

## **SUB RULES FOR SUB-LETTING INDIAN NATURAL RUBBER LOGO DURING THE 12<sup>TH</sup> PLAN PERIOD & FINANCIAL INCENTIVE FOR BRAND PROMTION**

### **1. Title**

These Sub-rules shall be known as “The Rubber Board’s **Sub-Rules for sub-letting Indian natural rubber logo to NR exporters**” (hereinafter called “**Sub-Rules**”).The following rules are framed in accordance with the Board’s decision to sub-let Indian Natural Rubber logo to exporters subject to the terms and conditions under which the Board is permitted to use the logo under the Trade Mark Act 1999.

### **2. Objective**

The primary objective of sub-letting Indian Natural Rubber logo is to create a brand image for the natural rubber exported from India. With this objective, the Board initiated measures for branding Natural Rubber and a LOGO has been got registered under the Trade Marks Act, 1999. The Board will sub-let Indian Natural Rubber Logo to exporters, subject to the terms and conditions under which the Board is permitted to use the logo under the Trade Mark Act, 1999.

### **3. Eligibility**

All exporters of natural rubber possessing a valid licence under the Rubber Act, 1947 to process and / or deal in natural rubber and a valid RCMC issued by the Board under the Exim Policy will be eligible for using Indian Natural Rubber Logo. Every exporter registered as a user of the logo shall comply with the Rules as may be amended from time to time in accordance with the conditions prescribed under the Trade Mark Act, 1999.

### **4. 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. “Exporter” means a person having a valid license under the Rubber Act, 1947 to process and / or deal natural rubber and a valid RCMC issued from the Rubber Board under the Exim Policy.

## **5 Logo Registration**

The exporter shall apply to the Board for registration in the prescribed format and remit Rs.1000/- plus service tax @ 12.36%, total Rs 1124/- (One thousand one hundred and twenty four only) as registration fee. The logo registration will be valid during the period of validity of the Registration – cum – Membership Certificate (RCMC). The exporter shall also sign a MoU with the Board in the prescribed format in a bond paper to comply with the logo user rules.

## **6. Branding of NR**

Indian Natural Rubber brand will be awarded for export of Ribbed Smoked Sheets (RSS grades), Indian Standard Natural Rubber (ISNR grades), and Latex Concentrates.

## **7. User Fee**

Usage of Logo for Indian Natural Rubber is purely optional and shall be for export only. The exporter shall remit 10 paise per kg plus service tax @ 12.36% as logo usage charge for export of RSS and ISNR grades. In the case of latex concentrates, usage fee is 10 paise per kg drc plus service tax. On remittance of logo usage charge, logo stickers will be supplied from the Board, for affixing on export consignments.

## **8. Inspection Process for Branding**

Exporter shall inform the export ready status, confirming the grading and packing as detailed in 9 (a), (b) & (c) to the office of the Market Promotion Department, Rubber Board, Kottayam – 686 009 in writing (by Fax : 0481-2353790 / E-mail : [exportpromotion@rubberboard.org.in](mailto:exportpromotion@rubberboard.org.in) and a copy to [ddmarketing@rubberboard.org.in](mailto:ddmarketing@rubberboard.org.in)) indicating the tentative date of export to facilitate inspection. The officer deputed from the Board will inspect the rubber for

export within five days of receipt of information and master stickers will be affixed on the inspected lot. For RSS& ISNR grades, the exporter shall arrange to stack rubber at a maximum height of five to eight bundles/bales , so that the inspecting officer can randomly select the sample for inspection. The officer will verify at least 5% of RSS bundles on a random basis to ascertain whether the rubber conforms to the specifications defined in Green Book of Standards.

In the case of Technically Specified Rubber (ISNR grades) and latex concentrates, a representative sample (in case of latex concentrate packed in barrels, at least 5% of the number of barrels) selected at random taken from the bulk, will be tested in Board's laboratory and based on the test results the rubber will be branded for export. Based on the test results, quality certificate will be issued from the Board for each export consignment. In the case of latex concentrate exported in flexi tanks, the inspecting officer will draw samples at the time of filling latex and a quality certificate will be issued from the Board based on the test report. The exporter shall inform the Board in advance the date and time of container filling.

#### **9. Norms for Packing Indian Natural Rubber :**

Indian Natural Rubber (INR) brand is awarded for export of the following three grades.

- (a) **Ribbed Smoked Sheets (RSS) Grades** - RSS Grades shall be packed as 50 kg, or 111.10 kg bundles or as agreed between buyer and seller. Exporters are advised to pack RSS bundles in LDP covers printed with INR logo symbol (size 20x15 cms) on both sides of the cover. Two (2) holographic logo stickers shall be affixed on the mouth of the packet, so as to seal the bundle.
  
- (b) **Indian Standard Natural Rubber (ISNR Grades)** – ISNR grades shall be packed in 25 kg bales or as agreed to between the purchaser and supplier. Different grades of ISNR in bales can be covered with colour coated LDP covers. It is advised to print the cover with INR logo symbol (size 20 x 15 cms) on both sides of the cover, as given below:

ISNR 3 CV – LDP cover with light green color code

ISNR 3 L - LDP cover with white color code

ISNR 5 - LDP cover with green color code

ISNR 10 - LDP cover with brown color code

ISNR 20 - LDP cover with red color code

ISNR 50 - LDP cover with light yellow color code

(Color code as defined in IS 4588:1986)

ISNR bales packed in LDP covers shall be affixed with two (2) holographic logo stickers on the mouth of the packet, so as to seal the bale.

(c) **Latex Concentrate (60% drc)** - Latex Concentrates shall be filled in MS barrels or in flexi tanks. MS barrels painted its inside with ammonia resistant bitumen paint shall be used to fill latex. The quantity per pack will also be as agreed between the buyer and seller. The holographic logo sticker shall be affixed on the lock of the barrels/flexi tanks as a seal. INR logo symbol shall be pasted (size 20 x 15 cms) as a mark of branded latex in each barrel.

(d) The exporter should take all measures to prevent any tampering, misuse or illegal usage of the logo. Any consignment /packs with tampered holographic logo sticker or master sticker will not be covered by the branding under the logo registration.

(e) The details of logo users, serial numbers of logo stickers used, serial number of master stickers and logo certificate and Quality Standards specified for all grades of Natural Rubber will be uploaded in the web portal [www.indiannaturalrubber.com](http://www.indiannaturalrubber.com).

#### **10. Issuance of logo stickers**

(a) On remittance of the logo usage charge, Board will supply holographic logo stickers, for affixing on the export consignment as defined in 9 (a), (b) & (c).

(b) Special Issue of logo stickers, other than (a) above.

The exporters of RSS and ISNR grades will be issued logo stickers in bulk quantity anticipating exports, subject to the following conditions.

- (i) Maximum of 10000 (Ten thousand only) holographic stickers will be issued on advance payment of logo usage fee to those exporters who had exported minimum 500 MT in the previous year under the brand.
- (ii) Exporters should furnish a statement showing the details of stickers used in different consignment (with serial numbers) in the format supplied by the Market Promotion Department on a monthly basis/purchase of next lot, whichever comes first.
- (iii) Logo stickers purchased from the Board shall be in the safe custody of the exporter and shall not be used for any other purpose/export.
- (iv) Without export inspection and Brand Certificate from Rubber Board, no consignment of NR exporters with logo stickers are considered as INR branded natural rubber and is not entitled to claim any incentive from Rubber Board and/or DGFT (Director General of Foreign Trade) or from any other organization.
- (v) Logo stickers shall not be used in the domestic trade of Natural Rubber.
- (vi) In the event of not fulfilling the obligation to furnish monthly details as mentioned in (ii) above, Rubber Board shall have all the right for demanding surrender of the logo stickers issued.
- (vii) Chairman, Rubber Board can depute any official to verify the stock position of the stickers issued to any exporter.
- (viii) Breach of any of the above terms and conditions will automatically disqualify the exporters right to purchase logo stickers in bulk quantity from Rubber Board.
- (ix) Without informing any reason thereof, Chairman Rubber Board will have all the rights to reckon the scheme of “special issue of logo stickers” and to stop or revise the scheme appropriately as the situation warrents.

## 11. FINANCIAL INCENTIVE

Financial incentive will be provided to the logo users (as reimbursement) to offset the incidental expenses incurred for grading, packing and labeling of the branded rubber. The incentive scheme for 2014-15 is as follows.

Grade	Incentive
RSS grades	35 paise/kg
ISNR grades	35 paise/kg
Latex 60% drc	20 paise/kg drc

Maximum assistance eligible per year per exporter is Rs.2,00,000/-.

**12.** The registration issued to an exporter is not transferable. The registered exporter shall not assign or permit anyone to use the logo granted to him. If the exporter wants to cancel the registration, the Board should be informed in writing of such an intention and shall surrender the registration certificate to the Board. The registration fee once remitted will not be refunded.

**13.** The exporter should also ensure that all information and records received as part of the logo usage, shall be, regarded as strictly confidential and held in confidence, and he/she shall not directly or indirectly disclose to any person, except with the written permission of the Board

**14.** In the event of the breach of any condition for the use of the logo or failure to perform any export obligation or violation of any international commitment or any misuse of logo by the exporter that is likely to bring disrepute to “Indian Natural Rubber brand” in international market, the Board will give the exporter notice in writing by registered post on the violations and subject to satisfaction of the breach may terminate the agreement for use of logo. Such an exporter shall also be liable to be proceeded against with steps for cancellation of D/P/M license and RCMC and for cancellation of I/E Code.

15. The exporter shall supply all the information requested by the Board from time to time on export.
16. Any officer deputed by the Board shall be permitted at any time during the period of registration of logo to inspect the records or data related to the export.
17. Claim for the financial assistance under the Scheme shall be submitted in the prescribed form 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](http://www.indiannaturalrubber.com).
18. Supporting documents to be produced along with the prescribed application are :
- i. Invoice of export consignment
  - ii. Export Promotion Copy (EP Copy) of the Shipping Bill
  - iii. 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.
  - iv. Bill of Lading
  - v. Copy of Brand Certificate issued by Rubber Board.
  - vi. An advance stamped receipt for the amount of financial assistance claimed from the Board.
19. 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.
20. 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.
21. 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 Chairman, Rubber Board shall be final and binding on the exporter.

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