

Notice Inviting Application for the scheme Promotion of Indian Spice Brand (Brand Promotion Scheme)

Spices Board (Ministry of Commerce & Industry, Govt. of India), the flagship organization for the development and worldwide promotion of Indian spices has been spearheading activities for promotion and facilitation of spice trade by strengthening linkages at various levels of the Spice Industry.

India's spice exports, with a volume of 11,83,000 MT valued at Rs.21515.40 crore during 2019-20, scaled the landmark level of 3 billion US\$ in value realization, besides recording a growth rate of 8% in volume, 10% in rupee terms and 8% in dollar terms over the previous year, despite the global pandemic situation.

Spices Board with a view to further promote the export of spices and spice products, have been assisting the exporters for promoting their brands in the international markets through the scheme for Promotion of Indian Spice Brands (Brand Promotion Scheme).

Guidelines

1. The scheme aims to assist exporters in penetration of Indian brands in identified overseas markets with clear mark of traceability and food safety. The Board proposes to provide interest free loan covering 100% of slotting/listing fee and promotion measures & 50% cost of the product development subject to a maximum of Rs.1.00 crore per exporter.
2. All registered exporters of spices who have registered their brands with the Board are eligible to avail the benefits. 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.
3. Assistance will be given for developing appropriate product, packaging and compliance of statutory requirements in force in the target markets including traceability details & bar coding and implementing promotional measures /activities (including road shows, cooking demonstrations, promotion meetings with senior managers of food processing companies /hotel / restaurant chains, slotting /listing fee or any such activities and marketing innovation that is essential to meet the changing international market dynamics and that helps in building the brand image.)
4. The exporter shall present the proposal before the committee constituted by Secretary, Spices Board for this purpose, who will evaluate and approve the proposal. The total approved amount for the programme will be released in three equal installments at the beginning of each year, after evaluation and review by the committee.
5. Payment shall be in Indian currency only and foreign exchange requirement, if any, has to be met by the exporter. The release of payment shall be based on an agreement on stamp paper executed with the Board as well as a bank guarantee, in the prescribed format on stamp paper worth Rs. 200, for 110%(including interest) of the sanctioned loan amount. The BG is to be renewed well before the date of expiry/ enhanced as and when required/further installments of loan are sanctioned /released.
6. By the end of every six months the exporter has to give a detailed report of the activities undertaken along with a progress report. A statement that the loan has been fully utilized for the sanctioned purpose should be submitted at the end of each year along with expenditure statement, supporting documentary evidence for the expenditure incurred/committed for

the next phase, export statistics for the specified brands etc. In the absence of proper documentary evidence and satisfactory report, Board shall reduce the installments or discontinue the assistance.

7. The repayment of the loan shall be in four equal annual installments commencing from the fourth year and end in the seventh year from the date of receipt of the first installment of fund by the exporter.
8. An Export Obligation (EO) of five times of the amount availed shall be fulfilled within a period of eight years from drawing the first installment of the loan.
9. In the event of default in repayment or non-fulfillment of export obligation, the Board reserves the right to invoke the Bank guarantee submitted by the exporter and recover the entire loan amount with interest in case of default in repayment and proportionate invoking in case of non-fulfillment of EO.
10. Also, if the exporter fails to submit complete report along with all the documents for the first installment availed or submit the report with documents but does not avail the subsequent installments within one year, the BG of the exporter will be invoked.

General

1. Interested exporters may submit an application in the prescribed format (Annexure I), with comprehensive proposal covering details of the market promotion to be undertaken, along with cost break up in each segment separately.
2. Any corrigenda, addenda, amendments, time extension, clarification etc related to this notice will be published in the website of the Board. Therefore, the applicants shall visit the Board's website from time to time to take note of amendments/corrigenda if any.
3. The selection of the applicants will be in accordance with the norms set out in the Guidelines, recommendation by the evaluation committee and availability of funds. The Board, if found necessary shall consider providing assistance under the scheme to all / some applicants in the subsequent financial years.
4. Failure to furnish complete information as mentioned in the guidelines, documents or submission of a proposal not in accordance with the guidelines and required documents in every respect will be at the risk of the applicant and may result in rejection of the application for short listing. Applications found incomplete are liable to be rejected and no correspondence will be entertained in this regard.
5. All/ Shortlisted applicants may be asked by the Board to make a presentation on the proposal for brand promotion.
6. The decision of the Spices Board regarding the scheme shall be final and binding. The Board reserves the right to amend or modify any of the eligibility conditions or reject the applications without assigning any reason or may call fresh application without assigning any reason whatsoever, if it appears appropriate in the public interest.
7. The notice for invitation of applications is not an offer and is issued with no commitment. By submitting an application each applicant shall be deemed to acknowledge that it has carefully read the Guidelines and has fully informed itself as to all existing conditions and limitations.
8. Those who are interested to avail the scheme may submit their Application in the prescribed form (Annexure I) along with supporting documents to Shri P M Suresh Kumar, Director (Mktg), Spices Board, Palarivattom P O, Kochi – 682 025, on or before 4th January, 2021.



SPICES BOARD

Ministry of Commerce & Industry

Government of India

Sugandha Bhavan

COCHIN 682 025

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Annexure I

EXPORT DEVELOPMENT AND PROMOTION OF SPICES – “Promotion of Indian Spice Brands Abroad”

APPLICATION FOR AVAILING FINANCIAL ASSISTANCE FOR BRAND PROMOTION.

PART I (GENERAL INFORMATION)

1.	Name of the Exporter/Organization	
2.	Full address with contact details	PIN: Tel (with STD Code) : Fax (with STD Code) Email ID :
3	Details of Registration Import Export Code (IEC) Certificate of Registration as Exporter of spices (CRES) Permanent Account Number	a) IEC No: a) CRES No: b) Date of issue: c) Valid up to: a) PAN:
4.	Bank Account Details: a) Name of Bank b) Place of Branch c) IFSC No. d) Current Account No.	
5	Date of first registration with Spices Board	DD/MM/YY
6	Details of Assistance already availed from Spices Board under various schemes , if any.	Scheme Year Amount

1	Category of exporter	Manufacturer exporter/Unit in NE region/Unit in hill/difficult area/organic farmer/cooperative society/producer companies/government promoted organization
2	Location and address of Manufacturing Unit/s	Tel (with STD Code) : Fax (with STD Code) Email ID :
3	Details of Brand Registration with Spices Board: a) Name of brand b) Product/(s) c) Date of Registration	
4	Loan required for	a) Product Development b) Packaging Development c) Bar Coding d) Brand Promotion
5	Cost of the activity [Rs.]	
6	In the case of packaging devpt. bar coding and traceability standard, indicate details of expenditure for each activity separately: a) b) c)	
7	Source of Finance	
8	Anticipated date of completion of the proposed activity	

9	Details of the activities and cost of each component for which the assistance is sought for	Activity	Cost (Rs. in lakhs)		
10	Name of the spice/spices brand promotion is planned				
11	Details of promotional programmes with cost estimate (attach additional sheets with quotations)				
Sl. No.	Programmes	Estimated Cost			
		1 st Year	2 nd Year	3 rd Year	
12	Amount of Loan required				
13	Export Projection				
Brand Name	1 st year	2 nd year		3 rd year	
	Qty (MT)	Value (Rs. in lakhs)	Qty (MT)	Value (Rs. in lakhs)	Qty (MT)
14	Whether similar assistance has availed from some other scheme/sou rce	Yes / No			
15	If yes, furnish details				
16	Details of enclosures:				

DECLARATION

I / We hereby declare that the above details are true and correct to the best of my / our knowledge and belief. I / We hereby declare that I / We have carefully gone through the scheme under Trade Promotion activities viz., [1] Product and Packaging Development and Bar Coding [2] Brand Promotion which ever is applicable and agree to abide by all the terms and conditions contained therein and subsequent changes, if any. I/We hereby agree to complete the promotional programmes within the stipulated time. I/We fully understand that if the information furnished above is found to be false, at any time, the Board reserves the right to take appropriate legal action against us and also debar us from availing any assistance from the Board in future. If found guilty, I/We undertake to repay to the Spices Board the entire amount of assistance received from it in pursuance of this application, with interest at such rate as fixed by the Spices Board upon demand.

Place:

Signature :

Date

Name & Designation of:
the authorized signatory:

*Additional sheets may be added where ever required for furnishing the details