

# Vocal about Local

**We put together a list of homegrown brands and businesses that you should support**

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The Covid-19 pandemic is hitting the economy hard, and many businesses have had to shut down. Even in the Northeast, a lot of small businesses and brands are feeling the pinch. Therefore, now is the time to find out more about local brands and businesses and do your bit to support them. There are many brands in the Northeast that are producing quality products, and many businesses offering excellent service, that can stay afloat during these tough times with a little help from you.

We put together a list of noteworthy brands and businesses that you can support in the coming weeks and months. Remember that these entrepreneurs are not only putting the region on the map but are also promoting employment and contributing to the economic growth. They can use all the support they can get.

## NEST by Arpit Agarwal

If you are looking for Northeast-inspired posters for your home then this is the brand that you should check out. The artwork is very different from what you are likely to find in stores across the region or even on online shopping sites. Not only that, they offer a variety of striking products like notebooks, fridge magnets, postcards and more.

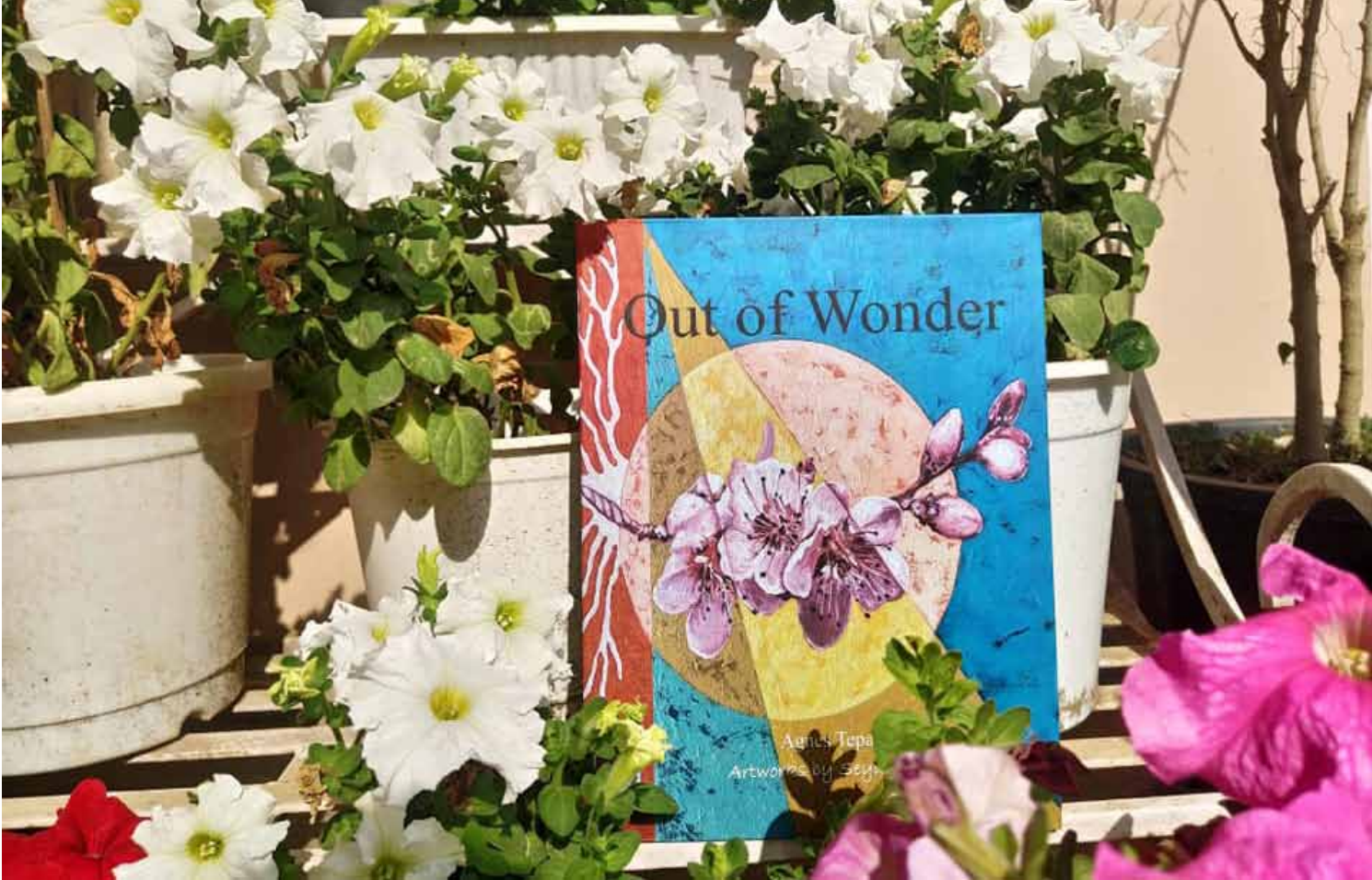


There is no doubt that NEST has a great collection of goods that is perfect for those who want tasteful souvenirs, but that is not all, it is also a great stop for those who want products with a connect to the Northeast, and is not only stylish but also functional and convenient.

They also have jewellery, which is a recent addition. The collection is perfect for those who

want something traditional and yet modern and edgy. They have accessories for both men and women. Although priced towards the higher-end, the items are quite different than what you will find in the market. If you are looking for something unique for yourself or for a loved one, then do check out the collection by NEST.

[www.nestbyarpitagarwal.com](http://www.nestbyarpitagarwal.com)



### PenThrill Publication House

If you love to read then you should check out the titles by this homegrown publication house from Nagaland. Although the publication house is not very old,

they have made quite a name for themselves in the regional and national circuit for showcasing new and upcoming talent from the region. While many talented writers from Northeast India have

been able to publish their work with national publications, many lesser-known writers miss out on the opportunity because of lack of exposure. This publication house aims to give local talent a platform to showcase their work, and also help the world see, or rather read, what Northeast writers are capable of.

The best thing about PenThrill is that they are all about the variety. They have all kinds of books for all kinds of reader, so you are sure to come across a book that appeals to the bookworm in you. With PenThrill, you will not only find quality content but will also come to know and appreciate underrated writers from the region. Their books are available in select book stores across Nagaland and can also be found at [ilando.com](http://ilando.com).

[www.facebook.com/  
PenThrillPublicationHouse](https://www.facebook.com/PenThrillPublicationHouse)



### Naara-Aaba Wine

Honestly, with the way things have been so far, it would be difficult to get through this year without a glass of wine. When it comes to good wine, we all know the big brands that are famous the world over but we tend to overlook the small, local wineries that also deserve equal attention, if not more. Made from kiwis, Naara-Aaba wine is made in Arunachal Pradesh. If you have ever been to Ziro valley for a music festival or on holiday, you must have seen and tasted this local wine.

Loved by locals and foreigners alike, this wine is in high-demand. Priced at ₹1200, it is available for purchase on their website. Unfortunately, the site does not allow Cash on Delivery and all orders must be prepaid. The payment procedure and the options available are listed on the website. If you have any queries, you can even get in touch with the team through their Facebook page.

[www.naaraaaba.com/shop/](http://www.naaraaaba.com/shop/)

### Hill Wild

If you love chocolate, then you are going to love the goodies made by Hill Wild. In fact, even if you are not a fan of chocolate, this local company from Manipur



will make you see it in a different light. Made with local ingredients, their chocolate bars are not like the ones you find in your local neighbourhood store. Now, you may wonder, how crazy can the flavours get? Well, you can sample local fruits like plum and wild apple, but if you are really feeling adventurous then you can even try out flavours like black rice, king chill and perilla seed. With Hill

Wild chocolate, you can always be sure one thing, your taste buds are in for a fun ride.

The best thing is that they are not very expensive. Priced at ₹160 for one bar, they are definitely a must-try. If you want to sample some flavours or want to buy some for your friends and family then you can order from

[www.thenortheaststore.com.](http://www.thenortheaststore.com.)



### Dweller Teas

If you are the type of person who cannot fully wake up in the morning without a cup of steaming hot tea then you are going to love this brand. Northeast India is home to countless tea gardens and much of tea produced here goes into making some of the most popular tea products you will find at the supermarket. But there is something very special about Dweller Teas, and that is the flavour profile. The different flavours they offer will make you wish that you can taste them all in one day.

They have some flavours that you may be familiar with like Ginger Green tea and Pure Lemongrass tea but they also have lesser-known flavours like Fruity Rosella Olive tea, Gotu Kola tea and others. The best thing about the tea bags is that they are not merely tea dust that you can find in a lot of product but actual tea leaves that give you a more bodied flavour, something that will help wake up your senses every morning. They may be a tad more expensive than other tea bags that you may find in the market but the quality is worth the extra money you spend.

[www.dwellerteas.com](http://www.dwellerteas.com)



## Été Coffee

While Northeast India is usually associated with tea, there are a lot of coffee drinkers in the region as well. It might be surprising to some that the region has quite a few roasting companies that are doing quite well. One such company is Été Coffee based in Nagaland. This local brand has fans across the region and beyond. The quality of the coffee beans is

top-notch but that is not the only reason why this brand is loved by many. Été Coffee is also focussed on ethics; they ensure that the farmers and resources are not exploited and they also make sure that the employees are given their dues.

If you want to taste farm to cup then this is the way to go. If you are ever in Nagaland then you should definitely visit the Roastery where

you can buy packs for yourself and your family. But, if you are not planning to travel anytime soon, then you can also buy their products on their Facebook page. If you know your coffee, you will be pleasantly surprised by this quality homegrown coffee.

[www.facebook.com/ete.coffee.nagaland/](https://www.facebook.com/ete.coffee.nagaland/)





### Gutouch

This brand is all about beautiful accessories. Made in Nagaland, the earring, neck pieces and other trinkets are show stealers to say the very least. Although it is a small company, Gutouch has showcased its products in different venues and festivals. Handmade with love, this brand has it all – originality, quality and care. One of the best things about Gutouch is that they offer different styles to suit different tastes; and so, you can be sure to find something you like from their collection. What is most striking is the pop of colour and ingenuity that you can see in the products.

The trinkets come in different price range; and can be ordered through their Facebook page. The brand is quite popular among people in Nagaland. In fact, cultural icons, Tetseo Sisters, have also been seen wearing their products. If you want to add to your accessories collection, then do check out this local brand that has so much to offer.



[www.facebook.com/  
Gutouch-1493925844223586/](https://www.facebook.com/Gutouch-1493925844223586/)



## Kirona Décor - House of Furniture

We believe that the 'home is where the heart is', it should be cosy and welcoming, but it should also be stylish and in tune with the people living in the house. If you are thinking of adding some new furniture or replacing old ones, then you should check out Kirona Décor. The premium furniture boutique houses affordable everyday furniture, from vintage contemporary to fusion designs, all manufactured in Dimapur, Nagaland.

The thing that you will notice about the furniture is that it is very classy and elegant. It is timeless, meaning that it will never go out of style. If you want functional furniture that also adds to the look of the room then this is the place to go. The store is located in Dimapur but if you live outside of Nagaland, you can still order the furniture through their Instagram and Facebook page. No matter what you are looking for, you are sure to find something you like at Kirona Décor.

[www.facebook.com/KironaStudio/](https://www.facebook.com/KironaStudio/)



### Forest Pick

Yes, there are countless tea gardens in the Northeast but this product is not made with tea leaves plucked from the gardens, instead they are made with tea growing in the mountains of Southern Manipur. It is interesting to note that the local indigenous people have been processing and brewing wild teas for centuries. And now, with Forest Pick, you can also sample the wild teas.

The great thing about Forest Pick tea is the fact that they have a much more complex flavour. Also, unlike commercialized tea, wild teas are mostly hand processed. Produced in small batches, great care and attention goes into making the tea. They are priced on the higher end but you get what you pay for. They offer many different varieties like Hibiscus Wild Tea, Manipur Smoked Tea, Wild Litsea Black and more. You can check out the entire line of products on Facebook.

[www.facebook.com/forestpick3/](https://www.facebook.com/forestpick3/)

### Beautiful Earth

If you love bath time and are obsessed with handmade soaps then you should try out this brand from Sikkim. Made with natural ingredients, Beautiful Earth has a great selection of products that you can choose from. If you are biased about brands that do their bit towards women empowerment then you are going to love this brand as the team comprises of rural women who have been trained in soap making.

The brand has been making a name for itself in and around Sikkim over the last few years, and they plan to popularize it across the region and the country as well. The soaps along with other products



are available for purchase on their Facebook page. Priced reasonably, Beautiful Earth has great bath and body care products that would make great gifts for friends and loved ones. You can even check out

their gift boxes that offer a variety of goodies at an affordable price.

[www.facebook.com/My-Beautiful-EARTH-520764698106464/](https://www.facebook.com/My-Beautiful-EARTH-520764698106464/)

## Bor Noi

In the last few years, a lot of people are making the switch to organic food. If you are thinking of including more food products in your diet as well then you should check out this underrated organic brand from Assam. They have a variety of products that you can try including different types of rice, mustard oil and vegetables. The biggest highlight about the brand is that they put a lot of importance on preserving traditional farming practices and you can be rest assured that you get the best quality products, free from chemicals.

The only downside is that they are only available in select stores in Assam. In Guwahati, you can find their products in Quick Shoppe, Sunderpur and Nayantara, Six Mile. Their products are priced competitively and so you won't be feeling a pinch. However, you should keep in mind that organic products usually have a shorter lifespan and so you should only buy what you need and use them up before the expiry date.

[www.bornoiorganics.com](http://www.bornoiorganics.com)

## Kraftinn

If you appreciate good craftsmanship then you are going to be impressed with products by this homegrown brand. The brand has been in business for quite a few years, and during that time, they have made quite a name for themselves in the region and beyond. They make all kinds of products but they specialize in bamboo lamps. Simple and elegant, they are the perfect addition to any home. No matter if you are looking for floor lamps or table lamps, you are sure to find something that appeals to you.



The pricing is quite competitive, and you can be sure of the quality and craftsmanship. You can buy their products directly on their website. The great thing about shopping on their website is that you will usually find great deals

so that you don't have to exceed your budget. But, given that there is a big demand for their products, they are also available on online stores like giskaa.com.

[www.kraftinn.com](http://www.kraftinn.com)



### Handmade Cottage

If you are looking for something fun for the little one in the family then look no further. Handmade Cottage, based in Manipur, makes some great crochet dolls that young children will simply adore. The great thing about these dolls is that they have a special charm that you won't find in store-bought stuffed toys. After all, they are made with much love and care. Also, these beautifully made dolls are not only for children, you can customize the dolls to gift them to near and dear ones.

Since they offer customization, you can get almost anything you want like your favourite

musician, superhero and what not. The possibilities are endless. If you want to surprise a loved one on their birthday or a special occasion, then get in touch with Handmade Cottage. You can get in

touch with the team through their Facebook page.

[www.facebook.com/HandmadeCottage-198948661](https://www.facebook.com/HandmadeCottage-198948661)  
7970 028/

### Madhabi Handmade Natural Soap

If you are one of those people who can never have enough of handmade soaps then you should check out this brand from Manipur. The thing about handmade soaps is that they are much less drying on the skin as most bathing bars you will find in the supermarket. They are also made with beneficial ingredients that will go above and beyond the call of duty, which is cleansing. This is a relatively new brand but they still are getting a lot of attention for their variety and elegant packaging. Also, since they are natural, you don't have to feel guilty about going on a shopping spree.

Not only soaps, they also make customized gift hampers for events and the like. The soaps are available in select locations across Manipur. You can contact the team through their Facebook page. Hopefully, the brand will think about opening an online store in the near future to help people around the country purchase their handmade goods with ease.

[www.facebook.com/madhabihm.soap/](https://www.facebook.com/madhabihm.soap/)

### Assamica Agro

There are people who like a good cup of tea every day and there are people who tend to go through more than three cups a day. No matter if you fall in the first category or the latter, you will appreciate the teas by Assamica Agro. They have a good variety and they are quite affordable. But the real highlight is the business ethics that it follows; they are very particular about organic practices and fair wages. Knowing that the people who helped get the



cup of tea to you are being fairly compensated for their efforts will surely enhance the tea tasting experience.

You will love that they have many unique teas that you may not get the store next to your house like white tea, blue tea and more. We won't blame you if you feel confused on what to get on their website as they offer so many

interesting options but if you are really struggling with the decision then you can always get the combo pack and try out different flavours. Their website also gives discounts and deals that will help you try out different flavours without feeling much of a pinch. 🙌

[www.assamicaagro.in](https://www.assamicaagro.in)