



SPICES BOARD

(Ministry of Commerce and Industry
Government of India)

Sugandha Bhavan

N.H. By-pass

P.B. No. 2277

Palarivattom P.O.

Cochin - 682 025, India

स्पाइसेस बोर्ड

(वाणिज्य एवं उद्योग मंत्रालय,

भारत सरकार)

सुगन्ध भवन

एन. एच. बाइपास

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पालारिवट्टम पी.ओ.

कोचिन - 682 025, भारत

No. MKT-EDP/MTEF/SCHEMES/2019

11th January, 2021

To

All Exporters & Associations of Spices' Exporters

Sir,

Sub: Frequently Asked Questions (FAQs) regarding the scheme for Promotion of Indian Spice Brands (Brand Promotion Scheme) -reg.

With reference to the Notice Inviting Application for the scheme for Promotion of Indian Spice Brand (Brand Promotion Scheme) released by Board, this is to inform that the Board has compiled a set of Frequently Asked Questions (FAQs) & Answers based on the queries received from stakeholders regarding the scheme, which is appended as **Annexure I**.

Further, in supersession to the earlier communication in this regard, it is hereby informed that exporters who wish to avail assistance under the scheme may submit their Application in the prescribed form along with supporting documents to Shri P M Suresh Kumar, Director (Mktg), Spices Board, Palarivattom P O, Kochi – 682 025, on or before **26th January, 2021**.

Yours faithfully,

-sd-
Director [MKTG]

(Hindi version follows)

No. MKT-EDP/MTEF/SCHEMES/2019

11th January, 2021

Frequently Asked Questions (FAQs) relating to the scheme Promotion of Indian Spice Brand (Brand Promotion Scheme)

Q 1) Is Brand Registration with Spices Board mandatory for availing the Brand Promotion Loan?

Ans: Yes, Brand registration is mandatory for availing the scheme. However, the exporters who hold a brand and have not registered their brand with the Board can apply for Brand Registration along with the scheme application. Also, the exporters who had registered their brands with the Board, but have not renewed the brand registration timely, may submit application for renewal of the brand registration along with the scheme application.

Q 2) What is the procedure for registering the Brand with Spices Board?

Ans: For registering the brand with Spices Board, an applicant has to submit the following to Board,

- (a) Application in the prescribed format.
- (b) Test reports for the packets /packaging material from Indian Institute of packaging (IIP).
- (c) 2 sets of empty sample packets for all products and all unit weights, for which brand registration is applied for.
- (d) English/Hindi translation of the description printed on the packs ,if any language other than English/Hindi is used on the packs.
- (e) One sample each of the consumer pack filled with the product for different brand name and different unit weight.

Registration of brand with Spices Board shall be considered, if an applicant fulfills the criteria mentioned above .

Q 3) Is packaging development mandatory for availing the scheme?

Ans: Registration of the brand with Spices Board, which is mandatory for availing the scheme, requires a test report for the packaging materials of the spice products under the

Brand. Hence, suitable packaging for the spice products under the Brand needs to be developed before availing assistance.

Q 4) What are the components under the Brand promotion Loan Scheme?

Ans: The scheme- Promotion of Indian Spice Brand (Brand Promotion Scheme)- has two components for which the assistance / loan is considered, viz:

a)Product and Packaging Development & Bar Coding and

b)Brand Promotion

The assistance under the scheme is provided as interest free loan covering 100% of slotting/listing fee and promotion measures and 50% cost of the product & package development subject to a maximum of Rs.1.00 crore per exporter in the plan period. An exporter can avail the assistance for promoting the given brand in a maximum of five countries in three year period. Exports of spices in all forms in institutional packs upto 25 kg and consumer packs of spices in all forms including curry / Masala powders and mixed ground spices upto 5 kg will qualify for availing the assistance.

Exporters who have already developed packages for spice products under a particular brand can avail assistance for Brand Promotion under the scheme, after registering their brand with the Board.

Further, an exporter who has registered their brand with the Board can avail assistance under the scheme for development of new packages intended for the target markets for promotion of the brand.

Q 5) Whether an exporter can apply for both the components of the Brand Promotion Loan scheme in a single application ?

Ans: Yes, The Board will verify the application and the assistance will be based on the terms & conditions and guidelines of the scheme.

Q 6) Assistance for packaging development is covered under two schemes of Spices Board, viz: (i) Promotion of Indian Spice Brand (Brand Promotion Scheme) which offers an assistance (loan) upto Rs. 1 crore & (ii) scheme for Packaging Development and Bar Coding Registration, under which a subsidy of 50% of the cost for packaging development & bar coding registration subject to a maximum of Rs. 1 lakh is provided. Whether an exporter can apply for assistance under both the schemes?

Ans: No. For packaging development, the exporter can avail assistance under any one of the schemes, as per his/her requirement.

Q 7) What would be procedure for Brand registration if an exporter has applied for GI authorization, which is pending approval?

Ans: The exporter need not wait for receipt of the GI authorization. The application for brand registration can be submitted to the Board without the GI authorization.

Q 8) What would be the process flow of application for Brand Promotion Schemes, under the following scenarios?

Ans:a) Exporters who hold a brand and have registered the brand with the Board.

Exporter can apply for the scheme enclosing the Board's Brand registration certificate and other supporting documents. The Board will consider the application in accordance with the norms set out in the guidelines, recommendation by the evaluation committee and availability of funds.

b) Exporters who hold a brand but have not registered the Brand with the Board &

c) Exporters who hold a brand and had registered the brand with the Board, but have not renewed the brand registration

Exporter can submit application for the Brand Promotion scheme and the application for registration /renewal of Brand (with all documents) simultaneously. Board will consider the application for loan only after registering / renewing the brand and in accordance with the norms set out in the guidelines, recommendation by the evaluation committee and availability of funds.
