

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.

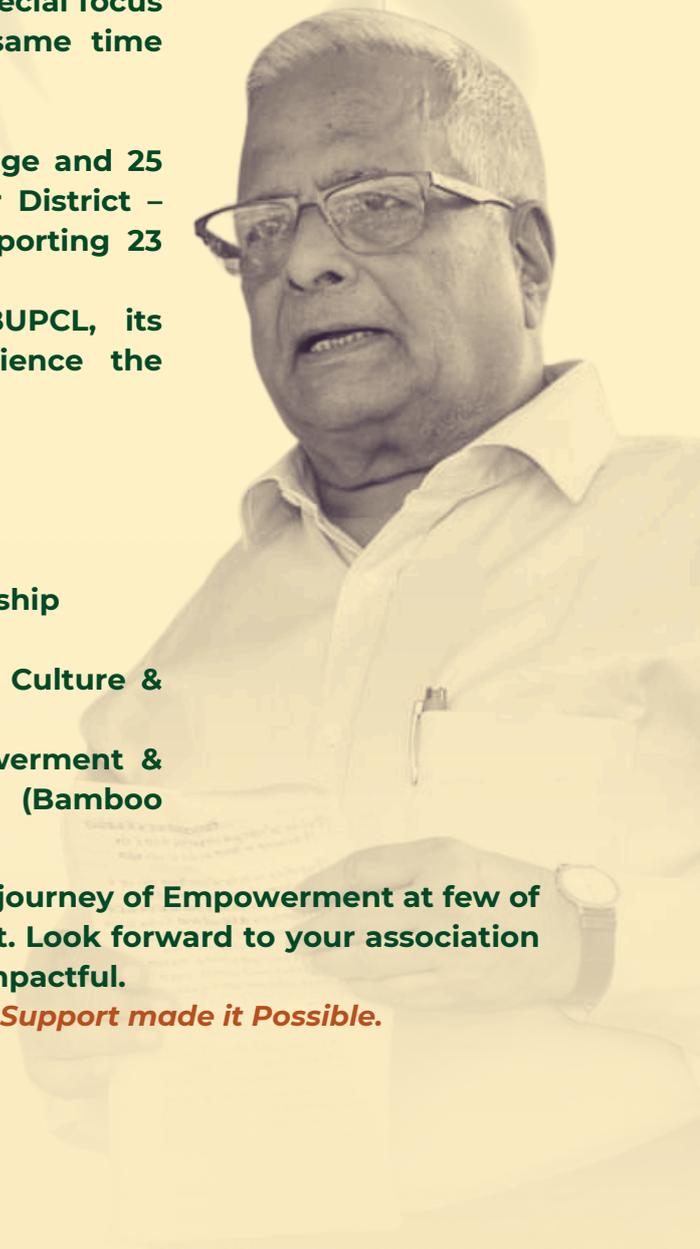
I personally invite you to witness this powerful journey of Empowerment at few of our villages and become part of this movement. Look forward to your association in making this movement stronger and more impactful.

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.

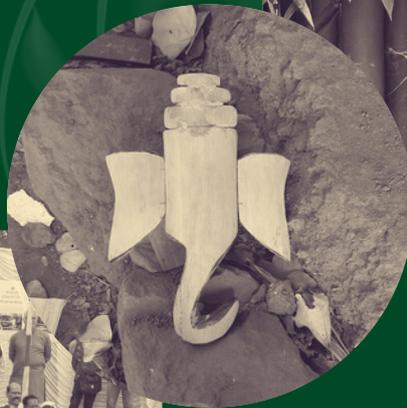
On Gudi Padwa in 2023, we officially became Vikramgad Bamboo Udyog Producer Company Limited and launched Bamboo First. Today, we are India's first 100% tribal owned bamboo enterprise, with over 253 shareholder artisans. 80% of our shareholders are tribal women, showcasing our deep community roots.

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.



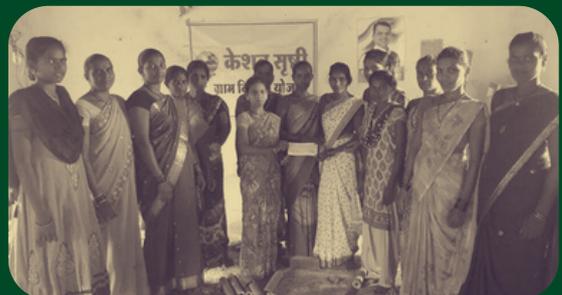
- Curbed migration for labor jobs to cities, providing dignified livelihoods within their communities through bamboo craftsmanship.

- 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.



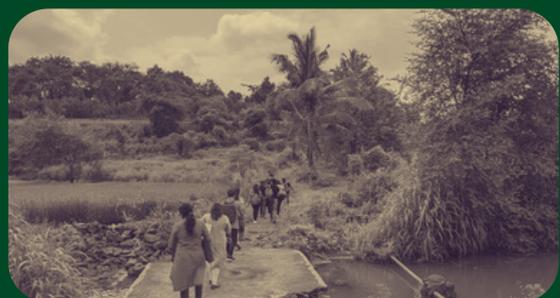
- Sparked a surge in demand for skill-based entrepreneurship, inspired by the success of the bamboo project.

- 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 60/-**



## PAPER WEIGHT

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

**INR 75/-**



## 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 150/-**



## U PEN STAND

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

**INR 150/-**



## ZIG-ZAG PEN STAND

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

**INR 150/-**



## 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/-**



### PLANTER

Bamboo planter is like a gift from the nature to preserve the nature in your garden

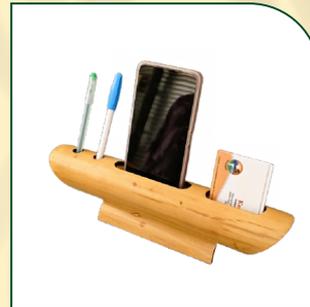
**INR 200/-**



### AMPLIFIER

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

**INR 250/-**



### PMV

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

**INR 250/-**



### TROPHY

The bamboo trophy enables the eco friendly way of felicitating the winner in a special way

**INR 250/-**



### FINGER JOINT TRAY

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

**INR 275/-**



### PMS

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

**INR 275/-**



### OFFICE TRAY

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

**INR 275/-**

## BAMBOO FACT

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



### INBLT HANDLE TRAY

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

**INR 275/-**



### GIFT BOX SET

A bamboo gift box set for gifting during diwali, christmas with chocolates, dry fruits

**INR 300/-**



### TENT BULLOCK CART

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

**INR 300/-**



### SMPL BULLOCK CART

A simple bamboo bullock cart show piece that connects you to rural living

**INR 300/-**



### BOWL SET

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

**INR 375/-**



### SQ WALL CLOCK

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

**INR 500/-**



### KIRAN KANDIL

Bamboo Kiran kandil is a foldable lamp shade that multiplies the joy of festive lighting

**INR 600/-**



### VIKRAM KANDIL

Bamboo warli kandil is a traditional design lamp shade for with warli painting inserts

**INR 600/-**

## 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.



### **AUTORICKSHAW**

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

**INR 600/-**



### **GIFT HAMPER SMALL**

Bamboo gift hamper with 3 items is one of the most sought eco friendly gifting option

**INR 600/-**



### **GIFT HAMPER MEDIUM**

Bamboo gift hamper with 4 items is one of the most sought eco friendly gifting option

**INR 800/-**



### **GIFT HAMPER BIG**

Bamboo gift hamper with 5 items is one of the most sought eco friendly gifting option

**INR 1200/-**

## **BAMBOO FACT**

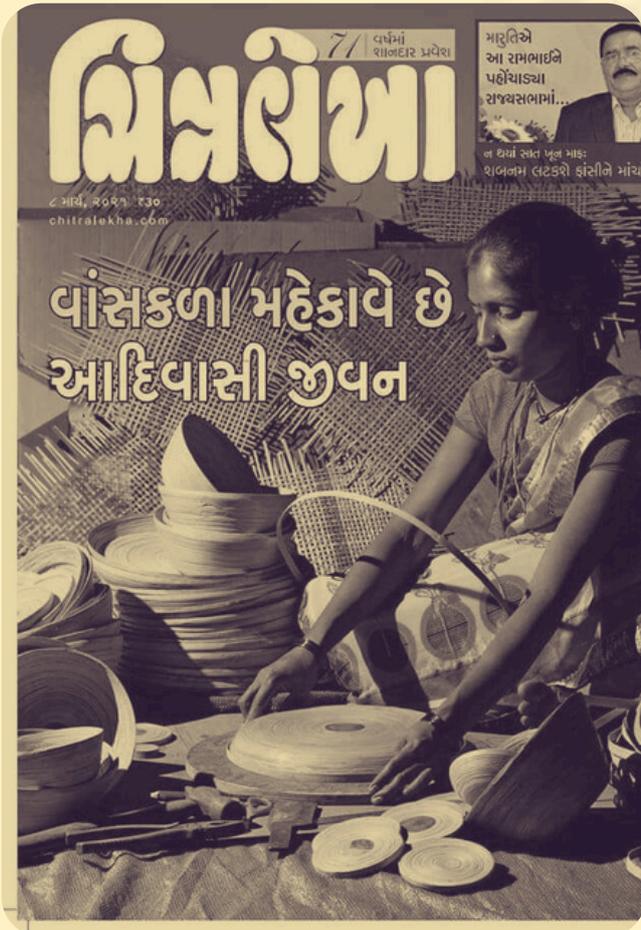
During the summer, bamboo serves as natural air conditioning as it may cool the air by up to 8 degrees in & around plantation area.

**FOR MORE DETAILS**

**CONTACT : 90282 55337**

**VISIT OUR WEBSITE: WWW.BAMBOOFIRST.IN**

# SOME PROUD MOMENTS



Our women artisans' first exhibition outside Maharashtra.



Company Formation Day - 22nd March 2023

# SOME PROUD MOMENTS



## How this village in Palghar is blooming because of bamboo

MANASI Y MASTAKAR / Mumbai

Mumbai-based professional Gaurav Shrivastav started his journey with Keshav Srushti, a not-for-profit organisation in Bhayandar, way back in 1992. Over the years, while managing his professional commitments, Shrivastav would help out by volunteering for the organisations varied initiatives. But, in 2017, when the healthcare company Shrivastav (an MBA), was working with shut down, he decided to pursue his other ambition: Of empowering people in need.

Keshav Srushti Gram Vikas Yojana (KSGVY) — a wing of Keshav Srushti — which works for the upliftment of tribal people, has an initiative called URC (Urban-Rural Connect). Under this initiative, urban youth adopts a village and works towards its development along with the villagers. And, that's how, in January 2019, Shrivastav adopted a village called Tetawali in Vikramgad taluka, Palghar. A recent visit to Tetawali made him realise that the place has ample bamboo growth, which was not being put to proper use. After a lot of persuasions, he managed to convince the women of the village to come together to make bamboo products and embark on a journey of financial independence.

"Backed by Keshav Srushti, I organised a trainer for them, who taught the women and youth to make hand-crafted products from bamboo. And, after mastering the craft, their products found a way to Mumbai markets, in turn bringing them monetary benefits," Shrivastav passionately explains.

Called Project Green Gold (bamboo is green gold as Shrivastav explains), their operation grew, and finally went national with a collaboration with Bangalore-based web-



Artisans pose with bamboo-made auto rickshaws



Gaurav Shrivastav (left) with artisans

directly credited to their individual accounts," Shrivastav adds.

Shrivastav now wants to convert Vikramgad into a bamboo tourism hub, boosting of structures made from bamboo comprising of cottages, exhibition centre, cafeteria (which will also sell eatables, like pickle, etc., made from bamboo), bamboo garden, nursery, etc. Currently, Shrivastav is gathering sources to fund his dream, which he hopes to accomplish in the next two-three years.

Shrivastav's achievements don't end here. He also has been a pioneer of lighting up over 600 houses in rural areas with his solar lighting initiative. Next month, he plans to light up 250 houses in Jawhar. These solar lights are portable, thus allowing the villagers to use



from the UK to make bamboo auto-rickshaws, for which they received a handsome amount."

Shrivastav, who has now become a face of (KSGVY) for the villagers, adopted nine more villages and trained them in making 90 products (10 different products per village), and one village was trained in bamboo construction (making liveable structures).

"Today, we have managed to empower 300 women and youth from Vikramgad who are making a living through bamboo-made handicrafts. The group has successfully







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



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



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



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



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