

# BEE CRAFT- A TALE OF UNFLINCHING RESILIENCE



**I**n the month of August a massive flood followed by an unprecedented rainfall hit the state of Kerala. The flood washed away the hard work dreams and lives of many. Bee Craft honey and spices Pvt Ltd Managing director, Usman Madari who hails from Wayanad has an inspiring story of their rehabilitation after the flood. Their corporate office, Branded shop which was only three months old and complete stock worth 50 lakhs was completely destroyed and for a moment it seemed like the end of the world to them. But their determination and sheer perseverance succeeded in restoring their empire in just 100 days. Usman Madari, has rich professional experience of more than 20 years in honey related industry. He is a social worker and also The District Council member of KVVES.

The initiative was started as an online store, "Thenkada" and later opened 4 outlets in Wayanad, 1 in Ernakulam, Kannur and is yet to open two in Kozhikode. They also export honey to many foreign countries. Adulterated honey and corn syrup was sold instead of pure honey and it is in this matter Bee craft excelled. They sell 100% pure and natural honey and people from various parts approach Vythiri exclusively to buy honey from Bee Craft. Lichi honey, Tulsi honey Black forest honey, Mustard honey, Stingless honey, Wayanadan agmark honey, Sidr honey are a few varieties you get introduced to at Bee Craft. Sidr honey the most preferred variety which cost more than Rs6000 in India is sold at a cost as cheap as

1300/- without compromising on quality. They also sell Honey amla, Honey garlic, Honey mixed fruits and will shortly launch honey juice and honey cakes. In future they are planning to launch 100 outlets across Kerala and are inviting Franchise.

Bee craft has a myriad variety of honey who induces curiosity in the customers and the travels who stop by to buy honey. Normally we buy bottled honey from the supermarkets or shops which fall under a single category. Tulsi honey is a special product of Bee Craft and is brought from Jharkhand, it is the best medicine for chest congestion, asthma and to curb blood pressure. Lichi honey and coriander honey are other specialties. The farmers place beehive in their farms when the flowers have bloomed and later collects the pure honey. Bee craft collects this pure honey from the farmers and process it. As they don't compromise on the quality the honey undergoes a strict processing where the wax and yeast content in the honey is removed. Later it is bottled and sold. "Honey does come in several flavours and colours, it totally depends upon the type of flower nectar that bees have collected. For example, honey which is processed from the nectar of wildflowers generally has dark amber colour, whereas the one which is from nectar of orange flower might have light colour."

Usman Madari is a living example for hard work and determination. He has transformed the impossible into possible.

