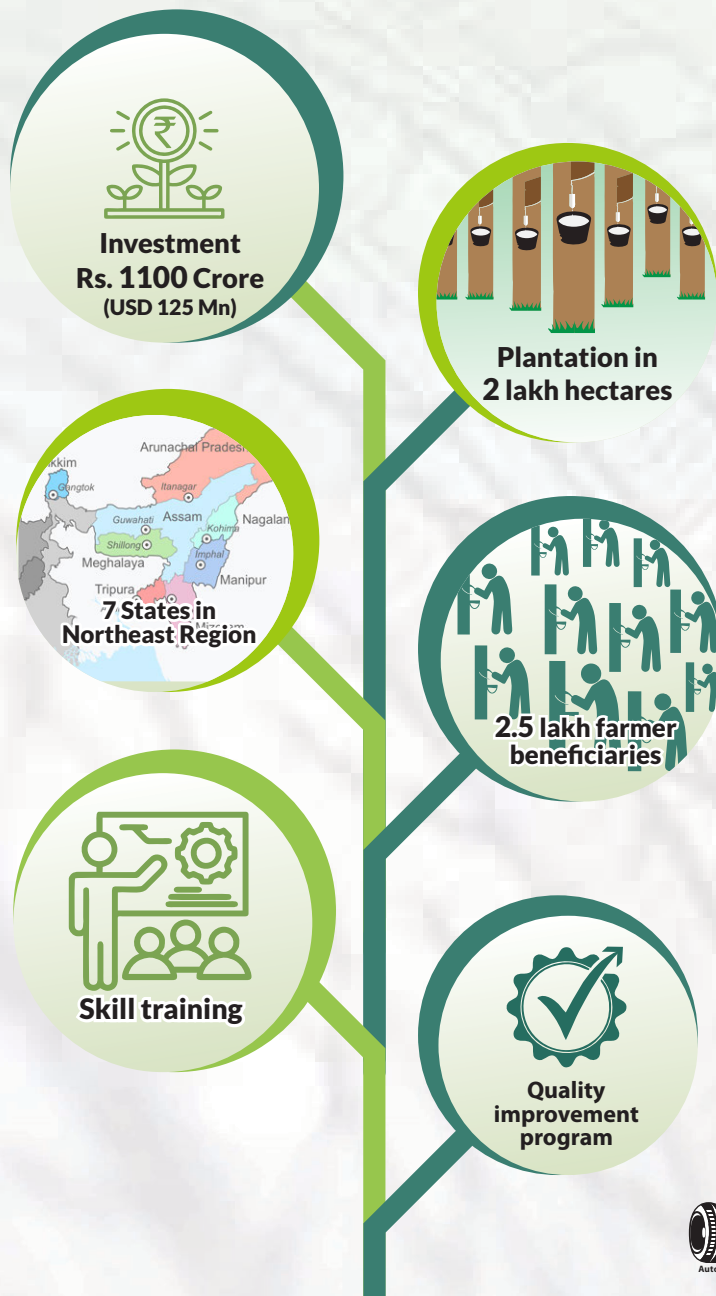


INROAD

INDIAN NATURAL RUBBER OPERATIONS
FOR ASSISTED DEVELOPMENT

A collaborative project of
Tyre Industry and **Rubber Board**
towards making India *Aatma Nirbhar* in Rubber



Collaboration between

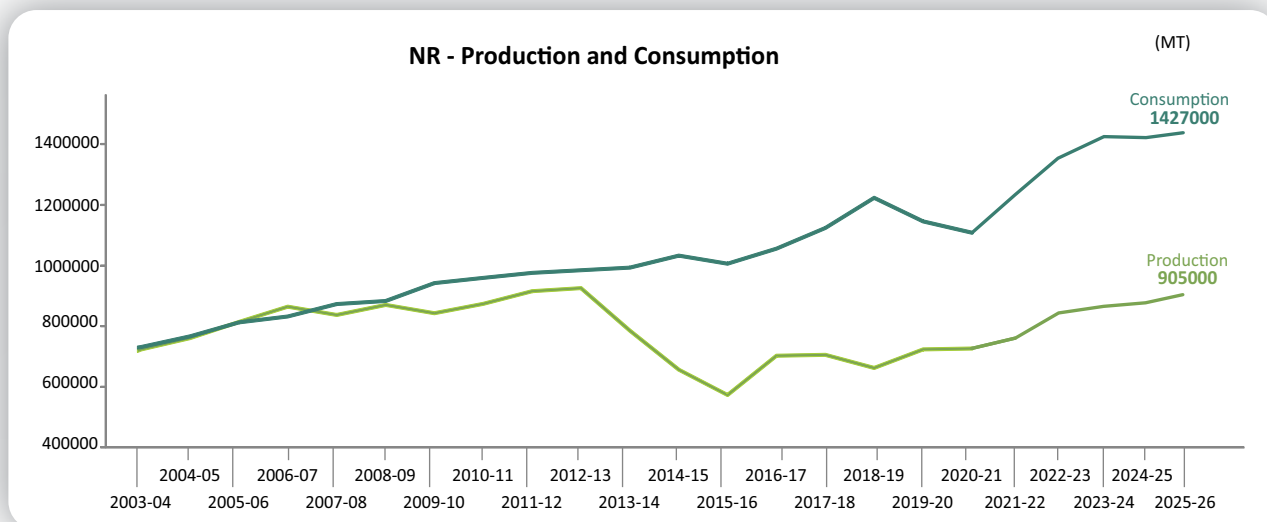


Participating Member Companies (PMCs)



NR Demand–Supply Gap in India

The Natural Rubber (NR) demand–supply gap in India continues to be high since 2012-13 and the gap is widening. At present, nearly 40% of the NR requirement is met through imports. It is estimated that by 2030, the country would require about 20 Lakh tonnes of NR per year.



Data Source: Rubber Board

Natural Rubber & North East

The North East (NE) region holds immense potential for rubber plantation in view of availability of land and suitable agroclimatic conditions. Before the commencement of INROAD Project NE states accounted for about 23% of the area and 15.7% of the production.

NR Scenario in North East

2020-21 (Pre-INROAD)

Tapping of Rubber

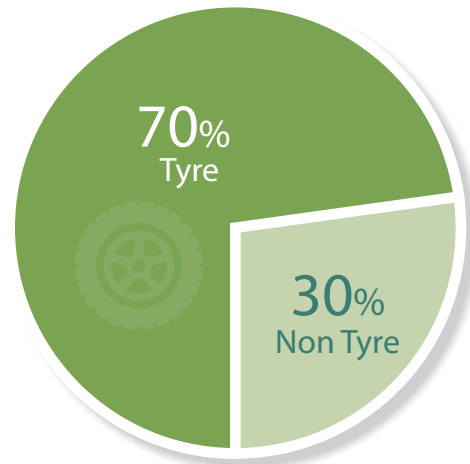


Tyres - Mainstay for Natural Rubber

Tyre industry is the major consumer of NR in India as it utilizes over 70% of the total NR produced in the country.

Infact Indian Tyre Industry is one of the largest consumers of Natural Rubber and the ratio of Natural Rubber vs Synthetic Rubber is much higher in India than the Tyre Industry globally.

Consumption of Natural Rubber in India



About Project



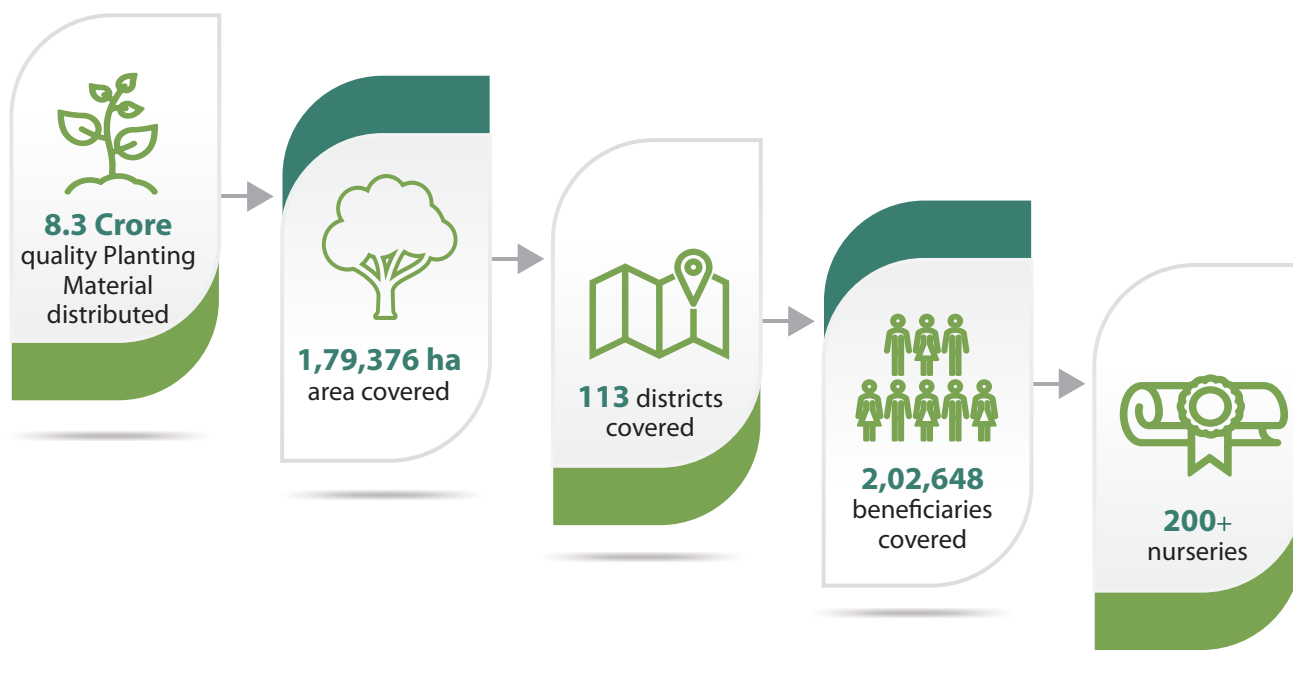
INROAD (Indian Natural Rubber Operations for Assisted Development) Project supports development of new rubber plantations in North East besides improving quality of processed forms of rubber. This collaborative project in PPP mode involving tyre majors, Rubber Board and Government of India is a **landmark initiative** and the **first-of-its-kind in the world** where the consuming industry is contributing directly towards development of rubber plantation.



Major Project Activities



Project Progress so far*



*Source : Rubber Board, dt. 25 Nov 2025



A Roadmap to Success

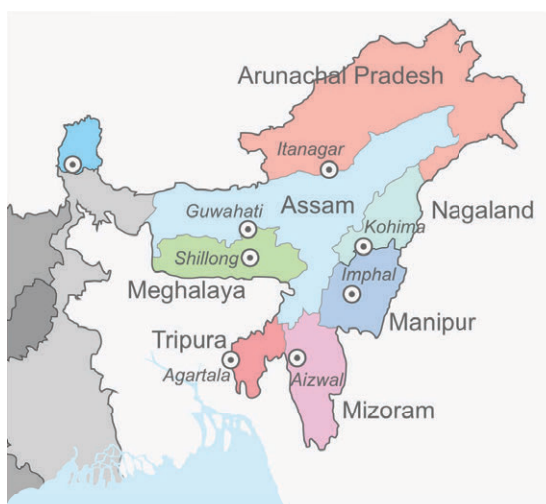
The INROAD Project was conceived amidst the Covid pandemic and commenced operations in the middle of 2021. Notwithstanding Covid induced disruptions and other teething issues, the project has been largely meeting the targets, a testament to cooperation between participating tyre companies under the aegis of **ATMA** and **Rubber Board of India**.

State-wise area planted (in Ha.)

State	Total Allotted	2021-22 (Y1)	2022-23 (Y2)	2023-24 (Y3)	2024-25 (Y4)	2025-26 (Y5)	Total Planted (Y 1-5)
Assam	58200	475	7442	13852	15159	13311	50238
Meghalaya	26000	293	2045	6403	7534	6832	23107
Arunachal Pradesh	16350	286	1516	1948	1170	1173	6092
Nagaland	14000	178	1457	2936	3242	6135	13947
Mizoram	9000	174	1352	2184	2519	2331	8561
Manipur	3850	85	1029	628	2485	2308	6534
West Bengal	3600	-	130	313	680	12	1134
Tripura	69000	2369	8400	13814	23177	22002	69762
Total	200000	3858	23370	42079	55965	54104	179376

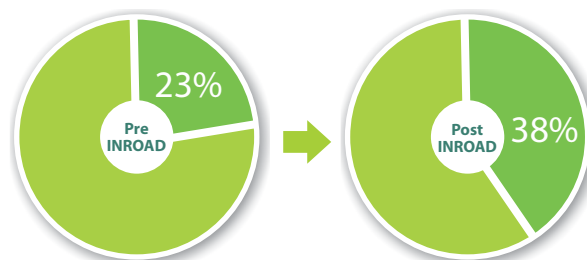
INROAD Impact

Once the objective of developing plantations in additional 2 lakh ha under the INROAD project is achieved, it is estimated that the share of NE states will increase to 38% of area and 32% of production.



North East Share in...

...India's Area under NR



...India's NR Production



INROAD Impact



Development of Nurseries

Over **8.3 crore** planting material has been distributed so far under the project. The largest impact of INROAD project has been rejuvenation of nurseries in the region.

Over 200 nurseries are currently supplying high-yielding rubber planting material to growers.





Grassroot Level Engagement

The project entails reaching out to resource poor population in the designated states since farmers with land holding of less than one acre are being engaged in the project. Plantation in **2 lakh hectares** will therefore directly benefit nearly **2.5 lakh farmers and their families**.



INROAD Impact

INROAD Project Transforming Lives Making a Difference



The story of Sarsing Teron from Amlokhi (district Karbi Anglong), a beneficiary of the INROAD project who came to meet the INROAD delegation in an auto (bought out of savings from rubber), demonstrates how Rubber cultivation has begun to change people's lives.

According to Sarsing, rubber plantations have yielded good livelihoods ever since they started to focus on increasing the quality of the rubber produced. Rubber plantation has provided a reliable source of income, allowing him to support his family comprising his wife Ponchomi Gurung, son Samuel Teron and two daughters Lidia and Alisa. The increased earnings have significantly improved their quality of life.

He has also invested in an Auto Rickshaw which he showcased with pride at the beneficiary meet symbolizing his progress and newfound financial stability.



Sarsing which and go along Board unique INROAD transi cultivi count sustain comm

INROAD Project Transforming Lives Making a Difference



Among the millions of beneficiaries of the INROAD project, a few stories stand out as truly inspiring. One such story is that of Bhagya Laxmi Debbarma.

Widowed at a young age, she took up farming with unwavering dedication to support her three children and ensure they received a good education. Today, her children are well-settled, yet Bhagya Laxmi continues to pursue her passion for farming.



Her journey took a transformative turn when she joined the INROAD project and was introduced to rubber plantation. With gratitude, she recalls receiving 800 rubber saplings through the initiative.

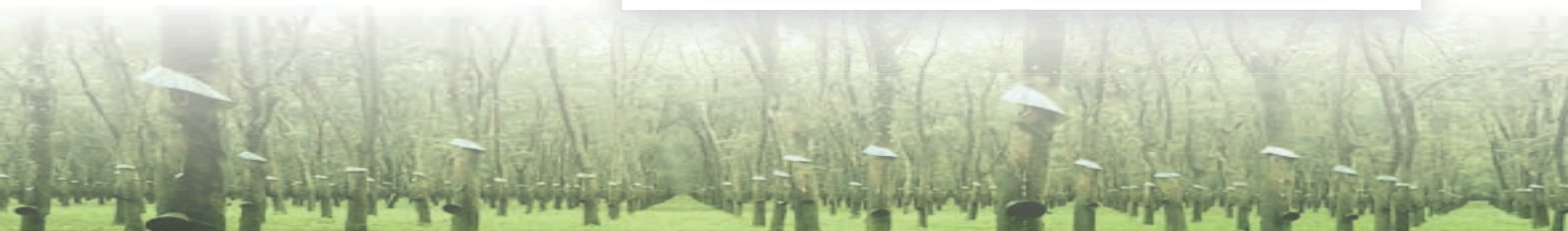
Despite her advancing age, she cares for the trees with remarkable energy and determination, confident that the plantation will provide good returns once it matures. Bhagya Laxmi's story is a testament to resilience and the promise of sustainable development.



Once completed, the project is poised to lift the economic and social status of beneficiaries who have been exuding confidence by turning out in large numbers for interaction with PMCs whenever a delegation visits.

Socio-Economic Development

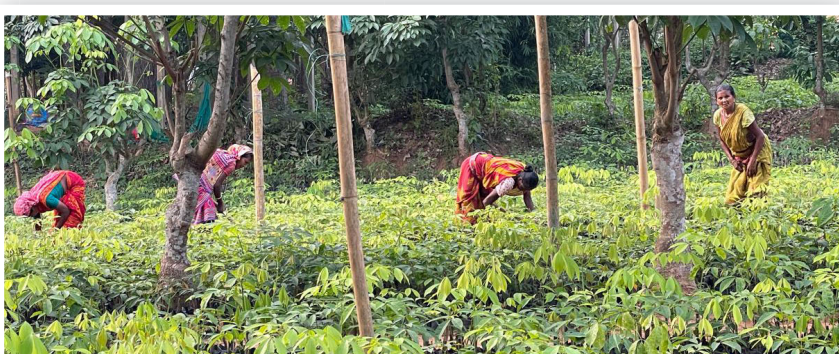
So far the project has benefitted over **2 Lakh beneficiaries** across **113 districts** in North-eastern states.





Women Empowerment

An indirect benefit of the project has been the motivation to women to eke out a better life for them and their children. The commitment being exhibited by women working in the fields has been infectious.





Infrastructure Development

After nearly 5 years of implementation of the Project, the focus has now shifted towards the Quality & Training initiatives, wherein the objective is to develop physical infrastructure in the North East Region including construction of Model Smoke House, Model Processing and Grading Centres and conducting skilling and capacity building initiatives.





Visit of PMCs

Given the criticality of the project, top management of Participating Member Companies (PMCs) have been personally and actively engaged in supervising the project through a series of delegations.



INROAD Impact



Rubber cultivation in the Northeast has grown significantly under the INROAD Project, with over 2 lakh new growers taking up plantation in the past five years. However, limited access to scientific tapping techniques, quality processing infrastructure, and disease management continues to impact yields.

Model Smoke House are being constructed across the North Eastern region under the **INROAD Skiing and Production Efficiency Enhancement Drive (iSPEED)**. iSPEED will support the deployment of 3,000 smokehouses for high-quality sheet production.



INROAD Impact



Several of these model smokehouse constructed under iSPEED were recently inaugurated by Mr Arun Mammen, Chairman ATMA in the presence of local rubber growers, officials of Rubber Board, representatives from PMCs and families of the growers/ rubber producers of the region

Since the majority of the beneficiaries of the project are small landholders with holdings of less than one acre, INROAD is encouraging group approach for creating infrastructure so that the entire community benefits.

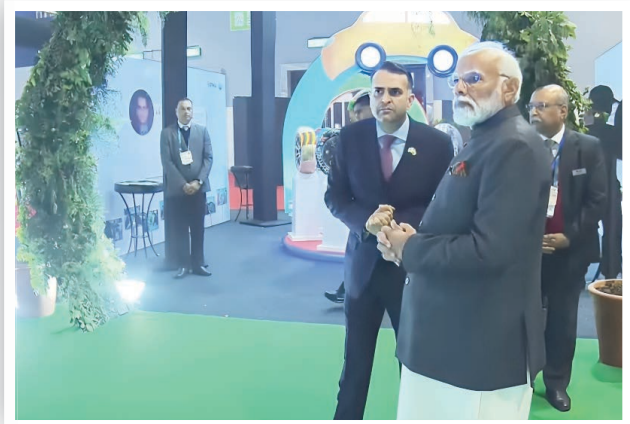
The smokehouses will help in quality upgradation of the rubber sheets produced in the region which in turn will lead to economic empowerment through better realisation of the rubber produce. Besides local rubber growers can visit these smokehouse, which serve as a training and demonstration centres to enhance the quality of rubber sheets..



PM Visit to INROAD Pavilion at Bharat Mobility Expo

Hon'ble Prime Minister's took keen interest in Rubber plantations and other efforts by ATMA member companies at ATMA stall (Bharat Mobility Expo 2024).

Hon'ble Prime Minister's gracious presence and considerable time spent in learning about the industry marked a defining moment.



Hon'ble Commerce & Industry Minister Sh. Piyush Goyal and key government functionaries visited the ATMA/ITTAC/INROAD pavillion at Bharat Mobility 2025





is scripting history as one-of-its-kind
initiative in the world to ensure
RAW MATERIAL
security for Natural Rubber,
a strategic raw material.

Engage with us on following platforms to be a part of this exciting journey



inroad India



inroad_india



inroadindia



inroadindia



www.inroadindia.org





inroad India



inroad_india



inroadindia



Jul 2026

C/o Automotive Tyre Manufacturers' Association

PHD House, 4th Floor, Siri Institutional Area, Opp. Asian Games Village, New Delhi-110 016. India

Office Tel.: +91 98180 97569 (*Mon-Fri 9:30 AM – 6:00 PM IST*)

E-mail: inroadproject@atmaindia.org.in | Website: www.inroadindia.org

