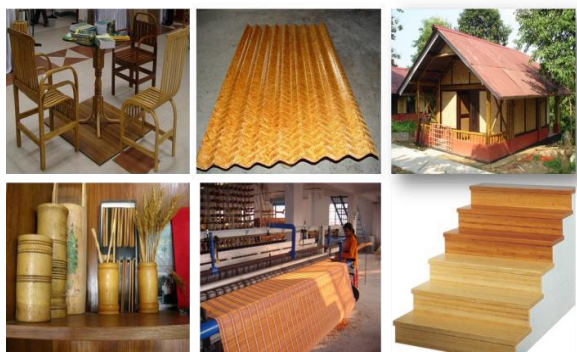


Project Title: Promote Bamboo MSME Clusters for Sustainable Development

Scenario	
<p>There are more than 5 million people, half of them being women in the tribal regions across 18 states out of the 29 states of India where abundant quantity of bamboo is available as a resource for their livelihoods. However, in the bamboo processing and product manufacturing segment, the number is likely to be around 3 million only. While this bamboo resource has been augmented by a range of public initiatives but not sufficiently harnessed in terms of its market applications. There is a huge scope for replacement of less sustainable resources like timber, plastic, steel, etc. and for creation of green jobs by effectively harnessing bamboo by upgrading existing products and introducing new products duly linked with markets.</p>	
Project Location	9 states of India (Viz: Assam, Arunachal Pradesh, Meghalaya, Mizoram, Tripura, Odisha, Chhattisgarh, Jharkhand & Madhya Pradesh)
Duration (in months)	Jan 2018- Oct 2022 (58 months)
Project Size (in Rs. Crores)	24 (Approx.)
Objective	The overall objective of the Action is to promote bamboo as sustainable resource and generate green jobs. The Action is designed to help local community and other stakeholders collaborate for the promotion of green economy, sustainable growth, economic prosperity and poverty reduction in India along with mitigation of climate change.
Beneficiaries & Impact	<ol style="list-style-type: none"> 1. 2250 enterprises of which 50% are women owned, start/expand bamboo product supply worth 25.3 million Euros to existing/new markets, impacting 10,000 livelihoods. 2. At least 20 new buyers undertake sourcing of 5 high potential bamboo products in each of the targeted clusters through 20 successful business start-ups 3. 9 local Facilitating agencies (FAs) provide services beyond Action, 50 Producer networks (PNs) created are vibrant, 9 CFCs created/ strengthened, 20 equipment/ inputs suppliers and 140 Business Development Service Providers (BDSPs) provide strategic services sustainably 4. At least 10 Financial Institutions (FIs) provide credit through cluster financing instruments to 2250 MSMEs worth 9 mn Euros. 5. 200 Policy makers from at least 3 SAARC countries sensitised and 9 Indian states initiate replication of similar intervention models.
Approach	There are 5 inter-related work packages (WPs) in the design of the Action synchronised to produce results for 5 specific objectives respectively. The first key guiding principle for design of the Action is to follow integrated approach around multi-stakeholder groups. The second principle to follow Life cycle approach (LCA) that ensures (i) Full bamboo resource utilisation through multiple applications (ii) improved efficiency in the production system, and (iii) offtake of bamboo products through consumer education & awareness creation, by aligning to product & production standards . The third principle is to ensure sustainability through replication of knowledge at various levels in the private sector and policy makers. Fourth principle is to align and support business activities . Fifth principle has been to build on existing competencies, institutional structures and public support systems to ensure value for money.
Experience	FMC has experience of working in bamboo sector in North East region of India and in Uganda and Ethiopia through UNIDO. It also has hands on experience of working in SCP. Moreover, being a pioneer organization in cluster development, it has more than 12 years of experience of using cluster development approach in various industrial and artisanal clusters.
Partners	Foundation for MSME Clusters (FMC), Small Industries Development Bank of India (SIDBI), Common Wealth Educational Media Centre for Asia (CEMCA), Copenhagen Business School (CBS)
Associates	German Development Institute / Deutsches Institut für Entwicklungspolitik (DIE); RGVN (North East) Microfinance Ltd.
Major Donor	European Union (Under EU SWITCH ASIA Programme) with funding support upto 80% of the total budget
Potential Collaborators	<ul style="list-style-type: none"> • Multilateral/ Bilateral Development Agencies, Government Departments, Corporates, Banks: For part funding (as part of 20% of the total budget) • Technical Institutions, National & State Bamboo Missions: For technical & strategic support to the Project