



## Indian Marketing of Bamboo

### KEYWORDS

Bamboo, Bamboo Markets, Uses of Bamboo.

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**ABSTRACT** *Bamboo is an important plant species from the grass family Gramineae to which wheat and rice also belong. It is found in tropical, sub – tropical and temperate region of all continents except Europe and West Asia. Bamboo has been and is still playing role in the socio – economy of the people especially in rural areas and constitutes in integral part of their culture. Bamboo called as “Bio – Steel”, “Green Gold”, “Poor man’s Timber”. It is used to daily life of the people. It plays an important role in human life. Bamboo production can be taken up by farmers of cauvery delta as a means of additional income generation. The Bamboo plant has become the traditional symbol for friendship in India. Also Bamboo is often associated with prosperity, peace, good fortune, success and protection from evil.*

### INTRODUCTION

Bamboo is an important plant species from the grass family Gramineae to which wheat and rice also belong. It is found in tropical, sub – tropical and temperate region of all continents except Europe and West Asia. Bamboo has been and is still playing role in the socio – economy of the people especially in rural areas and constitutes in integral part of their culture. It is one of the fastest growing plants and a quick renewable resource (S.P.Vasudeva 2011).

Bamboos occupy 8.90 million ha area of forest land in India. Sporadic clumps are also grown and available in agricultural land homesteads etc., About 135 species of bamboos including exotics are reported as available in India and *dendrocalamus strictus* constitute 45% of the growing stock. India possesses one of the largest bamboo resources in the world, next only to China, spread over an area of about 10 million ha. Amongst the important bamboo species *dendrocalamus stratus*, is most widely distributed in India in semi – dry and dry zones along plains and hilly areas usually upto an altitude of 100m (Dr.R.Manjare and S.T.Ghule 2000).

It is of vital importance from ecological, commercial and socio – economic points of view. It occupies an unparalleled position in plant kingdom in terms of its distribution, diversity and uses in the tropics and sub – tropics. Bamboo has more than 1500 documented uses and is widely used as paper and rayon manufacture, construction, architecture, engineering handicraft, food and medicine. There are about 75 genera and 1250 species of bamboo in the world. Bamboo is the life blood of the people of India. Many bamboo species in forest produce highly nutritive leaves and only alternative to fulfil the fodder demand of millions of cattle population in India (O.P.Bey and A.K.Sharma 2011).

Bamboo has an enormous potential for alleviating many of the social and environmental problems of the developing world today. The global market potential for bamboo is estimated at more than \$2 billion annually. It is a versatile, fast growing and renewable resources with over thousand non – timber and timber uses. It has been used for a variety of purposes including environmental restoration and in the production of handicrafts, artifacts and furniture, Bamboo – ply, laminated boards, flooring, roofing, sheets, props and many others have been key wood substitutes of bamboo in the construction industry world – wide, other vital products such as medicines, food, charcoal, vinegar, beverages natural pesticides, and toiletries, among many other have been produced from bamboo. Indeed bamboo resources if properly harnessed in west Africa and Ghana can provide alternative viable livelihood enterprises for large, medium and small

scale entrepreneurs including the rural poor (B.Darko obiri and A.A.Oteng – Amoako 2007)

### USES OF BAMBOO

Bamboo can be used in a variety of ways ranging from little processed coin based products to newly developed industrial products as a substitute for traditional hardwoods. Another dimension to the rapidly growing bamboo markets is the wide range of uses from low-cost products such as cheap housing (Such as the growing use of bamboo based disaster relief housing) to high end products such as parquet flooring and decking.

### CULM BASED PRODUCTS

- Bamboo culms are widely used as a construction material due to its low cost of production.

### INDUSTRIAL BASED PRODUCTS:

- In recent years a number of new bamboo – based products have been developed using industrial methods.

### PULP, PAPER AND CLOTHING:

- Several bamboo – producing countries, such as China and India use bamboo in Pulp, Paper and more recently Cloth. Bamboo paper has practically the same quality as paper made from wood.
- Bamboo Clothing is a relatively new product, but is expected to grow rapidly due to the materials unique mechanical and environmental qualities.
- Bamboo is often used in baby clothes.

### FURNITURE

- Traditional bamboo furniture uses natural round or split bamboo. A new type of pack-flat, ‘Knockdown’ furniture uses give – laminated bamboo panels.

### FLOORING

- Bamboo flooring is a quality product that can be used widely and has a large and growing global consumer market. Bamboo flooring has a soft natural luster and maintains the natural gloss and elegance of bamboo fiber. The estimated annual production of bamboo flooring in China was 17.5 million square meters in 2004.

### SOIL REHABILITATION:

- Bamboo protects steep slopes, soils and waterways, prevent soil erosion, provides carbon sequestration and brings many other ecosystem benefits. Its extensive root network may help to prevent erosion. Bamboo in the future may be able to increase the biocapacity by simultaneously increasing the area of fertile global hectares

that is able to supply resources.

#### FOOD:

- Bamboo shoots are increasingly popular, not only in Asia but other markets around the world.
- The shoots (new culms that come out of the ground) of bamboo are edible. They are used in numerous Asian dishes and broths, and are available in supermarkets in various sliced forms, in both fresh and canned versions.
- Pickled bamboo, used as a condiment, may also be made from the pith of the young shoots.
- The empty hollow in the stalks of larger bamboo is often used to cook food in many Asian cultures. Soups are boiled and rice is cooked in the hollows of fresh stalks of bamboo directly over a flame.
- Bamboo is frequently used for cooking utensils within many cultures and used in the manufacture of chopsticks. In modern times, some see bamboo tools as an eco-friendly alternative to other manufactured utensils.

#### MUSICAL INSTRUMENTS:

- Musicians and craftpersons around the world play and make musical instruments and accessories from bamboo. Musicians who play wood wind instruments such as clarinets and oboes use bamboo reeds on their mouthpieces. The flutes used by Andean musicians in South American countries are bamboo instruments. Many Asian wind instruments are also made from bamboo, including the "Shakuhachi", the national instrument of Japan.

#### MEDICINAL USES OF BAMBOO

- Bamboo is used in Chinese medicine for treating infections and healing.
- Bamboo is a low-calorie source of Potassium. It is known for its sweet taste and as a good source of nutrients and protein.
- In Ayurveda the Indian System of traditional medicine, the silicious concretion found in the culms of the bamboo stem is called banslochan. It is known as tabashir or tava-shir in Unani – Tibb the Indo – Persian System medicine. In English, it is called "bamboo manna". This concretion is said to be a tonic for the respiratory diseases.

#### OPPORTUNITIES: DEMAND- SUPPLY SCENARIO

India's bamboo based industries are likely to make a quantum jump if proper policies are put in place and implementation procedures are streamlined. Country's bamboo economy is expected to grow by over 15% to touch Rs. 260,000 million by 2015. The National Mission on Bamboo Technology and Trade Development under the Planning Commission, has estimated that if proper encouragement is given to bamboo cultivation and its use, it can replace the projected import of timber to the tune of Rs.300,000 million in the next 20 years i.e 2025. The market size for bamboo plywood is to grow to Rs. 5000 million from Rs. 2000 million in 2001. The country exports about Rs. 1000 million bamboo flooring materials and another flooring materials of Rs. 1000 million is used domestically. It has been estimated that the total market size of bamboo flooring materials will rise to Rs. 19500 million by 2015. The demand for bamboo pulp is expected to grow to Rs. 20880 million by 2015 from Rs. 1000 million in 2001. The demand for bamboo furniture is expected to grow to Rs.32650 million in 2015 from Rs.3800 million in 2001. By 2015 bamboo scaffolding requirement will rise to Rs.8610 million and for housing purposes the demand will rise to Rs.11630 million. The demand for road construction will rise to Rs.2740 million and for bamboo grids the demand will be Rs. 1000 million. The demand for miscellaneous industry viz, ice cream sticks, fire crackers, bamboo lathis and ladders will rise to Rs. 6000 million by 2004.

#### BAMBOOS IN INDIA:

India is blessed with very rich bamboo resources. With about 22 genera and 136 species, it is one of the largest resources of bamboos, next only to China with 26 genera and 300 spe-

cies. The areas particularly rich in bamboo are the North Eastern States, the Western Ghats, Chattisgarh, M.P. and Andaman Nicobar Islands. The important genera are Arundinaria, Bambusa, Cephalostachyum, Dendrocalamus, Dinochloa, Gigantochloa, Melocanna, Ochlandra, Oxytenanthera, Phyllostachys, Pseudostachyum etc. Of nearly 136 species, at present only about 10 are being commercially exploited today. These are: Bambusa arundinacea, B.affinis, B.balcooa, B.tulda, Dendrocalamus strictus, D.hamiltoni, D. asper, Oxytenanthera stocksii and O.travancorica. Bamboo production in North Eastern India on commercial lines would be an excellent tool for poverty alleviation and employment generation.

Bamboo forests of India are dominated by species of bamboo that are clump-forming, and these species account for 67.3 per cent of the total growing stock. The two dominant species are Dendrocalamus strictus and Bambusa bambos, accounting for 45 per cent and 13 per cent of the growing stock. The main species of non-clump forming bamboo is Melocanna bambusoides accounting for 20 per cent of the growing stock, but mainly in northeastern states.

The total growing stock in forest areas is 80.42 million tonnes, and average growing stock works out to be 10 tonnes per hectare. The annual harvest from the recorded sources is about 4.5 million tonnes which is about 6 per cent of the growing stock. But there are unrecorded removals accounting nearly half of the quantity of removals by recorded sources. The yield of bamboo per hectare varies between 0.2 and 4.0 ton with an average of 0.33 ton per hectare. Bamboo and fibre workers are the third largest group of artisans.

India is different from other bamboo-producing Asian countries because bulk of bamboo consumption is not by artisans but by industries that use bamboo for paper and rayon, scaffolding, and bamboo boards. The continuous increase in the installed capacity of industrial units for paper and board, and increased demand from urban constructions for scaffolding had put an enormous pressure on bamboo forests, and sufferers have been the local people whose survival depends on these forests.

Forests, in India, being in the state list of subjects for long time, and now in the concurrent list for the last two decades, different states have diverse provisions for the use of bamboo, which is mainly the allocation to industries and local artisans and other people. However, the main elements of these policies are similar. In the last two decades, there has been a drastic change in forest policy and the orientation of forest management in India.

#### BAMBOO MARKETS:

Bamboos could be used for many different purposes, and one can make profit by selling various products made from this plant. Fresh bamboo shoots are used for edible purposes, and selling bamboo as a food could turn out to be highly profitable. The wood obtained from bamboo is also used as construction material. The use of bamboo flooring is a common practice in many countries. Thus, one should target this section of the market and try to gain profits. Bamboo rugs are also used in many homes. Therefore, one should take into account various uses of bamboo while undertaking its production.

#### CONCLUSION:

Bamboo called as "Bio – Steel", "Green Gold", "Poor man's Timber". It is used to daily life of the people. It plays an important role in human life. Bamboo production can be taken up by farmers of cauvery delta as a means of additional income generation. The Bamboo plant has become the traditional symbol for friendship in India. Also Bamboo is often associated with prosperity, peace, good fortune, success and protection from evil.

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