

### **India Rubber Board campaign on improving quality**

The Rubber Board said growers, processors, product manufacturers and labourers should take collective effort to improve the quality of natural rubber (NR) in the face challenges in the sector. The board plans to organise campaign meetings from June 10 to July 19 in the traditional rubber growing belts of Kerala, Karnataka and Tamil Nadu. Inaugurating the board's awareness campaign for improving quality of NR, Sheela Thomas, chairman, said 30 per cent of NR was obtained in the form of field coagulum and hence its quality needed to be improved and added rubber producer societies should help the growers in this regard. She released a video film and the poster produced in connection with the campaign. Apart from the main theme to improve the quality of NR, subjects like low frequency tapping, quality sheet processing, soil moisture conservation, tappers bank, labour welfare schemes and importance of replanting will also be discussed in the meetings, said a board's release.