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**Abstract:** This study, Marketing of Bamboo Based Products in Jharkhand was done under the Department of Centre for Agribusiness Management in Birsa Agricultural University in Ranchi district of Jharkhand state with the following objectives. (1.) To study the role of agencies in the marketing of Bamboo, (2.) To analyze the producer's awareness for quality Bamboo (3.) To recommend the measures for value addition and marketing of Bamboo. Data was collected through field visit and interaction with the Bamboo farmers. For carrying out this study simple random sampling was used and data was collected from 50 Bamboo farmers. Data collection points were 10 villages of Bhandra, Kairo, Kisko, Kuru and Lohardaga blocks. They were selected purposively from Lohardaga district as they have forest areas. Also, data was collected from 20 Bamboo agents/agencies. Two agents/agencies were selected from each block making a total of 20 agents/agencies (2 agents/agencies x 5 blocks = 20 agents/agencies) in the Lohardaga district of Jharkhand. By analyzing data it has been found that Jharkhand was major state to produce bamboo in India amongst the four north-east states namely Bihar, Jharkhand, Orissa and West Bengal. Lohardaga is one of the rich districts of Jharkhand in terms of forest resources. About 35 percent of the total area of the district is covered by forests. A vast majority of these people live in or near forest, living based on bamboo and its products. Bamboo is used for a variety of purposes like housing, fuel, fodder, packaging material like basket, furniture and others including ladders, mats, etc. but its mainly used by paper and pulp industries about 35%. Its potential for different value added products and application make it an extremely important material for dispersed employment generation and economic activities. Perhaps these properties and potential usage coupled with increased urgency of environmental issues ought have been sufficient to change the attitude towards bamboo, and solved the problems of tropical deforestation. Bamboo is in the process of being 'rediscovered' in India. Its attributes and potential are increasingly being recognized.

**Description:** STUDY ON MARKETING OF BAMBOO BASED PRODUCTS IN JHARKHAND

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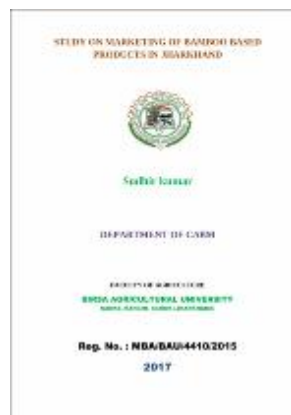
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