

Finding natural honey is a difficult task but not anymore. Usman Madari who hails from Wayanad sells pure and natural honey in myriad varieties to his customer across the globe.

The BeeCraft branded shop was started two years ago by Usman and his wife Najma Usman when he realised the potential in the beekeeping industry in the state. Having more than 20 years of experience in the honey related industry, he started the business with an online store under the brand 'Theenkada'.

At present, he has offline stores in Wayanad, Kozhikode, Kannur and Kochi. Talking about his honey business, Usman says that it was a few years back, a report published in a newspaper stating the honey available in the market contained harmful substances led him to start his research deep into the honey business and ended up starting BeeCraft popularly known as Theenkada to serve people pure and natural honey. They look forward to selling their products in supermarkets and other retail shops.

The honey is collected from the licensed beekeepers under the horticulture board. Honey collected from the farmers undergoes a strict process and bee wax and yeast are removed.

The Land of HONEY



Customers can order honey from their website www.bee-craft.in and they also provide courier services. Their products include forest honey, black forest honey, stingless honey, mustard honey, tulsi honey, wayanadan honey,

litchi honey and more. Out of all these Sidr honey is the most preferred variety among the foreigners. BeeCraft also has bee pollen, bee wax, royal jelly, dry fruits and other value-added products.

Usman plans to open his

outlet in other states in the coming years. Mentioning about his plans, Usman said that they will soon inaugurate a new plant where the honey collected from the beekeepers across the state will be processed to remove excess moisture content. There is a high demand for honey from Kerala and a lot of scope for the beekeeping industry in the state.

Apart from collecting honey from beekeepers, BeeCraft is producing stingless bee honey. "Stingless bee honey is widely known for its health benefits, especially for children. We have around 1000 bee hives in Nilambur, Kozhikode and Wayanad. From each bee hive, we get around 350 to 750 grams of honey," said Usman, who is also a social worker and district council member of Kerala Vyapari Vyavasayi Ekopana Samithi.

The flood that affected Kerala in 2018 had left a terrible impact on Usman's business. Their shop was washed away and stocks worth Rs 50 lakhs were destroyed. Usman had faith in his team and the determination and sheer perseverance succeeded them in restoring their empire in just 100 days. Usman is a living example of hard work and determination.

Contact :
9207079001, 9207509005



USMAN MADARI

