



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



LOW CARBON WINNER 2014

Last Forest provides a marketing platform for 68 kinds of organic and forest-based products and spreads the message of fair trade principles, sustainable harvesting, biodiversity and value-added indigenous products. Incubated by the Keystone Foundation, the enterprise also provides business development services.



Last Forest Enterprises, India

BUSINESS MODEL

The enterprise focuses on developing the market for untapped and under-valued sectors. 68 organic, fair trade or indigenous products are procured, quality-checked and branded by the enterprise from eight production clusters and sold at three enterprise-operated retail shops, supplied to retail dealers or marketed and sold on e-commerce portals.

The marketing platform focuses on quality control, fair trade, sustainable harvesting and integration with small-holder producers, farmers, forest-dwellers and the indigenous community. Products include honey, timber products, garments, organic tea and handicrafts.

ENTERPRISE FAST FACTS

Location	Tamil Nadu
Year founded	2010
Sector	Biodiversity
Product/Service	Organic and forest-based products

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Social impacts:

- Offering local communities skills training and a work opportunity, thus strengthening their pride and dignity.
- Providing health insurance to honey hunters.
- Enabling household investments in health and education, a success that can already be witnessed.

Environmental impacts:

- Increasing organic agricultural production in 89 villages by 50 %.
- Adopting sustainable land use patterns that promote climate change adaptation and species richness on 80 % of project sites.
- Increasing sustainable harvesting practices of all forest produce within the Nilgiri Biosphere Reserve by 90 %.

Economic impacts:

- Channelling 40 % of the enterprise's profit and premium to the community for education, infrastructure and village development.
- Increasing the number of product dealers to 200, thus expanding income-generating opportunities.
- Reaching out to indigenous communities groups in other parts of the country.

” The marketing platform provided by Last Forest has been able to bridge the gap for thousands of similar producers by providing the crucial last mile link to the market.

Scaling up activities:

- Expand the existing network of suppliers to include primary producers of millets, silk cotton, and crafts like Toda. These new relations will see an additional 500 households benefit from sales through Last Forest.
- Increase the training and capacity building of staff to include lessons on stock management, record-keeping, branding, customer relations and work ethics.
- Expand design, packaging and brand development efforts to increase products' acceptance in the market.
- Increase customer awareness of the products' producers and organic and fair trade principles.



Partnership

• The **Last Forest Pvt. Ltd.** is a marketing platform for primarily value-added organic produce and forest products. The business is in charge of quality-checking, branding and marketing the products. It operates three retail shops and networks with wholesale dealers and e-commerce platforms.

• The **Aadhimalai Producer Company** is a co-operative that coordinates and organises the eight production centres specialising in organic and value-added forest products.

• The **Keystone Foundation** is a non-profit organisation that has incubated the social enterprise. It works with indigenous communities in the Nilgiri Biosphere Reserve on eco-development initiatives and networks and advocates with larger institutions and governmental branches.



Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

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About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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