

EXPORT DEVELOPMENT & PROMOTION OF SPICES –“Trade Promotion”

Guidelines/working procedure

There are three components under the programme of “Trade Promotion” viz., (1) Sending Business Samples Abroad (2) Printing Promotional Literatures/Brochures (3) Packaging Development and Bar Coding Registration are supported for promoting spices and spice products.

Providing assistance for these components are essential for developing export business, securing orders, better presentation of capabilities to the buyers and to promote modern/scientific packaging for retail market by which the country may build up better image, increased shelf life for the products and higher value realization.

(1) Sending Business Samples Abroad:

For finalizing the transactions on the basis of samples and to provide more clarity in dealings and also to eliminate the possibility for trade disputes on quality aspects, the Board is providing assistance for sending business samples of spices and spice products abroad. Under this component, the Board supports the exporters by reimbursing the cost of courier charges.

(2) Printing Promotional Literatures/Brochures:

Printing of promotional literatures/brochures, video films/CDs, other electronic modes to project competence and capabilities of the products and services offered to the prospective buyers abroad is supported by the Board. Under this component, the Board offers financial assistance to qualified exporters of spices/spice products to bring out good promotional literatures/brochures/video films/CDs and other electronic modes.

(3) Packaging Development and Bar Coding for promoting spices and spice products:

For improving the existing packaging and develop modern packaging for increased shelf life, reduce storage space, establishing traceability and better presentation of Indian spices in markets abroad, financial assistance is provided by the Board. Cost of Bar Coding registration for all types of packing and traceability systems are also proposed for financial assistance under this component.

Eligibility:

All registered exporters who are holding Spices Board Logo/Spice House Certificate/Brand Registration with the Board/Organic Certification are eligible for availing assistance under the scheme. In the case of assistance for packaging development and bar coding, all registered exporters are eligible to avail the assistance under this component.

Scale of assistance:

1. **Sending business samples abroad:** Financial assistance upto Rs.50,000/- per exporter per year is provided to meet the cost of courier/air freight charges for sending business samples to the buyers abroad. However, the sample of one consignment should not exceed 1 kg in the case of spice oil & oleoresin and 10 kgs for other spices and spice products.
2. **Printing promotional literatures/brochures:** Financial assistance @ 50% of the cost subject to a maximum of Rs. 2.00 lakhs per brochure and such assistance will be extended maximum twice per exporter during the plan period.
3. **Packaging Development and Bar Coding Registration:** Assistance will be to the tune of 50% of the cost packaging development and bar coding registration subject to a ceiling of Rs.1.00 lakh per exporter per year.

Export Obligation for availing assistance:

No export obligations are prescribed for availing assistance for these three components.

Application for availing assistance:

Eligible exporters may apply to the Board with the following:

1. Application in the prescribed form.
2. Copy of SHC/Logo/Organic Certification/Brand Registration (for component Nos.1 & 2)
3. Original of the courier waybill, POD and proof of payment (for component No.1).
4. Details of the promotional activity along with draft literature/brochure etc. (for component No.2)
5. Quotation for consultancy, design, dummy, printing, paper (with sample), packing material etc. (for component Nos.2 & 3)
6. Details of bar coding registration/traceability standards (for component No.3)
7. Test Certificate of packing material from IIP (for component No.3)

Based on the above documents and also on any other additional documents required in support of application, if any, may be called for, the Board shall accord in principle approval to proceed with the work. However, in the case of reimbursement of courier/air freight charges, prior approval is not required.

Inspection/verification:

On completion of the activity, the applicant may submit the following documents to the Board:

1. The final version of the printed literature/brochure/CD/video film/packages developed etc. (two copies)
2. Copies of bills, vouchers and receipts (self attested)
3. Proof of payment of the expenditure
4. Expenditure statement duly certified by the Chartered Accountant
5. Pre-stamped receipt for the eligible amount

On receipt of the claims for the above activities and on satisfactory completion of the activity, the Board will consider providing the eligible grant in aid to the exporter.

Release of Grant:

On completion of the activity and based on the verification report, the Board may reimburse the eligible grant in aid to the exporter or to the nominated agency/institution. In the case if courier /air freight charges, the exporters may raise the claims for reimbursement on quarterly basis and the bills relating to the last quarter of the financial year should be submitted before 20th of March.
