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**Two Days National Conference on**

**“CHALLENGES OF INDIAN ECONOMY AND SUSTAINABLE  
DEVELOPMENT”**

*Organized by*  
**Department of Economics**

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## **Opportunities and challenges of e trading Platform for Natural Rubber.**

### **ABSTRACT**

The rubber board is setting up an E-trading platform for natural rubber intending to bring transparency and establish more visibility for buyers and sellers in the Natural Rubber market. This would also function as an alternate marketing channel for physical transactions in Natural Rubber. The electronic platform is contemplated to complement the existing system of dealer-processor- manufacturer based supply chain by encouraging them to participate in electronic trading. This is also in line with the government's policy to initiate e-trading for all agricultural commodities. Rubber producer societies, cooperatives, Rubber Board-sponsored companies, and small-scale rubber dealers who are operating at the village level also will be encouraged to participate in the platform for better visibility and price discovery. The e-trade platform is envisaged as a trade facilitation platform where buyers and sellers can bid for the required quantity of rubber. The trade will close after price matching and digitally signed contracts will be generated and shared among both parties as email narrating the contract specifications. Provision for a payment gateway will be available for the transfer of money. A system for quality certification also will be instituted as part of the e- trade, which is an added feature to cater for the impending demand of the non-tyre sector. Rubber Board has come out with the concept of having an electronic trading platform for NR, considering all these factors. This article explores the opportunities and challenges of e- trading platform for Natural Rubber.

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