



DJ ACADEMY  
FOR MANAGERIAL  
EXCELLENCE

**E – Connect**

**“Bamboo India’s Journey in Social  
Entrepreneurship”**

**2021-2022**

E Connect, Mr. Yogesh S Shinde, Bamboo India's Journey in Social Entrepreneurship

## E CONNECT

(An Interaction Initiative with Entrepreneurs)

07th August 2021  
Saturday @ 11.00am



(A Stand-alone Business School)  
Affiliated to Bharathiar University, Coimbatore



### SPEAKER

Mr. Yogesh S Shinde  
Founder Entrepreneur  
Founder - Bamboo India  
Pune

### TOPIC

Bamboo India's Journey in  
Social Entrepreneurship



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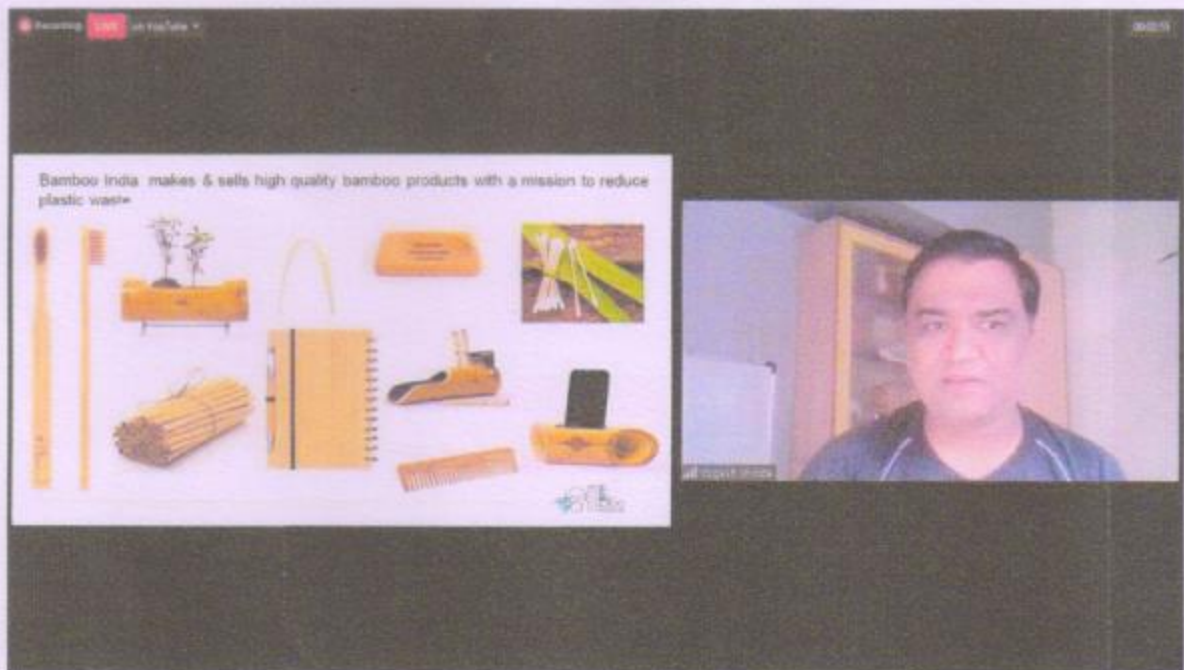


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Zoom Meeting

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**Mr. Yogesh S Shinde - Bamboo India's Journey in Social Entrepreneurship**



## **“Bamboo India’s Journey in Social Entrepreneurship”**

### **Programme Report**

A speaker has started the session with the Introduction of the Bamboo India Team. Bamboo India Mission is Pune, an India-based startup founded by Mrs.Ashwini Shinde and Mr.Yogesh Shinde on 15th August 2016. Their Primary Aim is to change the Bamboo perception from The Poor Man’s Timber to Wise Man’s timber by providing plastic products replacement using Bamboo like Bamboo toothbrushes, Bamboo Earbuds, Corporate Gift Articles, and many more. The mission statement is “It’s not for the income, but for the outcome”. Bamboo India makes and sells high-quality bamboo products with plastic waste. The company was incorporated on 15<sup>th</sup> August 2016. The offline sales channel was set up in 2017. They saved 100 kg of plastic waste in 2018. In 2019, they set up India’s biggest bamboo toothbrush plant in Pune and signed an MOU with the world’s largest Toothbrush company.

They started an SHG unit in Palghar and saved 1 million kg of plastic waste in 2020. In the year 2021, they set up New Processing Plants in India (Guwahati, Siliguri, Puducherry, Ahmedabad). Bamboo India reached 21 countries and they satisfied more than 28,654 customers. They saved 13,28,540 kg of plastic waste till now and the farmers associated with Bamboo India are more than 3860 people. They planned to save 5 million kg of plastic waste in the year 2022. Pune manufacturing facility with the capacity of 10,00,000 toothbrush handles per month. India consumes 240 crores units per year in the gross business of more

than Rs.5000 crores. They have bootstrapped so far and expect to close 2020- 2021 with Rs. 2.4 crores turnover.

In the last five years, they saved 14.5 lakhs kg of plastic waste with bamboo products. They export Bamboo products to 18 countries worldwide, including 2400 pin codes in India. They have online platforms to purchase their products like Bamboo India, Amazon, Flipkart, etc. They have 235 offline store engagements like Nicobar, Mimansa, and Adrish, etc. They have 40+ corporate engagements like National geographic, Poly cab, Asian paints, Capgemini, etc. They have more than 4 corporate hotel engagements such as Taj Hotels, Forest hills, Cub Mahindra, and Glenburn.

Around 60 participants including students & faculty members from DJAME, other institutes, and industrial participants participated in the program



**Director**

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