

Scheme rules for Facilitating Exporter's participation in trade fairs

I. Title

These rules will be named as Rubber Board scheme rules for 'Facilitating Exporters participation in international trade fairs' under major sub component 'Market Promotion' and Major Component-'Support for processing and marketing, infrastructure development and specialized services'.

II. Objective

The broad objective of providing financial assistance to NR exporters is to facilitate their participation in international trade fairs and thereby helping them in utilizing opportunities in international market for increasing volume of export of branded NR from India. Board shares space with NR exporters in international fairs and exporters participating in such fairs will be eligible for the financial assistance specified in the Scheme

III. Definition: In these rules, unless the context otherwise means,

1. 'Board' is 'Rubber Board' constituted under the Rubber Act 1947
2. 'Executive Director' is the 'Executive Director of the Board'.
3. NR Exporters are those having a valid Registration – cum – Membership Certificate (RCMC) issued by the Board.
4. Exporter of branded rubber means those exporters having registration with Board for using Indian Natural Rubber Logo.

IV. Eligibility

NR exporters in India having valid Registration – cum – Membership Certificate (RCMC) issued by Board and have registration for using Indian Natural Rubber Logo is eligible to participate with the Board in international trade fairs and to avail the scheme. Exporters selected for trade fair participation along with the Board becomes eligible for availing assistance under the scheme. Eligibility criteria for selection of exporters for participation of trade fair are:

- NR exporter whose export turnover of NR up to Rs 50 Crore (FOB value) in the previous year of selection. Exporters such selected for trade fair participation must fulfill an export obligation of minimum one full load

container of INR branded rubber during the period of selection for participation.

- NR exporters whose export turnover of NR exceeded Rs 50 Crore (FOB value) in the previous year of selection will also be selected for trade fair participation under the condition that the exporter shall fulfill an export obligation of 100 MT of INR branded rubber during the period of selection for participation.
- NR exporters who have not exported NR in previous year will be considered only in the absence of the first two categories. Such exporters, if selected will have to fulfill an export obligation of one full load container of INR branded rubber during the period of selection for participation.

V. Scheme Period

The scheme is to be implemented during the Mid Term Framework (MTF) 2017-18 to 2019-20.

VI. Financial Assistance

NR exporters participating in international trade fairs with Board will be given opportunity to display their products in the Board's booth sharing the space rented. Travel cost of the participant exporter in such fairs will be reimbursed under the scheme after fair participation. Apart from travel grant, scheme provides financial assistance to participating exporters for preparation of publicity materials which are to be used in the fairs.

- (a) Air travel – Financial assistance for travel by air, in economy excursion class will be reimbursed subject to rules in line with the scheme 'Market Development Assistance' (MDA) issued by the Government of India as below.

Sl No	Area/Sector	No. of visits	Maximum Financial assistance per event (Rs)
1	Focus LAC	1	1,80,000
2	Focus Africa (including WANA Countries)	1	1,50,000

Sl No	Area/Sector	No. of visits	Maximum Financial assistance per event (Rs)
3	Focus CIS	1	1,50,000
4	Focus ASEAN + 2	1	1,50,000
5	General Areas	1	80,000
	Total	5	-

(b) Printing Assistance - Financial assistance for developing publicity materials like posters and brochures as per standards prescribed by Board for use in trade fairs will be reimbursed subject to the terms and conditions mentioned below. Fifty percent of the actual cost for developing publicity materials subject to a maximum of Rs 50,000/- per year per exporter will be provided as financial assistance under the scheme.

VII. Terms and Conditions

1. NR exporters selected should have registration for using Indian Natural Rubber Logo and have a valid RCMC issued by Board for complete 12 months and have filed returns to the Board on regular basis.
2. Selected exporter will be eligible for reimbursement of the following.
 - (a) Travel expenses by air, in economy excursion class fare in the shortest route to the destination
 - (b) Visa processing charges, as per the original invoice by the approved travel agent or as per the documentary evidence, subject to a maximum of Rs.5,000/-
 - (c) Fifty percent of the actual cost for developing publicity materials subject to a maximum of Rs 50,000/- per year per exporter as financial assistance under the scheme.
 - (d) Total of travel, visa and printing charges (a) + (b) + (c) should be limited to the upper ceiling as indicated in the table above 'maximum financial assistance per event'.
3. Standards for developing posters are:

- (a) Poster sizes shall be preferably of 4 x 3 (4 feet x 3 feet) or its nearest sizes, to suit the panels in the stall. Posters should be in multi –colour
- (b) Material used for poster shall be of High Quality Vinyl Flex or Vinyl Stickers
- (c) Language used shall be of either English or any other foreign language.
- (d) Photos and pictures used in Posters shall be of good quality and suit for exhibiting in international exhibitions
- (e) Content of the poster shall be either in English or any other foreign language

4. Standards for developing brochures are:

- (a) Brochure size shall be in A 4 size or its nearest one as a folder or in a booklet form, but should be of international standard & quality
- (b) Paper used for brochure shall be of good quality Foreign Art card of either 170 or 220 gsm or its higher qualities
- (c) Language used shall be of either English or any other foreign language
- (d) Brochure can either be a two folder or as multi folder with mechanical folding and creasing, or in a booklet form
- (e) Pouches can also be provided with the brochure to insert pull outs and CDs

5. Financial assistance will be made available as reimbursement on production of the following documents.

- (a) Approval letter from the Board
- (b) Claim along with the declaration duly completed in the prescribed form.
- (c) Supporting documents for travel and visa charges:

1. Legible photocopy of visa page in passport defining the entry and departure to the host country
2. Original air ticket/jacket used during journey. If original air ticket/jacket is lost, a legible photocopy of the same along with a certificate from the concerned airline indicating name of the traveler, ticket number, flight number, date of departure from India, sectors/countries visited, class in which traveled, economy excursion class fare for sectors/countries visited.
3. Boarding passes in original
4. Original Invoice/Bill issued by the travel agent for air charges
5. Original Invoice/Bill issued by the travel agent for visa charges
6. If air ticket/visa has taken not through a travel agent, satisfactory proof of the payment made.

(d) Supporting documents for printing assistance:

1. Original invoice of printer or publisher or advertising company with GST No, Telephone Nos, seal and signature
 2. Stamped receipt of printer or publisher or advertising company acknowledging receipt of payment.
 3. Copy of work order placed or contract agreement for work.
 4. Statement showing details of publicity materials developed like opening stock, purchase, issue in trade fair and balance stock
 5. Voucher copy of brochure and A 4 size print out of posters
Letter of approval for developing publicity materials from the Board
6. All the documents other than original shall be attested by a Chartered Accountant or by a competent attesting authority such as Notary Public/Gazatted Officer/Bank Manager.
 7. NR exporter if selected for trade fair participation shall remit Rs 40,000/- to the Board for confirmation of participation. This amount will be reimbursed to the exporter along with eligible grant after participation.

8. Assistance shall be permissible to one regular employee/director/partner/ proprietor of the company. Assistance would not be available to exporters of foreign nationality or those holding foreign passport.
9. The Company should not be under investigation/ charged/ prosecuted/ debarred/ blacklisted under Foreign Trade Policy of India or any other law relating to export and import business.
10. Maximum financial assistance shall be inclusive of assistance received from all Government bodies/FIEO/EPC's Commodity Boards/Export Development Authorities/ITPO etc.
11. An exporter can participate in five trade fairs based on the sector-wise classification noted above. However, the Board has the discretionary power to select the exporter for a particular fair.
12. The financial assistance under this scheme will be considered on receipt of the application completed in all respects within 90 days of return to India. Claims submitted within in 30 days from the expiry of 90 days period will also be considered with 10% deduction in payment.
13. In case of any dispute, the decision of the Executive Director, Rubber Board will be final and binding on the applicants.
14. Rubber Board reserves the right to alter or withdraw any of the rules and add new rules during the implementation of the scheme.
