

Rubber Board's e-trading platform 'mRube' to go live from June 8

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mRube, the electronic trading platform promoted by Rubber Board, will go live from June 8. KN Raghavan, Executive Director, will launch the beta version of the electronic platform at a function in the presence of the Rubber Producer Society and other industry representatives.

Though the rubber trade has an innate advantage of high marketing efficiency, the trading system has not upgraded with changing requirements of the consumer sector.

Rubber producer societies and dealers are not often proportionately paid for the good quality produced by them. The e-market market is conceptualised to directly link buyers and sellers so that their product requirements can be gainfully managed through this electronic market, Binoi Kurian, Deputy Director, Marketing, Rubber Board said.

The rolling out of an electronic market for rubber has been taken up as a proactive measure for better price realisation by growers and to upgrade the rubber trade system in the country by leveraging technology-based applications.

The electronic trading platform is to complement the existing trade system by bringing in more transparency and market visibility.