



Monsoon Diaries - Newsletter, September, and October 2021

Rains and gloomy weather greeted us almost everyday the last couple of months here in our small hill station at Last Forest, but inside our hive, business continued at a testing pace!

CRED listing



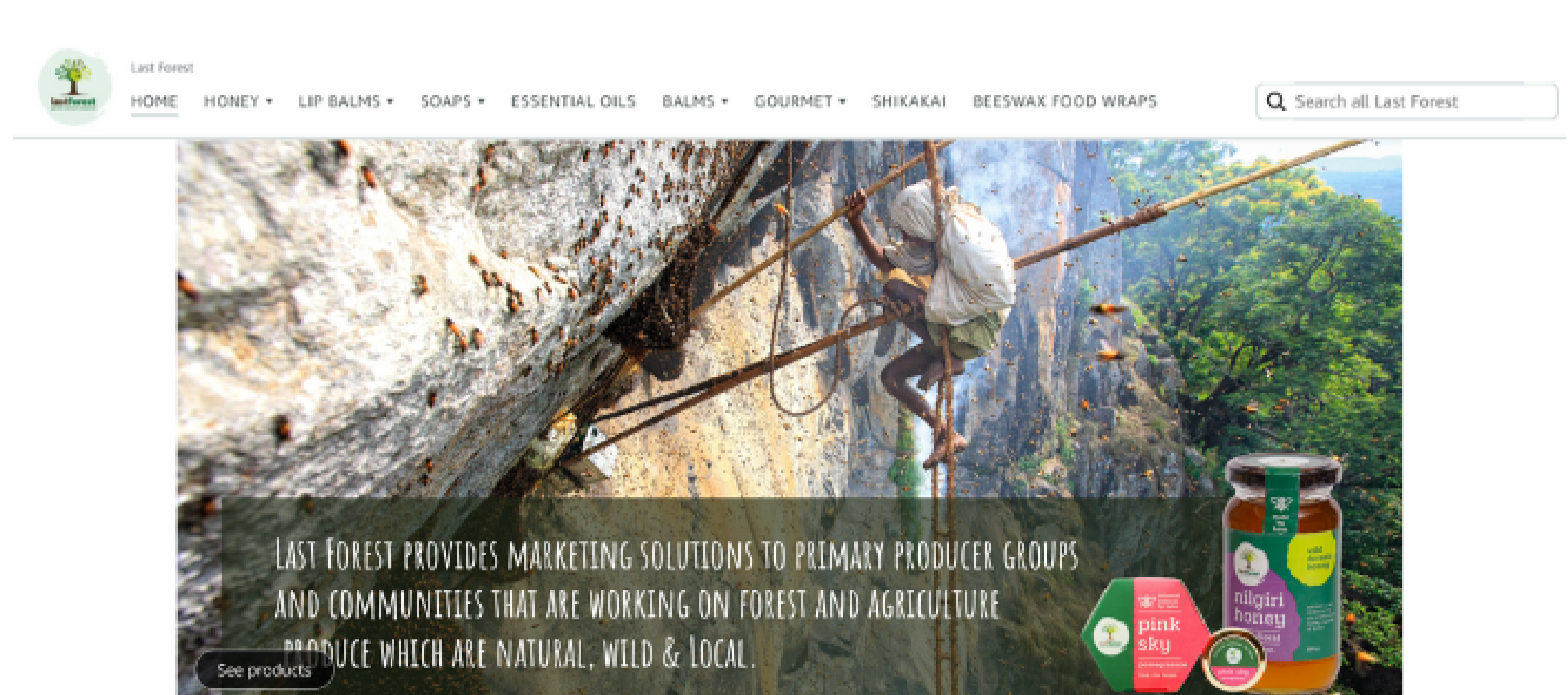
Small social enterprises like us, have a lot of challenges stacked against us almost every day, especially with a small team and limited resources to get through, keeping sustainability in mind.

Continuous efforts to push into markets both domestic and international paid off in the last couple of months with our first order leaving for the UK, and in a monumental episode like never – CRED has onboarded us and listed our products on the CRED app.

On the 25th of September, we got live on the platform and we woke up to orders storming our devices. Although being a weekend, which are our days off – the whole team gathered at office, leaving most of our weekend plans on hold.

The packing, organizing, booking, and shipping of these orders commenced and continued for almost two weeks, with work going on well into the night as we looked to fulfil all the orders we received.

Amazon Store Front



It is always a great feeling when something we have been pursuing for a long time comes to fruition! Setting up our Amazon brand store was one of these dreams that got completed now.

Conferences and Podcasts



During the monsoon, some members of our team were part of virtual conferences, training sessions and hosted podcasts. Mathew had hosted a virtual session on bees, the collection of honey in The Nilgiris and the journey of Last Forest over the years in finding markets for the honey.

A special mention to Mathew who was elected as the President of the Asian Organic movement (IFOAM Asia) at the general assembly. The movement looks to engage in advocacy work and engaging with young people going forward in the organic world.

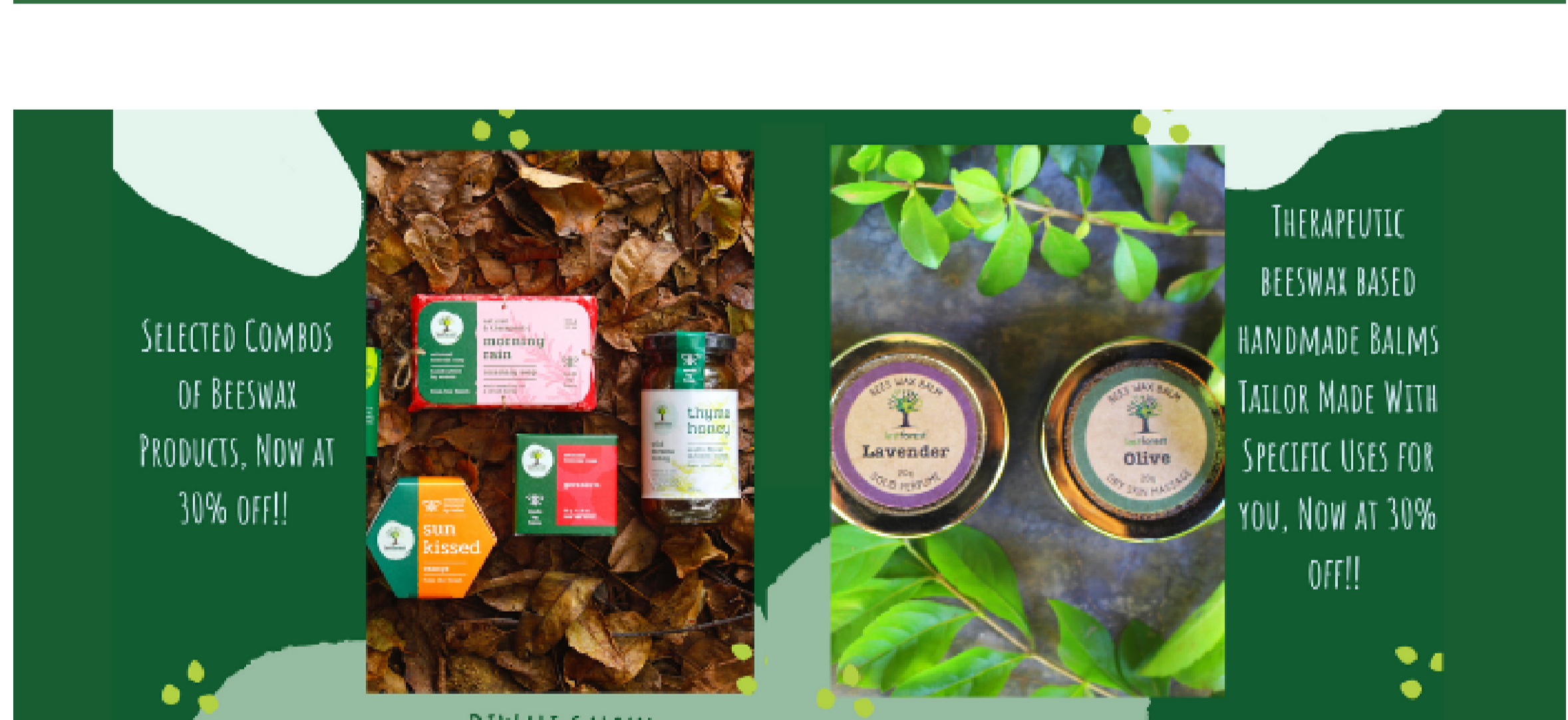
Collaborations



There were some super exciting collaborations in the course of the couple of months. We have teamed up with Black Baza coffee and Champaca books to put together a curated box of goodies featuring must read books from Champaca, all your coffee essentials from Black Baza coffee and beeswax lip balms and soaps from Last Forest.

Our efforts with Mountain Partnership (a FAO initiative) are going strong as we got together to discuss in developing developing a new portal that will include updated official documents (conditions / functions / responsibilities) and an effort to develop an MP products label.

Honey Subscription



Featured Product section with text: 'Get to experience the goodness and healing properties of honey with this special combo! Wild, unprocessed honey brought to you right from the forest, along with a lip balm, with a beeswax base that has healing moisturizing properties along with natural honey will keep your lips soft and supple through the harshest weather.' Includes a 'SHOP NOW!' button.



Monsoon Favorites section with text: 'Beeswax is a by-product of honey harvesting. It is a natural wax produced by individual honey bees of the genus Apis. Beeswax has non-allergenic properties that can make it a useful skin protector from various airborne allergies. It also provides slight anti-inflammatory and antioxidant qualities that can benefit the body. Each balm by the Last Forest is blended with other natural flavours and oils, to add to the health benefit of the balm.' Includes a 'SHOP NOW!' button.

Dealer and supplier visits



The team also got to do their rounds to visit suppliers and dealers finally after a long break. They were on the move in the state meeting existing dealers and finding potential new stores where we can stock our products.

Special visits were made to Salem, where Antony, our top dealer since the beginning of Last Forest and was given a memento as a token of our appreciation for being a support system over the years. Kriti, who is our distributor in Pondicherry has been with us since inception as well and has been a rock, supporting us through thick and thin.

