

• FURNITURE • LAMINATES • BAMBOO

Indian Wood & Allied Panels

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A Quarterly Publication on Plywood / Wood & Bamboo Based Panel Products

January - March 2022



Small Policy Shift. Big national change.

Unlocking full potential from Agro Forestry in India

- Mr. Sajjan Bhajanka, President, FIPPI



Five **Indian furniture** designers remake three of their existing pieces in **American**....**page 20**

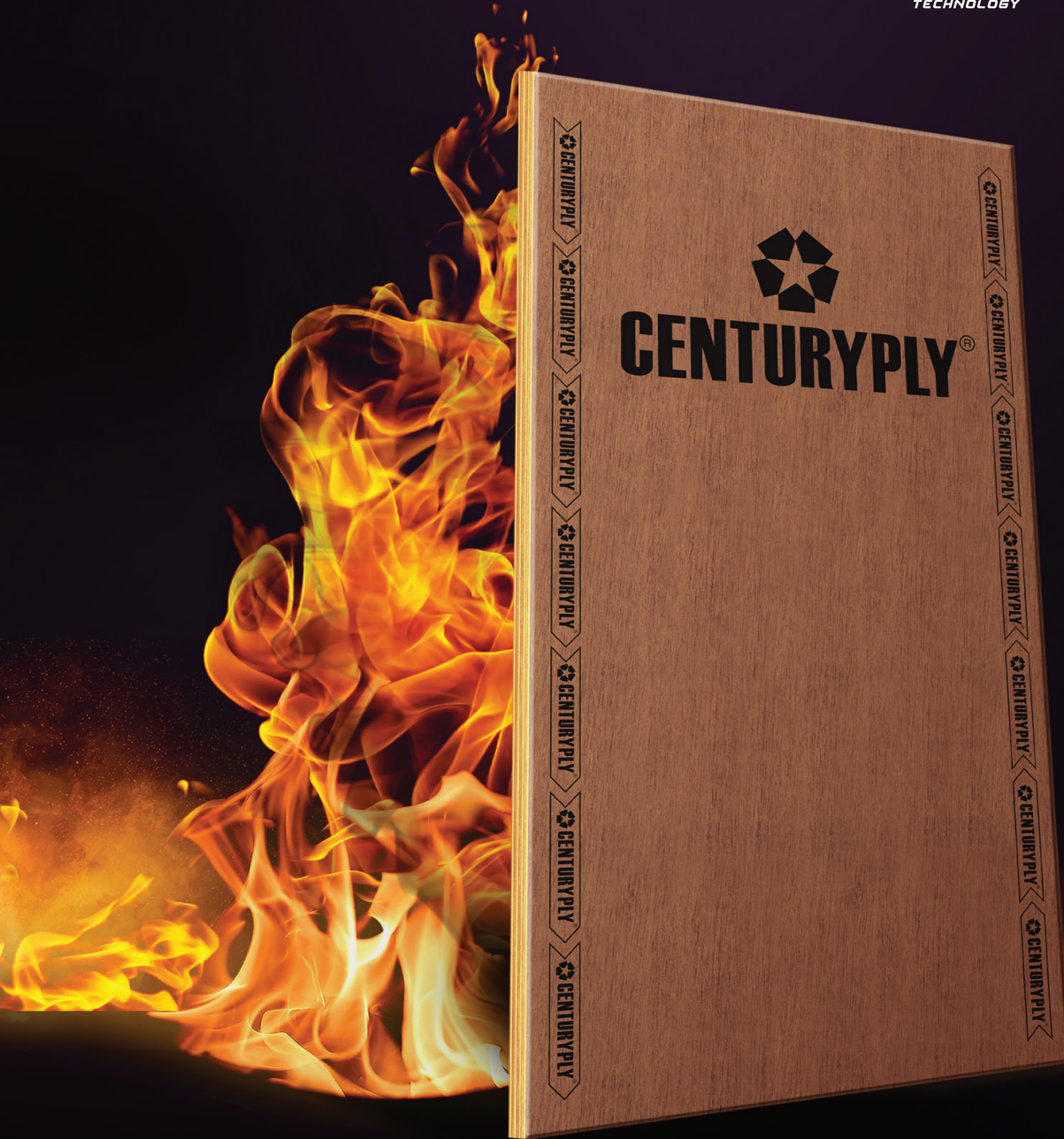


New Zealand Logs Demand Remains Strong but Uncertain....**page 24**

Aag Se Bachaye



Now with



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FEDERATION OF INDIAN PLYWOOD & PANEL INDUSTRY

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 Mr. Jaydeep Chitlangia

March 14, 2022

To

Sri Maneesh Kumar, AIGF (FP) &
 Member Secretary
 MOEF & CC
 Indira Paryavaran Bhawan,
 Jor Bagh, New Delhi

Subject: Constitution of joint working group for promotion and expansion of tree outside forests.

Respected Sir,

With reference to meeting convened under the Chairmanship of the Honourable Union Minister, MoEF&CC on 27th Feb 2022 in Indira Paryavaran Bhawan and presentation made by me, (Presentation on page 6) we firmly believe ministry will consider the following points while formulating policy for promotion and expansion of TOF.

Indian Plywood & Panel Industry consists of around 3,300 units (small, medium and large units), supporting directly around 1 million livelihoods in rural area. Out of these 3,300 units, nearly 3,200 units are in the un-organized sector. Plywood is the most significant product in terms of the overall demand for wood panels and the market size for Indian plywood industry is approx. INR 25,000 crores. The Indian plywood industry is highly fragmented with ~80% of the market share controlled by the unorganised sector, while the residual 20% is with the organised segment.

The demand for the wood panel products is growing on an average rate of 10-12% per annum due to rapid urbanization nearly 33% settles in urban area coupled with steady growth in infrastructural development as highlighted in union budget, government's initiative to have housing for all by 2022, other govt. programs such as developing 100 smart cities and also due to removal of the ban on use of timber in construction by CPWD on the advice of MOEF&CC. Despite the challenges, the industry holds great potential: India is poised for a demand boom fuelled by the government's efforts in revitalizing the real estate sector & our robust consumption story. This growth will need a massive 4x supply growth in raw materials for the industry – primarily composite panel products like MDF, plywood and particle boards, which in turn will require an increase of 110-115 million cbm in timber requirements (from ~85 million cbm to ~200 million cbm).

Plywood and other panel products manufacturers use plantation / agro-forestry wood, such as Poplar & Eucalyptus in northern India and Rubber wood, Melia dubia & Silver oak in southern India. An estimated 10 million farmers are engaged in farm forestry for supply of raw material to Plywood, Paper and wooden Panel industries. To sustain this Agro-Forestry drive in India, The Government has to make sure that enough processing industries viz. veneering, sawmilling, Plywood, MDF & Particle board are set up in the country, so that the increased supply of such short duration timber is sustained, integrated to industries and enable farmers to get the remunerative prices for their produce. In addition, it will help India to achieve Sustainable development goals (SDGs) such as ensuring livelihood security of rural communities, increase in farmers's income and an increase in the GDP of our country by increasing tree/vegetation cover. This will also help to achieving our international commitments for climate change mitigation & adaptation, and increase carbon sequestration. Tree cultivate has to assume significance in the farm sector through more effective implementation of agricultural and agroforestry policies.

Recommendations- The industry needs to be supported in a big way by promoting Agro-Forestry to ensure availability of its wood requirements in future. It is therefore suggested that Govt. should address the following key policy issue for further development and future growth of this sector.

1. Declaring agro-forestry produce as Farm based produce which enjoy all the tax benefits that is derived by agriculture produces. Presently, wood produced from farmlands are treated as forest produce requiring regulatory clearances and discouraging farmers from growing trees. We propose shifting agro-forestry from forest to agriculture sector and thereby providing all the economic benefits of agriculture to the farmers engaged in forestry.

PRESENTING IMPERIAL VENEER LAMINATE COLLECTION



Amulya Mica's state of the art premium Imperial 1.25 laminate is a perfect replacement of natural veneer and comes with great features

Advantage Looks:

It's 1.25 MM thickness gives deep design etching making it look and feel just like natural veneer

Advantage cost:

It costs just one third of veneer laminate in terms of procurement & installation

Advantage Edge Bands:

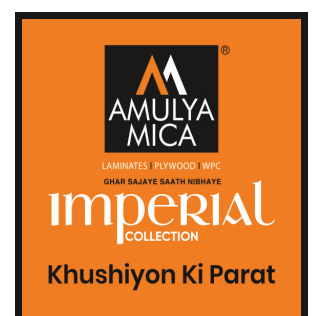
75 Perfect Edge Bands available along with the specific designs in the catalogue itself for convenience and it covers almost the entire catalogue

Advantage Health:

Anti Bacterial & no need of polish hence keeping your home free of unhealthy chemicals

Advantage Designs:

Widest range of 1.25MM **Synchronized** laminates in the industry & unlike natural veneer no limitation on no. of sheets in a group



2. Removal of Transit Permit & Licensing requirement for wood-based units including Veneer Mills, Saw Mills, Plywood factories, Medium Density Fibreboard (MDF) Units, Particle Board Units, Pulp and Paper Units, Furniture Industry and all other industries that primarily use 'farm wood' and its produce as raw materials and on imported wood from outside India. Most of such industries are in the nature of cottage and small industries. Removal of licensing will result in more and more Veneer mills at the plantation sites which will significantly reduce transportation and other logistics cost and help in improving the farmers income.
3. Setting aside part of the forest area as production forest (Long rotation spp) for meeting Saw mill, furniture wood and face quality veneer requirements and 5% shift of the agricultural land area for commercial high value agro-forestry spp. (Short rotation spp.) for meeting requirement of plywood, MDF and Particle board industries.
4. Giving tax incentives for capital investment in farm forestry.
5. Constitution of National Wood Council as a nodal agency to ensure convergence of all sectorial and inter-ministerial assistance and easing of regulatory requirements.
6. Develop high yielding agro-forestry wood spp through tree improvement and improving nursery/plantation techniques.
7. Establishment of large scale hi-tech nurseries for producing high quality planting material for productive Farm forestry in the country.
8. Establish and Promote Credible Farm wood/Toft Certification process in India.
9. Govt. and wood industry need to promote farmers to grow trees on farms and create enabling financial framework:
10. Specialised Institute like IPIRTI, IWST and ICFRE need to provide knowledge base support in identifying commercially important fast growing tree spp to expand raw material base.
11. Bringing direct and indirect taxes to zero.
12. Encouraging the production of farm wood in such a manner that it remains seller's market which will always ensure remunerative prices to farmers. This will encourage farmers to raise more and more plantations.

With kind regards

Yours faithfully,

For **Federation of Indian Plywood and Panel Industry (FIPPI)**

Sajjan Bhajanka,
President

Online Transit Pass Facility Announced at **Kandla Port**



Following the vision of ease of doing business and faster delivery and transport of imported timber, the state Government of Gujarat has implemented Transit Pass Management System for Imported Timber, which is an online process for facilitating transit pass in no time. Kandla port is the largest port in Asia for the transport of imported timber

in the nation and many other neighbouring countries. The announcement of the facility in Gujarat has been inaugurated in a program "Good Governance Week" organised from December 25 to 31, 2021.

The system provides seamless issuance of transit passes that helps in monitoring and keeping records of transit permits for inter-state and intra-state transportation of timber. With the implementation of a new system wood based industry in the state as well as the entire country is benefited. Obtaining the Transit pass through a manual process was long and time consuming and the traders had to spend their valuable times to stay in Queue to obtain it. With this launch Kandla Port has become India's first port to facilitate online transit pass.

Kandla Timber Association (KTA) was trying for it for a very long time. Their demand has been fulfilled now. Mr Navneet Gajjar, President of Kandla Timber Association (KTA) appreciated the decision of Gujarat Government for allowing online transit pass. He said that now it will be easy for the importers to receive their material. This is a very welcoming step and formally it will help the wood based industries. □

REVOLUTION IN DOOR INDUSTRY

TESA HDHMR DOOR

AVAILABLE IN

LENGTH (FEET)

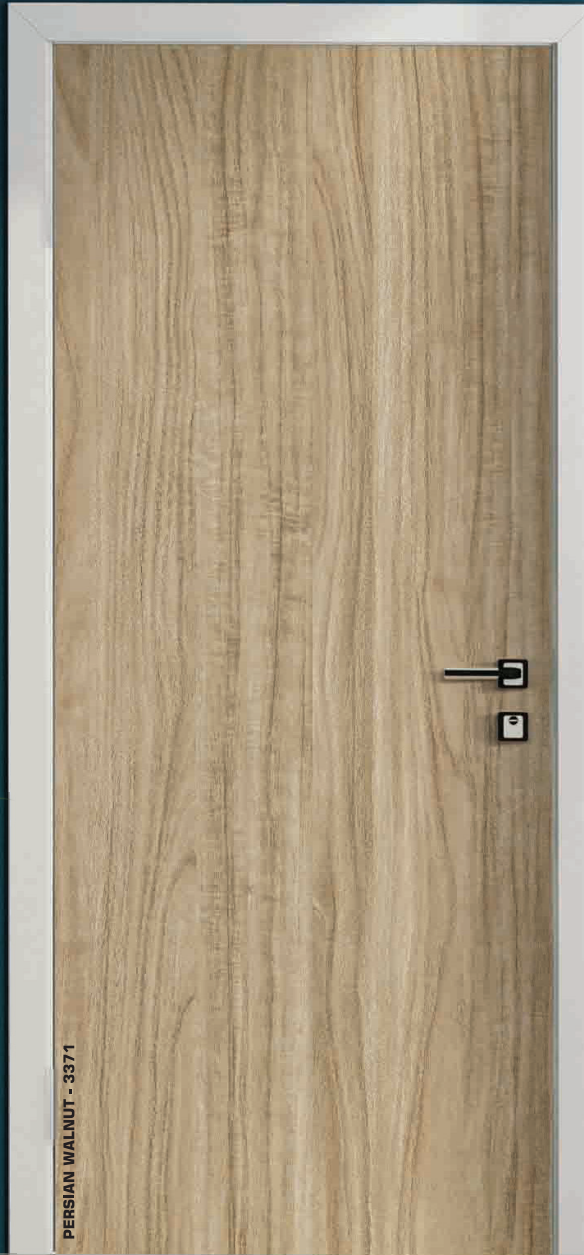
6.5, 6.75, 7 & 8

WIDTH (INCH)

27, 30, 33, 36, 39,
42 & 45

THICKNESS

30MM, 32MM & 35MM



- Ready To Use Doors
- Best Finishing, Unique and Rich Look
- Solid Structure, No Core Gap
- Smooth Surface, Zero Bubble Finish
- All Season Product & Dimensionally Stable
- Cost Effective
- Easy Locking System



 HIGHER DENSITY	 TOUGHER THAN PLYWOOD	 NOMINAL COST	 HIGHLY WATER RESISTANCE	 BORER RESISTANCE	 MULTIDIMENSIONAL BONDING TECHNOLOGY	 HIGHER SCREW HOLDING STRENGTH IN CORE	 ZERO BUBBLE FINISH	 IDEAL ROUTABLE SUBSTRATE
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•High Gloss Acrylic Board •Door Skins



Small policy shift. Big national change.

Unlocking full potential from Agro Forestry in India

Presentation By: Sajjan Bhajanka, President, FIPPI
M: 9830020736 | E: sajjan@centurply.com

Agro Forestry

Un-tapped opportunity for India that can create great value for the nation

- New employment generation
- Substantive impact on farmer incomes
- Self reliance - Atmanirbhar Bharat
- Import substitution and export potential
- Support India's sustainability and climate agenda

Furniture market in India: Several constraints impacting the sector's growth

- India per capita consumption of furniture products, 2019: \$5
- Highly fragmented industry with large # of unorganized players (~80% sales)
- Small share of the global furniture manufacturing output (less than 1%)
- ~60% produce is used in low value added furniture, including both domestic consumption and exports
- Access to quality & cost effective inputs a constraint
- Furniture manufacturing in India ~27% more expensive than Chinese imports
- Raw materials (primarily particle board) ~25% more expensive in India
- Further cost of transport, logistics & other overheads higher

Starting context: India's timber resource sector

However, India is poised for a demand boom fueled by the government's efforts in revitalizing the real estate sector & our robust consumption story

- Stable land and home prices for seven years
- Focus on affordable housing
- Growth & affluence in Tier 2, 3 & 4 India: Increasing lifestyle standards
- Continued robustness in India's domestic consumption growth
- Maturity in the lending space and low mortgage rates
- Headroom for penetration growth in wood based furniture

India consumes ~90 million cbm wood today, of which >90% comes from trees outside forests (TOF)

Key end uses of wood (in million cbm)

Mechanical wood industries	Composite panel industries	Pulp & Paper wood	Total industrial wood consumption in India
54	25	15	94

Different sources of wood

Forest	Trees outside forests (TOF)	Import
2.7	85.2	6.0

Legend: 1 Housing/construction, 2 Furniture, 3 Handicrafts etc., 4 Plywood, 5 Particle board, 6 MDF

This will drive a 4x increase in annual composite panel products demand in the next decade

Plywood	Medium Density Fibre	Particle board
10 Million cubic metres, plywood consumption, 2021	2 Million CBM, MDF consumption, 2021	1.5 Million CBM, particle board consumption, 2021
40 Million cubic metres, plywood consumption per annum, in 10 years	18 Million CBM, MDF consumption per annum, in 10 years	6 Million CBM, particle board consumption per annum, in 10 years

4x growth in composite panels demand per annum in the next decade

Beauty with Strength



VIR MDF combines the best of both worlds

VIR MDF is ideal for furniture that is attractive, light and long-lasting. Apart from closets, home and office furniture, doors, cabinets, flooring and so on. It has a variety of properties such as moisture resistance, fire resistance, termite and borer proof, stability and durability, all of which contribute to its long-term endurance.

VIR MDF is available in Interior and Exterior grade and also VIR HDFWR Grade.

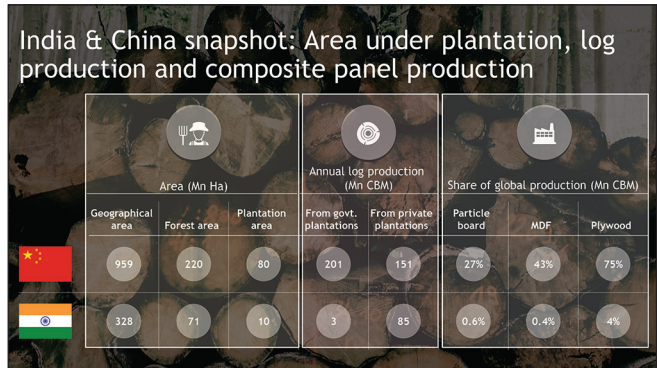
1800 233 7952 | www.vir-mdf.com | info@rushil.com



Banao apna jahaan



Question for us
How do we ride this growth and create value for the country, its farmers and rural entrepreneurs?



India has the potential to be a significant player in global wood supply

Today, our timber output only a fraction of leaders (Canada, Malaysia, Indonesia)

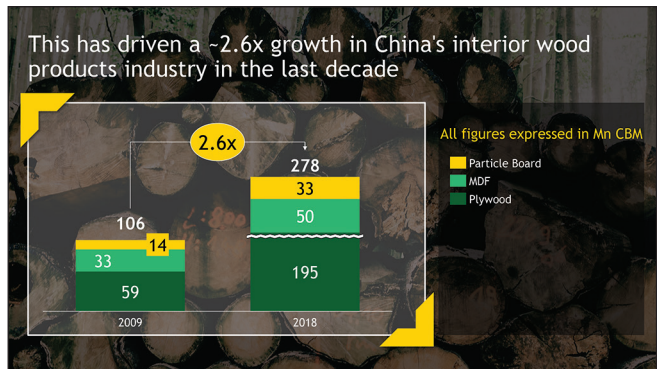
Given projected increase in timber requirements in the next decade, need to become self reliant

We have the advantage of scale: Second largest arable land resource in the world & diverse climatic and geographic systems

Conducive policy framework put in place

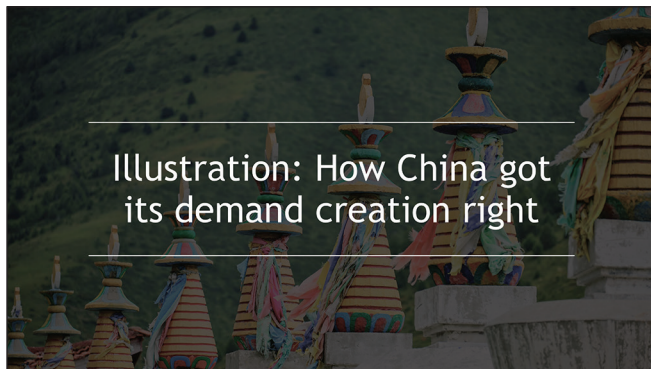
- Dual classification of forests:** According to Article 47 of the new Forestry Law issued in 2019, Chinese forest stands are classified in two categories, ecological forests and commercial forests
- Ecological forests:** Forests in ecologically important areas or ecological fragile areas, which are under strict protection for their ecological function
- Commercial forests:** Forests that are not classified as ecological forests with the main purpose for wood and other forest products production with economic benefits
- Enhanced private participation:** Ownership of China's forestland is divided between the state (42.5%) and collectives (57.6%), whilst the ownership of commercial growing stock for production purposes is 42.2% state-owned, 37.5% collective-owned and 20.3% privately-owned

India's context different: but need to put in a place a conducive policy framework to unlock growth like China did



Current policy framework adversely affecting growth of agro forestry, production & trade of farm wood/timber as well as growth of wood-based industries (WBI)

- Presently no policy or regulatory framework for nursery development and financial assistance for agro-forestry activities
- Wood grown in farms is not included in the definition of 'farming produce' which creates problems related to transit and ownership
- Farmers growing trees in their private land, traders & industries do not enjoy efficient, transparent barrier-free inter/intra state trade & require a costly certificate of origin
- Indian Forest Act, 1927, Chapter 1, Section 2, clause 4a and 6 imply that any species of tree grown in farmer's land (farm wood), when felled becomes a timber and becomes a forest produce thereby bringing in lot of control, transit regulations and need for documentation



%
A 5% shift of agricultural land, through incentives

📄
Removal of licensing requirement for wood based units, using 'farm wood' & its produce

🌱
Development of a Timber Policy in India

🏛️
Constitution of National Wood Council



DECORATIVE LAMINATE

Introducing the New Collection of Decorative Laminates

QR CODE



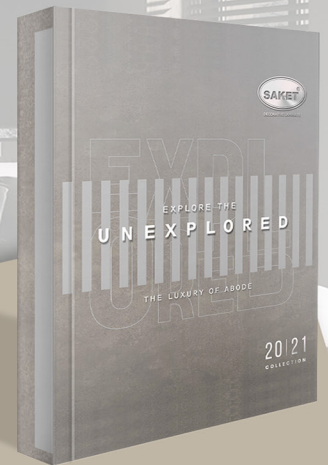
SCAN & SWIPE
Saket 1.25mm
PVC laminates



QR CODE



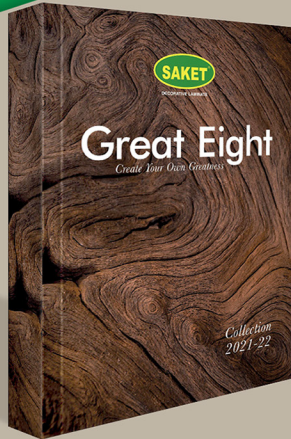
SCAN & SWIPE
Saket 1mm



QR CODE



SCAN & SWIPE
0.8 mm



QR CODE



SCAN & SWIPE
Saket Liner

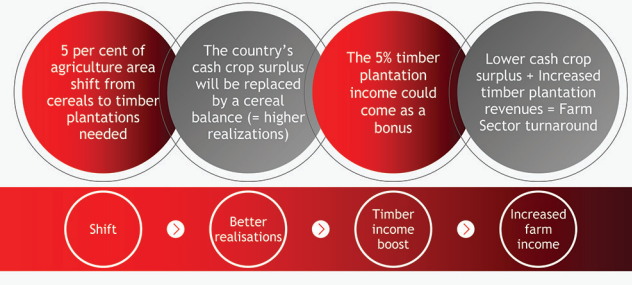


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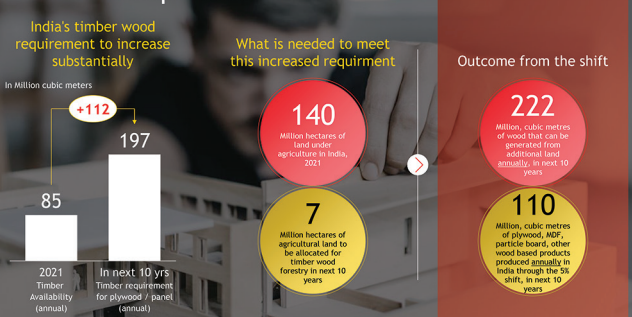


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5 percent agriculture shift needed for timber self-sufficiency



"5%" shift explained



Proposal: Constitution of National Wood Council

- To function as a nodal agency for wood-based industries, with representation from Ministry of Forestry and Agriculture Depts to ensure:
 - Convergence of sectorial and inter-ministerial assistance
 - Easing of regulatory requirements
 - No licensing for veneers, plywood, Medium Density Fiber (MDF) boards, particle boards, pulp and paper (and industries that primarily use 'farm wood' or 'imported wood' as raw material)
- Key outcomes**
Steady demand environment for plantation produce (supply demand gap will stabilize over the years)
Nodal agency for streamlining 'chain of custody' for plantation / plantation-based products

Developing a Timber Policy in India

- A separate legal framework (Growing of Trees outside Forests (Promotion and Facilitation) Act) needed
- Recommendation of a National Working Plan Code 2014 mandates to set aside 10% of the plantation area working circle
- State governments to decide how to manage the plantation area working circles to enhance productivity and production
- Tripartite agreement between Forest & Agriculture depts, local stakeholders and wood user companies; state's Forest Development Corporation can also become a party
- Arrangement to ensure a sustained certifiable raw material for wood using industries (including furniture)
- E-marketing platform like Timber Cart may be developed across India; to facilitate timely wood auction from government depots



Impact from holistic policy framework on timber & agro forestry

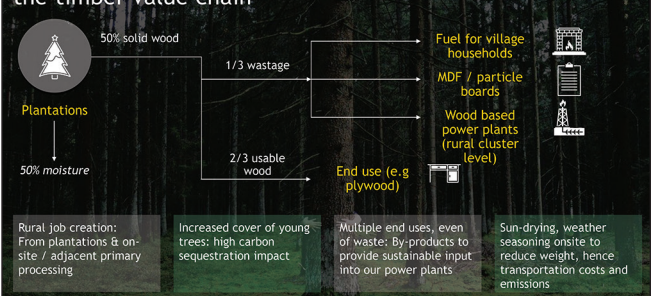
Benefits that a well thought through policy shift in agro forestry can drive

Rural job creation & income enhancement
New employment generation in rural areas
2-2.5 mn new jobs across the value chain
Substantive impact on farmer incomes

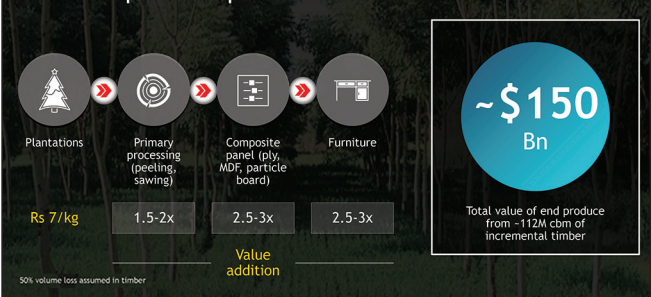
Macro economic : Self reliance and GDP growth
Self reliance - Atmanirbhar Bharat - Import substitution and export potential
Significant GDP multiplier (~10x) for every 5 of timber produced: \$150Bn value creation potential

Climate and sustainability
Support India's sustainability & climate agenda
2 Bn+ mt carbon sequestration potential
Drive clean power sources: biomass / wood based power units at a rural cluster level

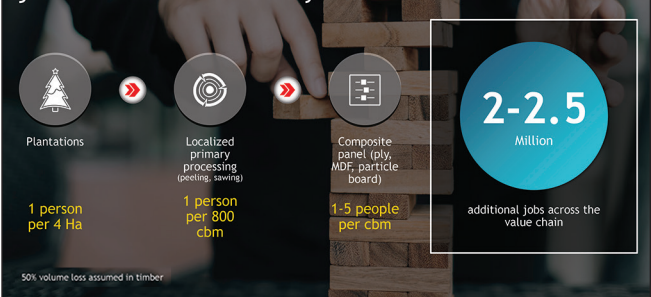
End to end view: Ecological and economic benefits from the timber value chain



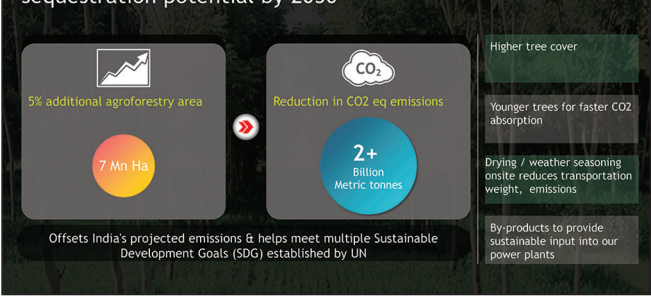
Multiple stages of value add on timber: ~\$150Bn worth of produce possible from incremental timber



Job creation: Potential to create >2mn incremental jobs in the rural economy



Climate and sustainability impact: 2 Bn+ mt of carbon sequestration potential by 2050



Covid-19: Learning & Precaution book, written by Amulya Mica MD Mr. Rakesh Agarwal, was launched on 27 February 2022



Covid-19: Learning & Precaution book, written by Amulya Mica MD Mr. Rakesh Agarwal, was launched on 27-02-2022 by Gujarat Legislative Assembly Speaker Dr. Nima Ben Acharya at Hotel Radisson, Gandhidham in presence of eminent Govt. officials, Political leaders, Health officials, Corporates, Friends & Relatives. Some of the dignitaries present were Gandhidham MLA Smt. Malti Ben Maheshwari Ji, Shri Ramjibhai Dheda, Agrani Pramukh, BJP, Dr. Prem Kumar Kannad, Chief District Health Officer, Shri Vipul Dodiya, District Child Protection Officer, Shri Arvind Rohdiya, Social Protection Officer, Brigadier Shyam Sunder Ji and Shri Vachonidhi Acharya Ji, Director DAV School, Gandhidham.

The Covid-19: Learning & Precaution is a compilation of the notes collected by Mr. Rakesh Agarwal Ji about this pandemic and the clippings of the information published in various newspapers and magazines. This book is particularly written for next generation to enhance their knowledge & explain them how difficult times never last long and the way we can make productive and survive the most difficult and shocking situation. It also prepares them to be courageous to face any such situation occur in near future. This book truly exemplifies the lines that "Tough Times Don't Define You, They Refine You." This book will be circulated free of cost for reading young generation and will be available in Kindle too. Mr. Agarwal has dedicated this

book to his beloved uncle (Chacha ji) Shri Hari Prasad Ji, who left for heavenly abode due to this Pandemic Covid-19 disease Kolkata.

Speaking on this occasion, Mr. Rakesh Agarwal expressed whole hearted gratitude to all dignitaries presented in the event. While expressing his views, he mentioned that he is not a writer but when he lost his beloved uncle Shri Hari Prasad Ji, a healthy person due to this pandemic disease, prompted him to wonder, if a healthy person like Chachaji can be affected, what happens to people who are not careful about their health and don't bother about fitness. This made him express his thought in the form of a book for spreading awareness about Corona. Further he donated Rs. 2,21,000/- in Covid-19 Cares Fund, who have lost their parents.

Best wishes letters with appreciation letter have been received from more than 20 influential members like the present Lok Sabha Speaker Shri Om Birla Ji, Governors, CM's, Industrialist like Shri Ratan Tata Ji, Shri Sajjan Bhajanka Ji, Shri Motilal Oswal Ji & etc.

Amulya Mica requests everyone to read the Covid-19: Learning & Precaution book which is available both in Hindi & English. □

Poplar - A trend setter for creating symbiotic synergy between farmers and wood based industry for industrial wood production

R C Dhiman, Unit Head (Rtd), Wimco Seedlings (ITC PSPD), House No. 2621, Sector 123, New Sunny Enclave, Mohali 140301.

India has a unique distinction for producing bulk of wood outside recorded forest area for meeting her industrial and domestic wood needs. According to different estimates over 90% of total wood for industry is currently produced and procured from trees grown on farmland, whereas, 6% is from imports and 4% from native forests. It is a five decades long journey that was started with poplar during 1970's which helped in this paradigm shift and transformation of wood sourcing from forest based dependence to the farm grown trees. This is a significant achievement against numerous non-conducive factors those were not in favor of such transformation. The major ones were non availability of land for growing plantations, legal barriers for holding land beyond small acreage, no experience of taking up such projects on farmland anywhere in the past, relatively long production cycles of the traditionally used tree species, and a need for huge financial investment for taking up such ventures. There was a question of survival for some of the wood based industries as supplies of traditional wood material were decreasing at a significant rate and it needs urgent intervention to salvage the situation.

It was safety match company - WIMCO Ltd. that started facing acute shortage of matchwood for sustaining manufacturing its products during mid 20th century. These were low cost products but were an essential commodity that was used by common masses for number of activities. Match wood in those days was supplied by the state forest departments and was largely based on the natural grown semul, gutel, ailanthus, kadam and a few other species. There were no specific plantation programs on these species as a result situation reached a stage when there was only limited wood availability within its catchment area for manufacturing safety matches. The company even sourced wood supplies from other states and even Nepal and Bhutan for some period which was also drying at a fast rate. The import of matchwood and even splints was also attempted inbetween.

Faced with this precarious situation, the management decided to plan this new model of match wood production against many unfavorable factors as mentioned above. WIMCO in those days was a subsidiary of SWEDISH MATCH Company which was having safety match business in many countries. Poplar wood was the main wood resource in many of those countries. WIMCO also decided to promote this tree for matchwood production on farmer's field in a phased manner. This paper presents how this challenging journey, of establishing this synergic participation of farmers in poplar cultivation on farm fields, was achieved.

Evolution of symbiotic synergy with farmers

Evolution of poplar cultivation, in India, could be mentioned in four prominent phases viz., Introduction & testing phase, Demonstration phase, Establishment phase, Expansion phase.

Introduction & testing phase

This phase lasted between early 1950's to mid 1970's and was very useful to understand the potential of tree and served as a strong foundation for its cultivation in India. Soon after independence, there was a systematic effort in introduction of different poplar species and clones for testing in India. The first ever effort was made by the then FRI & Colleges (FRI&C), Dehradun, Uttar Pradesh (now ICFRE) during early fifties to introduce different species and clones from European countries. The introduced material was distributed among the different states for establishing field trials. FRI&C was the main nodal and monitoring agency for these field trials and some hilly states established these trials. The contribution of the state of Uttar Pradesh was very significant not only in establishing these trials in hills but also in very effective monitoring and developing its initial cultural practices adapted to local conditions. There was also a post of Dy. Conservator of Forests (Poplar) initially with Silviculture Division and then in Social Forestry Division (now extension Division) at FRI&C to monitor and document the research findings of the field trials. Some of the germplasm of these introductions still exists in Ranikhet Forest Research Range, Uttarakhand. Some introductions largely remained in the experimental plots and could not be taken up for large scale field plantations in hills due to unavailability of matching exacting land types for growing poplars. Except for a limited success in the temperate region, these clones (mainly from higher latitudinal limits) could not survive and perform better in lower hills and plains near foot hills. There were many more introductions thereafter by different research institutes including state agriculture universities and private sector players. Introductions and field testing of new germplasm remained a regular activity which overlapped with other three phases. The real impact of new introductions was seen from the germplasm that was introduced by safety match company WIMCO Ltd. between 1968-1970 when two of its introduced clones viz., G3, and G48, which were developed from low latitudinal populations of *P. deltoides*, from its sister concern-Trans Match, Australia gave encouraging results in the field trials both on farmer's fields and forest land.

Demonstration phase

This phase spanned between mid 1970's to 1983 was important to built confidence and interest among poplar growers and promoters about the cultivation of poplar trees. There was a keen interest in forest department of the state of Uttar Pradesh to promote poplar cultivation as it was responsible for supplying matchwood to safety match factory, Bareilly, U.P. There was a real threat of closure of match industry for the want of matchwood. The state thus also planned its poplar plantations in Tarai region using the introduced clones of FRI&C during mid 1970's. There were some indications of some clones (IC series) of *P. deltoides* those performed a little better in the initial

field trials. The plantation activity on forest land was expanded with IC and D121 clones and also with G3, and G48 those were shared by WIMCO with the state forest department.

WIMCO, on the other hand started promoting poplar plantations initially by creating demonstration plots on farmers fields. This was the stage when planting trees on fields was not a routine practice and many farmers were not convenience that poplar trees could be grown for sale to wood based industry. The company selected some influential and large farmers including a few absentee land lords who can take risk and could spare some land for these demonstration plots and subsequently may get motivated for successful growing of its plantations. WIMCO started its plantations on farmers fields during early 1970's by providing all inputs free of cost. Demonstration plantations of selected clones (including a few like IC series clones from state forest department) were planted on farmer fields in different locations of tarai region of Uttar Pradesh and in Haryana and Punjab 1973 onward. In Haryana, the first poplar plantation of 2000 saplings was raised in Kalsia farm, Chhachhroli, Yamunanagr during 1974. The saplings were supplied free of costs and planted on farmer's fields had mixed results. Whereas, many farmers took proper care and followed the package suggested to them, many ignored it that resulted in mortality. The company thereafter started charging a nominal price of Rs. 0.10/ETP in 1981 and Rs. 0.20/ETP in 1983 for developing a belief among growers that the plants were purchased at a price and they need to take adequate care. There was an improvement in the survival of purchased ETPs. Approximately 3,13,000 ETPs were planted till 1983. By now many demonstration plantations of selected clones were established and were good looking. During this phase, the company created a division of Agro Farm Forestry with a specialized human resource by recruiting them from with back ground of agriculture sciences, commerce, management and finance disciplines and specially trained to promote poplar cultivation on farmer's fields during the next phase. This was the stage when a new strategy was chalked out to carry this programme further at larger scale which could be termed as poplar establishment phase

Establishment phase

This phase lasted between 1984 to 1995. During this phase company in consultation with NABARD initiated first ever contract farming model to grow poplar trees on farmer's fields. This scheme was having inbuilt mechanism of refinance through nationalize banks, insurance of plantations and buy back of poplar timber on harvest. This scheme was implemented in three phases in Punjab, Haryana and Uttar Pradesh (including separated Uttarakahnd). The Commerce and finance teams of the company used to prepare and process the cases, on behalf of farmers, for refinance with nationalized banks, the technical team used to inspect farmers/ field, make the lay out for plantations, deliver the nursery stock on the plantation sites, organize planting, suggest intercrops to be grown with poplar during different years, make frequent field visits to the plantation to extend technical knowhow etc. There were increased poplar plantations during this phase as financial support extended by the banks in installments served as a great motivation factor for taking up its plantations. During this phase some of the plantations established during demonstration phase were ready to harvest. The wood harvesting team used to make inventory and prepare the availability of standing wood and

submit its details to the bank. On harvesting the plantations, matchwood as per terms and conditions of contracts was taken to the match factory and lops and tops were locally disposed off or kept by the farmers for self use. Banks on getting the sale proceeds of matchwood from the company used to release the balance amount to farmers after detecting the share of company on account of cost of planting material and other inputs. Once the plantation harvest started, farmers started getting lump-sum money through banks. This news spread like a fire in the adjoining areas that poplar cultivation is providing better returns compared to traditional agriculture crops. As a result many farmers started coming forward for getting into its plantations. This finance scheme lasted till 1995 during which 18856 number of farmers participated and planted 30620 ha with poplar. A significant establishment of creating a research arm-Wimco Seedlings Ltd. was taken up by WIMCO to conduct R&D on poplar and other industrially and socially important tree species during the beginning of this phase.

Expansion phase

There was a significant contribution of refinance scheme in establishing the poplar culture for match wood production. However, there were a few lessons learning. Refinance scheme involved compounding interest that was charged on loan amount for the entire production cycle of 8 years which culminated into a heartburning among many farmers that a great share of their sale value was taken away by the banks. There was a repeated representation from many farmers to the company that they are willing to grow poplar by taking ETPs/sapling at a cost and do not want to get loans. There was another angle of a new emerging trend of selling poplar plantations to plywood industry. A normal modus operandi was that farmers used to get the plantations assessed from WIMCO wood harvesting team, get an estimate of wood and possible returns and sell such plantations to plywood at 10-20% higher price. There was a provision in the contract agreements that farmers were free to sell the tree produce to other parties if they get better sale proceeds. As a result of this development, recovery of bank amount disbursed on raising such plantations became difficult and even many cases ended with bank recovery notices and litigations. The company therefore decided to change its poplar programme by culminating refinance scheme and start direct sale of nursery plant to farmers, 1995 onward. Many employees of the company those were involved in extension of poplar, even found this opportunity for self employment, get separated from the company and started raising their own nursery for sale to farmers. As a result, poplar cultivation started expanding at much higher rate than that was taking place under contract farming module. There was also mushrooming of many plantation companies during the end of establishment and expansion phase for promoting plantations of poplar and some other trees by collecting public money. The experience of the public towards these companies was not good. Currently around 5 times more poplar plants are grown by individual nursery growers than those grown by WIMCO alone. There is also some supplies by the state forest departments, state agriculture universities etc. However, most of the clones in poplar culture originated from Wimco Seedlings which are helping a great deal in sustaining the poplar culture.

The current poplar culture is fully mature and is attaining new scale planting and utilization dimensions after periodical intervals. There are two key stake holders viz., farmers and wood based industry in making it happen. Farmers are growing

it as there is demand for its consumption in wood processing industry. Industry is surviving because it is getting raw material produced by the farmers. If we remove, anyone of them, the entire process of agroforestry grown poplar and other tree plantations would collapse. Therefore this strong and symbiotic synergy between these two partners in agroforestry is like two tyres of cycle which cannot be run without each other. Poplar based agroforestry is now rightly claimed to be socially acceptable, industrially supported, economically remunerative, ecological stable and financial viable but the contribution of the farmers is unparalleled. This is being widely quoted as a very successful model of industrial wood production for the last four decades and is a lesson learning for land deficit and wood scarce countries across the globe.

Evolution of poplar Utilization

An extensive multi-product manufacturing and utilization base has gradually evolved on increased availability of poplar wood in north India. Poplar has been traditionally used for different purposes in the region of its traditional cultivation i.e., cold arid region in the inner Himalayas. The unavailability of other woody plants in this vegetation deficit region, found utility for almost all of its parts for one or other uses. For example, poplar timber has been traditionally used and is still being used for any purpose for which wood could be used in those locations especially for construction and trusses on roofs; branches as billets for roofing (lining billets over trusses to support mud roofs), stakes (sticks/branches) for supporting vegetables and other crops, fencing posts around fields, and making tree guards; Foliage for fodder; soft bark for fodder; corky bark for firewood; and roots for firewood. However, there was hardly any industrial utility of its wood due to land locked conditions of the inner Himalayas and the tree remained a life line for day to day domestic needs of local inhabitants.

The industrial use of poplar started evolving with increasing wood availability from cultivation in plains near foot hills south of the Himalayas. Consequently, it became a significant tree resource for wood production for manufacturing industrial products. The wood of poplar was available at comparatively lower price compared to that of many traditional timber species which have been used since then for a large number of domestic and industrial applications. Whereas, the availability of traditional timbers get significantly reduced over the years, the availability of poplar wood around the year and its trade matured to an extent that wood harvest-supply-utilization started happening in a perfect harmony on day to day basis leading to its effective utilization as fresh timber especially for peeling. This also helped both farmers and industry to avoid locking money in wood inventory in addition to avoid wood losses due to insect & diseases and thefts in the field, transit and log yards.



Figure 1: Traditional land use of poplar based agroforestry in inner Himalayas (Leh).

Currently, all its tree components, including roots and foliage (as seen in the as seen in the Fig.), are getting effectively utilized for different purposes. Roots of the trees are specifically extracted after plantation harvesting as fields are prepared for sowing agriculture crops for next growing season. These roots are increasingly used for firewood, yet at times, some billets/strips are sawn out from the uprooted stump portions which are used for making packing cases in certain locations of its cultivation. The current uses of poplars are for over three dozen items, many of which are industrial manufactured products and a few are domestic applications (Table-1). Most of these uses have been recorded and are happening/has happened at operation scale, while some of others including dye from bark, bark powder as a carrier for mosquito coils, ethanol, etc., are reported in some scientific reports and may find a potential use in due course of time. Besides these uses, there are a large number of applications of poplars in restoration forestry, biodiversity conservation, religious and ethno-botany which are not discussed here.

Safety match company-WIMCO used to import limited quantity of poplar wood especially that of aspens (before poplar wood could be grown in India) from some temperate countries for making quality safety matches for export. During early 1980's, poplar wood was available from select trial plantations and its use was started for making both match splits and wooden match boxes in Bareilly safety match factory. Gradually, there was increase in poplar wood plantations from both farmers fields and forest land in the Tarai Region which started finding its regular use for making safety matches.

Table- 1. The current uses of poplar in India.			
Sr. No.	USES	Sr. No.	USES
1	Core veneer for plywood	2	MDF
3	Face veneer for panel products	4	Particle board
5	Match sticks	6	Ice-cream spoons & sticks
7	Wood panels & flush doors	8	Strips (fanties) for plyboards
9	Pencils	10	Tooth picks
11	Paper pulp	12	Rayon
13	Sports goods	14	Artificial limbs
15	Wooden racks for factory shop floor	16	Packing cases
17	Firewood	18	Charcoal
19	Construction (trusses and billets)	20	Door & Window frames
21	Scaffolding poles	22	Shuttering planks
23	Furniture	24	Wood wool
25	Drawing boards	26	Biding/ Moulding
27	Kitchen chopping boards	28	Cotton for pillows etc.
29	Tool handles	30	Fence posts
31	Wood gift articles	32	Shoe heels
33	Organic manure/ vermi-compost	34	Photo frames
35	Stakes for Agri-crops	36	Fodder
37	Cases(charkhi)for transmission wires	38	Musical instruments

Most of the poplar harvested from initial made plantations was taken to Bareilly factory for making safety matches. It was during 1988, that many poplar plantations of 3-4 years which were raised under contract farming in Punjab and Haryana got damaged due to wind storm. These were young plantations wood of which was not considered suitable for making good quality splints and hence the company in consultation with concerned farmers favored their disposal in local market. There were a few plywood units in Punjab and Haryana which were approached for procurement of such wood. These units were earlier using traditional timbers like mango and semul for making their products preferred this new wood for making veneers. Such units found this wood economically viable that produced acceptable quality plywood and thereafter started procuring it from individual farmers even by allowing higher price than that was committed by WIMCO in the agreement. During 1990's a large number of panel units uprooted from Northeastern states started coming up in different parts of North India which created additional demand for poplar wood and accordingly a large scale plantations started coming up to meet this increased wood requirement. Currently, Panel industry is the main driving force for encouraging farmers to go for large scale poplar plantations. With established use of poplar wood in manufacturing safety matches and some panel products, other cottage, small and medium scale wood based industry started developing around the same locations and expanded the manufactured product range (Table-1). This helped in increased consumption of its wood and reduction in wastage. For example, bulk of the raw material for paper industries located around poplar growing region (Star, Century and BILT), has been consuming the waste from peeling and panel industry in addition to use of undersized debarked branches of poplar (BILT is now closed for some time).

Currently, the major use of poplar wood (almost 50%) is in panel industry and the tree has been a life line for this industry for quite some time. The next major use is as firewood especially in rural areas which have also been extended to some industrial application by processing tree lops, tops and roots and supplying them as energy source for boilers in many industrial units. Even wood waste during wood processing in match, panel, pencil and some other wood processing units finds utilization as firewood. In some industries wood wastage sometimes is around 50% which get consumed as firewood.

Pencil industry was earlier using traditional timber grown in forests for making this product. With decreased supply of such wood, the industry shifted to imports and other alternative



Sr. No.	Tree part	Use
1	Leaves/ foliage	Fodder, and firewood on chipping
2	Bark	Firewood, and carrier for mosquito quails etc.
3	Branches	Firewood, pulpwood and timber
4	Stem	Timber, firewood, and pulpwood
5	Roots	Firewood, and timber

Figure 2: Holistic use of poplar trees.

Major uses (%) of poplar

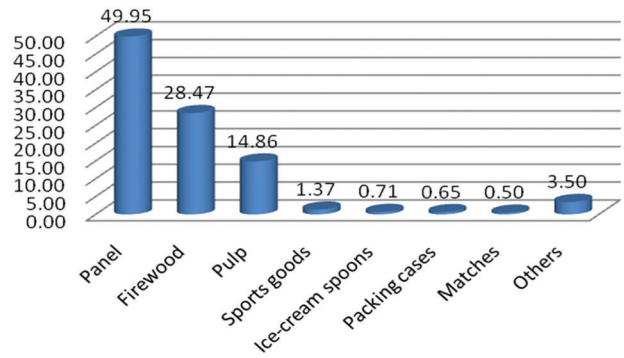


Figure 3: The share of poplar wood use.

timbers. It started using farm grown kadam to some extent. Its wood was not available in desired quantity and was also under regulations for felling and transit as such could not be grown to appreciable scale. The industry then started using slow grown poplar wood from Kashmir valley. Currently the J&K is manufacturing and meeting the bulk of pencil requirement (some estimates indicates around 80%) of the country and thus the tree is now life line for this industry as well.

Firewood is the second major use which is increasingly meeting the energy needs of the locals in rural area and is also evolved as a potential energy need for the boilers in many industrial units. (as seen in the Fig.) depicts, almost all tops and lops including thin branches and foliage of poplar are being mechanically chopped and cut for supply as firewood to the industry.



Figure 4: Cricket bats made from poplar wood in sports cluster, Meerut.



Figure 5: Racks for factory shop floor (to handling product lines)



Figure 6: Poplar planks for different uses.



Figure 7: A 30 years old poplar wood Sofa set still in use in Chandigarh office of Wimco Seedlings



Figure 8: A complete poplar hut (except polysheet cover).

Way forward

Poplar based panel products are meeting the bulk of domestic demand. Many plywood manufactures show their inability to compete with international quality panel products for export due to non availability of the quality timber. Such units argue that they were earlier using traditionally slow growing dipterocarpes trees (gurjan and some others) from forest land for making good quality plywood which are now not available due to ban on their harvesting in north eastern forests. The quality of 4-6 years old harvested poplar wood cannot be compared with slow growing gurjan and other naturally growing and traditionally used trees harvested from government forests. All industrial units will prefer to use such naturally grown woods for making quality products, provided it is available at reasonable price and quantity. However, in absence of its availability which is a reality now, industry has no option but to use the available wood material which is readily available poplar and a few other farm



Figure 9: Poplar pulpwood (Rampur, Uttar Pradesh) ready for transportation to south India.



Figure 10: Chopping foliage, chipping and cutting thin branches and splitting roots for firewood.



Figure 11: Pruning material taken being home by women for firewood.

grown trees. Industry needs to bring suitable changes in wood processing machinery, manufacturing processes and human skills for effectively using such available wood. For example, a poplar wood made sofa set made by slightly increasing dimensions of different sections is still in good condition even after 30 years of its manufacturing(as seen in the Fig.). Poplar is extensively used for manufacturing plywood and some other panel products in almost all poplar growing countries. In some advanced countries they are meeting bulk of domestic needs which are also exported to other countries.

Face veneer is one of extremely important and costly component in panel industry and is largely manufactured from imported logs in India. The availability of such logs is declining over the years. It is expected that face veneer would be a new challenge for panel industry if actions either in developing suitable technology to make it from the existing wood resources or develop other suitable wood resources is not timely addressed.

The author visited China to attend the International Poplar Commission meet in Beijing during 2008. The delegates were taken to plywood units and it was surprised to see the production of B grade face veneer from poplar wood (as seen in the Fig.). A report to this effect was published by the author in PlyGazette, April 2009. It may not be of a very high quality face veneer when compared with that made from traditional face veneer logs. However, a large portion of plywood and ply boards are used in internal fittings which are pasted with decorated veneers or mica for which the desired traits of uniformity and aesthetic value do not matter much. A good quality face veneer (RECON) has been developed from poplar by CenturyPly (as seen in the Fig.). These small but significant technological interventions can help to avert the huge crisis of face veneer and other quality products manufactured from available wood resources.

Poplar wood prices are highly volatile and witness extremes in upper and lower end price bands both seasonally and periodically. This is not a good sign for both the farmers and industry which needs a mechanism for price fixation through which both farmers and industry may help in sustaining its culture. A few industrialists have now started growing poplar plantations on their own land or by taking land on lease for this purpose. This way, such industrialists are able to grow wood of the desired quality and size, able to harvest such wood when market prices are out of control, make savings on wood resources and transaction costs and meet atleast some of its total wood requirement from such plantations. A very large



Figure 13: Face veneer made from poplar in China.

number of absentee land lords (including many NRIs) who are not cultivating their fields themselves opt to give land for such purpose. This process needs to be aggressively persuaded to secure wood and also to avoid extremes fluctuations in wood supply and costs.

New generation peeling machines have been introduced a few years back by replacing the older spindle based machines. These machines use small girth logs compared to thick logs those were peeled in old machines. This has encouraged farmers to harvest poplar trees at 4-5 years compared to 6-8 years that was done in the past. Though there is an improvement in wood efficiency of these logs to smaller ruler left after peeling, it has impacted the peeling industry on two accounts. One- the wood of young plantations is not as mature as was from older trees and there is some compromise with quality of wood so used. More serious aspect is the significant increase in bark percent in thin logs which ultimately is used either low calorific fuel in boilers or is wasted. Around one fourth portion of thin logs is in the form of bark, there needs a detailed analytic study for economical and operational viability of using thick logs vs. thin logs. The another issue related to this is that net returns to farmers have relatively reduced as earlier the share of peeling logs of higher girth used to be upto 70-80 percent, whereas those harvested at 4-5 years this ratio is roughly 50%. Therefore 50% of tree yield is already get diverted to low value firewood and the remaining logs will further have significant wastage during its processing. There is a limited landscape where poplar is currently being grown. If the geographical area under poplar could not be expanded, the early harvest of trees with higher share diverted to firewood could also be one of the reasons for creating wood shortage for peeling industry. There is thus still a space for older peeling machines those could give higher veneer yield per unit volume of wood used and also increase the economic returns to farmers by retaining trees for a little longer rotation.

Poplar is an ideal tree for integration with agriculture crop production in agroforestry. Unlike many other commercially grown trees on farm land, poplar permits production of agriculture crops throughout the retention of trees on farm land. This is possible if the tree is planted at the reasonable spacing that allows them to attain a reasonable wood growth on its stem and also allows field space for crop production. There are some misguiding elements in nursery supply chain and some greedy and inexperienced growers those plant higher number of plants per unit area (over 2000 plants /ha) that makes poplar stagnated and production economically unviable (as seen in the Fig.)



Figure 12: Different shades and designs of RECON face veneer made from poplar (Photo Dr. C. N. Pandey, Century Ply).



Figure 14: Planting poplar at such close spacing is simply a waste of land and money resources.

compared to those planted on recommended spacing (500 trees/ha). Poplar logs are largely used for peeling purpose which can be suitably grown following standard spacing and practices.

Poplar wood production on farm land is now around 5 decades old. It has witnessed good and bad times in term of both higher and low prices and planting trends. During its extremely volatile price fluctuations, there are elements advocating its negative and positive aspects to encourage or discourage its planting. During its depression phase in the past, there have been attempts to replace this tree with the culture of some other species which have miserably failed. It appears that poplar culture will sustain in the current region of its culture based on a strong synergy between growers and wood based industry, higher economic returns to growers, and site matching characteristics of the tree to the current land use system.

Conclusion

Poplar now finds multiple uses and is a zero wastage tree. It is now connected from birth to death of human beings in some ways in some locations. Manufacturing of low cost swings for new born children to burning dead bodies is happening with poplar wood in some locations. It is cultivated by all poor and rich farmers and is a source of additional income to them. Even many of those who are not engaged with its cultivation, finds engagement with it in a host of activities like nursery growing; transportation of saplings and their planting; tending and harvesting plantations; transporting and processing wood in factories; wood marketing and trade, and transportation & utilization of products. Its products are now used by both rich and poor throughout the country. The product range made therefrom is so wide that they find acceptance among all sections of the society. For example, the panel products manufactured using its wood vary so much in quality and price that even milliners use

them in their luxury hotels and buildings for internal fittings to a low cost panel product used by low income people for general purpose. A complete poplar hut photographed in rural location of Rampur, Uttar Pradesh (as seen in the Fig.) and ladies carrying firewood from pruned poplar trees in rural Punjab (as seen in the Fig.) confirms its connectivity with common masses. It may not be a quality wood for some applications for which it is currently used, yet its large scale production and unavailability of other traditional woods makes it widely accepted for these uses. Keeping in view the perspective of plantation forestry and the large scale gap between demand and supply of other woods in this wood scarce country, there is a reason to believe that poplar will continue to dominate large scale culture and utilization in the region where it is being grown currently and may extend to some new locations.

The foregoing discussion conclusively indicates that the tree has truly established the path of symbiotic synergy for wood production between farmers and wood based industry. It has significantly helped in the very survival of a very large number of wood based industrial units (atleast panel, safety match, pencil in the organized sector) where the tree is now increasingly used. It has also left a trail for other trees, regions, industrial units, policy planners and executive agencies to emulate the synergy evolved in its culture. Many other wood based industries especially paper companies have successfully learned lessons from poplar programme and developed similar synergy with eucalypts, subabul and casuarina. Similarly, of late, the panel industry has also started perusing plantation programs vigorously for securing availability of wood raw material.

Poplar is the only tree which is being harvested for timber production at so young age of 4 years or so and there is no such parallel example in the world. More than that, this achievement of such a good production is achieved by the farmers (who are not professionally trained in forestry/agroforestry) on their fields and is sustaining the wood based industry by supplying much needed wood raw material. The wood based industry, on the other hand, is playing a proactive role by creating demand for such wood which encourages farmers to continue with their venture. Let us hope that this synergy between farmers and wood based industry firms up not in case of poplar but for other tree species used by the industry. The industry needs to play a little more proactive role to support farmers especially during distress sale of wood produce which occurs periodically for all trees including poplar. Many trees/plants have been attached with connotations based on their usefulness and utilities. For example, bamboo is known as a poor-man’s timber and teak as a king of timbers. Based on the above discussion on different facets of its culture and utilization, poplar in India, could be truly termed as a “Wonder tree for wide scale applications”.□

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**“INDIAN WOOD & ALLIED PANELS”
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U.S. hardwood lumber exports to India set new record in 2021

Total value of American hardwood lumber shipped to India reached USD 6.50 million last year, nearly three times the previous record set in 2019.



A new record high has been achieved for U.S. hardwood exports to India in 2021 as both the value and volume of hardwood lumber shipped to the country was more than double the previous high set in 2019. The total value of American hardwood lumber, logs and veneer exported to India reached USD 12.22 million last year despite global lumber shortages, uncertainty in freight rates and availability of containers, and generally increasing prices across all species. Overall exports of both U.S. hardwood lumber and veneer to India were up year-on-year, whilst exports of logs continued their downward spiral, in line with the general shift seen in recent years by Indian buyers towards importing value-added kiln-dried lumber instead of logs.

The statistics, which have been compiled from the latest data released by the United States Department of Agriculture (USDA), reveal that total hardwood lumber shipped from the United States to India increased by 292 percent in value to USD

6.50 million (up from USD 1.66 million in 2020) and by 288 percent in volume to 11,109 cubic meters (up from 2,863 cubic meters in 2020). At the same time, direct exports of American hardwood veneers to the market increased by 9 percent to reach USD 2.69 million. The increases seen last year prove that 2020 was a temporary dip in an otherwise upward trend. Significantly, the value and volume of logs exported to India declined by 3 percent to reach USD 3.03 million and by 18 percent to reach 5,411 cubic meters respectively.

The top five American hardwood species exported were hickory (USD 2.056 million and 2,941m³), white oak (USD 1.5 million and 2,223m³), red alder (USD 1.012 million and 3,028m³), red oak (USD 815,000 and 1,353m³), and ash (USD 804,000 and 1,184m³). Significant increases were seen in the value and volume of exports of all species - hickory (141 percent and 115 percent), white oak (454 percent and 375 percent), red alder (4,013 percent and 3,548 percent), red oak (731 percent and 696 percent), ash (360 percent and 293 percent), walnut (406 percent and 146 percent) and maple (183 percent and 170 percent). Aiming to support and sustain this increased interest in American hardwoods, AHEC has announced its participation at INDIAWOOD, which is due to run from June 2 - 6, 2022 at the Bangalore International Exhibition Center.

“Limited domestic hardwood supplies, coupled with strong sustained growth in the retail furniture, handicraft and hospitality sectors has driven the demand for new species, making India an attractive and long-term prospective market for U.S. hardwoods. With India making genuine progress towards fulfilling its potential as a major market for U.S. hardwoods, AHEC is participating at INDIAWOOD with an American hardwood pavilion, which includes several U.S.-based hardwood and veneer exporters. We anticipate that there will be a significant amount of interest from visitors in the American Hardwood Pavilion and that the U.S. companies taking part in the show will find it to be very worthwhile,” concluded Roderick Wiles, AHEC Regional Director. □



Five Indian furniture designers remake three of their existing pieces in American hardwoods

REMAKE was conceived as a response to the need for hands-on experience with American hardwoods in India's furniture manufacturing sector

Five leading Indian furniture designers have unveiled the finished pieces made using American hardwoods as part of REMAKE - the first design collaboration in India led by the American Hardwood Export Council (AHEC), the leading international trade association for the American hardwood industry. The project challenged the leading designer-makers to each select three pieces from their existing furniture range and to remake them using American hardwoods. REMAKE was conceived as a response to the need for hands-on experience with American hardwoods in India's evolving furniture manufacturing sector.

The designers involved with the project, which was launched late in 2020, were Bram Woodcrafting Studio, Esvee Atelier, Kam Ce Kam, Studio SFDW and Studio Wood. In response to the brief, the designers were asked to choose three of their own existing pieces and remake them using American red oak, white oak, cherry, hard maple, tulipwood or hickory.

AHEC supplied all the lumber for the project from a stock of American hardwood species held in India, which was donated to AHEC by Allegheny Wood Products. REMAKE explores how these designers champion a beautiful and sustainable material - American hardwood - in a market that holds tremendous potential.

“It was an enriching experience for me to work with American hardwoods. As exciting as it was to work with these woods, it's been quite a learning experience to see them adapt to our designs. I particularly enjoyed working with American oak, because of its exceptional grain patterns and quality. It was an interesting collaboration to explore the potential of American hardwoods and express them through my designs,” said Srikanth Varma, Founder and Principal Designer, Esvee Atelier.

“Furniture, here in India, is designed and built to last generations. Wood is one of the most shapeshifting & malleable materials to experiment with, giving us the opportunity to



Ergos by Bram Woodcrafting Studio (Image credits_Govind Vishwanath).



Mausam Side Table and Mera Chair by Kam Ce Kam (Image credits_Anmol Wahi).



Comet console by Esvee Atelier (Image credits_Esvee Atelier).



Split Bench by Studio SFDW (Image credits_Edwin Lawrence).



Drawer Poufs by Studio Wood (Image credits_Vaibhav Bhatia).

play with forms, yet durable & sturdy to sustain our evolving lifestyles. AHEC provided us with an array of woods, each unique in its properties and scope of exploration, many of which were a first for us,” added Navya Aggarwal, Co-founder & Partner, Studio Wood.

Commenting on her experience, Jehanara Knowles, Founder of Kam Ce Kam, said: “Working with these incredible timbers has been an amazing experience. India has a limited variety of timbers available and so it has been a great opportunity to use these materials in our pieces. They strongly support our aesthetic, with the natural depth of the material enhancing our designs. Furthermore, the quality of the timber from both a tooling angle and the end product has been admirable.”

Despite the challenges posed by the global pandemic and the inability to travel to India, AHEC was able to remotely launch REMAKE with the five designer-makers. The onset of COVID-19 and the enforced lockdown actually enabled AHEC to spend a lot of time conducting in-depth research into India’s furniture manufacturing sector and to identify a significant number of companies previously unknown. Many of these companies are already using imported temperate hardwoods for their production, which is primarily targeted at India’s domestic market.

“American hardwoods offer us a variety of choices in terms of the grain and finish and are suitable for a wide range of applications. American hardwoods are also sustainable and given that the timber, despite the transportation from America, is carbon negative upon arrival in India, makes it an attractive option for India, which is currently a net importer of timber. I personally believe that American red oak and cherry have the potential to be big in India. As a company, we place great importance on the environmental credentials of the materials we work with and find in American hardwoods a way to continue fulfilling our timber requirements while consuming responsibly,” said Bram Rouws, Director, Bram Woodcrafting Studio.

“Working with cherry was a new experience for me; it was quite fascinating as the wood is quite dense and the grains gorgeous. This inspired me to explore CNC milling with it for objects with finer details and smaller in scale. American white oak in contrast is very strong and its resilience to take any shape and structure. This made it possible for me to achieve a piece that is flatpack with neat joinery and details. The Nightstand in white oak is my favourite as it brings the beauty of natural wood and technology together in a harmonious way. I can’t wait to get my hands on some other species like maple and hickory in the future,” said Saif Faisal, Founder, Studio SFDW.

American hardwoods have a way to go before becoming very well-known and understood in India and only a handful of manufacturers have hands-on experience with working with them. The wealth of legally-harvested and sustainably-managed hardwoods that the United States has to offer is of increasing interest to India’s furniture manufacturers, as they seek to explore new materials, look for long-term alternatives to traditional furniture hardwoods and also widen their appeal to their intended markets, be they in India itself or overseas. AHEC hopes that this collaboration will inspire the next generation of furniture designers and help the Indian market discover the untapped potential of U.S. hardwoods. □

Greenply net profit up by 19% to ₹ 29 crore in Q3 FY22

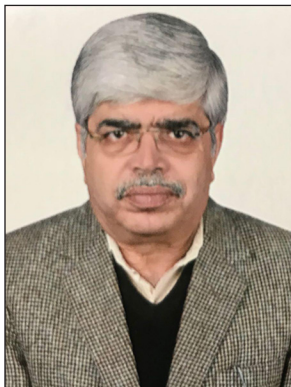
The company’s revenue during the October-December period of the 2021-22 fiscal was Rs 421.1 crore, up by over 23 per cent on a year-on-year (y-o-y) basis.

Greenply Industries Ltd, a plywood manufacturer, reported a 19% increase in consolidated net profit for the third quarter of the current fiscal at Rs 29.8 crore, owing to greater sales. The company’s revenue for the October-December period of the 2021-22 fiscal year was Rs 421.1 crore, growing more than 23% year over year (y-o-y). It claimed gross margin was 38.7%, down 3.34 percent year over year owing to COVID-related interruptions and cost increases. The company is setting up a Greenfield plywood manufacturing unit with a capacity of 13.5 million square metre per annum in Uttar Pradesh. “The plant’s machinery erection work is underway and trial runs are expected in March 2022. Commercial operations will commence in the first quarter of the next fiscal,” a company statement said. It is also constructing a Greenfield medium density fibreboard (MDF) manufacturing unit with a capacity of 800 cubic metre per day in Vadodara of Gujarat.



“All plant and machinery have been ordered and construction activities are in full swing,” it added. □

Farmers - The Saviour of Forests



By R. K. Sapra, Ex- Managing Director, Haryana Forest Development Corporation.

Introduction

Forests have been meeting the demands of timber and fuel wood for domestic and industrial sectors in the India as the National Forest Policy of 1952 envisaged that the forests would meet the raw material demands of wood-based industry. The National Forest Policy of 1988 shifted the focus of management of forests to conservation of forests. As per the report “The Puzzle of Forest Productivity (2017)” published by Centre for Science and Environment, the annual harvest of timber from forests declined from 10 million cubic metres in the 1970s to 04 million cubic metres by 1990. Due to the focus on conservation of forests, the wood production from forests is about three million cum presently.

Promotion of Agro-Forestry

Some of the states have implemented self-funded as well as externally aided social forestry projects from 1980s’ onwards in which focus was on extension of agroforestry. The wood-based industry started meeting their demands of raw materials by establishing a direct relationship with the farmers. Due to focus on agroforestry, the area under Trees Outside Forests (TOF) increased from 5.6% in 2001 to 8.9% of geographical area of India in 2019 and annual wood production increased from 69 to 85 million cubic metres as per the India State of Forest Report, 2021. As the availability of timber declined from forests and the farm wood could not replace timber from forests entirely, the Government liberalised import of timber in nineties. As per the paper Sustainable Trade of Wood and Wood based Products in India (2021), 15 million cubic metres Roundwood Equivalent (RWE) of wood and wood products for about INR 450 billion, were imported.

Ambitious Wood Production

Wood is environment friendly, renewable, stores carbon and resilient to the effects of climate change. The tree plantations provide employment in rural areas, increase the income of farmers, and provide wood which generates employment in urban areas through value addition, and increase the tax revenue. Hence, the Ministry of Environment, Forest and Climate Change (MoEFCC) may work with States, other Ministries, Organisations, and private sector to promote large-scale use of wood. An ambitious target of production of 150 million cubic

metres of wood by 2030, may be fixed along with large-scale expansion of wood-based industry. The production of large sized wood may be given special focus in the ambitious plan to replace imported timber.

Promotion and Issues of Agroforestry

Presently, agroforestry is mainly popular in the villages located in the surrounding areas of wood-based industry, as it reduces their cost of procurement of raw material and assures marketing opportunities to the farmers for their wood. To expand the area under agro-forestry, the cultivation of tree crops may also be promoted in the villages located within five km on either side of rivers (to maintain steady water flow); one km on either side of highways (to avoid contamination of food crops from heavy pollution being caused by traffic); lands suffering from salinity and water logging (to rehabilitate the farmlands); high potential pollution regions like NCR (to reduce pollution and encourage wood-based industry near the consumption centres), etc. The issues affecting the growth of agro-forestry either pertain to farmers or wood-based industry. The farmers mainly suffer due to hassles in harvesting of trees and inter-state transportation of wood; lack of quality control in private nurseries; risky marketing of wood due to long harvesting/rotation period; non-remunerative prices for pulp wood due to lower import duty (which encourages imports) and no incentive for carbon sequestration. The wood-based industry mainly suffers due to complicated licensing policy; costly farm wood due to competition with agricultural produce; import of illegal timber and stiff competition with imported wood products.

Actions Required

To resolve the issues of farmers, firstly there should be Pan India amendments to the rules on felling trees, and inter-state transportation of wood through developing an online system for registration of plantations, felling of trees and seamless movement of wood. Secondly, there is a need to develop a framework for private nurseries to promote their accreditation. Thirdly, the farmers may be supported through special incentives for cultivating tree crops of harvesting period of more than five years. Fourthly, the tree crops may be covered under agricultural insurance scheme. Fifthly, the wood markets with effective networking may be established. Sixthly, the import duty may be increased on pulp wood to ensure its remunerative prices to farmers. Seventhly, the symbiotic models of agroforestry and wood-based industry like ITC, WIMCO, etc., may be promoted. Eighthly, incentive may be provided for carbon sequestration by tree crops.

The following policy initiatives need to be designed so that the Aatmanirbharta (self-reliance) on wood and wood products, may be achieved:

- ❖ Creating Wood Council of India (MoEFCC)
- ❖ Setting up National Wood Mission (MoEFCC)
- ❖ Liberalising licensing policy for wood-based industry based on farm wood (MoEFCC)
- ❖ Reviewing export and import policy to encourage domestic production of wood and wood products (MOCI)
- ❖ Promoting voluntary certification of farm wood and

- regulating import of illegal timber (MOCI)
- ❖ Treating wood-based industry at par with the food processing industry (MOCI)
- ❖ Reducing Goods and Services Tax on wood products manufactured from farm wood (MoF)
- ❖ Declaring MSP for farm wood on the pattern of agricultural produce (MOAFW)

A lot of recommendations regarding development of agro-forestry sector were made in past but the pace of reforms is very slow, hence its full potential has not been achieved till now. It is high time that some bold initiatives and reforms are undertaken for this sector at the highest levels at the Centre as

well as in States as the economy is badly affected due to the Covid pandemic. The policy initiatives in this sector will create large scale employment in rural areas as well as increase the income of farmers, which will certainly help in reducing the rural distress.

As the farm wood has largely met the demand of wood-based industry, the forests are better equipped now to meet the ecological requirements of the India as well as livelihood needs of families living in and near the forests. Hence, farmers are the real heroes behind the increase in forest and tree cover of India, which has been helping in mitigating the effects of climate change. □

Ministry of Trade Facilitates MSME Entrepreneurs to export wooden floors to India

The Ministry of Trade (Kemendag) through the Directorate General of National Export Development (Ditjen PEN) facilitated the initial export of business, small and medium enterprises (SMEs) assisted by the Surabaya Export Center program for wood flooring products to India amounting to USD 27 thousand. This export is part of an export contract to India worth USD 350 thousand.

Secretary General of National Export Development Ganef Judawati also appreciated companies that actively seek market opportunities and are expected to be examples for millennials to penetrate the export market. In addition, appreciation was also given to the Surabaya Export Center Team who actively provided assistance to PT Vesta Legno International so that they were able to carry out exports independently.

“East Java’s SME exports continue to show an encouraging phase and bring hope for accelerating the national economic recovery. This momentum must be maintained continuously so that Indonesia’s exports will continue to increase,” he said in his statement, Wednesday (2/3). Based on data from the Central Statistics Agency, in 2021, Indonesia’s exports of wood flooring products (HS 441871-79) amounted to USD 117.86 million, an increase of 39.09 percent compared to the previous year’s exports which were recorded at USD 84.74 million. “Over the last five years, the trend of Indonesia’s exports to the world for this product has shown an average decline of 4.29 percent annually,” he said.

India itself in 2021 will occupy the 18th position as an export destination for Indonesian wood flooring products with a share of 0.33 percent. Meanwhile, Indonesia’s largest export share for this product was to the United States with a share of 51.08 percent, Japan (10.27 percent), Canada (6.85 percent), Australia (4.88 percent), and France (4.79 percent).

For information, the Surabaya Export Center is a program for assisting business actors, especially export-oriented SMEs for the East Java region, which will be inaugurated in 2021. Through this program, business actors can obtain one-stop consulting services regarding export opportunities, use of trade cooperation agreements, product standardization assistance, promotions, export procedures, as well as problems faced by business actors through coordination with stakeholders. □

213 New Licences for Wood-based Industries are approved by a state committee



Dr. Mohit Gera, PCCF & Head of Forest Force, J&K, chaired the 8th meeting of the State Level Committee (SLC) on Wood Based Industries. The Government of J&K constituted the SLC to approve the grant of fresh licence or enhancement of capacity of Wood Based Industry subject to availability of raw material. Dr.Gera emphasised that as per the initiative of the Government, the Forest Department is facilitating Wood Based Industries including an online system for application of license and its renewal, simplification of issuance of transit permit for forest produce etc. Dr. Gera also informed that the Government is considering drafting J&K Wood Based Industries (Establishment & Regulations) Rules for further facilitation of the Wood Based Industry in J&K.

T. Rabi Kumar, APCCF (Kashmir) submitted 213 applications to the SLC for consideration for the establishment of sawmills, including 73 cricket bat units and 8 plywood/ veneer units. All of the applications were approved by the committee. The SLC has approved 226 cricket bat units for licencing under SRO 103, which controls the development and licencing of the Wood Based Industry. These units are mostly found in Kashmir’s Pulwama and Anantnag districts. The SLC also approved eight applications in the Srinagar circle for the establishment of plywood and veneer factories. In Kashmir, 143 licences for the establishment of plywood and veneer plants have been obtained thus far. The committee was also given information on the raw material consumption patterns of various Wood Based Industries in Kashmir. Sanjay Sinha, APCCF (Central), Vasu Yadav, Managing Director, JK Forest Development Corporation, Brij Mohan Sharma, Addl. PCCF, Jammu, Tawheed Ahmad Deva, Conservator of Forests, Mahmood Ahmad Shah, Director Industries & Commerce, Kashmir, and all the conservators of forests in Kashmir region, as well as representatives from IRO, Jammu, were present at the meeting. □

New Zealand Logs Demand Remains Strong but Uncertain



The At Wharf Gate (AWG) price for export logs remained unchanged in December 2021, although price increases in a couple of ports where exporters managed to secure favourable spot deals for shipping according to interest.co.nz.

The CFR sale price in China has bottomed at US\$130-135 per JASm3 for A grade. Shipping congestion has cleared in China and backlog vessels have been discharged without log inventory increasing. Reducing supply in December 2021 and January should lead to reduced inventory levels into the Chinese Lunar New Year at the start of February 2022. However, log demand in 2022 is still uncertain. The PF Olsen Log Price Index remained at \$110 for December 2021. The index currently \$12 Below the two-year average, \$13 below the three year average and \$14 below the five year average.

Domestic log market in New Zealand

Log pricing has generally remained flat as coming to the end of Quarter 4, 2021. Many harvesting crews are taking a three-to-four-week break over the festive season. Many



sawmills are taking this time to catch up on maintenance etc, so builders expecting a surge of stock to greet them in the new year will be disappointed. In New Zealand, there is a shortage of building materials and builders, developers and home owners are grappling with rising costs. Sawmillers continue to report demand exceeds supply for sawntimber. There is plenty of demand from clearwood and structural to post and poles for infrastructure demands.

Export log market for New Zealand

While the AWG price range between exporters and ports remains varied there was some reduction in the range as exporters that had better shipping deals have seen those deals end and there is a more level operating field. A couple of exporters also managed to secure good spot deals on vessels which allowed them to increase AWG prices at certain ports. The drop in sales price in China was countered by the fall in freight costs and the NZD weakening against the USD. The price for logs in China seems to have bottomed at US\$130-135 per JAS cubic metre for A grade logs. Softwood inventory levels have dropped lightly to 4.5 million cubic metres and daily offtake remains steady at 75,000 per day. The inventory level is about 40 percent higher than normal for this time of 2021. Log demand usually reduced heading into the Chinese Lunar New Year, then increases rapidly until construction activity is at full production until the hot sticky eather arrived in China in June and July. Most economists predict a 10 percent decline in new housing starts in 2022 in China. This is a combination of falling house prices reducing demand, reduced credit and the introduction of new taxes introduced to curb speculation. As for the export market India for New Zealand, the South American logs sitting unsold at port, bonded warehouses, and on inbound vessels to Kandla has fallen from 400,000 cubic metres to an estimated 250,000 metres. Sentiment remains subdued in Gandhidham with lukewarm demand. The price of sawn timber from Uruguay logs is flat at INR 521 per CFT. The price for radiate sawn timber has fallen from INR 571 to INR 561 per CFT. Market sentiment is likely to remain subdued over the next couple of months as the unsold South American volume is sold off. India export remains constrained due to a lack of containers. Tuticorn had a good rainy season and log demand is limping back to normalcy. The local pine sawn timber price is about INR 651 per CFT. From January 1st, 2022, the use of methyl bromide for fumigation in holds will require a buffer zone of 900m and log exporters have said this is operationally impossible to ship logs from New Zealand to India. The Indian Phytosanitary Authority is likely to permit Ethanedinitrile and Sulfuryl Fluoride to fumigate logs and lumber. But given the regulatory procedures involved, it may take months, or even years, to get the necessary regulatory approvals at both ends.

Russia Extends Lumber Export Restrictions

According to Russian News Agency, higher duty rates for export of individual kinds of lumber, aimed at preventing export of raw wood disguised as lumber, have become effective in Russia. The Russian government earlier introduced broader restrictions for timber export: higher rates for export of individual kinds of lumber with moisture over 22 percent and thickness and width over 10 cm are effective in the country from January 2 to

December 31, 2022. The rate of 200 euro per cubic meter is set for soft wood and the rate applied to precious hardwood ranges from 250 to 370 euro per cubic metre, the Ministry of Industry said. The rate for such softwood and oak lumber was 10 percent but at least 13 and 15 euro per cubic metre respectively and 10 percent but at least 50 euro per cubic metre for beechwood and ash. “This was done to increase the export of products with high added value and to prevent flow of certain commodity groups into other ones,” the Ministry said. Duties will be in effect only in respect of exports outside the Eurasian Economic Union. Raw softwood and precious hardwood (oak, beech and ash) is made since January 1 only through two railway border crossings (Lotta on the border with Finland and Khasan on the border with North Korea). This will make it possible to save up to six million cubic metres of softwood in Russia for processing by domestic companies which will influence on the improvement of product quality on the domestic market and the relevant price lowering, Deputy Minister of Industry Victor Evtukhov said earlier.

Lumber Prices Remain High

The year 2021 has seen a lot of price volatility from the markets. While stocks have been surging, commodities have had more of an up and down year. After reaching a peak, prices for most industrial commodities ended up tapering down a bit. However, now it seems that the commodities bull market has returned again, with lumber prices already hitting a fresh high, according to Warrior Trading News. Futures for January delivery for lumber is sitting at just under \$1,100 per thousand board feet. In comparison, that’s more than twice the price seen since back in November 2021. Even besides futures, cash prices are up as well. According to the farming composite index, which trades lumber sales, regular lumber prices have risen by over 65 percent since October 2021 to around \$915 per thousand board feet. Just in the end of December 2021, prices have gone up by over \$129.

While lumber isn’t the most popular commodity for traders, being a relatively obscure market, economists have been paying close attention to lumber prices as a proxy for other economist issues. In particular, commodity prices skyrocket back early in 2021, which was seen as one reason why inflation appeared to be getting out of hand. Several months ago, Federal Reserve Chairman Jerome Powell pointed to falling lumber prices as a sign that inflation would stabilize in the coming months. However, that turned out to be completely incorrect, with inflation indexes hitting 39-year highs. Now it seems that commodity prices are soaring once again. Proving that some of these more obscure markets are harder to predict. As for the reasons, the biggest of which has to do with the excessive flooding in British Columbia, Canada. A recent storm has effectively prevented sawmills from cutting more lumber, and flooded highways prevent freshly cut lumber from being transported to customers. That’s on top of existing supply chain problems which are widely causing supply buildups all across North America. “It’s the perfect storm for another wave of building-product shortages, a rinse and repeat in lumber and for a lot of other stuff as well,” said Tod Tomalak, an analyst who tracks the lumber industry, according to the Wall Street Journal. Higher lumber prices are also expected to prop up house prices even further. A large portion of American houses are built with Canadian lumber, and higher prices simply get passed down to the consumer by large builders. Real estate has already hit a record high in demand, with interest rates being so low. A lack of building materials should only further push up American home prices. The biggest winners of this situation are home builders as they simply passed on these increased prices back to the consumers. However, that’s expected to change in 2022 as the Federal Reserve has suggested multiple rate hikes are more than likely going forward. If housing demand cools down, it can be predicted that industrial commodities like lumber stabilizing once again. □

India-UAE CEPA likely to come into effect from May 1, will benefit labour oriented sectors

Commerce Secretary BVR Subrahmanyam today said that India, UAE Comprehensive Economic Partnership Agreement (CEPA) is the final agreement, which is likely to come into effect from Labour Day i.e. May 1 this year. CEPA signed between India and the UAE on Friday is likely to come into effect from the first week of May 2022, opening up a comprehensive array of gains for India in sectors like plastics, furniture, agricultural, and food products.

At least 10 lakh jobs opportunity will be created due to the trade pact between India and UAE. The CEPA comes opportunely when the UAE which is India’s third-largest trade partner, is working with New Delhi to renew trade to a pre-pandemic level of USD 60 billion.

Describing the CEPA as a balanced, complete, and comprehensive economic partnership embracing all aspects of the bilateral ties, Goyal said it covers the widest possible array of subjects from free trade to digital economy, government procurement, rules of origin, customs procedures, government procurement, intellectual property rights, and e-commerce. It benefits labour oriented sectors like textiles, handloom Gems and jewellery, leather goods and footwear.

Piyush Goyal while addressing a press conference with Minister of Economy Abdulla bin Touq Al-Marri and Minister of State for Foreign Trade Thani bin Ahmed Al Zeyoudi said, “There are certain formalities to be completed and it will be taken to the Cabinet.”

The process should take 60 days and after that, we are looking at Labour Day or the first week of May for making the CEPA effective. I have invited both the ministers to India in the first week of May when we propose to have a series of business roundtables and engagements in various cities of India to take the FTA to the people, Goyal added.

In a significant gain for India and as a first in the CEPA agreement, the UAE has agreed to automatic registration and market authorization for India in medicines in case of their regulatory approval in developed countries such as the USA, EU, UK, and Japan. The agreement also has a permanent safeguard mechanism which can be resorted to in a situation of a sudden surge in imports along with strict rules of origin, which will prevent products from other countries through the CEPA route. □

India's furniture industry estimated to touch \$40 bn by 2026

As pandemic has made online a preferred medium of shopping, number of online furniture shoppers is estimated to rise from 1.8 million in FY21 to 4.8 million in FY26

India's home and furniture market is estimated to touch \$40 billion by 2026 says a report by consulting firm RedSeer. As pandemic has made online a preferred medium of shopping, number of online furniture shoppers is estimated to rise from 1.8 million in FY21 to 4.8 million in FY26. Also, the number of online home buyers is estimated to rise from 16 million in FY21 to 45 million in FY26. The Gross Merchandise Value(GMV) of the sector is estimated to rise to \$4 billion by FY26.

The study suggests that in the next five years, online furniture shoppers will triple in size. Additionally, this will enable GMV growth of more than five times for the category over FY21-26.

The online furniture spend is estimated to touch \$2.2 billion with five million unique shoppers by FY.26. Similarly, online home shoppers will see a growth of 2.5 times in the next five years. The online home spend is estimated to touch \$ 1.8 billion



with 45 million unique shoppers by FY26. Greater choices, convenience, comfort and customer satisfaction is driving the spike in growth the report added. □

Wooden products sales in Saharanpur surged amid Covid-19 pandemic, says exporter



Wooden products made in Saharanpur have seen a jump in sales as a result of the Centre's heightened restrictions on importing products from China and the presence of the COVID-19 epidemic, according to a leading exporter from the city. Ramji Suneja, a woodwork exporter, told ANI, "During the COVID-19 crises, we saw a beneficial influence in Saharanpur as consumers shunned China-manufactured products and demand for locally created wood products soared. Manufacturing was a problem during the epidemic, but it got back on track after following the COVID-19 protocols."

Talking about Saharanpur being known as the wooden city, Suneja said this practice has been going on for the last 300 years.

"Saharanpur is called a wooden city and for past 300 years,

manufacture of woodwork products is going on. Earlier, exports were nearly of Rs 300 crore but now, Rs 1,000 crore direct export and Rs 1000 crore indirect export are taking place. I believe that about one lakh workers are engaged in making wooden products in the wooden city," he added. Suneja said that 50 per cent of the produce goes to the USA, 10 per cent to Germany, about 10-20 per cent to Europe and now Dubai also demands Saharanpur wood-work. He expressed his delight at becoming a part of the Centre's One District One Product (ODOP) scheme "We are delighted that Saharanpur has been included in the One District, One Product initiative. We also have a geographical identification sticker, which allows exporters to obtain products straight from the producer." Suneja stated that there is demand from numerous platforms and that a wood depot and wood bank should be built before of the February 14 election in Saharanpur. □

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Amulya Mica 1.25mm Imperial Premium Laminate Catalogue was released by Mr. Harbhajan Singh in the event of Lakshya 100K on 18 December 2021 at Andaz Hotel, Gurugram

Amulya Mica organized Lakshya 100K All India Dealers & Distributor meet on 18th Dec/2021 at Anadaz Hotel, Delhi Aerocity where new collection of 1.25mm Imperial Premium laminate (IPL) catalogue was released by Cricketer Mr. Harbhajan Singh. The event was inaugurated by Mr. Rakesh Agarwal, Mr. Dokania, Mr. Hari Maheshwari, Mr. Mukesh Agarwal & Mr. Mukesh Modi by lighting lamp, followed by Ganesh Vandana.

More than 350 channel partners with their families from all India attended the event.

In the event PVC laminate folder was released by channel partners Mr. Gopal Agarwal Kolkata, Mr. Mohit Agarwal Ludhiana, Ms. Charmi Patel Ahmedabad, Mr. Sanjeev Jindal Bathinda and Mr. Deepak Patel Raipur. Imperial laminates Folder was released by Cricketer Mr. Harbhajan Singh along with the channel partners Mr. Amit Poddar Bangalore, Mr. Ankur Maheshwari Delhi, Mr. Sanjay Jain Jaipur, Mr. Sumit Maheshwari Indore. Digital Catalogue was released by the

channel partners Mr. Pankaj Singh, Mr. Akshith Cheryly, Mr. Gaurav Mehta Udaipur and Mr. Shubham Garodia.

Amulya Team has pledged for Lakshya 100K, to sell 1 lakh sheets of imperial laminates by the March/2022 ending. Some of the new features in Imperial laminates collection are.

1. 19 new shades, 22 texture variants with 56 designs.
2. Marble & Stone finish the new (4116 & 4417 – RE-31)
3. Marble Design in One Go Flow (No repeat pattern on one sheet)
4. Finest rough wood series with zero reflection look.

In 7 Wonder collection some of the new features are:

1. 5 new shades with Oak Crown & quarter.
2. Natural Stone series, 8 natural finishes with 2 polish variants: melamine matt & natural Gloss.
3. High grey scale paper in Exotic veneers & 7 wonders give the natural feel & longevity of colour fastness.



In case of Exotic veneer, the natural veneer has been scanned and design transformed to paper. It has a 8x4 grain structure. There is no repetition of the pattern in this. Limited edition wood designs.

75 edges bending available along with the specific design in the catalogue for convenience and it covers almost the entire catalogue.

Imperial laminate folder of Amulya Mica covers all variants and species of Natural Veneers and provide limitless options for traditional and contemporary interiors. It is WOW and eye-catching collection. The delegates present in the event also appreciated the new look of Imperial Laminate collection and showed high josh to market the product.

In his speech MD Mr. Rakesh Agarwal thanked Mr. Harbhajan Singh & his channel partners for their bonding with Amulya family and wished for good health & safety. Last year Imperial Laminate folder was launched by Mr. Harbhajan Singh in virtual event but today it actually official release of Imperial laminate folder as it was released in presence of all channel partners and team. Amulya Mica's imperial laminate series is true value for the money. Further he discussed the increased rate of raw material due to pandemic. But he is quite sure that it is for the short period as pandemic ends everything will be stable. He thanked all that even in the pandemic situation, with the channel partners support and team efforts, the company is in growth path, achieved 12% growth in last year and expect the same supports and efforts in future to make company 500 cr. by 2024.

Later he discussed Lakhsy 100K and emphasized to do more hard efforts to achieve lakhsy 100 K in three months. He is quite confident that together with team efforts will achieve the target. He informed the joining of his daughter Ms. Shailja Agarwal as marketing Director and son Mr. Abhishek Agarwal as Director in the company and requested all to give love & support to more flourish.

In the event Covid-19, Learning & Precaution book written by MD Mr. Rakesh Agarwal himself was released by cricketer Mr. Harbhajan Singh along with MD Mr. Agarwal, his better-half Mrs. Mamta Agarwal and Mr. Upendra Chaudhury editor of the book. This book is particularly written for next generation for their knowledge & motivation that how the whole nation had faced the difficult & shocking situation. It also makes ready to face any such situation occur in near future. This book truly exemplifies the lines that "Tough Times Don't Define You, They Refine You." This book will be circulated free of cost for reading generation and will be available in Kindle.

Director Mr. Dokania Ji also spoke for present market changing situation and emphasized the need to act as per market changing demand. Ms. Shailja Agarwal spoke for all Amulya's product and USP which distinguished with other products in the market. Mr. Abhishek Agarwal informed the new name of Amulya Digital laminate as LAVA LOG and explained new features. Mr. Shayam Maheshwari presented company's CSR activities and Tree Plantation theme. Mr. Harbhajan Singh has committed to plant 250 trees with Amulya Mica.

Mr. S.K.Tharad & Mr. Ravi Gupta explained the features of Imperial laminate & Lamalog. Last but not least, the event was ended by giving Vote of Thanks by Mr. S.K. Tharad following by Dinner and musical & dance show. □

Calendar of Events 2022

April 01-04, 2022

MEDWOOD

Athens, Greece
Metropolitan Expo

<https://www.medwood.gr/en/home-3/>

April 06-09, 2022

UMIDS

Krasnodar, Russia
International Exhibition Company
<https://www.umids.ru/en-GB/>

May 12-14, 2022

AFRIWOOD 2021

<https://www.expogr.com/afriwood/>

May 25 - 27, 2022

WOOD TECH EXPO

Warsaw, Poland
Ptak Warsaw Expo

<https://warsawexpo.eu/en/fair-calendar/wood-tech-expo>

May 25-27, 2022

DOMOTEX ASIA/CHINA FLOOR

NECC, Shanghai, China

<https://www.domotexasiachinafloor.com/>

May 26-28, 2022

HANNOI WOOD 2022

International Centre of Exhibition (I.C.E), Hanoi, Vietnam
www.hanoiwoodexhibition.com

June 2 - 6, 2022

INDIAWOOD 2022

Bangalore International Exhibition Centre,
Tumkur Road Bangalore, India
www.indiawood.com

June 27-29, 2022

SYLVAWOOD 2022

Shanghai, China
Asia Specialised Wood Materials & Wood Product
Trade Show
www.sylvawoodexpo.com

July 6-9, 2022

MALAYSIAN INTERNATIONAL FURNITURE FAIR

MITEC & WTCKL, Kuala Lumpur
<https://2022.miff.com.my/>

August 8-11, 2022

BIFA WOOD VIETNAM 2022

WTC Binh Duong, New City Expo, Binh Duong, Vietnam
International Wood & Woodworking Machinery Exhibition
<http://www.co-matic.com/en/html/news/show.php?nid=111>

November 20-22, 2022

MALAYSIAN WOOD EXPO 2022

Malaysian International Trade And Exhibition Centre
(MITEC), Kuala Lumpur, Malaysia
www.malaysianwoodexpo.com.my

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