



CEMCA

Commonwealth Educational Media Centre for Asia

**European Union (EU) Switch Asia "Bamboo4SD"  
Financial and Business Literacy Campaign**

व्यवसाय एवं वित्तीय शिक्षण अभियान

In collaboration with



sidbi

CBS





**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





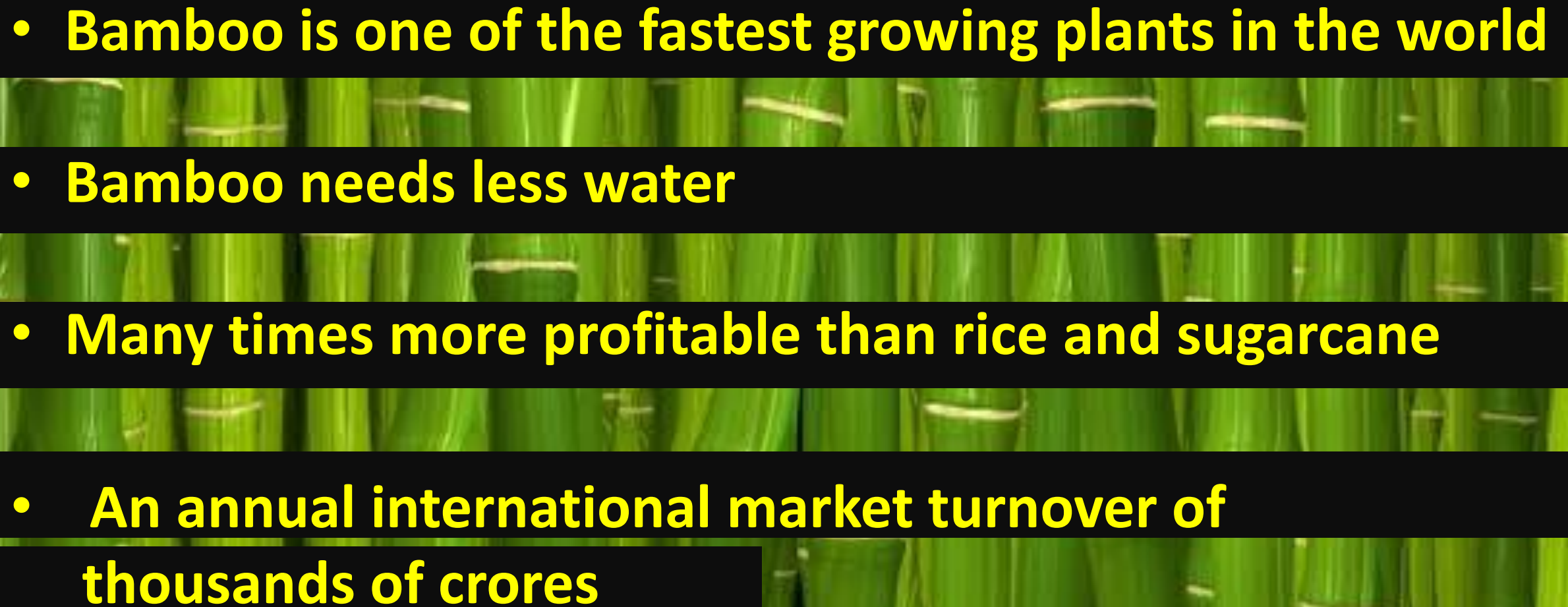
**Why BAMBOO is in  
DEMAND ?**

- 
- A self-regenerating plant of rapid growth
  - An alternative for wood & plastic
  - Environmental concern and bio-degradable
  - Highly aesthetic and naturally beautiful products



The image features a lush green bamboo forest. In the foreground on the left, there is a close-up of several bamboo stalks with their characteristic nodes and some young shoots. The background shows a dense forest of tall, slender bamboo stalks. A path made of wooden steps leads through the forest, flanked by low, rustic walls made of bamboo and straw. The overall scene is bright and verdant.

**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:



A close-up photograph of several green bamboo stalks, showing their segmented structure and the nodes where they are joined. The stalks are set against a blurred background of more bamboo, creating a sense of depth. The lighting is natural, highlighting the texture of the bamboo's surface.

## Industries that requires 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**

Any  
**Questions?**





# Thank you!

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

व्यवसाय एवं वित्तीय शिक्षण अभियान



CEMCA

Commonwealth Educational Media Centre for Asia

7/8, Sarv Priya Vihar New Delhi - 110016

<http://www.cemca.org.in>

Its an Aardra Movies Pvt. Ltd Creation

