of IFOAM Asia attended Biofach in Nuremberg, which is the biggest organic fair of the year. After two years, it was a chance for a physical meet and so many converged to just have conversations. Though in the middle of the summer holidays, it was an opportunity to meet other members of the IFOAM team including the world board. Celebrations of the 50th anniversary of IFOAM International, 10 yrs of IFOAM Asia and 20 yrs of IFOAM Europe added to the joy of meeting each other.



ALL THINGS FAIR TRADE



World Fair Trade day 2022

This year, Fair Trade Organizations came together to tackle climate crisis. Fair Trade enterprises strive towards developing sustainable solutions in their operations and supply chains to ensure that climate justice is delivered to communities that are most impacted by the climate crisis. Like all Fair-Trade Organizations, Last Forest in its principles is committed to giving economic opportunities for people, especially those already feeling the impacts of climate change. Fair Trade enterprises take exemplar efforts in promoting circular production of recycling and upcycling. At Last Forest, we ensure the recycling of waste and usage of environment friendly packing material is a given. With climate justice being the theme of this year's Fair-Trade Day, we continue to strive towards taking steps to ensure communities that we work with are least affected by the climate crisis.

On World Fair Trade Day, Mathew was in Chicago visiting the Non-Profit social enterprise HHPPLift and Chicago Fair Trade. These social enterprises are platforms where socially minded shoppers discover stunning, sustainably sourced & sustainably made, artisanal products. On World Fair Trade Day, the focus was on prioritizing buying goods that support global communities benefiting the people and planet.

WFTO International Summit, Berlin

We were part of the 16th International Fair-Trade Summit, a 4-day event in Berlin. Fair Trade Organizations and stakeholders from across the globe – 352 participants from across 5 continents, came together for the biggest Fair-Trade event of the year! The World Fair Trade Organization organized the summit, bringing the focus on the supply chain, markets, and strategies across the world of Fair Trade.

The main theme was to achieve systematic change by working together through conscious supply chains, entrepreneurs, stakeholders, and consumers, supported by policy markets, can catalyse positive systematic transformation for people and the planet. This was portrayed and put forward through various activities such as a march in front of the European Commission office, a Fair-Trade fashion expo, various stalls and the beyond beautiful project that displayed products from artisans and Fair Trade organizations. Mathew was part of a panel discussion that focussed on the need for sustainable logistics and fulfilment models, among other pressing issues in the world of Fair Trade. The WFTO Asia AGM was a part of the summit as well.



LAST FOREST
GUARANTEED
FAIR TRADE

1st International Fair Trade Towns Conference

From the 21st to 24th of July, the first edition of the International Fair Trade Towns conference took place in Puducherry and Auroville - the first two 'twin towns' to start the movement, which was launched by a walk by Mr. Pushpanath from Puducherry to Kotagiri. The conference saw delegates and advocates of Fair Trade coming together for various discussions on Fair Trade and its significance, challenges that Fair Trade organizations are facing, and wonderful stories of Fair Trade and its impacts were discussed. The Fair-Trade towns movement is now gaining traction with more towns joining in. Some of these towns included The Nilgiris, Coimbatore and Ludhiana. Other towns are on course to joining the movement of Fair-Trade towns, with the next chapter of the conference poised to be held in the Nilgiris

Fair Trade Connection – Visit to Chicago FT , HPP Lift

Mathew had visited Chicago Fair Trade and HHPLift during his visit to Chicago during World Fair Trade Day 2022. This connection would not have been possible without the support of Amanda Kiessel, connector from the Good Market, which is a curated community of social enterprises, cooperatives, responsible businesses, civic organizations, networks and changemakers. Last Forest is a proud member of the Good Market.

Katherine Cordova from Chicago Fair Trade was the inspiration behind the celebrations. Her enthusiasm and encouragement are infectious. Meeting Dena Hirschberg in her office where they also have a small production unit of candles was awesome. All these organizations and the people behind them are inspirations for the social enterprises out there. Their work touches thousands of lives and it was a matter of joy.

WFTO Asia virtual exhibition

The WFTO Asia Fair Trade B2B Virtual Expo 2023 took place in the space of a couple of days. The expo was attended by various Fair Trade groups across Asia who came together to showcase their products. We were one of the participating groups that took part in the expo and displayed our set of Beeswax Personal Care products and Food Wraps. The virtual platform allowed attendees to interact with the exhibitors and learn more about the products and initiatives of each group. The expo was a great opportunity for us to connect with other Fair Trade organizations and learn about their commitment to fair and sustainable trade practices.

SEWF Verified Social Enterprise

Last Forest is now a certified, genuine social enterprise! The endeavor of the Social Enterprise World Forum (SEWF) is to grow and expand the global social enterprise movement, culminating towards a worldwide social change. With their efforts, the SEWF are highlighting the efforts made by Social Enterprises in different countries, bringing to light the diverse initiatives made by these enterprises.

With Last Forest's mission of being pioneers in providing sustainable living choices by connecting communities and markets, and a greater vision of making each stakeholder of Last Forest a custodian of the earth – our principles align with the characteristics of what a Social Enterprise strives to be.



MOUNTAIN PARTNERSHIP



Mountain Facility Grant

We are happy to share that we have been selected as one of five organizations to receive an investment through the Mountain Facility, a financing mechanism brought to life by the Mountain Partnership, a network we have been a part of for a couple of years now. Applicants from the countries of Bolivia, Ethiopia, Kyrgyzstan, Peru, and India had their submissions selected for the first phase of the Mountain Facility. The first phase aims to promote climate resilient business models based on mountain biodiversity and sustainable local economies in mountain areas. The purpose of the grant will be to assist the selected innovative mountain entrepreneurs in implementing their concrete and achievable business plans.

MPP tag on honey and lip balms

As a part of our collaboration with the UN FAO Mountain Partnership, we released a special set of honeys and lip balms with tags that share stories and information about why Nilgiris mountain producers—and their and montane forest honey and beeswax—are so special. Mountains are crucial hotspots for climate and conservation action. More than half of humanity relies on mountain water for everyday life, the Nilgiris included. With these tags we hope to highlight the significance and stories of mountains and the communities that belong to them. Many thanks to UN Mountains Matter and FAO for collaborating with us to promote education on mountain climates, mountain environmental labour, and mountain traditions. These editions can be found exclusively in our Green Shops, make sure you get our products with these exclusive tags to know more about how precious our mountains are!

International Mountain Day

We celebrated International Mountain Day! This year we honored the roles of women in mountain communities! At Last Forest we believe Women Move Mountains— here in the Nilgiris and around the world. We give thanks to all the women and elders of the Nilgiris whose traditions and livelihoods take care of us (and our mountains) towards a safer and climate resilient future Mountains are a key action ground in the work of climate resilience solutions. Already, mountains supply 80% of all humankind's freshwater resources. Mountains influence the entire world's access to food, energy, and biodiversity. Our Nilgiri mountains serve as the upstream water source for a number of rivers and water basins across South India, and the Nilgiris are regarded as a biodiversity hotspot!

Indigenous women that make up mountain communities are systematically marginalized even while they are the very caretakers for these crucial environments. At Last Forest, our mission is about supporting these women in our community who carry forward sustainable & traditional livelihood work — who continue despite (and as a mode of resistance to) the economical, political, and environmental challenges they may face — and our mission is about connecting you to them and their work.



Catalyst 2030

We have been a part of the Catalyst Market for a couple of years now. Catalyst Market is a rapidly expanding global movement dedicated to attaining the UN Sustainable development Goals (SDGs) by 2030. By collaborating with communities, governments, businesses, and various stakeholders, Catalyst 2030 members are effecting transformative change across all levels through collective efforts and innovative approaches.

There was an official launch of the platform this year, with more than 200 organisations onboarding the platform of Catalyst Market and Good Market, where there was an exchange of information, thoughts and ideas on how the different members of the platform could commence their transactions and interact with the customers who reached out to them through the Catalyst Market



Catalyst 2030 is a fast-growing global movement of people and organisations committed to achieving the UN Sustainable Development Goals (SDGs) by 2030.

17
SDGs

124
Countries represented

3100
Individual members

Discover. Connect. Be Inspired.



Food and Drink



Personal Care



Clothing and Accessories



Baby and Kids



Home and Office



Garden and Pets

Member Spotlight:



Ekibeki
Bhairnala, India



The Nut Place
Lagos, Nigeria



Last Forest
Kotagiri, India



Hoon Arts
Albuquerque, United States

NEW MARKETS

Vietnam Market

Our products were in display in Vietnam during the course of the year as efforts were made to increase our export markets. Our earth and its ecosystems are interconnected and it makes us proud to see our products in Vietnam. We are connecting with Vietnamese customers who are eager not only for forest honeys, and the natural and protective skincare benefits of beeswax, but also to be a part of enacting our mission. It is our dream to make every customer a custodian of this Earth and with this step, we push this vision via South-South collaboration that empowers us all.

Peeba

Another platform that we are listed on is Peeba, a Hong Kong based e-commerce platform with over millions of retailers based in Asia, they help brands grow their sales in an entirely new market, without hassle. While the wholesale model that has definitely evolved throughout the years, there remains many inefficiencies and uncertainty when it comes to handling cross border logistics to growing accounts in Asia markets. Peeba takes care of end to end cross border logistics, customs, duties and taxes while ensuring that goods are shipped to the retailer smoothly.



GREEN SHOPS

Green Shops

The Green Shops have made a steady recovery post-lockdown. With renewed efforts, they have welcomed new suppliers and customers, fostering hopes for the future. The Green Shops have diversified their offerings by partnering with local farmers, organic producers, and sustainable artisans. Increasingly conscious of their environmental impact, more customers are recognizing the Green Shops. The demand for eco-friendly products has risen, promoting community engagement and responsibility towards environmental conservation. The Green Shops have embraced creative marketing strategies. These efforts have increased awareness and generated positive word-of-mouth.



MARKETING



Dealer Visits

There was a visit to Kannur, Kerala by Mari and Dayal to visit our biggest dealers in Kerala and long-time partners – elements organics. Elements, currently distribute Last Forest's honey to more than 300 stores in Kerala and plan to expand in the coming months. During the visit, Mari and Dayal visited the coconut oil production unit of Elements, who also supply organic, fair trade coconut oil and virgin coconut oil to Last Forest.

Discussions on adding more SKUs to the existing portfolio of honey in the state and marketing efforts that will bolster our efforts for sales through Kerala were the focal points of the visit. In the last few months, a co-branding effort was done on the honey labels, showcasing both brands on the Organic and Fair-Trade principles. A fresh beginning to an established relationship between the two organizations, looking forward to more ventures going forward!

Local Sales

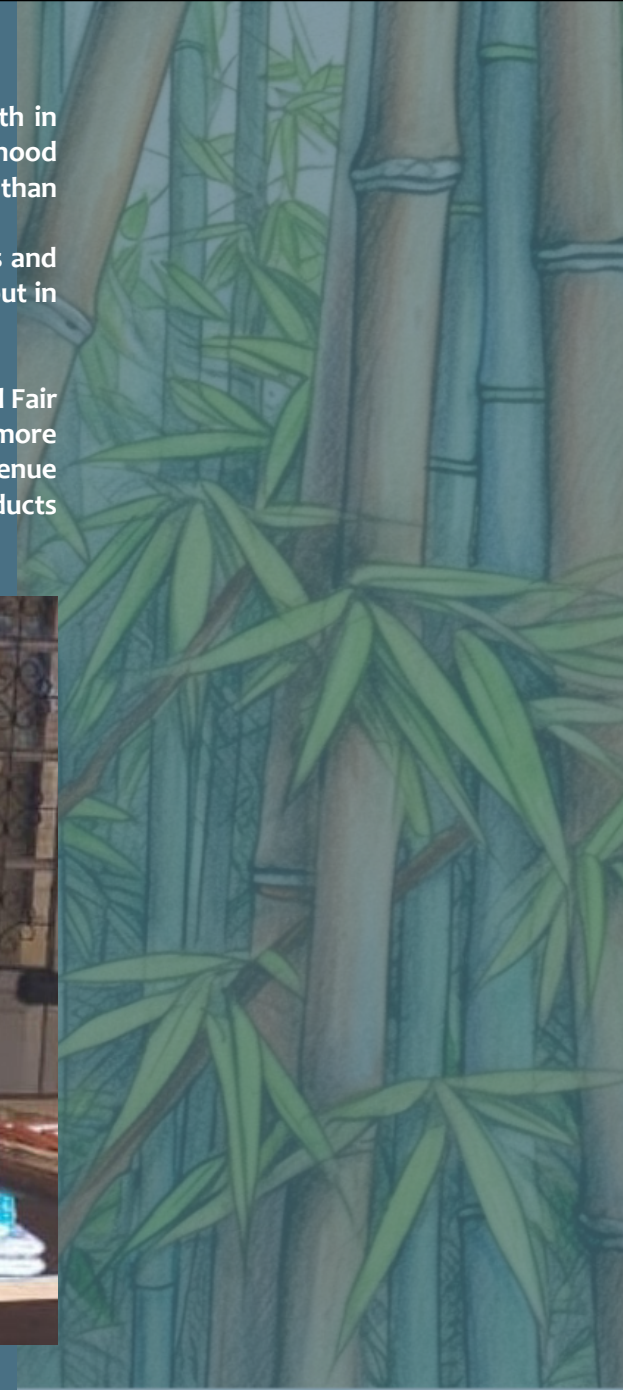
With July and August set to be the dullest months in terms of sales in the year, the team stepped up efforts and looked at new avenues for sales. One of them being local sales and visits to nearby towns to increase sales during the period. This saw the team split up into groups, loading products into the vehicles at disposal and heading out into the towns! The response was good from the locals as they got more of an insight into our products, even though most of them were regular customers in the Green Shops. A one day stall at Providence College Coonoor, and a two day stall at Mclver, Coonoor also saw many people walking in to know more about Last Forest products.



Exhibitions

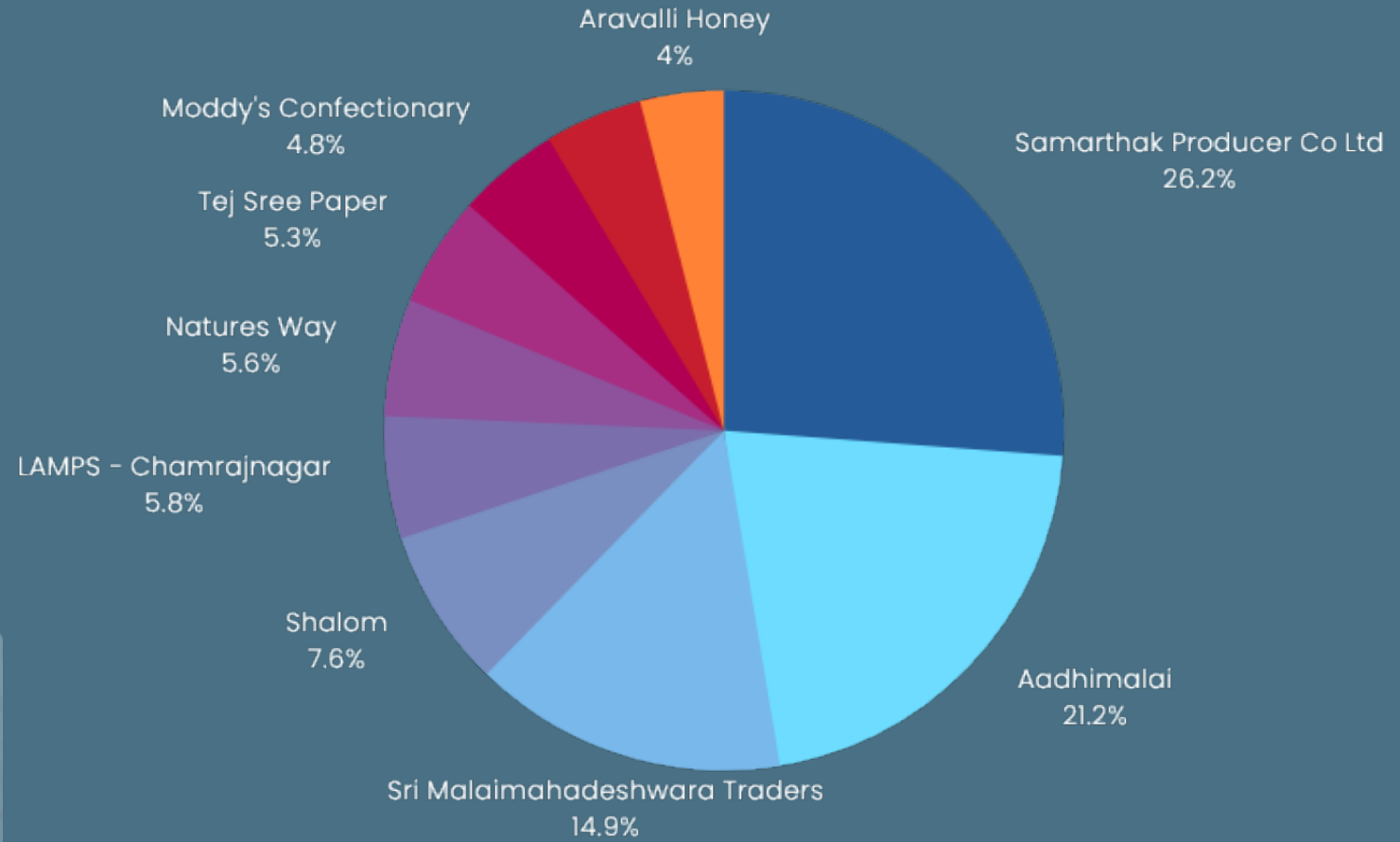
We were part of 'Ahimsa Sandhai', a flagship event organized by the Nonviolent Economy Network from the 22nd to 26th in Madurai. It was an experimental learning space showcasing a plethora of local and small scale enterprise models and livelihood programs and a platform which gives a glimpse into the Nonviolent economy of Southern India. The event saw stalls of more than 100 producers, educational sessions, hands - on workshops, cultural events, events for children and photo exhibitions. Joshua and Dayal were part of the team that manned the stalls, which saw interactions of all kinds where products, ideas and common objectives between the enterprises were shared. Monica and Suganthi were part of a two woman team who set out in Madurai to explore market opportunities with old partners and to explore new partnerships.

As we continue to look forward to being part of exhibitions after a long hiatus, in October, we were part of the Stanes School Fair that took place in their ground premises in Coimbatore. The fair saw students, parents and local residents arrive and explore more than 80 stalls featuring many different, interesting products, services, food, and hands on experiences. Even though the revenue we had made at the exhibition did not meet our expectations, we made connections with similar organizations and our products received a good response from the people who came to our stall.



PROCUREMENT

Top Suppliers



Family Day

We had something special lined up to begin the month of April which was the ‘family day’ at office! It was a day of interaction where the family members of the staff came together for a fun filled day on campus! The day began with an interaction with the founders on the genesis of Keystone Foundation, Last Forest, Aadhimalai Producer Company, and Nilgiri Natural History Society (NNHS) and the vision they had when they began. This was followed by a tour of the ecosystems that exist on campus, their functions and how the institutions are interrelated. The day progressed as the group then came down to the Last Forest workspace where the day-to-day operations, mission and vision of the organization were shared with the family members. An integral part of the day was to convey the importance of each of the staff at Last Forest, their contribution in Last Forest’s journey to the family members present. The joyous occasion ended with a few songs, a tasty lunch and tea.

Staff Tour

In March, we went on our annual staff tour, to the beautiful coastal town of Gokarna. The exciting highlights of our tour this time round, was packed with amazing activities and breath-taking sights. We stayed at a beach facing resort where we had the most fun on the beach. We visited the other neighbouring stunning beaches, explored a fascinating cave, and had close encounters with dolphins on one of our boat rides. We also had the opportunity to witness the unique ecosystem of mangrove forests up close. The tour was a refreshing break from our daily routine and provided an excellent opportunity for team bonding. We returned home, reinvigorated, and inspired, ready to take on the challenges of the coming financial year.

Staff Meetings & Workshops

Our quarterly staff meetings were held on fun filled, beautiful afternoons. The meetings included updates from the team members, activities that required team efforts and absolute fun and plans for the coming months. This year our staff meetings gave us an opportunity take pauses filled with serious reflection and seriously fun games. At one of our staff meetings, we held a competition within our team regarding social media and e-Commerce engagement. This year we guided each other through blindfolded candy hunts and backwards water bucket races, through personal goal reflection and team assessments. Who are we as a team? What we are learning from each other and our work? We are a strong, silly, and determined team, we love what we do, and we are ever-inspired to keep working in support of the traditional livelihoods of our communities and stakeholders.





BALANCE SHEET AS ON 31.3.2023		(IN MILLION INR)	
EQUITY AND LIABILITIES	2022-23	2021-22	
Capital Funds	4.86	4.3	
Current Liabilities	8.32	10.41	
Total	13.18	14.71	
ASSET			
Fixed Assets	1.22	0.9	
Other Non – Current Assets	2.44	1.16	
Current Assets	9.52	12.65	
Total	13.18	14.71	
PROFIT & LOSS ACCOUNT FOR THE YEAR ENDING 31.3.2023			
INCOME			
Revenue from Operations	29.11	30.12	
Other Income	0.12	0.83	
Total	29.23	30.95	
EXPENSES			
Purchases	9.87	13.2	
Change in Inventories	0.56	-0.72	
Direct and Indirect Expenses	18.15	18.67	
Profit/Loss	0.65	-0.2	
Total	29.23	30.95	



TEAM



AJAY



DIVYA



GOPAL



BEULAH



DAYAL



KALPANA



SUGANTHI



FRANCE



JOSHUA



MAHENDRAN



MARI



KOKILA



MALA



MATHEW



MADHU



MALATHI



MILLER



MONICA



VIJAYA



TENY



ISABEL



PRABHU



VICTORIA

TEAM

The extended Last Forest family



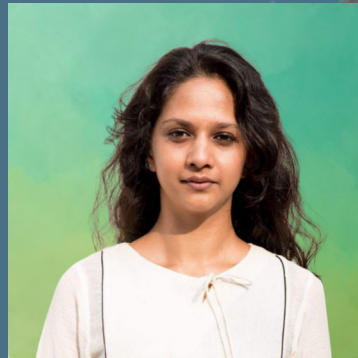
SIMRAN & RAHUL



RUSHABH



SURAJ



MADHUMITA

BOARD

Mathew

Managing Director, Last Forest Enterprises

Pratim

Co-Founder, Keystone Foundation

Sneh

Co-Founder, Keystone Foundation

Sekhar

CEO, Comprehensive Support Services

Bhupi

Proprietor, Bon Appetit

Somnath

Consultant, Disruptor; Coach

Ramya

Photographer; Author - Soul of the Nilgiris

ADVISORS

Sirish

Business Transformation Advisor, Stanford SEED

Vasudevan

Consultant - Human Resource Development, People's Pulse

INTERNAL AUDITORS

Sripriya Sreeram

Aconter Business Solutions, Bangalore

STATUTORY AUDITORS

Shanmugasundaram K

Srivatsan & Gita, Coimbatore

COMPLIANCE AUDITORS

Soy Joseph

SAS Partners, Chennai



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