



Sailing through the waves – Newsletter, May 2021

Another month goes by in the Nilgiris with the team rallying together to make it through a tough time. We celebrated World Fair Trade Day to reiterate the importance of building back stronger together, which was the theme of the celebration. Our first major shipment of products to the USA landed this month, featuring our lip balms which are soon to be listed on Amazon.com. Our products are now available at [QMart](#) stores across Hyderabad.

Collaborations and support from partners in the country and overseas has helped us stay on our feet. Another difficult decision was taken towards the end of the month, which was to shut down a portion of our Green Shop in Coonoor, which was a favourite destination for locals as well as visitors. However, the shop continues to stock your favorite stuff.

Fair Trade in difficult times



Fair Trade Organizations, over the years have supported each other and have made sure the importance of Fair Trade in world markets. The solidarity shown by the Fair Trade organizations in the face of the pandemic has also been a strong point which has helped us stay on course in our operations during these difficult times. [EZA Fairer Handel](#), our Fair Trade partners from Austria have been consistent buyers and have supported us through the month. They have put together a short video of their favourite product on our portfolio – the beeswax wrap. You can view it here. Shop online for our Beeswax Wraps [here](#). We do custom prints on bulk order as well!

Through the Fair Trade network, our products have also been listed on [Faire](#), marketplace to help small, independent businesses and entrepreneurs connect with buyers online. They cater to buyers in the US, UK and Canada markets. We are live now on their website. [Here](#) is the listing.

We have been closely working with [El Puente](#), our Fair Trade partners from Germany who have been by placing orders on a regular basis during these months. A batch of our handmade beeswax soaps were recently shipped and is now live on their website! Available for all European markets. You can check it out [here](#).

Be Bee Friendly



This month, we celebrated one of the most important living beings that constitute to a lot of our food and keep our crucial ecosystems running – bees! World Bee Day was celebrated on the 20th of May across the world. To commemorate this special day, we have launched a special limited edition '[be bee friendly](#)' bags, paying ode to these little creatures that make the world go round. Head on over to our website now to get your bag!



Featured Product

Handcrafted bells made from recycled copper, by communities in Kachchh.

These metal bells, burnished in copper and brass, have long adorned the necks of the cattle, camels, sheep, and goats that graze in Kachchh arid plains. The bells signify each animal's status and position in the herd.

SHOP NOW!



May's Favorite

Extracts of ginger mixed masterfully and evenly with natural wild honey from the forest is bound to make your day much, much better!

Pepper has been the most sought after spice for ages for its similar properties. Its plethora of benefits need no introduction!

SHOP NOW!



Back by popular demand – Toda embroidered masks.

Last year, when the global pandemic started, a combined effort of WFTO Asia, Indian Yards and the Toda community, the Toda embroidered mask was introduced!

Today, after a year when masks are extremely necessary to curb the spread of the virus, these special hand embroidered masks have seen their way back to our shelves. Toda embroidery is prominently distinguished by the colors used by the community - Red and Black. Staying safe has never been more important than it is now, in these uncertain times. Get your mask now on our [website!](#)

