

Green gold collection for bamboo products

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In news

The Green Gold Collection, a dedicated window for bamboo products was launched by the Union Minister of State for Agriculture

About Green Gold Collection window

- This window is the result of **collaborative work between the National Bamboo Mission and the Government e-Marketplace (GeM).**
- The dedicated window will **provide an electronic platform for the small manufacturers and niche sellers thereby vastly increasing their reach to attract buyers** and at the same time will provide niche products from trusted sources to the buyers.
- This window showcases a range of exquisitely handcrafted bamboo and bamboo products, handicrafts, disposals and office utility products on the GeM portal.
- **It aims to** provide bamboo artisans, weavers and entrepreneurs in rural areas with market access to Government buyers.
- Product categories ranging from bamboo poles to bamboo products in furniture, lifestyle & décor, kitchenware, industrial machinery, handcrafted items such as toys and office utility items like agarbatti/ incense sticks, disposables, water bottles, yoga mats, charcoal, etc. are being uploaded on the portal for Government buyers.
- This initiative seeks to promote the adoption and use of bamboo products among Government buyers and usher a sustainable rural economy for an Atmanirbhar Bharat.

Bamboo-Green Gold

- Green Gold, as bamboo is often known, is found everywhere in India.
- It is one of those rare, naturally-occurring resources agnostic to climatic conditions, soil conditions and precipitation levels available in 136 species.
- India is the second-largest bamboo growing country in the world
- The Indian Forest (Amendment) Ordinance of 2017 that re-classified bamboo as a grass, has opened doors to its widespread cultivation and encouraged many bamboo manufacturing organisations to mainstream their products.

Its significance

- Bamboo is a rapidly growing, renewable, durable, and affordable non-wood raw material whose tenacity makes it ideal for construction and furniture design.
- Its use would replace the over-reliance on wood which depleting forests have also made financially unsustainable.
- At the same time, bamboo is also highly malleable and can be used to make products that, at present, are made of plastic.
- Bamboo can also be a gateway to Indian rural development, primarily since it features so prominently in many rural communities across the country.
- In recent years, bamboo has shown its strength in producing superior value-added products that can replace wood timber and low-quality plastic, responsible for much of today's pollution and environmental degradation.

Extra

reading:

<https://journalsofindia.com/national-bamboo-mission/>

<https://journalsofindia.com/government-e-marketplacegem>

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