

Scheme Rule for Special Incentive Scheme for branding of RSS grades Natural Rubber for export

I. Title

These rules will be named as 'Scheme rule for Incentive Scheme for branding RSS grades Natural Rubber - for export'

II. 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.

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 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.

V. Financial Incentive

Rate of incentive for export of branded NR will be @Rs. 5/- per kg for RSS 1,2,3 & 4 grades.


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VI. 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. This special incentive scheme is confined to RSS1,2,3 and 4 grades only during the period from 15th March 2024 to 30th June 2024. 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 exporters' advise. Based on the inspection report, the export consignment will be awarded Brand Certificate.

VII. Scheme Period

The scheme is to be implemented during the period 15th March 2024 to 30th June 2024.

VIII. Terms and Conditions

1. This special incentive scheme will be applicable for export of RSS 1,2,3& 4 grades only under the brand INR after Rubber Board's inspection and issuance of brand certificate.
2. This scheme is applicable only either to the new exporters or those exporters who have not exported more than 40 MTs per year of, sheet rubber during the last five years.
3. Quality of Ribbed Smoked Sheets is ascertained as per conditions laid down in Green Book Standards. RSS grades are to be packed in 50kg bundles in polythene cover or as 110kg crates as per the requirements of the buyer. (Ribbed Smoked Sheets are graded according to standards defined as per IS – 15361-2003).
4. Two logo stickers are to be affixed on each bundle sealing the mouth of the bundle packed in LDP covers.
5. Stacking of bundles shall be done in such a way that the inspecting official could see all the bundles sealed and could draw samples randomly as per his choice.
6. Exporter shall arrange export consignment ready in all respects on the date of inspection.


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7. Application for branding shall reach Market Promotion Division two days in advance to the inspection date as email/ hard copy for scheduling inspection.
8. 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.
9. 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. Bank Certificate of Export Realization in Form No 1 or a 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.
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/Gazatted Officer or Bank Manager.
11. In any case, if it is found that the financial assistance availed was on the basis of production of false documents, the Board shall have all the right to recover the entire amount paid as incentive with penal interest @ 12%p.a.
12. Maximum financial assistance shall be Rs 2 lakhs for maximum of 40 MTs during scheme period per exporting unit irrespective of volume exported.
13. 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.
14. In interpretation of these rules or in any dispute connected with the use of logo or concerning export of natural rubber using INR logo, the decision of the Executive Director, Rubber Board shall be final and binding on the exporter.
15. Rubber Board reserves the right to alter or withdraw any of the rules fully or partially or may add new rules during the implementation of the scheme.

15.03.2024


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