

SCHEME : FINANCIAL INCENTIVE TO EXPORTERS FOR DEVELOPING PUBLICITY MATERIALS

Sub - Rules for providing financial incentive to exporters for developing publicity materials to be used in international trade fairs during 12th plan period

Title

These rules names shall be known as Rubber Board's "Rules for providing Financial Assistance to Exporters of Natural Rubber (NR)/Rubber wood for developing publicity materials to be used for Trade Fair Participation" during 12th plan period.

Objective

The broad objective of the scheme is to provide financial assistance to exporters of NR/Rubber wood in building up capability in global marketing and thereby establishing India's presence in international market on a regular basis. Participation in trade fairs and exhibitions conducted in India and abroad helps in expanding the market for Indian NR and Rubber wood products. Publicity materials of international standards are essential for meaningful participation in fairs. The Board proposes to provide financial assistance in this item of expenditure under the scheme. The assistance will be available to the exporters who participate in trade fairs/exhibitions along with the Board.

Eligibility

Exporters of Natural Rubber having registration for using Indian Natural Rubber Logo and a valid Registration – cum – Membership Certificate (RCMC) issued by the Rubber Board and exporters of Rubber wood having a valid RCMC issued by Capexil or an approved Export Promotion Council and participated in any international trade fairs with the Board during the 12th plan period would be eligible for availing financial assistance under this scheme. The Rubber wood exporting units enlisted in the Department of Processing and Product Development, Rubber Board will only be considered for providing financial assistance under this scheme.

Scheme period

The scheme is intended to operate during the 12th Plan period, effective from the financial year 2014-15 to 2016-17.

Definition

In these rules, unless the context otherwise means,

1. Board means the Rubber Board constituted under the Rubber Act 1947
2. Chairman means the Chairman of the Rubber Board.
3. NR Exporters are those having registration for using Indian Natural Rubber Logo and a valid Registration – cum – Membership Certificate (RCMC) issued by the Rubber Board.
4. Rubber wood exporter means those units registered with Capexil or any other Export Promotion Council and those units enlisted by the Department of Processing and Product Development, Rubber Board.

Quantum of Financial Assistance

50% of the actual cost of developing publicity materials subject to a maximum of Rs 50,000/- per year per exporter would be provided as financial assistance for publicity materials like posters, brochures, roll ups, audio visuals etc. approved by the Board and to be used for participation in international trade fairs.

Standards of Publicity materials: The following are the standards prescribed for publicity materials.

(i) Brochures

1. Size of the Brochure should be in A 4 size or its nearest one as a folder or in a booklet form, but should be of international standard quality.
2. Paper used should be of good quality Foreign Art card of either 170 or 220 gsm or its higher qualities.
3. Language used should be of either English or any other foreign language.
4. Brochure can either be a two folder or as multi folder with mechanical folding and creasing, or in a booklet form.
5. Pouches can also be provided with the brochure to insert pull outs and CDs.

(ii) Posters

1. Poster sizes shall preferably be of 4 x 3 (4 feet x 3 feet) or its nearest sizes, to suit the panels in the stall.
2. Posters should be in multi colour.
3. Material used for poster should be of High Quality Vinyl Flex or Vinyl Stickers.

4. Photos and pictures used in posters should be of good quality and suit for exhibiting in international exhibitions.
5. Content of the poster shall be either in English or any other foreign language.

(iii) Roll-ups

1. The size of the roll ups shall be, preferably be of 6 x 3 (6 feet x 3 feet) or its nearest sizes.
2. Roll up should be in multi colour.
3. Photos and pictures used in scroll ups should be of good quality and suit for exhibiting in international exhibitions.
4. Content of the scroll up shall be either in English or any other foreign language.

(iv) Audio -Visuals aids

1. The duration of the marketing films shall be minimum 5 minutes and the script to be approved by the Board before filming. The story of the film shall include the branding process and the advantages of branding. 'Indian Natural Rubber' logo needs to be watermarked on the top right of the screen.
2. The script of the audio aids shall get approved by the Board before recording. The story shall cover aspects of INR branding.
3. The commentary for 1 and 2 above shall be in English.

Terms and Conditions

1. Proof of the publicity materials proposed for developing and its estimated cost of printing shall got approved by the Board before its development.
2. The exporter should maintain a record showing the opening stock of publicity materials, the numbers used in each exhibition and the balance stock.
3. An image of the Indian Natural Rubber Logo should be displayed in all the publicity materials.
4. In the brochure, an exclusive paragraph under the heading "Indian Natural Rubber Logo" on the USPs of Logo certified products and the Board's attempt of branding to ensure the quality of NR exported, in confirmation with Green Book/BIS standards is to be mentioned. An image of the Logo needs to be displayed on the left/right side of this paragraph. In poster, an image of the INR logo should be printed on the poster with a minimum image size of 10 cm x 6 cm.

5. An officer authorized by the Board shall inspect the stock records of the publicity materials developed before use in trade fairs and the claim will be processed based on the inspection report of the Officer.
6. The exporter should furnish an undertaking to the Board that the publicity materials developed are exclusively for the use of trade fair.
7. Incentive will not be provided for the use of materials from existing stock.
8. Claim for the financial assistance under the Scheme shall be submitted in the prescribed format along with supporting documents. Prescribed forms will be available from the Market Promotion Department, RRII Campus, Central Laboratory Buildings, Rubber Board P.O., Kottayam-686 009 or can be downloaded from the website www.indiannaturalrubber.com.
9. Supporting documents to be produced along with the prescribed application are :
 1. Original invoice of the printer or publisher or advertising company with their VAT Regn No, Telephone Nos and seal and signature.
 2. Stamped receipt of the printer or publisher or advertising company acknowledging receipt of payment.
 3. Copy of the work order placed or contract agreement for the work.
 4. Statement showing the details of opening stock, purchase and closing stock duly certified by the applicant.
 5. An advance stamped receipt for the amount of financial assistance claimed from the Board.
 6. A voucher copy of the brochure and A 4 size print outs of the posters and roll-ups.
 7. Self attested details of NR exported during the last 3 years indicating quantity in MTs, value in Rs and country of export.
 8. Copy of the approval for developing publicity materials.
10. 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/Gazetted Officer/Bank Manager.
11. All payments by the claimant to the advertising agency/printer needs to be in A/c Payee cheque and for bank transfer, statement proving the transaction certified by the bank manager shall be furnished along with the claim.
12. 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 @ 24% p.a.

13. The Chairman Rubber Board will have discretionary powers to grant either in full or part or refuse the claim for financial assistance under the Scheme
14. In case of any dispute, the decision of Chairman, Rubber Board will be final and binding on the applicants.
15. Rubber Board reserves the right to alter or withdraw any of the rules and add new rules during the implementation of the scheme.

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