

Notification

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

Issued by: North East Cane and Bamboo Development Council (NECBDC)

Date: 20-03-2025

NECBDC, an organization under North Eastern Council, Ministry of DoNER, is organizing a virtual Stakeholder Workshop on **"Enhancing the Bamboo Value Chain: A Stakeholder Workshop on Market Expansion”**. This workshop aims to bring together government representatives, e-commerce and retail industry leaders to develop structured market linkages for NER’s bamboo products consisting both existing handicraft items and engineered bamboo wood products.

Workshop Details:

Date: [26-03-2025]

Mode: Virtual (Online)

Chair: Shri Angshuman Dey, IFS, Secretary, North Eastern Council, Government of India

Participants: Government representatives and e-commerce industry leaders

Key Focus Areas:

- Multi-channel market access – E-commerce platforms and digital trade strategies
- Branding & digital integration – E-commerce onboarding, product cataloging, and SEO optimization
- Supply chain & logistics solutions – Cost optimization, warehousing, and fulfillment strategies
- Private Sector Engagement in Engineered Bamboo Wood – Collaboration with private industry players to integrate engineered bamboo wood products into construction, furniture and modular housing markets.

Next Steps:

- NECBDC will circulate a Post Workshop Report & Action Plan summarizing key takeaway.
- Pilot implementation of bamboo product onboarding on e-commerce platforms within three months.
- Empower bamboo farmers and artisans for a fair share of benefits that will accrue from such partnerships with private partners.

For Further Information, Please Contact:

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(The detailed Information Memorandum is attached for reference)

Sd/-
Manager, Admin
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