

Information Memorandum

“Enhancing the Bamboo Value Chain: A Stakeholder Workshop on Market Expansion”

1. Introduction

The North Eastern Region of India is home to **66%** of the country’s bamboo species, making it one of the richest bamboo-producing regions in the world. Bamboo has been deeply integrated into the socio-economic and cultural fabric of the region, supporting traditional livelihoods through handicrafts, home décor, and utility products. Despite this, NER’s bamboo sector remains optimally developed, contributing less than 10% to India’s overall bamboo economy. Challenges such as limited market access, inadequate infrastructure, lack of branding, and weak integration with modern retail and digital platforms hinder the sector’s ability to realize its full potential.

To address these gaps, North East Cane And Bamboo Development Council (NECBDC), is organizing a virtual Stakeholder Workshop on "**Enhancing the Bamboo Value Chain: A Stakeholder Workshop on Market Expansion.**" This workshop aims to bring together e-commerce platforms, retail chains, bulk buyers and policymakers to explore scalable and sustainable market linkages for NER’s bamboo handicrafts and engineered bamboo wood products.

The workshop will focus on expanding sales channels, including e-commerce integration, direct retail partnerships, B2B bulk procurement, and export markets. Additionally, discussions will center on branding, packaging, pricing, financing, and supply chain optimization to ensure that bamboo artisans and producer clusters can effectively meet domestic and international demand and also ensure that farmers and artisans get a fair share of benefits that could accrue from such partnerships.

The workshop will be chaired by the **Secretary, North Eastern Council, Ministry of DoNER, Government of India** and will serve as a strategic platform for stakeholder collaboration, driving the long-term vision of making NER’s bamboo ecosystem a key contributor to India’s green economy while creating sustainable livelihoods and economic success for bamboo artisans and entrepreneurs.

2. NECBDC’s Market Expansion Initiatives

NECBDC has adopted a dual approach to enhance the bamboo value chain in NER, proposing to engage private players through:

A. Market Access for Bamboo Handicrafts:

- Partnering with leading e-commerce platforms and retail buyers to expand sales channels for traditional bamboo handicrafts.
- Facilitating onboarding of bamboo artisans and SHGs into digital commerce and mainstream retail networks.

B. Introduction of Engineered Bamboo Wood Products:

- Engaging private sector players to develop and introduce engineered bamboo wood products into construction, furniture, and modular housing markets.
- Collaborating with bulk buyers and institutional purchasers to promote high-value bamboo-based alternatives to timber and plastic.

3. Objectives of the Workshop

- a. Expanding Market Linkages for Bamboo Handicrafts
 - Facilitate multi-channel market access, including:
 - E-commerce platforms (Amazon, Flipkart, ONDC etc.).
 - Retail partnerships (lifestyle stores, handicraft aggregators).
 - Institutional and bulk buyers (corporate gifting, hospitality sector).
 - Develop branding, pricing, and consumer engagement strategies to enhance market positioning.
- b. Addressing Logistics, Packaging, and Fulfilment Challenges
 - Identify solutions for cost-effective warehousing and distribution to improve last-mile delivery.
 - Standardize packaging and quality control for premium product appeal.
 - Explore partnerships with logistics providers for efficient nationwide reach.
- c. Strengthening Digital Integration and Sales Optimization
 - Streamline digital onboarding of bamboo products onto major e-commerce platforms.
 - Equip artisans and SHGs with training in cataloging, SEO, and digital marketing.
 - Leverage e-commerce analytics for demand forecasting and inventory planning.
- d. Private Sector Engagement in Engineered Bamboo Wood
 - Facilitate partnerships with private industry players to promote engineered bamboo wood products for construction, furniture, and modular housing markets.
 - Develop supply chain standardization and bulk procurement strategies to expand commercial opportunities for high-value bamboo-based products, ensuring integration into sustainable and scalable business models.
- e. Roadmap for Implementation and Stakeholder Commitments
 - Establish a structured engagement model between NECBDC, e-commerce platforms, and retail buyers.
 - Define short-term and long-term milestones for scaling sales.
 - Facilitate potential MoUs or working agreements for sustained market collaboration.

4. Key Participants

- **Government Representatives**
 - Secretary, NEC, Ministry of DoNER
 - Senior officials from MDoNER, NEC and NECBDC
- **E-Commerce and Digital Market Leaders (Prospective)**
 - Amazon India
 - Flipkart Samarth
 - IKEA
 - ATP
 - Reliance Retail (Ajio)
 - Myntra
 - Meesho
 - Pepperfry

- IndiaMart & TradeIndia
- Craftsvilla, Gocoop, Qtrove, and other niche craft platforms
- ONDC (Open Network for Digital Commerce)

5. Proposed Agenda

“Enhancing the Bamboo Value Chain: A Stakeholder Workshop on Market Expansion”

Duration 2 hrs.

Time Slot	Session	Key Discussion Points	Session Lead
11:00 AM - 11:10 AM	Opening & Welcome Address	<ul style="list-style-type: none"> • Introduction to workshop objectives & expected outcomes 	Planning Advisor, NEC
11:10 AM - 11:25 AM	Presentation: Market Access for Bamboo Handicrafts	<ul style="list-style-type: none"> • NECBDC’s roadmap for digital & retail market integration 	MD, NECBDC
11:25 AM - 11:40 AM	Keynote Address	<ul style="list-style-type: none"> • Policy vision for enhancing market access & industry collaborations 	Secretary, NEC
11:40 AM - 12:10 PM	Industry Insights: E-Commerce Leaders on Market Integration	<ul style="list-style-type: none"> • Talks and Presentations from Amazon, Flipkart, ONDC & other e-commerce leaders, Retail leaders on integrating bamboo handicrafts and engineered bamboo wood products into mainstream markets 	Amazon, Flipkart, ONDC & Other E-Commerce Leaders IKEA and other Furniture Leaders
12:10 PM - 12:50 PM	Open Discussion & Q&A with E-Commerce & Retail Participants	<ul style="list-style-type: none"> • Open-floor discussion with e-commerce and retail leaders, logistics providers & government representatives 	NECBDC, Industry Representatives, Government Officials
12:50 PM - 01:00 PM	Closing Remarks & Vote of Thanks	<ul style="list-style-type: none"> • Future roadmap & next steps for bamboo handicraft and engineered bamboo wood market expansion 	MD, NECBDC

6. Expected Outcomes

- Formal Partnerships:** Initiatives from leading private partners / platforms to onboard NER bamboo products.
- Investment Announcements:** Potential funding for logistics, warehousing, and training programs.
- Operational Roadmap:** Definition of clear next steps for NECBDC, e-commerce and retail partners.
- Policy Recommendations:** Inputs for Government on policy support for digital bamboo commerce.
- Enhanced Market Visibility:** National recognition for NER’s bamboo craftsmanship in premium retail segments.

7. Next Steps and Action Plan

Following the Stakeholder Workshop, NECBDC will compile key takeaways into a Post-Workshop Report, partner with Private Partners to oversee the pilot integration of bamboo handicrafts into digital and offline markets. Initial steps will include onboarding select bamboo products onto major e-commerce platforms, facilitating capacity-building workshops for artisans on branding, digital selling, and inventory management, and standardizing packaging and logistics frameworks to meet fulfilment requirements. Based on pilot outcomes, the market integration model will be scaled to additional clusters, ensuring a sustainable and structured value chain for bamboo handicrafts and engineered bamboo wood in NER.

Action Item	Timeline	Lead Organization
Post-Workshop Report & Circulation	Within 2 weeks	NECBDC
Pilot Onboarding of Bamboo Products	Within 3 months	NECBDC, Private Retail, E-commerce Partner
Capacity Building Workshops for Artisans	Within 6 months	NECBDC, Industry Experts, Private Retail, E-commerce Partner
Logistics and Packaging Standardization	Within 6 months	NECBDC, Logistics Partners
Expansion of Market Integration Model	1 Year & Beyond	NECBDC, E-commerce & Retail Partners