



National Bamboo Mission

(Ministry of Agriculture & Farmers Welfare, Govt. of India)

Exhibition of Bamboo made Innovative Products
to Replace Plastics

under the FRC-LE Theme

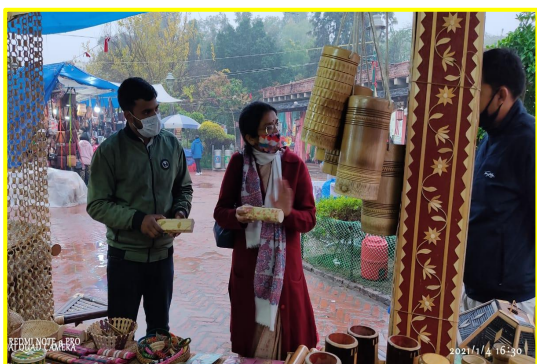
#BambooBeatsPlasticPollution



At Dilli Haat, INA, New Delhi, India



Dr. Alka Bhargava, IFS, Additional Secretary on visit to stalls



About the Exhibition

The exhibition was organized by National Bamboo Mission, Ministry of Agriculture and Farmers' Welfare, Govt. of India

Exhibition of Bamboo made Innovative Products to Replace Plastics, took place from January 01 – 15, 2021, at Dilli Haat, INA, New Delhi, India. The event attracted more than 3,200 visitors, who took the opportunity to become acquainted with a variety of bamboo made innovative products.

Seven exhibitors from different organizations and States showcased their innovative bamboo products at Dilli Haat. They offered a wide range of bamboo products to visitors. Many visitors were particularly interested in bamboo brooms. The most popular product was bamboo bottle. Another popular product was “Bamboo Cup” coated with food safe material. People of Delhi and NCR regions received a lot of attention at exhibition.

EXHIBITORS

FRC-LE, Agartala & NTFP Centre of Excellence, Tripura

Uttarakhand Bamboo & Fiber Development Board (UBFDB)

Chhattisgarh Handicraft Development Board

Organic B, New Delhi

Centre for Indian Bamboo Resource & Technology (CIBART)

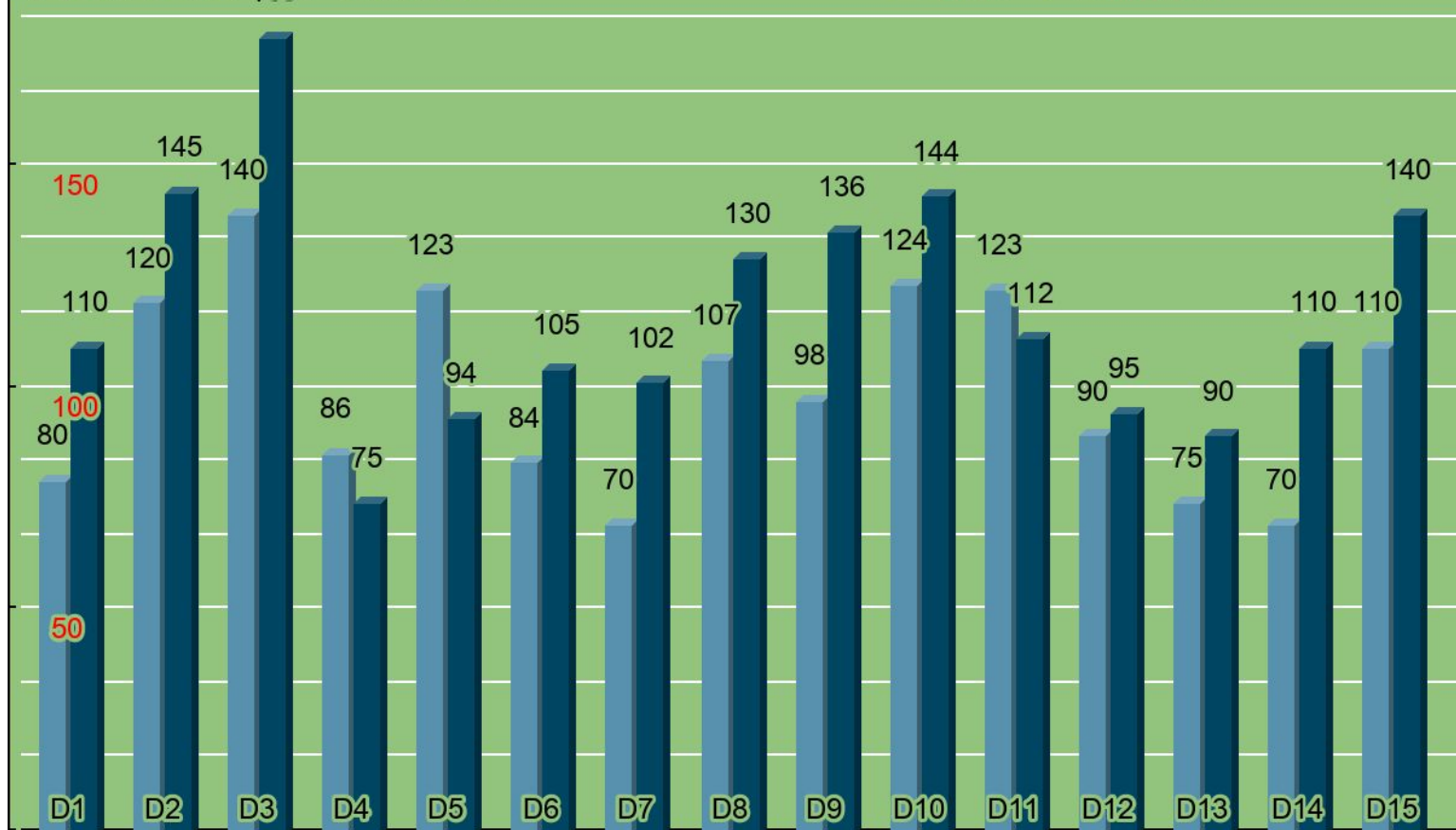
Tripura Rehabilitation Plantation Corporation Ltd. (TRPC)

Tanjud Associate

Bamboo Products attracted a wide range of visitors of all ages and from a variety of different backgrounds.

Visitors at Stalls

Man Women



FRC-LE, Agartala & NTFP Centre of Excellence, Tripura

FRC-LE Agartala and NTFP Centre of Excellence, Tripura jointly displayed bamboo made innovative products at stall no. 83. As per the sale details, following were observed to be much preferred bamboo products by the visitors. These products are developed / promoted by FRC-LE, Agartala -

- ❖ EcoGreen - a plastic free Broom
- ❖ Bamboo Straws
- ❖ Bamboo Cups
- ❖ Bamboo Bottles/ with copper/ steel
- ❖ Bamboo Flask
- ❖ Bamboo Jewellery and different box
- ❖ Bamboo Watch
- ❖ Bamboo Curtains
- ❖ BansJute - An eco-friendly Bag made of Jute and Bamboo
- ❖ Bamboo made Cutleries

Other bamboo handicrafts were also highly appreciated by the visitors. Over all crowd was less due to COVID-19 and more than 70% customers visited on weekends only.

Due to rainfall and fog, the footfall for 2 -3 days was low.

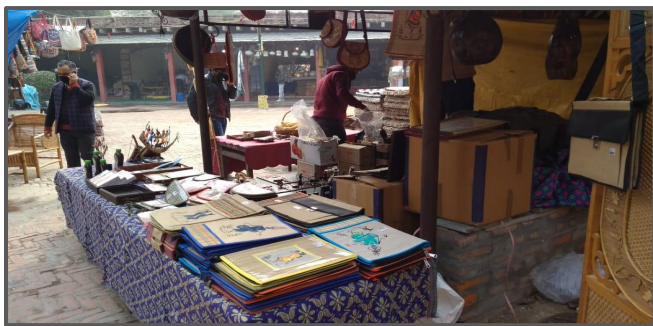
20 EcoGreen - a plastic free Broom, 2 Bamboo Bottles, 15 set of earrings, 3 jute bags, 3 Planters, 2 bamboo basket, 6 flower vase, one pen stand, 5 Jewellery box, 6 ladies jute purse, 40 bamboo straws and 30 Hairpin were sold during the exhibition. Total sale amount Rs. 11,390.00 only.



Chhattisgarh Handicraft Development Board

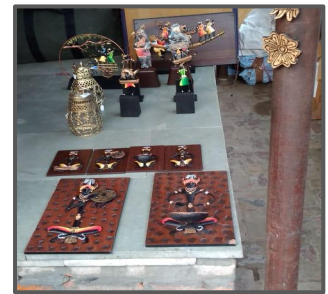
Centre for Indian Bamboo Resource & Technology (CIBART)

Tanjum Associate



Chhattisgarh Handicraft Development Board shared stall no. 83 with other participants from 1 January 2021 to 7 January 2021. CHDB displayed here Bamboo Furniture, Bamboo Made decorative Items, Mobile holder of Jute, file folder of Jute with Bamboo Designs, Jute Bags, Bamboo Partition for house or office and Bamboo Tribal Toys. CHDB also displayed the famous 'dhokra art' of Chhattisgarh (an ancient method of making metal artefacts). CHDB sold products of Rs.1200.00 only.

Centre for Indian Bamboo Resource & Technology (CIBART) and Tanjum Associate shared stall no. 83 with other participants



Uttarakhand Bamboo & Fiber Development Board (UBFDB)



Uttarakhand Bamboo and Fiber Development Board participated in the Exhibition held at Dilli Haat, New Delhi, This was fifteen days program started from 1 January 21, 2021 to 15 January, was sponsored by National Bamboo Mission, Ministry of Agriculture & Farmers Welfare, Govt. of India.

Uttarakhand Bamboo and Fiber Development Board is well determined for the economic growth of the rural artisans associated with board by facilitating them in Marketing and promotion of their products through participating in different exhibitions/trade fair at different places.

This exhibition was very much successful in aspect of promotion of various bamboo decorative items/bamboo utilities products. Visitors at our stall were very much surprise to see the uses of bamboo in different innovative products like tooth brush made up of bamboo, jewelry of bamboo, bamboo bottles etc. Some buyer was interested in bulk purchasing of bamboo cooper flask bottle.

In this event sale was not good enough because of bad weather at Delhi and Covid 19 effect but over all this can be considered as successful in aspect of awareness created in general public toward uses of bamboo eco friendly products and because of quarries and interest shown by buyers and public respectively in our products.

Recommendation – National bamboo Mission should conduct such program at different states at regular basis for the promotion of bamboo products and should conduct interstate training program so that there can be exchange best practices among artisans.



Categories of Bamboo Products Displayed at stall no. 85

- 01- Bamboo flower vase
- 02- Bamboo bottles
- 03- Bamboo Chairs
- 04- Bamboo jewelry
- 05- Bamboo tray
- 06- Bamboo lump shed
- 07- Ringal Lump shed
- 08- Bamboo pen holder
- 09- B. Magazine holder
- 10- Ringal Dustbin
- 11- Bamboo Hanger
- 12- Bamboo pen
- 13- Bamboo Mug
- 14- Bamboo Chopstick
- 15- Bamboo skewer
- 16- Bamboo Broom
- 17- Bamboo Straw
- 18- Bamboo Dinner Set
- 19- Bamboo kullar Tray set
- 20- B. Multi-purpose boxes
- 21- Bamboo Comb
- 22- Bamboo Spoon





Thank you for giving us the great opportunity. As We are a very startup so we had a great experience at "Dilli Haat". Our stall date was from 1-15 January in these 15 days we get to know that people really like Our Bamboo Products as they are eco friendly and reasonable price as comparison to normal market in these 15 days as a small startup we really get a good amount of sale as "NATIONAL BAMBOO MISSION" help us and our National bamboo Mission team.

As people are not aware about bamboo products so in these 15 days we are able to create a awareness about bamboo products in our stall there many products like bamboo bottle ,bamboo toothbrush , bamboo toothbrush stand and many more. as on our stall approx 130 people visited and conversion rate was good because people have not seen bamboo toothbrush in there life so according to our Experience creating an awareness of all these products is important and people also requested us to be keep available in this market so people can come and buy products easily and it will help farmers and tribe people for there daily earning so its a request to team to put a stall in sharing at dilli haat or some more markets in india so people can come and get these products easily so they can use bamboo bottle, toothbrush, combs, broom,bamboo straw ,bamboo jhallar, bamboo jewelry.





We hope this will encourage people to engage in bamboo plantations.

“Vandhan Tripura” as they were available for 11 days according to them for the 1st time they were directly dealing in market according to them they were able to sell 7 bottles in a day in retail market so it was a great experience according to them as for the first time people get to know about bamboo bottle as they are not available easily in market so in dilli haat they saw it and buy it so it shows awareness of these products are not there so it's important to create the awareness by social media by physical appearance or by news channel.

As in Dilli haat we observed that there are many people selling their products with the help of Ministry of handicraft as dilli haat is officially government market so handicraft ministry helping people to put stall here for 365 days so they can create the awareness so we request Ministry of agriculture & Farmers welfare to put at least one stall in dilli haat for years so people can easy come and sell their products with the help of gov. Only.

TRPC sold all the 1000 numbers of ecofriendly brooms with bamboo handle.
TRPC sold 70 no bamboo bottles out of 300 bottles brought.
Got the good contacts of corporate companies like Signoraware, Jain Trends (corporate gifting) , Chaipoint (a new start up) and NAFED for marketing of Bamboo bottles and Eco Friendly brooms.
Signoraware corporate company have sent some samples for crafting with bamboo, and once they will be convinced with our quality we may get huge orders.

The samples sent by Signoraware are under the process of crafting.