

Green gold to glitter as Godrej firm plans to launch bamboo products

Godrej Interio is in the process of designing and developing a range of bamboo furniture



PRAMOD THOMAS @ Kochi

THE humble bamboo has a nick name, green gold. And it might well be starting to live up to its name.

Even though the furniture industry in the country is worth ₹40,000 crore, products made of 'green gold' attracts a business to the tune of ₹2500 crore only. If bamboo finds success in the furniture industry however, bamboo products can go places.

Giving a glimmer of hope to the prospects of green gold, Godrej Interio is doing exactly that. The firm told Express that it is in the process of design and development of bamboo furniture products, which will add flavour

to the product portfolio.

The company is also trying to collaborate with the state governments of Kerala, Assam and other states in the North East region to further its plans to create a bigger bamboo furniture segment in the branded furniture industry.

In another interesting turn of the tale, the Kerala government has also started a bamboo innovation centre, the first of its kind in the country, to explore overseas market for bamboo products.

"Now the company is in the process of design and development of bamboo products, including chairs, tables etc. Once we finalise these designs, we will collaborate with various state



We are in the process of design and development of bamboo products, including chairs, tables etc. Once we finalise them, we will collaborate with various state governments for their production

Anil Mathur, COO,
Godrej Interio

governments for the production of these products. Bamboo is mainly cultivated in North East. Hence we seek opportunities there as well," Anil Mathur, Chief Operating Officer, Godrej Interio told Express.

Currently, the annual turnover of the bamboo products sector in

India is pegged at around ₹2,400 crore. It is also estimated that about 250 crore people use bamboo in one form or the other at the global level. The annual turnover of the industry globally is estimated at about ₹1 trillion or ₹1 lakh crore.

"Using technology, value added bamboo products can be developed in the country. These products could well find international markets. We should use research to develop bamboo products which has universal application," said Kerala Industries Minister E P Jayaran, while inaugurating Kerala's bamboo innovation centre.

Even though there is large scope to capitalise on bamboo based products across segments, experts in the field point out that the new forest rules, which prohibits cutting of bamboo, pose a threat to the future of bamboo as 'green gold'.

Total bamboo bearing area in India is estimated to be 13.96 million hectares. Of these, Arunachal Pradesh has the maximum bamboo bearing area, followed by Madhya Pradesh, Maharashtra and Odisha.

Bamboo cultivation is especially advantageous, according to experts, since the plant is considered one of the fastest growing on earth. Bamboo also continues to grow after being cut, reducing the need for replanting.