

ENVIRONMENT

EMPOWERMENT

EMPLOYMENT



॥ नारी समाजस्य कुशलवास्तुकारा ॥

A Journey from Labourer to Entrepreneur...



OUR SHAREHOLDERS

BAMBOO FIRST

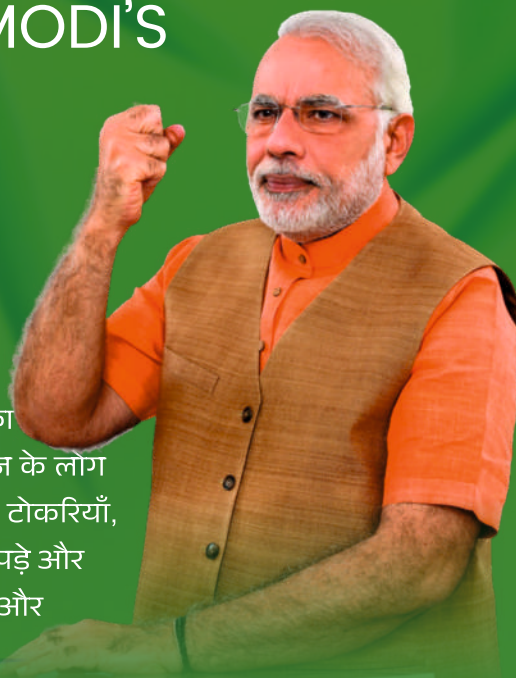
VIKRAMGAD BAMBOO UDYOG PRODUCER CO. LTD.

An offshoot of Keshav Srushti's Project Green Gold

www.bamboofirst.in

PRIME MINISTER SHRI NARENDRA MODI'S MANN KI BAAT EPISODE 96

"मेरे प्यारे देशवासियो, देश के अनेक क्षेत्र में बांस से अनेक सुन्दर और उपयोगी चीजें बनाई जाती हैं। विशेष रूप से आदिवासी क्षेत्रों में बांस के कुशल कारीगर, कुशल कलाकार हैं। जब से देश ने बैम्बू से जुड़े अंग्रेजों के जमाने के कानूनों को बदला है, इसका एक बड़ा बाज़ार तैयार हो गया है। महाराष्ट्र के पालघर जैसे क्षेत्रों में भी आदिवासी समाज के लोग बैम्बू से कई खुबसूरत प्रोडक्ट्स बनाते हैं। बैम्बू से बनने वाले बॉक्सेस, कुर्सी, चायदानी, टोकरियाँ, और ट्रे जैसी चीजें खूब लोकप्रिय हो रही हैं। यही नहीं, ये लोग बैम्बू घास से खुबसूरत कपड़े और सजावट की चीजें भी बनाते हैं। इससे आदिवासी महिलाओं को रोजगार भी मिल रहा है, और उनके हुनर को पहचान भी मिल रही है।"



ABOUT US

Bamboo First is a brand of Vikramgad Bamboo Udyog Producer Company Limited, a tribal enterprise fully owned by tribal artisans, mainly women, in Palghar district, Maharashtra. It began as a social initiative named 'Project Green Gold' by Keshav Srushti in 2019, that got transformed into an artisan led producer company in March 2023. The initiative aims at empowering tribal women socially & economically through bamboo-based skill & entrepreneurship training, while creating eco-friendly alternatives to replace plastic items.

Till date over 800 tribal folks in 28 villages have been trained by Keshav Srushti to make bamboo crafts. 253 artisans are shareholders of the company, 80% of them are tribal women. All 5 directors of the company are tribal women, & CEO is a tribal youth. These tribal artisans design, develop & produce utility-based bamboo crafts round the year & impact environmental sustainability. Major categories of products are general & corporate gifting, mementos, daily utility items for home & office, festival products like bamboo rakhis, diwali kandils etc. Team of in-house tribal designers keep innovating new products. We look forward to creating a robust & sustainable tribal entrepreneurship model that can be replicated across the country.

OUR VISION

To revolutionise the bamboo industry by empowering tribal women to lead with innovation, sustainability, & cultural pride.

OUR MISSION

Leading the bamboo revolution with heritage-honouring products, we empower communities through sustainable livelihoods, economic growth, and self-reliance, while championing environmental stewardship and climate action globally.



MILESTONES



800+ Tribal women have been trained in 28 villages since 2019.



5 tribal women artisans hold positions of Sarpanch & Upasarpanch & lead village development.



The Company was established on March 22, 2023, with the support of NABARD, and is the first tribal enterprise of its kind in India.



Products have reached countries like USA, UK, Germany & Italy through well-wishers.



Business worth 1.5 crore done in bamboo crafts by tribal artisans since 2019.



Honoured by mention of our effort in 96th 'Mann Ki Baat' episode by Prime Minister Shri. Narendra Modi.



200,000 bamboo rakhis and 19,000 bamboo diwali kandils produced till date, apart from other products.



Tribal women celebrated raksha Bandhan with Central Ministers Shri. Nitin Gadkari, Shri. Rajnath Singh & Shri. Giriraj Singh in New Delhi.



10 tribal women have passed SSC exams inspired by holistic development goals.



Dense bamboo forest created in Jawhar with help from HDFC Life by planting 5500 saplings of 5 species.

MILESTONES



Bamboo Mahotsav held at the Oxygen Park in November 2025 where 2000 people attended the event.



Tribal women celebrated Raksha Bandhan with Navy officers at INS Angre, Mumbai.



Annual General Meetings of enterprise planned & held by tribal teams independently.



Tribal youth designers got trained at The National Institute of Design (NID), Bangalore.



Tribal women felicitated at various forums.



Bamboo Eco-Tourism in villages getting great response from Mumbai, Thane, Nashik, Vapi etc.

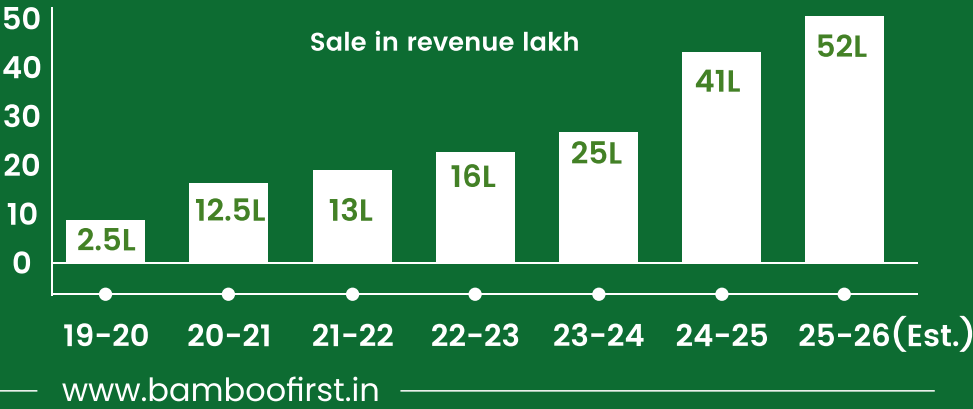


VBUPCL won the 'Rashtriya Baans Bhushan' Award 2025 at IIT Bombay.



Bamboo products displayed in 'European Bamboo Expo', Dortmund (Germany).

REVENUE PROGRESSION (2019-2026)



SOCIO – ECONOMIC IMPACT—



Migration for labour jobs has been curbed to a great extent and completely stopped in many villages. Keshav Srushti's dream of generating dignified livelihood opportunities through bamboo-based skill development has received a great response on the ground.



Due to the curb in migration, children are going to school, also pursuing higher education thus shaping the future of upcoming generations in a tribal villages / hemlets



Villages have gained back their traditional and cultural tribal identity as they have started coming together to celebrate cultural events and reviving their lost folk songs, dances, etc.

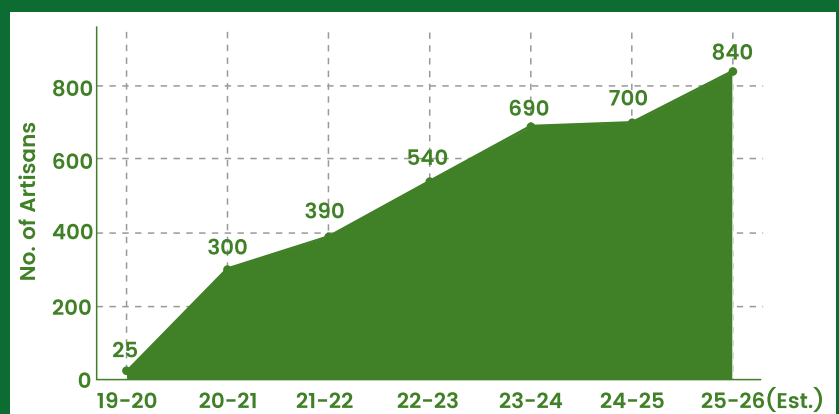


Women have become economically independent which has led to their holistic development.



Unlike in the past, they express themselves well on various forums and take up leadership roles. There is immense growth in their confidence and personality.

GROWTH IN TRIBAL ARTISANS TRAINED (2019-2026)



SOCIO – ECONOMIC IMPACT—



Many empowered women artisans are now able to interact with the media for interviews with confidence.



Their mindset is shifting from laborers to entrepreneurs. They are able to handle end to end business complexities like Planning the Production, Sales, customer feedback, compliances etc on their own.



Working in groups has strengthened community bonds, helping them boldly face personal and collective challenges together.



They have mastered time management, balancing family chores and farming activities with their bamboo entrepreneurship effectively.



These Tribal Sisters have become trainers in bamboo crafts and travel to other villages to train tribal communities. From seeking inspiration to becoming an inspiration, they have come a long way.

THE GROWTH OF VILLAGES TRAINED (2019–2026)



WHY BAMBOO ?...

- Bamboo is one of the fastest growing plants on Earth, capable of growing up to 3 feet per day. Choosing bamboo reduces deforestation and helps preserve forests, as it can be harvested repeatedly without killing the plant.
- Bamboo is biodegradable, meaning it breaks down naturally without polluting the environment, unlike plastic, which can take hundreds of years to decompose. Bamboo roots remain in place after harvesting where they prevent erosion and help retain nutrients for the next crop.
- Bamboo has an impressive strength-to-weight ratio, making it stronger than many types of wood, steel, or concrete. Its tensile strength is comparable to steel, and it has high compressive strength.
- Bamboo can be used in a wide variety of applications, from construction and flooring to textiles, furniture, paper, and even food. Its flexibility makes it suitable for both structural and decorative uses. It provides job opportunities in areas that desperately need social and economic stability.
- Bamboo is often more affordable than traditional hardwoods or construction materials due to its rapid growth and abundance. Bamboo grows in a variety of conditions. From low wetlands to higher elevations in the mountains, bamboo thrives in a wide range of climates.
- Bamboo forests are incredibly efficient at absorbing carbon dioxide from the atmosphere. Studies have shown that bamboo absorbs significantly more carbon dioxide and releases more oxygen than trees, making it a powerful tool in combating climate change.
- Bamboo has a natural, organic look that is both elegant and modern. It's aesthetic versatility makes it a popular choice for sustainable home décor, flooring, and furniture, enhancing the visual appeal of living spaces.

13 SUSTAINABLE DEVELOPMENT GOALS WE IMPACT– Laid By UNITED NATIONS



KESHAV SRUSHTI OXYGEN PARK



Keshav Srushti Oxygen Park is thoughtfully designed to offer a rejuvenating and immersive experience while uplifting tribal communities through cultural exchange, local entrepreneurship, and sustainable tourism. The park introduces visitors to the rich wisdom of traditional tribal living, bamboo ecology, and innovative green practices.

Spread across 19 acres in the tribal belt of Jawhar, Palghar, the park has transformed over the past five years from barren land into a thriving green ecosystem featuring 5 distinct varieties of bamboo. It stands today as a powerful model of tribal empowerment, ecological restoration, and sustainable development.

The initiative has successfully generated sustainable livelihood opportunities for tribal communities, empowering nearly 800 tribal women—and the number continues to grow. By fostering meaningful connections between urban visitors and nature, Keshav Srushti Oxygen Park promotes responsible tourism, environmental stewardship, and sustainable living practices.

A ONE DAY BAMBOO ECO-TOURISM

Spend a day with talented tribal artisans in a charming bamboo village
An Experience full of creativity, culture and fun!

Traditional welcome with Rangolis, Tarpanritya and a cup of black tea.

10:00 AM

10:30 AM

Participate in a Bamboo Crafts Workshop with master artisans and creative designers.

Learn about Warli art and try your hand at it with a hands-on experience.

12:00 PM

01:00 PM

Savour the taste of village food made from organic farm produce.

Embark on a guided walk around the village to explore its scenic farms, rivers, ponds, temples & historic sites.

02:00 PM

03:00 PM

Groove with the villagers to the rhythm of folk dance & song with Gauri nritya.

Check out the Bamboo Handicrafts Stall and take home some beautiful souvenirs.

03:30 PM

04:00 PM

Join the villagers to share your experience & learn about their way of life. Bid farewell and return home with happy memories that will last a lifetime.

INR.700/-

**Per
Person**

The Price is all-inclusive of taxes and covers workshop fees, along with meals and activities.

By participating, you are directly supporting the livelihoods of hardworking tribal artisans while enjoying a memorable cultural experience.



For bookings contact us on: +91 90282 55337

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SHOP OUR PRODUCTS



1.5 x 0.05 x 2 Inches

Key Chain

₹40



3 x 1.5 x 2.5 Inches

Paper Weight

₹80



2.5 x 2.5 x 4.5 Inches

Round Pen Stand

₹100



6 x 6 x 3 Inches

Candy Holder

₹100



6 x 6 x 1.5 Inches

Square Serving Tray Small

₹100



4 x 4 x 14 Inches

Gifting Bottle Packaging

₹125

Call To Order: +91 70214 90824

Note: Images are AI-generated for illustration only. Since each piece is handcrafted, actual products may vary slightly in appearance and dimensions.

www.bamboofirst.in

SHOP OUR PRODUCTS



5 x 5 x 3 Inches

Bowl

₹140



5 x 5 x 6 Inches

Planter

₹150



10 x 8 x 1 Inches

Book Cover

₹150



4X4X4 Inches

Square Pen Stand

₹160



5.5 x 2.5 x 4 Inches

M-U- Pen Stand

₹160



3.5 x 2.5 x 5 Inches

Zig-Zag Pen Stand

₹160

Call To Order: +91 70214 90824

Note: Images are AI-generated for illustration only. Since each piece is handcrafted, actual products may vary slightly in appearance and dimensions.

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SHOP OUR PRODUCTS



6.5 x 3 x 2.5 Inches

Toy Car

₹175



10 x 10 x 4 Inches

Fruit Basket

₹200



4 x 4 x 2 Inches

Tea Coaster

₹200



7 x 7 x 3 Inches

Flower / Fruit Basket

₹200



8 x 8 x 10 Inches

Tea Light Holder

₹200



3 x 2.5 x 13 Inches

National Flag

₹225

Call To Order: +91 70214 90824

Note: Images are AI-generated for illustration only. Since each piece is handcrafted, actual products may vary slightly in appearance and dimensions.

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SHOP OUR PRODUCTS



9 x 9 x 1.5 Inches

Square Serving Tray Medium ₹250



12 x 3 x 8 Inches

Amplifier ₹260



13 x 9 x 1.5 Inches

Breakfast Tray ₹300



12 x 8 x 1.5 Inches

Serving Tray ₹300



12 x 4 x 6 Inches

Bullock Cart ₹325



10 x 10 x 2.5 Inches

Makeup / Jewellery Box ₹500

Call To Order: +91 70214 90824

Note: Images are AI-generated for illustration only. Since each piece is handcrafted, actual products may vary slightly in appearance and dimensions.

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SHOP OUR PRODUCTS



Wall Clock

₹600



7 x 4.5 x 7 Inches

Auto Rikshaw

₹650



6 x 6 x Inches Tray Size

Gift Hamper - 1

₹480



9 x 9 Inches Tray Size

Gift Hamper - 2

₹690



9 x 12 Inches Tray Size

Gift Hamper - 3

₹900



9 x 12 Inches Tray Size

Gift Hamper - 4

₹1,305

Call To Order: +91 70214 90824

Note: Images are AI-generated for illustration only. Since each piece is handcrafted, actual products may vary slightly in appearance and dimensions.

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Formar Rural Development Minister & current minister of textile - Shri Giriraj Singh



Minister of Road Transport & Highways of India - Shri Nitin Gadkari



Indian musical composer and Singer Kailash Kher



Minister of Defence, India - Shri Rajnath Singh



Celebration of Raksha Bandhan with Commodore Deepak Singhal , Captain Vijay Yadav & his Navy Team

**OUR
Partners**



CACTUS



॥ नारी समाजस्य कुशलवास्तुकरा ॥

**VIKRAMGAD BAMBOO UDYOG
PRODUCER CO. LTD.**

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