

No. 5/6/2007-Plant C
Government of India
Ministry of Commerce & Industry
Department of Commerce

New Delhi dated the 10th August, 2007

To

The Chairman
Rubber Board
Kottayam

Sub: Implementation of Rubber Board Plan Scheme viz. Market Development and Export Promotion of Rubber during the 11th Five Year Plan (2007-2012) – regarding.

Sir,

I am directed to refer to Rubber Board's EFC proposal on the above mentioned subject and to convey the approval of Government of India to the implementation of Plan scheme viz. Market Development and Export Promotion Scheme by the Rubber Board during the 11th Five Year Plan (2007-2012) with an outlay of Rs 45.00 crore (Rupees forty five crore only). The operational cost of the godowns would be met by Rubber Producers Societies (RPSs) as in the scheme.

2. Details of financial assistance under different activities of the scheme are enclosed. For further details, EFC Memo may please be referred to.

3. The Board is advised to furnish the status of the implementation of the scheme to this Department every quarter.

4. This issues with the concurrence of Finance Division vide their Dy. No.2236/FD/2007 dated 8.8.200

Yours faithfully,

(Vijay Kapoor)
Under Secretary to the Government of India
Tel. 2306 2618

Encl : As above

Copy to

1. Planning Commission, {Shri Shatrughan Lal, Joint Adviser(PAMD)}, Yojana Bhavan.

Contd.2/-

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2. Planning Commission, (Smt Sutapa Majumdar, Director, IE Division), Yojana Bhavan.

3. Planning Commission, {Smt Renu S. Parmar, Director(Agri)}, Yojana Bhavan.

4. Ministry of Finance, Deptt. of Expenditure, (Ms. Parama Sen, Deputy Secretary, Plan-Finance-II Division), North Block, New Delhi

5. PPS to C&IM
6. PS to MOS(C)
7. PPS to Commerce Secretary, Department of Commerce.
8. Sr. PPS to AS (Plantations), Department of Commerce.
9. Finance Division, Department of Commerce.
10. B&A Section, Department of Commerce

(Vijay Kapoor)
Under Secretary to the Government of India

SCHEME FOR MARKET DEVELOPMENT AND EXPORT PROMOTION

Sl. No.	Name of the Activity		Financial Assistance under 11th Plan
1 (a)	MARKET DEVELOPMENT		
	<u>RUBBER</u>		
	1	25 Godowns of 100 MT capacity for RPS/RPS cluster/ RPS Companies	Cost of construction (excluding cost of land) limited to Rs.40 lakh per godown. Total cost estimated to be Rs.1000.00 lakh.
	2	1 Godown of 2000 MT capacity at Cochin for Export machine, fork lifts etc. for packing for export purpose	Godown to be established by the Board by taking land on lease. Total cost involved would be approx. Rs.225.00 lakh.
	3	Strengthening <u>RPS</u> Sector in Marketing of Rubber	Grant at 25% on investment for acquiring land/ buildings limited to Rs.5 lakh per Company. Grant in lieu of share capital Working capital loan 5% interest subsidy on loan availed from commercial banks. Total outlay being Rs.1000.00 lakh.
	4	Strengthening <u>Co-operative</u> Sector in Marketing of Rubber	Grant in lieu of share capital Working capital loan. 5% interest subsidy on loan availed from commercial banks. Total outlay being Rs.350.00 lakh.
5	Strengthening <u>RPS Sector</u> in Marketing of Inputs	Grant/ Loan. Total outlay being Rs.50.00 lakh.	
6	Infrastructure Development- Computers and accessories- <u>RPS Sector</u>	50 % of the cost of computers, peripherals and software . Total outlay being Rs.50.00 lakh.	
(b)	<u>RUBBERWOOD</u>		
1	Financial Assistance to Rubber wood Processors	25% of the rent of godown/ show-room for small and medium scale units. Ceiling amount is Rs.2 lakh per year per processor.	
	(i) for maintaining Godown, showroom etc in metros / important cities in India	50 % subject to maximum of Rs.4 lakh in the case of processor in RPS sector.	
	(ii) Printing of Brochures / catalogues etc	25% of expenditure in the case of medium scale , 30 % for small scale and at 50% for RPS sector subject to a maximum of Rs.50,000/- per year per	

			processor.
		(iii) Brand Promotion by cluster approach among Rubber wood processors :	Scale of assistance to be 50% of the expenditure for private sector with a ceiling of Rs.2 lakh per processor per year. In the case RPS Sector, 50% of the expenditure subject to maximum of Rs.4 lakh per processor per year. Total outlay on (i), (ii) and (iii) being Rs.220.00 lakh.
2		EXPORT PROMOTION	
	1	(i) Participation in International Trade Fairs related to Natural Rubber and Rubberwood; and (ii) Grant to exporters who participate with the Board in International exhibitions	As per MDA guidelines. (Outlay : Rs.450.00 lakh)
	2	Financial incentive to exporters & PSUs for export of rubber	In case of loss in export, loan at concessional rate of interest or a package allowance to the exporters. (Outlay: Rs.125.00 lakh)
	3	Financial Assistance to Exporters for preparation of Publicity & Advt materials & other promotional display items for participation in international fairs.	50% of the expenditure incurred subject to a maximum of Rs.50000/- per year per processor. (Outlay:Rs.30.00 lakh)
	4	Organising buyer seller meets and Export oriented training programme and participation in Domestic Fairs.	Outlay: Rs.75.00 lakh.
	5	Global Market Study by Consultant	Outlay: Rs.60.00 lakh.
	6	Maintenance of Website & to set up a Trade Information Centre	Outlay: Rs.20.00 lakh
	7	Financial support to NR exporters	Outlay: Rs.200.00 lakh
	8	Export incentive to NR exporters (10 th plan period)	Outlay: Rs.50.00 lakh (for 2007-08)

Besides there are operating expenses of Rs.440 lakh for Market Development Component and Rs.155 lakh for Export Promotion Component of the scheme.