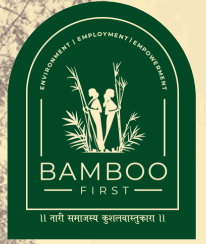


ENVIRONMENT

EMPOWERMENT

EMPLOYMENT



OUR 253 SHAREHOLDERS

# BAMBOO FIRST

VIKRAMGAD BAMBOO UDYOG PRODUCER CO. LTD.

An offshoot of Keshav Srushti's Project Green Gold.

[www.bamboofirst.in](http://www.bamboofirst.in)

PRIME MINISTER  
SHRI NARENDRA MODI'S

# MANN KI BAAT

## EPISODE 96

“मेरे प्यारे देशवासियो, देश के अनेक क्षेत्र में बांस से अनेक सुन्दर और उपयोगी चीजें बनाई जाती हैं। विशेष रूप से आदिवासी क्षेत्रों में बांस के कुशल कारीगर, कुशल कलाकार हैं। जब से देश ने बैम्बू से जुड़े अंग्रेजों के जमाने के कानूनों को बदला है, इसका एक बड़ा बाज़ार तैयार हो गया है। महाराष्ट्र के पालघर जैसे क्षेत्रों में भी आदिवासी समाज के लोग बैम्बू से कई खुबसूरत PRODUCTS बनाते हैं। बैम्बू से बनने वाले BOXES, कुर्सी, चायदानी, टोकरियाँ, और ट्रे जैसी चीजें खूब लोकप्रिय हो रही हैं। यही नहीं, ये लोग बैम्बू घास से खुबसूरत कपड़े और सजावट की चीजें भी बनाते हैं। इससे आदिवासी महिलाओं को रोजगार भी मिल रहा है, और उनके हुनर को पहचान भी मिल रही है।”

SOURCE:PMINDIA.GOV.IN



SHRI BIMAL KEDIA

# TRUSTEE'S LETTER

Dear Patrons,

It gives me immense pleasure & satisfaction while sharing with you the successful 5 years of socio-economic transformation led by Keshav Srushti through its bamboo-based skill & entrepreneurship development initiatives, specially designed to empower tribal women. It's a journey of a social initiative 'Project Green Gold' paving the way for a unique social bamboo enterprise 'Vikramgad Bamboo Udyog Producer Company Limited' (VBUPCL).

The striking feature of this company is that it is probably the only company which is fully Owned & Managed by Tribal people (Mainly Women). The CEO is a Tribal Youth and all its Directors are Tribal Women. It has 253 tribal bamboo artisans as shareholders.

Through this company we aim to create sustainable opportunities for Tribal Communities with a special focus on empowering Tribal Women and at the same time prioritising the protection of Environment.

The journey which started with only one village and 25 Tribal women in Vikramgad block of Palghar District – Maharashtra in Year 2019, has grown in supporting 23 villages and 700 Tribal people, mainly Women.

Your wholehearted support has made VBUPCL, its Directors/CEO & its shareholders to experience the following transformation in their lives :

- Self Reliance
- Confidence
- Respectful Livelihood
- Reduction in migration from Villages
- Development of Local Tribal Women Leadership
- A Journey from Labourer to Entrepreneur
- Retention & Promotion of Local Art, Craft, Culture & Tradition
- A healthy fusion of Tribal Women Empowerment & Sustainable Environment Business (Bamboo Cultivation and its Product Manufacturing.

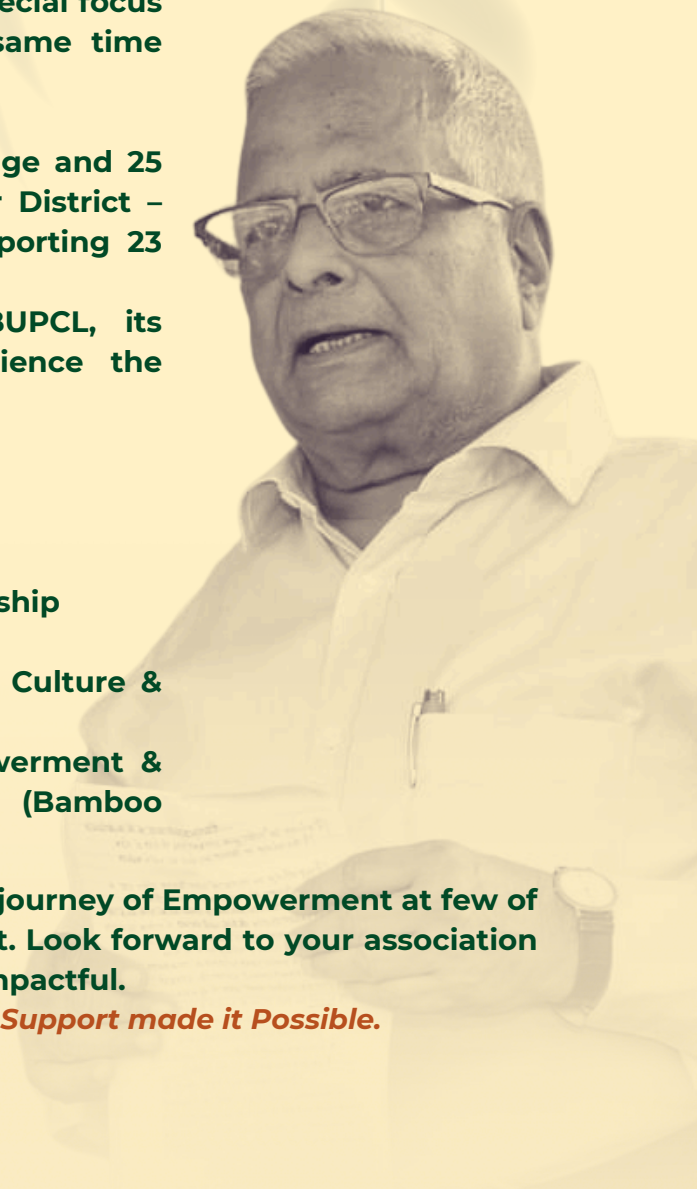
I personally invite you to witness this powerful journey of Empowerment at few of our villages and become part of this movement. Look forward to your association in making this movement stronger and more impactful.

Once again I would like to humbly admit – *Your Support made it Possible.*

Regards,

Bimal Kedia

Trustee – Keshav Srushti



# ABOUT US

Welcome to Vikramgad Bamboo Udyog Producer Company Limited. At Bamboo First, we fuse tradition with innovation to create a green revolution led by the strength and spirit of tribal women.

Our journey is rooted in history yet forward-thinking. Bamboo, a symbol of resilience and positivity, has been integral to our heritage for centuries. In 2004, visionary leader Shri Atal Bihari Vajpayee recognised its potential to transform lives and economies. We've been committed to realising that vision ever since our inception in 2019.

With the support of Keshav Srushti, we launched the Keshav Srushti Gram Vikas Yojana in 2017, empowering farmers through groundbreaking solutions like solar-powered irrigation. That same year, a pivotal change occurred when Prime Minister Shri Narendra Modi reclassified bamboo as grass, allowing for its unrestricted harvesting—a significant shift from its previous classification as a tree during British times, which made bamboo harvesting punishable.

In 2019, Project Green Gold came to life. We trained tribal women from a village in Vikramgad taluka in the art of bamboo craftsmanship. One full year of dedication resulted in our first widely accepted product with mass appeal, the bamboo rakhi, launched in June 2020. Even during the challenges of the Covid-19 pandemic, our community delivered over 51,000 rakhis and expanded our product line to over 50 utility based bamboo items across various categories like general gifting, corporate gifting, mementos, festival products, kitchen items, toys, etc. Our design capabilities were further validated with an international order of 500 auto rickshaws from the UK.

On Gudi Padwa in 2023, we officially became Vikramgad Bamboo Udyog Producer Company Limited and launched Bamboo First. Today, we are India's first 100% tribal owned bamboo enterprise, with over 253 shareholder artisans. 80% of our shareholders are tribal women, showcasing our deep community roots.

Our progress is powered by Keshav Srushti's leadership training and support. Together, we are driving towards a future where tradition and innovation intersect seamlessly.

At Bamboo First, we stand for three essential E's: Environment, Empowerment, and Employment. We are dedicated to nurturing the environment through sustainable bamboo practices, empowering tribal women by honing their skills and providing them with leadership opportunities, and creating meaningful employment that drives economic growth within our communities. This commitment to the three E's is not just part of our story—it is our story. It defines who we are, what we do, and why we do it.

# OUR VISION

TO REVOLUTIONISE THE GLOBAL BAMBOO INDUSTRY BY EMPOWERING TRIBAL WOMEN TO LEAD WITH INNOVATION, SUSTAINABILITY, AND CULTURAL PRIDE.



# OUR MISSION

TO LEAD THE BAMBOO REVOLUTION WITH EXCEPTIONAL PRODUCTS THAT HONOUR OUR HERITAGE. WE UPLIFT OUR COMMUNITY THROUGH SUSTAINABLE LIVELIHOODS, DRIVE ECONOMIC GROWTH, AND CHAMPION SELF-RELIANCE. OUR MISSION IS ALSO DEEPLY ROOTED IN ENVIRONMENTAL STEWARDSHIP, ADDRESSING CLIMATE CHANGE THROUGH SUSTAINABLE PRACTICES, AND CONTRIBUTING TO A GREENER, MORE RESILIENT WORLD.

# MILESTONES

- Empowered 700 artisans across 23 tribal villages from March 2019 to June 2024, fostering a new era of craftsmanship.



- Established India's first 100% tribal-owned bamboo enterprise, Vikramgad Bamboo Udyog Producer Co. Ltd., with 253 shareholders, including 5 tribal women directors and a tribal youth as CEO.

- Generated ₹80,00,000 in business driven by the skill and dedication of tribal women artisans since the project's inception.



- Supplied an impressive 200,000+ bamboo rakhis, spreading joy and tradition far and wide.

- Delivered over 10,000 bamboo Diwali kandils, illuminating countless celebrations.



- Honored by Hon. Prime Minister Shri Narendra Modi's mention in the 96th episode of 'Mann ki Baat'.

- Celebrated Raksha Bandhan with Hon. Defence Minister Shri Rajnath Singh and Hon. Road Transport & Highways Minister Shri Nitin Gadkari at their residences in Delhi, a testament to our cultural significance.



- Planted 6,000+ bamboo saplings, now thriving as over 60,000 bamboos, securing a sustainable future.

- Featured in the prestigious 'European Bamboo Expo' magazine 2024, showcasing our global reach.



- Launched a design centre in Tetwali village, enabling tribal youths to innovate in bamboo craft designs.

- Supported six tribal women artisans in passing their SSC exams, reigniting their educational journeys.



- Expanded our bamboo crafts to five countries: USA, UK, Russia, Germany, and Italy, marking our international presence.

# IMPACT

- Transformed tribal women from laborers to proud entrepreneurs, fostering a new wave of economic independence.



- Curbed migration for labor jobs to cities, providing dignified livelihoods within their communities through bamboo craftsmanship.



- Enabled women to achieve their dreams and contribute financially to their families, creating a ripple effect of empowerment.



- Increased school attendance as families return to their villages, driven by the stability provided by bamboo-based livelihoods.

- Amplified women's self-respect, confidence, communication, and technical skills, elevating their roles within their communities.



- Empowered women to confidently face media interviews and travel to cities like Mumbai, Pune, and Bhubaneswar for exhibitions, breaking barriers and expanding their market reach.

- Revitalized traditional art and craft skills, and tribal culture, which were nearing extinction due to migration, over the last five years.



- Sparked a surge in demand for skill-based entrepreneurship, inspired by the success of the bamboo project.

- Prevented tons of plastic waste from reaching landfills through the sale of eco-friendly bamboo crafts.



- Contributed significantly to carbon dioxide sequestration through extensive bamboo plantations, playing a role in combating climate change.

- Achieved alignment with more than 10 of the 17 Sustainable Development Goals outlined by the United Nations, underscoring our commitment to global sustainability.



- Pioneered the formation of Maharashtra's first OFPO (tribal-owned bamboo company), setting a new standard for community-driven enterprises.

# PROSPECTS WITH BAMBOO

Bamboo is a remarkable gift from nature, offering unparalleled versatility to tribal communities worldwide. To fully unlock its potential and drive socio-economic change, focused planning and strategic utilization are essential. Bamboo's capacity to boost the economy and promote sustainable living makes it a transformative force.

Keshav Srushti, through Project Green Gold and Vikramgad Bamboo Udyog Producer Co. Ltd., is leading the charge in harnessing bamboo's potential. By empowering tribal communities, especially women, we aim to make a significant impact on both urban and rural life, guided by our commitment to the three E's: Environment, Empowerment, and Employment.

Looking ahead, we are committed to addressing future challenges and seizing new opportunities with technological innovation led by tribal expertise. Our vision includes:

- **Bamboo Furniture:** Combining aesthetics with eco-friendliness for enhanced home decor.
- **Bamboo Textiles:** Transforming bamboo fibers into high-quality textiles through advanced technology.
- **Bamboo Wood:** Offering a sustainable alternative to hardwood for products like paper, flooring tiles, and plywood.
- **Bamboo as Combustion Material:** Converting bamboo waste into high-calorific value pellets, briquettes, and charcoal.
- **Bamboo Bio-Fuel:** Leading in bio-fuel generation with bamboo ethanol, reducing reliance on fossil fuels.
- **Bamboo in Cosmetics & FMCG:** Utilizing activated bamboo charcoal in personal care products.
- **Bamboo for Food Products:** From traditional pickles to urban snacks, bamboo shoots are a versatile ingredient.
- **Bamboo for Housing:** Innovating with bamboo in construction for resorts, houses, airports, and metro stations due to its strength.

Just as crafting with bamboo seemed a challenge in 2019, these possibilities may appear ambitious in Palghar today. However, Keshav Srushti's unwavering determination proves that nothing is impossible. In the coming decades, we expect these innovations to take root in Palghar, with tribal communities leading the charge for sustainable development.

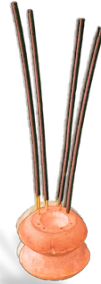
# BAMBOO PRODUCTS



## KEY CHAIN

Customizable bamboo key chains can be your key to achieve eco-friendly goals

**INR 40/-**



## AGARBATTI HOLDER

Bamboo incense stick holder is a artwork that combines spirituality with sustainability

**INR 65/-**



## PAPER WEIGHT

Bamboo paper weight adds charm to your work space & keeps you close to the nature

**INR 80/-**



## ROUND PEN STAND

Round bamboo pen stand is simple yet elegant craft for organizing your desk

**INR 100/-**



## SQUARE PEN STAND

Square bamboo pen stand is a notable design craft that adds value to your work space

**INR 160/-**



## U PEN STAND

U bamboo pen stand is an outstanding item for your table with unique design

**INR 160/-**



## ZIG-ZAG PEN STAND

Zig-zag bamboo pen stand is a utility with beauty which is also a perfect corporate gift

**INR 160/-**



## MU PEN STAND

MU bamboo pen stand is an outstanding item for your table with unique colorful mat design

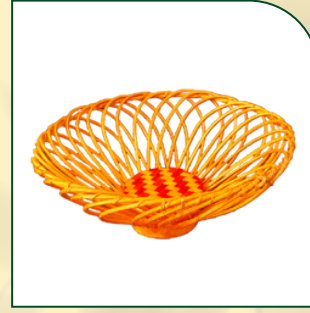
**INR 160/-**



### TEA COASTER

Bamboo tea coaster compliments your coffee table & helps get rid of rude plastic pieces

**INR 200/-**



### FRUIT STAND

The beautiful bamboo fruit stand is a perfect addition to your kitchen & dining table

**INR 200/-**



### AMPLIFIER

Bamboo amplifier helps you groove to your favorite music with increased sound output

**INR 260/-**



### PMV

Bamboo pen, mobile & visiting card stand is a trendy desk organizer to have in the office

**INR 260/-**



### PMS

The bamboo pen & mobile stand is a perfect desk organizer & awesome gifting product

**INR 280/-**



### FINGER JOINT TRAY - SMALL

The bamboo finger joint tray is a special craft with unique elevated design on the corners

**INR 275/-**



### FINGER JOINT TRAY - BIG

The bamboo finger joint tray is a special craft with unique elevated design on the corners

**INR 300/-**



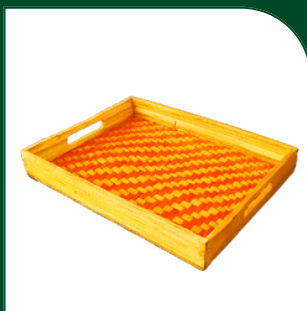
### OFFICE TRAY

The bamboo office tray is great for board rooms to keep papers, markers, remotes etc.

**INR 280/-**

## BAMBOO FACT

On an average a hectare of bamboo plantation is believed to absorb 17 tons of carbon dioxide annually



### INBLT HANDLE SERVING TRAY

A bamboo serving tray with in-built handles & matting art weaved to perfection

**INR 280/-**



### SERVING TRAY

The bamboo serving tray has a special mat design with flat borders & bright mix of colors

**INR 280/-**



### TENT BULLOCK CART

A tent shape bamboo bullock cart show piece that adds beauty to your home decor

**INR 300/-**



### GIFT SET TPR

This bamboo gift set comes with a small tray, round pen stand & a house shaped paper weight, ideal for gifting

**INR 330/-**



### BOWL SET

Bamboo bowl set is a remarkable 3-piece set used for serving dry food items & gifting

**INR 380/-**



### SQ WALL CLOCK

The bamboo wall clock is a classic time piece that redefines the aesthetics of your wall

**INR 500/-**



### GIFT SET TPZ

This bamboo gift set comes with a small tray, zig-zag pen stand & a house shaped paper weight, ideal for gifting

**INR 390/-**



### GIFT SET TPT

This bamboo gift set comes with a small tray, tea coasters & a house shaped paper weight, ideal for gifting

**INR 430/-**

## BAMBOO FACT

Annual plywood production in India is 8 lac cubic meters. If one fourth of this is replaced with bamboo, 8000 hectares of forest would be saved



#### **GIFT SET TRT**

This bamboo gift set comes with a small tray, round pen stand & tea coaster, ideal for gifting

**INR 450/-**



#### **GIFT SET TZT**

This bamboo gift set comes with a small tray, zig-zag pen stand & tea coaster, ideal for gifting

**INR 510/-**



#### **AUTORICKSHAW**

Bamboo autorickshaw is a distinctive artwork that enhances the beauty of your showcase

**INR 650/-**



#### **WARLI ANJANERI KANDIL**

This is foldable warli bamboo kandil used as home decor product & diwali lantern

**INR 650/-**



#### **WARLI SAPTASHRUNGI KANDIL**

This is foldable warli bamboo kandil used as home decor product & diwali lantern

**INR 650/-**



#### **WARLI SAHYADRI KANDIL**

This is non-foldable traditional design warli bamboo kandil used as home decor product & diwali lantern

**INR 750/-**

## **BAMBOO FACT**

During the summer, bamboo serves as natural air conditioning as it may cool the air by up to 8 degrees in & around plantation area

## **FOR MORE DETAILS**

**CONTACT : 90282 55337**

**VISIT OUR WEBSITE: [WWW.BAMBOOFIRST.IN](http://WWW.BAMBOOFIRST.IN)**

# BAMBOO ECO-TOURISM

## Who Are We?

Welcome to the realm of sustainable tourism brought to you by 'Vikramgad Bamboo Udyog Producer Company Limited.' This distinctive initiative, founded by tribal artisans in the Vikramgad region on March 22, 2023, is an extension of the social effort known as 'Project Green Gold' by Keshav Srushti. Since 2019, our bamboo-based skill development programs for tribal women have transformed countless lives. Bamboo eco-tourism has played a crucial role in our journey to success.

Join us in exploring the wonders of eco-tourism, where bamboo and environmentally-friendly practices unite to create memorable experiences.

## What We Do

Our mission is to generate sustainable employment opportunities for tribal communities, with a strong emphasis on empowering women, all while safeguarding the environment. Engage in a variety of activities that immerse you in the essence of village life, highlighting the people, art, culture, nature, values, and traditions.

From January to May, guests can enjoy the bounty of various organic farm produce. Meanwhile, from June to December, visitors can explore the lush landscapes and listen to the enchanting stories shared by the nearby water bodies. Throughout the year, we welcome diverse groups and individuals looking for an enjoyable and educational bamboo eco-tourism experience. Our visitors include schools, colleges, technical and design institutes, NGOs, corporate teams, biker clubs, farmer collectives, trekkers, researchers, notable personalities, as well as families and individuals in search of unique outings.

# ITINERARY

10:00 AM 

Traditional welcome with Rangolis, Tarpa nritya and a cup of black tea.

12:00 PM 

Savour the taste of village food made from organic farm produce.

2:30 PM 

Learn about Warli art and try your hand at it with a hands-on experience.

4:00 PM 

Check out the Bamboo Handicrafts Stall and take home some beautiful souvenirs.

10:30 AM 

Participate in a Bamboo Crafts Workshop with master artisans and creative designers.

1:00 PM 

Embark on a guided walk around the village to explore its scenic farms, rivers, ponds, temples and historic sites.

3:30 PM 

Groove with the villagers to the rhythm of folk dance and song with Gauri nritya.

4:30 PM 

Join the villagers to share your experience and learn about their way of life. Bid farewell and return home with happy memories that will last a lifetime.

**INR 700/- PER PERSON**

The price is all-inclusive of taxes and covers bamboo workshop fees, along with refreshments and meals.

By participating , you are directly supporting the livelihoods of hardworking tribal artisans while enjoying a memorable cultural experience.

Address : Vikramgad, Maharashtra , 402302 How to get there : The distance from nearby cities is : Mumbai (100 km), Pune (262 km), Nasik (126 km), Surat (198km). It is 16 kms in from the Manor exit on the Western express highway.

# SOME PROUD MOMENTS



Our women artisans' first exhibition outside Maharashtra



Company Formation Day - 22nd March 2023



**Indian musical composer and singer - Kailash Kher**



**Minister of Road Transport and Highways of India - Shri Nitin Gadkari**



**Former Rural Development Minister and current Minister of Textile - Shri Giriraj Singh**



**Minister of Defence of India - Shri Rajnath Singh**



॥ गरी सभाजय कुशलवास्तुकरा ॥

**VIKRAMGAD BAMBOO UDYOG  
PRODUCER CO. LTD.**

**WWW.BAMBOOFIRST.IN**

