



Bamboo Market Window on GeM Portal

Why in News

Recently, the government of India has dedicated a window '**The Green Gold Collection**' on the **GeM (Government e-Marketplace) portal** for the **marketing of Bamboo Goods**.

- This window is the collective work of the **National Bamboo Mission (NBM)** and **GeM**.

Key Points

▪ About:

- It 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.
- It seeks **to promote** the adoption and **use of bamboo products** among Government buyers and usher a sustainable rural economy for an [Atmanirbhar Bharat](#).

▪ National Bamboo Mission:

◦ Launch:

- The [restructured NBM](#) was launched in **2018-19** for the holistic development of the complete value chain of the bamboo sector and is being **implemented in a hub & spoke model**.

- **"Hub & Spoke"** model wherein the **Mentor Institution**, called the **"Hub"** is centralized and will have the responsibility of guiding the **Mentee institution** through the secondary branches the **"Spoke"** i.e. through the services provided to the mentee for self improvement.

◦ Objectives:

- **Connecting farmers to markets** so as to enable farmer producers to get a ready market for the bamboo grown and to increase the supply of appropriate raw material to the domestic industry.
- It also endeavours **to upgrade skills** of traditional bamboo craftsmen as per the requirement of contemporary markets with a tie-up with enterprises and premier institutes.

◦ Nodal Ministry:

- Ministry of Agriculture and Farmers Welfare.

▪ Government e-Marketplace:

◦ About:

- **GeM** is a **one-stop National Public Procurement Portal** to facilitate online procurement of common use Goods & Services required by various Central and

- State Government Departments/Organizations /Public Sector Undertakings (PSUs).
- The procurement of goods and services by Ministries and the Central Public Sector Enterprises (CPSEs) is **mandatory for goods and services available on GeM**.
- It also provides the tools of **e-bidding and reverse e-auction** to facilitate the government users achieve the best value for their money.
- At present, GeM has more than **30 lakh products**, over Rs. 10 lakh crore worth of transactions have happened so far at the portal.
- **Launch:**
 - It was launched **in 2016** to bring transparency and efficiency in the government buying process.
- **Nodal Ministry:**
 - Ministry of Commerce and Industry.

Bamboo

- **18th September** is observed as **World Bamboo Day by the World Bamboo Organisation**.
- **India is the world's second-largest cultivator of bamboo** after China, with **136 species** and **23 genera** spread over 13.96 million hectares, according to the **State of Environment report 2018**.
- **Green Gold**, as bamboo is often known, is **found everywhere in India**.
- Known as '**poor man's timber**', bamboo is omnipresent in tribal cultures and community living. Rural communities engage with bamboo handicrafts, textiles, artifacts, and household utilities.
 - **Examples** include **Tripura bamboo silks**, heritage cuisines with roasted and pickled bamboo shoots, cultural symbols like the **Assamese 'Jaapi'** (made of bamboo, cane, and palm), widely popular bamboo tree houses, machans, besides modern sustainable architectural concepts and musical instruments.
- **Initiatives Taken:** National Bamboo Mission, **Bamboo Clusters**, Removal of Bamboo from 'Tree' Category (**Indian Forest Act 1927** was amended in 2017),

[Source: PIB](#)

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