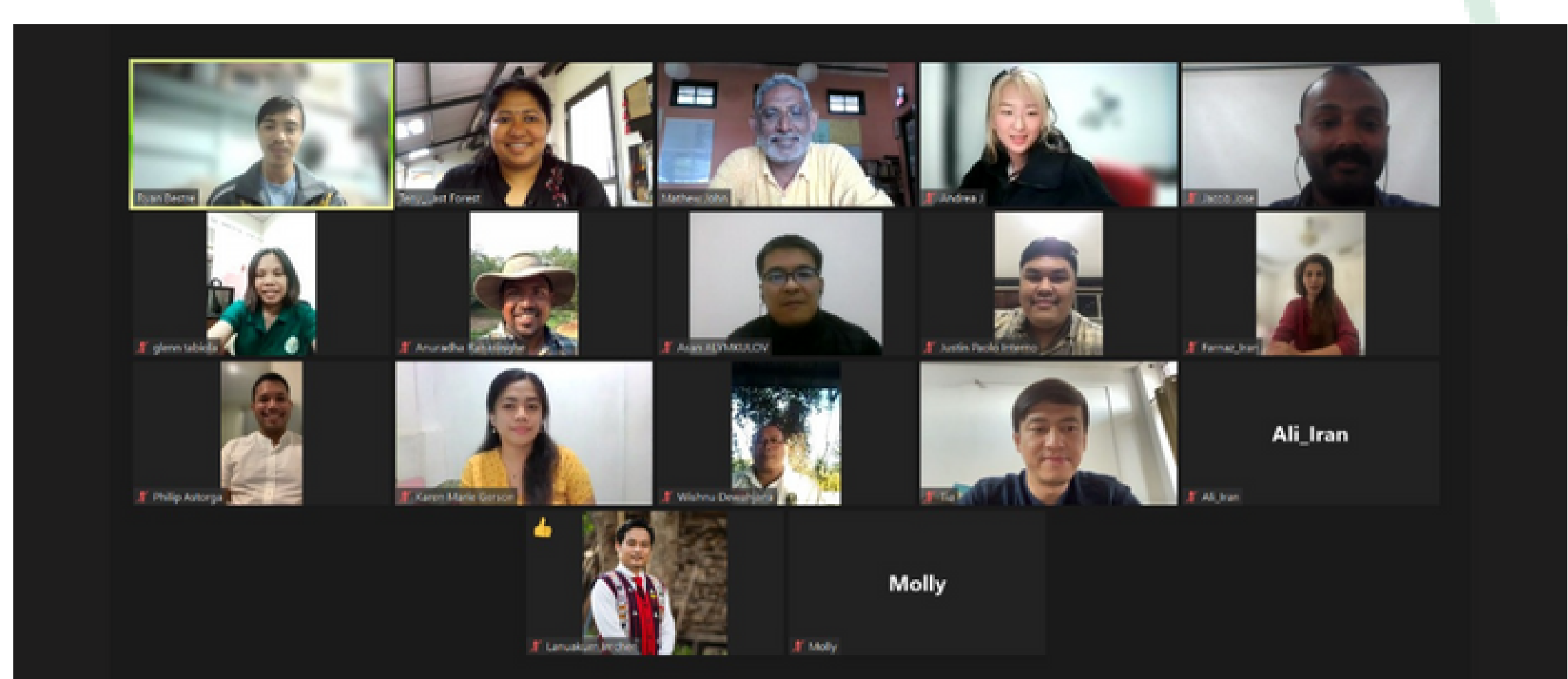




**An October to reflect - Newsletter, October 2022**

The holiday season flew past with a ton of festivities and celebrations, with parallel to-and-fro activities at the office. Gifting saw a major chunk of the activities in October, with gift boxes and assorted gifting options being ordered extensively and the team was occupied in getting those delivered in time for the festivities. We attended another exhibition, this time in Stanes School, Coimbatore for their fair. We were featured in Exim Bank's issue of 'Evaluating Artisans, Building the Nation' magazine as one of the institutions empowering artisans, which is a huge milestone for us! Efforts on domestic marketing and sales continued well throughout, as on the days we presented our program review of the past 6 months in the larger Keystone Ecosystem, we enjoyed a Diwali lunch and celebrated Halloween as a first, to close off the month!

**IFOAM Asia Organic Foundation Course Masterclass Meetup**



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 this month. This year, 2022 marks important milestones as IFOAM International turns 50, IFOAM Europe turns 20 and IFOAM Asia turns 10. To celebrate these milestones of IFOAM, 2022 is being celebrated as the year of organics! The aim of the year is 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.

**Feature in 'Evaluating Artisans, Building the Nation'**



This month saw us 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. We are incredibly excited to be part of this issue, and a huge shout out to India Exim Bank for the support and beautiful feature!

**Gifting Options and Collaborations**



October is usually a month of festivities and celebrations. It was no different this year as we rolled out a number of festive combos of our products and were part of gift hampers curated by our partners. Flourish India, Anata and Industree Foundation featured our small bottles of spiced honey and soaps to celebrate Diwali in their gift hampers. We were on board the Vanity Wagon and Odyana – Back to nature gift hampers too! These hampers saw a positive response amongst customers throughout. Our boxes of assorted gift boxes saw good rollouts as well. And it is just not for the festive season that our gifts are available. You can get them all through the year, for any occasion, for your loved ones! Explore our range [here](#).

**A weekend fair at Stanes School, Coimbatore & a first Halloween at office!**



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.

On the last day of October, we had celebration of Halloween at office for the first time, and safe to say, all of us were excited to put on some costumes and collect all the sweets that were distributed in the traditional 'trick or treat'!

**November Is Now!**

We've got a new code for you to use for the coming month of November! Enter code 'NOVEMBERISNOW' at checkout on our website to get a 25% off on selected collections of products! Get your favorite selection of Last Forest products now! And stay tuned to our channels and platforms for upcoming offers and events!

