

**Scheme rule for Incentive Scheme for branding of Natural Rubber for
export market**

4.3.4: ‘Scheme rule for Incentive Scheme for branding of Natural Rubber - for export market’ under sub component ‘Market Promotion’

I. Objective

The broad objective of providing financial assistance for branding of Natural Rubber (NR) is to encourage export of branded NR and to offset the additional cost involved in branding. Branding distinguishes Indian NR in the international market with its discerning quality features. Board formulated quality criteria for branding and each export consignment under the brand will be inspected before shipment to ascertain compliance for branding.

II. Eligibility

NR exporters having valid Registration – cum – Membership Certificate (RCMC) issued by Board and registration for using Indian natural rubber logo will be eligible for availing incentive under the scheme. The assistance will be provided as reimbursement on production of prescribed documents under the scheme.

III. Financial Incentive

Rate of incentive for export of branded NR is fixed@ Rs. 2/- per kg drc for Centrifuged Latex (60% drc).

IV. INR branding

The exporter shall apply in prescribed format for brand registration with a fee Rs.1000/- plus GST 18% along with a signed MoU on the terms of logo usage and branding procedures. Branding incentive is confined for Latex Concentrate (60% drc) grades only during 2024-25. For branding, registered exporters shall apply in prescribed form for logo stickers with usage fee of Rs.

0.10 per kg drc plus GST 18%. Logo stickers supplied from Board shall be affixed on export consignments of branded rubber for inspection. Rubber Board officials will inspect the export consignments with logo stickers as per exporter’s advise. Representative samples of Latex concentrate (60% drc) will be drawn for testing in

Board's laboratory and based on test results the export consignment will be awarded Brand Certificate.

V. FINANCIAL ASSISTANCE – PROCESS FLOW

Application for financial assistance

Uploading of relevant documents & bank details

Scrutiny by Assistant Marketing Officer

Recommendation by Marketing Officer / Market Research Officer

Approval by Dy. Director (Marketing)

Sanction by Director (Finance)/Dy. Director (Finance)

Release of payment

VI. Terms and Conditions

1. The incentive scheme will be applicable for export of NR under the brand INR after Rubber Board inspection and issuance of brand certificate.
2. Claim for the financial assistance under the scheme may be submitted after exporting rubber as per branding procedure with a brand certificate from Board. Details of INR logo stickers and master stickers used in each of the export consignment should be furnished in the application.
3. Supporting documents to be produced along with the prescribed application are :
 - a. Export Invoice
 - b. Let Export Copy of the Shipping Bill issued from the Customs Dept.
 - c. Print out of statement of Bank Realization generated from the DGFT website duly attested by Bank authorities.
 - d. Bill of Lading
 - e. Copy of Brand Certificate issued by Rubber Board.
4. All documents, other than the original, attached with the application form should be attested by a Chartered Accountant or by a competent attesting authority such as Notary Public/Gazatted Officer or Bank Manager.
5. In case it is found that the financial assistance was availed on the basis of production of false documents, the Board shall have the right to recover the entire

amount paid with penal interest @ 12% p.a.

6. Maximum financial assistance shall be Rs.2 lakh per year per exporting unit irrespective of volume exported.
7. The financial assistance under this scheme will be considered on receipt of the application completed in all respects within 90 days of realization of exports.
8. In interpretation of these rules or in any dispute connected with the use of logo or concerning the export of natural rubber using the logo, the decision of the Executive Director, Rubber Board shall be final and binding on the exporter.
9. In case of any dispute, the decision of Executive Director, Rubber Board will be final and binding on the applicants.
10. Rubber Board reserves the right to alter or withdraw any of the rules and add new rules during the implementation of the scheme.
