



And cue the summer showers! - Newsletter, March 2022

We entered the month of March with conclusions to end of another financial year and gearing up for the next. International Women's Day was celebrated along with the Fair-Trade world with WTO taking the lead, The movement of the honey unit to the plains at Annur picked up speed as shifting of equipment and machinery rolled on. Some of the staff conducted sessions on different subjects as part of the returning Nilgiris Field Learning Centre (NFLC). A popular product which has been in some demand, our highly anticipated gift box of assorted honey was launched! As we end the month reconciling our books with suppliers and dealers, we reflect on the months passed – challenges and success stories alike!

She leads the way!



We celebrated International Women's Day on the 8th of March, along with the Fair-Trade community, with this year's theme being #SheLeadsTheWay. The theme recognized and celebrated women leaders in the Fair-Trade community who have been exceptional in paving the way for others, leading by example in their different fields of indigenous knowledge, circular economies, capacity building, women refugees, climate justice, covid response and artisanal knowledge. On the days leading up to International Women's Day, these stories were highlighted and shared all over. The celebrations carried on through the month in collaboration with Keystone Foundation, Aadhimalai Producer Company, and The Nilgiris Natural History Society (NNHS) with stories showcasing how women #BreakTheBias across all the program activities in the organizations with various challenges and success stories being highlighted.

Synergies



We capitalized on a sunny afternoon in March to pave way for an invigorating discussion around our next steps for the organization as we come to the end of another tumultuous financial year! We played a numbers game to understand the growth and performance, aspiring to do more. Smaller groups were formed to discuss next steps and ensure everyone's voice was heard and included. The takeaway from the day's discussion was a list of short term and long-term goals for each employee and the organization. We hope to keep the buzzing light and growing. This session comes as a follow up on several such sessions that were held in previous months, with a continuity that has allowed the team to take a step back from the regular hustle and reflect on efforts put by everyone and how that can be channelized to achieve the goals that we have set for ourselves and the organization.

A shift towards expansion



After long thought and efforts in previous years to find a more apt location to operate from, the backbone of the organization – the honey unit, is now being shifted to Annur, in the plains of Coimbatore district. This change comes after discussions and plans of expansion in the coming years and the ease of logistics and operations. The challenges that come with working in a small town like Kotagiri are plenty – that have been dealt with us through the years, but in the light of expansion – this change is necessary as the plains have easier access to logistics partners, more space to store our inventory, conditions that favour the storage of honey among many more. Relocation is in full flow as all the equipment from the hills has been shifted and inspections from fssai and labour officers, papers for the facility have been put in place. In the coming days, the complete shift will take place and will officially be inaugurated.

NFLC 2022



The Nilgiris Field Learning Centre or NFLC returned after a break in the last couple of years. The program is a collaboration between Cornell University and Keystone Foundation, had some of us hold sessions for the students as part of their course. Monica spoke in depth on the story of Last Forest, its origins, operations, and the various principles we follow as an organization. Teny held a session on Sustainability of a Social Enterprise, our supply chain management, involvement in the Fair-Trade world and pivoting. Dinesh focussed on our value systems including the networks of Fair Trade, PGS, Slow Food and organic agriculture. Pravin and Madhu dwelled into the world of branding and communications, while Miller explained the different terms used in an Indian market, the methods, units of measurement and the common tools, commodities you will find in these markets, which was preceded by a session all about honey and finally ending the two-day program with a visit to the Green Shop where he was assisted by Kokila on customer engagement. It was a refreshing exercise for the staff and students alike.

Assorted Honey Gift Box



Bringing to you in our all-new branding and colours 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, in the most apt 25g bottles - 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 favourite flavour of choice from an assortment of natural, infused, and spiced honey! This box of curated honey bottles makes the perfect gift for any occasion! Go natural and eco-friendly with this box of celebration!

Featured Product
Sandalwood Solid Perfume - One of the oldest and easily recognizable scents around, is sandalwood. It holds high regard in ayurveda and its origins are deeply rooted in many traditions in India.
Shop Now!



March's Favourite
Soap Combo - Colors of The Earth
Let the earth heal your skin and rejuvenate it through this beeswax soap combo!
Shop Now!

