European Union (EU) Switch Asia “Bamboo4SD”
Financial and Business Literacy Campaign

In collaboration with
Motivation to become an Entrepreneur
Why Entrepreneurship?
• Abundant resources available in rural areas
• Providing employment opportunities at doorsteps
• To discourage migration
How can it be Achieved?
BAMBOO : A GREEN GOLD

• Bamboo is one of the major cash crops

• An important aspect of our life and society for centuries

• Multipurpose usages: bamboo has been used traditionally, in making baskets, mats, hand-fans etc. for domestic use.

• Helping Hands: National Bamboo Mission, NABARD, NGOs
Why BAMBOO is in DEMAND?
• A self-regenerating plant of rapid growth
• An alternative for wood & plastic
• Environmental concern and bio-degradable
• Highly aesthetic and naturally beautiful products
Why should we grow BAMBOO commercially?
• Bamboo is one of the fastest growing plants in the world

• Bamboo needs less water

• Many times more profitable than rice and sugarcane

• An annual international market turnover of thousands of crores
Industries based on BAMBOO:
Industries that require bamboo as raw material

- Paper
- Furniture
- Building construction
- Pharmaceutical production
- Incense sticks
- Handicrafts
BAMBOO cultivation in India:

• Bamboo is grown majorly in **18** states across the nation

• Thousands of people are earning livelihood from bamboo based **small scale industries** in India

• The government has opened new vistas for both bamboo industry and artisans & entrepreneurs by providing **proper training** to every skilled person
Bamboo has the potential to change our lives

We just need to join this business with proper training
Thank you!

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