

रबर पर बनेगी राष्ट्रीय नीति

नई दिल्ली। रबर का उत्पादन और निर्यात बढ़ाने के मकसद से क्षेत्र के विभिन्न मुद्दों का समाधान करने के लिए केंद्रीय वाणिज्य मंत्रालय एक राष्ट्रीय रबर नीति का विकास कर रहा है। यह बात केंद्रीय मंत्री सुरेश प्रभु ने कही। वाणिज्य मंत्री ने एक साक्षात्कार में कहा कि यह नीति जरूरी है, क्योंकि इस क्षेत्र के सामने अनेक चुनौतियां हैं। हम यह सुनिश्चित करना चाहते हैं कि इस नीति के जरिए सभी मुद्दों का समाधान हो जाए। हमारी इस विषय पर एक बैठक भी हो चुकी है। प्रभु ने कहा कि इस प्रस्तावित नीति का मकसद किसानों का ध्यान में रखते हुए रबर के उत्पादन और निर्यात को बढ़ावा देना होगा। उन्होंने कहा कि इस पर एक कार्यदल का गठन किया गया है, जिसमें केंद्र और राज्यों की सरकारों के प्रतिनिधि शामिल हैं। एजेंसी

National rubber policy in the making: Prabhu

New Delhi: The Commerce Ministry is developing a national rubber policy to address various issues concerning the sector with a view to boost shipment and productivity, Commerce Minister Suresh Prabhu has said. "This policy is necessary because there are so many challenges the sector is facing. We want to make sure that all issues are addressed through this policy. We have already had one meeting on this," he said.

National rubber policy in the making : Prabhu

NEW DELHI, 21 MARCH

The Union commerce ministry is developing a national rubber policy to address various issues concerning the sector with a view to boost shipment and productivity, Union minister Suresh Prabhu has said.

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He said the aim of the proposed policy would be to boost export and production of rubber, “keeping in mind farmers’ interests”.

A task force has been constituted for suggesting solutions.

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PRESS TRUST OF INDIA

New Delhi, March 21

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"This policy is necessary because there are so many challenges the sector is facing. We want to make sure that all issues are addressed through this policy. We have already had one meeting on this," the Minister told PTI.

He said the aim of the proposed policy would be to boost export and production of rubber, "keeping in mind farmers' interests."

A task force comprising representatives of State and Central governments has been constituted for suggesting short term-solutions and long-term strategies to address the issues, he added.

Major issues related to the sector include minimum support price for natural rubber, restriction on import, minimum import price, categorisation of natural rubber as an agricultural product, import of cup lumps, safeguard duty and increase in the Budget allocation to Rubber Board.

Import of natural rubber is allowed only through sea ports of Chennai and Jawaharlal Nehru Port at Nhava Sheva, Mumbai.

There are around 13.2 lakh rubber small holdings in the country, out of which around 9 lakh are in Kerala.

Consumption of natural rubber has increased from 9.95 lakh tonnes (lt) in 2015-16 to 10.45 lt in 2016-17 on rise in demand from auto tyre sector. Rubber production in 2016-17 was 6.91 lakh tonnes. Import of natural rubber has declined to 4.27 lt in 2016-17 (4.58 lt). Exports jumped to 20,920 tonnes in 2016-17 (865 tonnes).

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PTI ■ NEW DELHI

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The company is official partner to the Chennaiyin FC team that won the Indian Super League 2018

Apollo Tyres bats for a goal

The tyre maker looks to score a few points for its brand on the football field, hoping to ride the growing popularity of the sport among the young

TE NARASIMHAN
Chennai, 21 March

Five years ago, when Apollo Tyres formed a branding tie up with the Manchester United (Man-U) Football Club for a few European countries, not too much was set in store by the association. In a cricket-crazy country such as India, brands have rarely found profit in their pursuit of any other sport and it was assumed that the tie-up would be limited to branding initiatives outside the country. But fortuitously for Apollo Tyres, the sport found itself riding the crest of a popularity wave especially among young professionals through 2013-17, giving the brand visibility and recall while helping it to stand apart from rival MRF Tyres that has had a long association with cricket.

According to television audience measurement agency BARC, overall non-cricket properties contributed to 20 per cent of the live matches viewership in 2017. "Within this, approximately 80 per cent of the viewership contribution comes from just six properties—Pro Kabaddi League, Indian Super League, Rio Olympics 2016, Kabaddi World Cup 2016, Premier Badminton League, and Hockey India League," it said in its report, *'The rise of Indian Leagues'*.

Apollo has been a beneficiary of this trend and quick to leverage its associations with football. The company's tie up with Man-U is now a global one and in 2017, it tied up with domestic teams and

football leagues.

Tyre brands are traditionally associated with sports and football was more accessible in terms of the cost of association, also it reached the young consumer—a category that Apollo is targeting more closely now—and the sport has a global following. Satish Sharma, president, Asia Pacific, Middle East & Africa (APMEA) at Apollo Tyres said, "Very few sports deliver a global profile and awareness like football."

The company is the principal sponsor of Chennai-based Chennaiyin FC and is partner sponsor for the Indian Super League (ISL). Apollo is also title sponsor of the Mohali-based I-league team, Minerva Punjab FC. These associations give the brand access to young followers the company said.

Experts say this is smart positioning. Especially since competitor MRF Tyres has an overpowering presence in cricket, which is still the biggest draw for brands besides Bollywood. Cricket is also an expensive association, to be a partner brand with high logo visibility on jerseys would cost at least five times more for an Indian Premier League team than it does for an Indian Super League (ISL) for football.

Apollo says it spends around 1.2 per cent of its revenue on branding initiatives. Harish Bijoor, CEO Harish Bijoor Consults, says: "Tyre companies typically, are like consumer goods companies. Literally everyone uses the tyre, in such an environment, companies would love to be associated with everybody like

consumer goods companies."

Sharma agrees and adds that tyres are a dynamic product category and sports is therefore a natural brand fit. Within sports he believes that football allowed the brand a distinct identity, helping it stand out from the crowd that flocks to cricket.

The Man-U association particularly was meant to establish a unique identity for the brand with global auto companies. At the time

Apollo was also looking to acquire the American firm Cooper Tires but the deal subsequently fell through. In the current season, Apollo says it has made the brand visible in over 50 per cent of all English

Premiere League matches. In Germany, the largest European tyre market, it has an association with Borussia Monchengladbach, one of the oldest German clubs playing in Bundesliga.

Football is a good fit for India too says Sharma, debunking the myth that cricket is the only way to reach out to the masses. "Cricket is a me-too strategy. Apollo wanted to differentiate the brand. Football has also helped the brand to be more visible among the young generation," said Sharma.

Bijoor said, "It makes sense for Apollo Tyres and others to tie up with a football league,

Pro Kabaddi league or a cricket team, because awareness leads to interest in the product. Sports are high awareness creation tools today. MRF has used it for decades. A tyre company fits in anywhere from kabaddi to jallikattu, because anything connected to energy, verve, vigour works well for such brands."

Analysts say, while cricket still remains the popular choice for most brands, other sports

are gaining ground. It has helped that brands now have a definitive measure of reach and viewership numbers too say analysts. According to BARC, non-cricket sports such as football and kabaddi have been steadily garnering more viewers. In India, the ISL tapped into

280 million viewers for the recent season, while this is half the numbers notched up by cricket's IPL, it is still a significant number say analysts.

The association with football is being taken further through campaigns such as 'Go The Distance' says Sharma. Besides emphasising the brand-football connections, it helps tie the association up neatly with the core product. As part of the campaign, the company uses recycled rubber to make football pitches and organises camps for children in association with the Manchester United Soccer Schools, both in India and the United Kingdom.

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Consumption of natural rubber has increased from 9.95 lakh tonne in 2015-16 to 10.45 lakh tonne in 2016-17 mainly due to rise in demand from auto tyre sector. Rubber production in 2016-17 was 6.91 lakh tonne as against consumption of 10.45 lakh tonne in tyre and non-tyre sectors.

राष्ट्रीय रबड़ नीति बना रही है सरकार : प्रभु

नयी दिल्ली, भाषा। वाणिज्य मंत्रालय राष्ट्रीय रबड़ नीति तैयार कर रहा है। वाणिज्य एवं उद्योग मंत्री सुरेश प्रभु ने आज कहा कि रबड़ क्षेत्र के समक्ष विभिन्न मुद्दों को हल करने के लिए राष्ट्रीय रबड़ नीति लाने की तैयारी है।

प्रभु ने भाषा से कहा, “ यह नीति इसलिए जरूरी है क्योंकि क्षेत्र के समक्ष कई तरह की चुनौतियां हैं। हम यह सुनिश्चित करना चाहते हैं कि इस नीति के जरिये सभी मुद्दों को हल कर दिया जाए। इस बारे में हमारी एक बैठक हो चुकी है। ” उन्होंने कहा कि प्रस्तावित नीति का उद्देश्य निर्यात और रबड़

उत्पादन बढ़ाना है। ऐसा करते समय किसान हितों का भी ध्यान रखा जाएगा।

उन्होंने बताया कि इन मुद्दों से निपटने के लिए एक कार्यबल गठित किया गया है, जिसमें राज्यों और केंद्र सरकार के प्रतिनिधि हैं। यह कार्यबल इन मुद्दों लघु अवधि का समाधान तथा दीर्घावधि की रणनीतियां सुझाएगा।

क्षेत्र के समक्ष प्रमुख मुद्दों में प्राकृतिक रबड़ के लिए न्यूनतम समर्थन मूल्य, आयात पर अंकुश, न्यूनतम आयात मूल्य, कृषि उत्पाद के रूप में प्राकृतिक रबड़ का वर्गीकरण, सेफगार्ड शुल्क और रबड़ बोर्ड के लिए बजटीय आवंटन में वृद्धि शामिल हैं।

राष्ट्रीय रबड़ नीति बना रही है सरकार : प्रभु

एजेंसी। नई दिल्ली

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समर्थन मूल्य, आयात पर अंकुश, न्यूनतम आयात मूल्य, कृषि उत्पाद के रूप में प्राकृतिक रबड़ का वर्गीकरण, सेफगार्ड शुल्क और रबड़ बोर्ड के लिए बजटीय आवंटन में वृद्धि शामिल हैं।

राष्ट्रीय रबड़ नीति बना रही है सरकार : प्रभु

नई दिल्ली, 21 मार्च (एजेंसी):
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गुजरात वैभव

नई दिल्ली, बृहस्पतिवार, 22 मार्च, 2018

राष्ट्रीय खड़ नीति बना रही है सरकार : प्रभु

वाणिज्य मंत्रालय खड़ नीति तैयार कर रहा है



एजेंसी ■ नई दिल्ली

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