

F. No.11/9/2012-E&MDA (EC-06.07.2012)
Department of Commerce
E&MDA Division

Dated: 10th July 2012
Udyog Bhawan, New Delhi

Subject: Minutes of the Empowered Committee of MAI held on 6th July 2012.

The undersigned is directed to forward herewith a copy of the minutes of the Empowered Committee of MAI meeting held on 6th July 2012 at 3:00 p.m. in Room No. 141, Udyog Bhawan, New Delhi under the Chairmanship of Shri S.R. Rao, Commerce Secretary, Department of Commerce, for information and further necessary action.

Jagjeet Kumar
10/7/2012
(Jagjeet Kumar)

Under Secretary to the Government of India
☎ 2306 2044

1. Smt. Anita Agnihotri, AS&FA, DOC
2. Shri Madhusudan Prasad, AS, DOC
3. Shri Sumanta Chaudhuri, Joint Secretary, DOC
4. Shri D.S. Dhesi, Joint Secretary, DOC
5. Shri Ravi Capoor, Joint Secretary, DOC
6. Shri A.K. Tripathy, Joint Secretary, DOC
7. Shri Anup Wadhawan, Joint Secretary, DOC
8. Shri J.K. Dadoo, Joint Secretary, DOC
9. Shri J.S. Deepak, Joint Secretary, DOC
10. Shri Anurag Saxena, Joint Secretary, DOC
11. Shri Prabhat Kumar, Joint Secretary (ITP), MEA
12. Shri V. Srinivas, Joint Secretary (Exports), M/o Textiles
13. Shri. N.K. Gupta, ED, ITPO
14. Smt. Sutapa Majumdar, Director, Planning Commission
15. Shri Ajay Sahai, DG & CEO, FIEO
16. Ms. Madhavi Das, SG, AEPC
17. Shri Sabyasachi Ray, ED, G&J EPC
18. Shri R. K. Maitra, ED, EEPC
19. Shri Siddhartha Rajagopal, ED, TEXPROCIL
20. Shri Raghuvveer Kini, ED, Pharmexcil
21. Shri D.K. Sareen, ED, ESC EPC
22. Ms. Ambika Sharma, DSG, FICCI
23. Shri Virendra Gupta, Sr. Director CII
24. Shri Rajeev Kapil, Secretary, ICRIER
25. Dr. Vijaya Katti, Professor & Chairperson (Research) IIFT
26. Ms. Shelly Kishnani, OSD, RIICO
27. Shri Abhijit Das, Head & Professor, Centre for WTO Studies
28. Dr. Biswajit Dhar, Director General, RIS
29. Shri C. George, DGM, NCTI

Copy to:

1. PPS to CS
2. PS to JS (AM)
3. PS to JS (MJ)

Minutes of the Empowered Committee of MAI held on 06.07.2012 in Room No. 141 under the Chairmanship of Shri S. R. Rao, Commerce Secretary.

List of participants is annexed.

Welcoming the participants, Chairman stated that MAI funds should not be withdrawn unless there are absolute commitments. He also observed that the EPCs / TBs are not submitting their final account in time to the Department of Commerce. To ensure financial discipline, the Chairman directed that the final account should be submitted within 3 months, after the event is over. EPCs / TBs shall be asked to refund the released amount in case accounts are not submitted for finalization within stipulated period of three months.

In order to ascertain the success of event (s), Chairman directed CII / FICCI / ASSOCHAM / FIEO to work out the parameters to judge the success of the event(s).

AS&FA pointed out that as far as possible normal procedures of approval be adhered to. Ex-post-facto approval should be taken only in the rare cases.

Agenda for the meeting was taken up for consideration as minuted below:

Agenda Item No. 1

The minutes of the EC meeting of MAI held on 22.12.2011 were confirmed.

Agenda Item No. 2

Status of ongoing projects and projects sanctioned in 2012-13 was noted.

Agenda Item No. 3

Item No. 1: Proposal of FICCI for organising 'India Show' at Lahore, Pakistan during 11-13 February 2012.

- 3.1.1 The total estimated cost of the project for 2011-12 is ₹612.00 lakhs.
- 3.1.2 The total MAI assistance sought for 2011-12 is ₹550.80 lakhs.
- 3.1.3 The proposed activities to be undertaken under the project is organising 'India Show' at Lahore, Pakistan and showcasing best of India's technology, products and processes. B2B meetings between Indian and Pakistan Industry Players. Exchange ideas and deliberations primarily focused on exploring potential areas of cooperation between India and Pakistan.
- 3.1.4 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.1.5 Specific targeted benefit after completion of the project is to develop business opportunity across sectors of mutual interest. Enhance exports, B2B meetings, creating economic linkages between two countries, creating awareness of Indian products and

identifying impediments to trade and coming up with policy recommendation for enhancing bilateral trade.

- 3.1.6 FT (SA) Division, DOC has recommended the proposal.
- 3.1.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.1.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2011-12:

(₹ in Lakhs)			
SI. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 read with para 4.4 of the MAI Guidelines @ 90%
1	Venue cost including space hiring for exhibition area exhibition, Auditorium (for inaugural, closing ceremony, Cultural evening) meeting rooms, foyer area for holding dinner, VIP lounge, registration desk, media room, food festival, networking dinner, stall construction, special décor of the exhibition area, audio-visual, special lights, carpeting etc.	325.00	292.50
2	Organizational expenses for the "India Show"	80.00	72.00
3	Buyer Seller Meet at Lahore, Karachi and Islamabad	30.00	27.00
4	Publicity cost for the event (including promotional advertisements, website designing, online banners, creation of website, press conference in India, Lahore and at the venue of the event etc.)	150.00	135.00
5	Cost of catalogues including brochures, exhibition manual, exhibitor catalogue, invitation card, badges etc	27.00	24.30
	Total	612.00	550.80
Total MAI assistance restricted to			500.00

Item No. 2: Proposal of EEPC for organizing India Pavilion at MEDICA 2012 at Dusseldorf, Germany during 14-17 November 2012.

- 3.2.1 The total estimated cost of the project for 2012-13 is ₹73.00 lakhs.
- 3.2.2 The total MAI assistance sought for 2012-13 is ₹46.15 lakhs.
- 3.2.3 The proposed activities to be undertaken under the project is to organize India Pavilion at MEDICA 2012 at Dusseldorf, Germany during 14-17 November 2012. EEPC is planning to participate in the event with 10 Indian Participants.

- 3.2.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.2.5 Specific targeted benefit after completion of the project is to attracting professionals from medical and health care industry worldwide. The medical experts from throughout the world were offered a wealth of innovations of the entire inpatient and outpatient care.
- 3.2.6 EP(Engg) Division, DOC has recommended the proposal.
- 3.2.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 30.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian Participants. Subsequently, the EC in its meeting held on 31.10.2011 directed that the proposal be examined on the file.
- 3.2.8 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.2.8 EEPC informed that due to non availability of space, they could not organize the event.
- 3.2.9 EC directed EEPC to refund the amount which was released to them against 1st instalment.

Item No. 3: Proposal of FICCI for organizing 'India Show' at Kiev, Ukraine from 5-9 September 2012.

- 3.3.1 The total estimated cost of the project for 2012-13 is ₹222.00 lakhs.
- 3.3.2 The total MAI assistance sought for 2012-13 is ₹199.80 lakhs.
- 3.3.3 The proposed activities to be undertaken under the project is to organize 'India Show' at Kiev, Ukraine from 5-9 September 2012. FICCI planning to participate in the event with 50-55 Indian companies.
- 3.3.4 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.3.5 Specific targeted benefit after completion of the project includes is to facilitating penetration of Indian value added products in Ukraine and other CIS countries, explore opportunities in joint venture, investment and project export and technology transfers.
- 3.3.6 FT(CIS) Division, DOC has recommended the proposal.
- 3.3.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹199.80 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.3.8 EC accorded its ex-post-facto approval with an assistance of ₹199.80 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 read with para 4.4 of the MAI Guidelines @ 90%
1	Venue cost including organizing expenses(space hiring for exhibition, conference, B2B meets, cultural programme, exhibition and stall construction, special décor of the exhibition area, front façade etc, flag, audio-visual, AV recordings, transportation, hostesses, registration desk setups, VIP holding room, secretariat, media room, stages, carpeting, light, PA system, flags, flag poles, networking dinner etc.)	161.00	144.90
2	Publicity cost for the event (including promotional advertisements, website designing, online banners, promotional communications to the industry, backdrop, side panels, signage's hoardings etc.)	35.00	31.50
3	Cost of catalogues and other material (brochures, exhibitor manual, delegate catalogue, exhibitor catalogue, theme paper, invitation cards, badges, stationary and photocopy etc)	20.00	18.00
4	Translator and interpreter charges	6.00	5.40
	Total	222.00	199.80

Item No. 4: Proposal of FIEO for organising Indian participation in China Import and Export Fair (CANTON FAIR) at China (111th & 112th sessions during 15-19 April & May, 2012 and Phase II during and October & November 2012.

- 3.4.1 The total estimated cost of the project for 2012-13 is ₹320.00 lakhs.
- 3.4.2 The total MAI assistance sought for 2012-13 is ₹200.00 lakhs.
- 3.4.3 The proposed activities to be undertaken under the project is to organize Indian participation in the exhibition, private Buyer Seller Meets at the exhibition and extensive publicity of the Indian pavilion to attract more buyers and **participation with 40 exhibitors.**
- 3.4.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.4.5 Specific targeted benefit after completion of the project is to provide the much needed support of the SME sector to reach out to the global audience, showcasing their products to buyers who are looking to source from country other than China, because of better quality and price. Participation will equip the exhibitors with market intelligence, due to increase in wages in China and quality issues, buyers are looking for alternatives and India may be the answer and now that the focus is shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms.

- 3.4.6 FT(NEA) Division, DOC has recommended the proposal.
- 3.4.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹200.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.4.8 EC accorded its ex-post-facto approval with an assistance of ₹200.00 lakhs under para 7.1.2 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%
1	Venue cost including organising expenditure	308.52	94.00
2	Publicity	5.00	3.00
3	Cost of catalogue and others	4.00	2.00
4	Translation & Interpretation	3.00	1.00
	Total Expenditure	320.52	100.00

Item No. 5: Proposal of EEPCC for organising 'India Show' at M-Tech 2012 exhibition at Tokyo, Japan during 20-22 June 2012.

- 3.5.1 The total estimated cost of the project for 2012-13 is ₹569.92 lakhs.
- 3.5.2 The total MAI assistance sought for 2012-13 is ₹500.00 lakhs.
- 3.5.3 The proposed activities to be undertaken under the project include organising 'India Show' at M-Tech 2012 exhibition at Tokyo, Japan during 20-22 June 2012. EEPCC planning to participate in the event with 80 participants.
- 3.5.4 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.5.5 Specific targeted benefit after completion of the project is to promote Indian engineering, but also give an opportunity to Indian exporters to interact with entrepreneurs of best technology nations.
- 3.5.6 EP(Engg) Division and FT (NEA) Division, DOC has recommended the proposal.
- 3.5.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.5.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 and para 4.4 of the MAI Guidelines @ 90%
1	Space rent and erection of stalls	4,09,92,500	368,93,250
2	Branding of India Pavilion, event management, films, publications and publicity, interpreters, themes pavilion, business centre facilities, audio visual equipments and other related organizing expenditure.	1,30,00,000	1,17,00,000
3	Publication and publicity	20,00,000	14,06,750
4	Organizing expenses in India for mobilisation	5,00,000	Nil
5	Others	5,00,000	Nil
	Total	5,69,92,500	5,00,00,000

Item No. 6: Proposal of G&J EPC for Organizing 'India Show' - JCK Las Vegas Show 2012 from 2-5 June 2012.

- 3.6.1 The total estimated cost of the project for 2012-13 is `823.00 lakhs.
- 3.6.2 The total MAI assistance sought for 2012-13 is `500.00 lakhs.
- 3.6.3 The proposed activities to be undertaken under the project is to organize 'India Show' - JCK Las Vegas Show 2012 from 2-5 June 2012. In JCK show India Pavilion would be spread across 1000 sqm with 100 booths and 75 participants. The targeted countries are North America, Canada, South America – Brazil, Mexico, Argentina, Peru, Paraguay, Uruguay, Venezuela, Columbia, Panama and Chile.
- 3.6.4 Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.6.5 Specific targeted benefit after completion of the project is to find out about current trends of jewellery, networking to make contact and do effective business. Contributing more effectively to make India a preferred destination for gems and jewellery by organizing the India Pavilion will help the Council to make India a preferred destination for gems and jewellery.
- 3.6.6 FT (NAFTA) Division, DOC has recommended the proposal.
- 3.6.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.6.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(Amount in `)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 and para 4.4 of the MAI Guidelines @ 90%
1	Venue cost including organizing expenses	6,20,00,000	4,29,00,000
2	Publicity cost for the event	1,50,00,000	40,00,000
3	Cost of the catalogues and other material	51,00,000	30,00,000
4	Translation and interpreter charges	2,00,000	-1,00,000
	Total	8,23,00,000	5,00,00,000

Item No. 7: Proposal of AEPC for Organizing Tex-Trend at Pragati Maidan, New Delhi during 16-18 July 2012.

- 3.7.1 The total estimated cost of the project for 2012-13 is ` 2019.97 lakhs.
- 3.7.2 The total MAI assistance sought for 2012-13 is ` 1183.31 lakhs.
- 3.7.3 The proposed activities to be undertaken under the project is to organize Tex-Trend at Pragati Maidan, New Delhi during 16-18 July 2012. AEPC has mentioned that they are targeting 100 buyers from American continent alongwith 428 buyers from rest of the world. The proposed numbers of Indian exhibitors have not been mentioned by AEPC although they intend to organize the event in 39,012 sqm subject to availability of space in ITPO.
- 3.7.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.7.5 Specific targeted benefit after completion of the project is to bring together the best in Indian garment and accessories, fabrics, home furnishing and made ups, Indian handicrafts, jute and carpets all under one roof.
- 3.7.6 Ministry of Textiles has recommended the proposal.
- 3.7.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.7.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(Amount In ₹)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.8 of the MAI Guidelines @ 65%
1	Venue cost	10,07,42,776	3,10,00,000
2	Publication and publicity	1,20,60,000	25,00,000
3	Buyer promotion expenses (air fare & hotel stay cost)	4,21,00,000	1,50,00,000
4	Cost of catalogue and other material	44,76,500	15,00,000
5	Other expenses	1,46,29,725	Not admissible
	Total	20,19,97,751	5,00,00,000

Item No. 8: Proposal of ITPO for organizing Life Style Pakistan being organized by Trade Development Authority of Pakistan from 12-15 April 2012 at Pragati Maidan, New Delhi.

- 3.8.1 The total estimated cost of the project for 2012-13 is ` 100.00 lakhs.
- 3.8.2 The total MAI assistance sought for 2012-13 is ` 100.00 lakhs.
- 3.8.3 The proposed activities to be undertaken under the project is to organize Life Style Pakistan being organized by Trade Development Authority of Pakistan from 12-15 April 2012 at Pragati Maidan, New Delhi.
- 3.8.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.8.5 ITPO should provide the space of Hall No. 18 i.e. 11,000 sqm for the exhibition proposed from 12-15 April 2012 at reciprocal rates to Pakistan as a special case. MAI assistance subject to a maximum of ₹ 100.00 lakhs will be provided to ITPO for the same.
- 3.8.6 FT(SA) Division of DOC has recommended the proposal.
- 3.8.7 AS&FA and CS have accorded in-principle approval for assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines for the proposal.
- 3.8.8 ED, ITPO informed that an assistance of ₹ 125.00 lakhs is required, as per the estimates worked out.
- 3.8.9 EC accorded its ex-post-facto approval with an assistance of ₹125.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 9: Proposal of FICCI for organizing Outreach Workshop on India's Engagement with Free Trade Agreements (FTAs); Business opportunities and challenges.

- 3.9.1 The total estimated cost of the project for 2012-13 is ` 15.00 lakhs.
- 3.9.2 The total MAI assistance sought for 2012-13 is ` 12.00 lakhs.
- 3.9.3 The proposed activities to be undertaken under the project is to organize outreach workshops on India's Engagement with Free Trade Agreements (FTAs); Business opportunities and challenges.
- 3.9.4 Assistance is admissible under para 7.4.3 and para 4.4 of the MAI guidelines.
- 3.9.5 Specific targeted benefit after completion of the project is to increase awareness among stakeholders about the benefits and challenges of Free Trade Agreements. Involve all stakeholders- all sectors of the industry local / regional industry associations / chambers, NSME entrepreneurs and government officials and provide a platform so that stakeholders can raise their concerns.
- 3.9.6 FT(NEA) Division of DOC has recommended the proposal.
- 3.9.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹12.00 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

3.9.8 EC accorded its ex-post-facto approval with an assistance of ₹12.00 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

Item No. 10: Proposal of ESC EPC for organizing participation of Indian IT software and services companies in INTERNETWORLD, UK IN 2012 DURING 24-26 April 2012.

3.10.1 The total estimated cost of the project for 2012-13 is `80.30 lakhs.

3.10.2 The total MAI assistance sought for 2012-13 is `47.64 lakhs.

3.10.3 The proposed activities to be undertaken under the project is to organize participation of Indian IT software and services companies in INTERNETWORLD, UK IN 2012 DURING 24-26 April 2012. The Council planning to participate with 20 exporters for the event.

3.10.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

3.10.5 Specific targeted benefit after completion of the project is to provide a platform to Indian SMEs to tap the UK and also in EU region. It will enable the Indian SMEs to identify the customs and their requirements in terms of specification

3.10.6 EP(E&SW) Division of DOC has recommended the proposal.

3.10.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines.

3.10.8 EC accorded its ex-post-facto approval with an assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines
1	Space rent plus constructions	72.00	38.70
2	Entertainment cost	0.25	Not admissible
3	Publicity cost for the event and cost of the catalogues and other publicity material	0.50	0.20
4	Packing, forwarding and air freight charges towards dispatch of publicity materials / booklet and other display materials to the business centre at India pavilion and local handling charges	0.30	Not admissible
5	Translation and interpreter charges	0.25	0.10
6	Deputation of ESC officials	2.00	Not admissible
7	Pre event publicity and publicity through local media	2.00	1.00
8	Mobilizing expenses and other organizing expenses in India	1.50	Not admissible
9	Local transportation, telephone, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion in US	1.50	Not admissible
	Total	80.30	40.00

Item No. 11: Proposal of EEPC for organizing 'India Show' Brno International Engineering Fair at Czech Republic from 10-14 September 2012.

- 3.11.1 The total estimated cost of the project for 2012-13 is `607.00lakhs.
- 3.11.2 The total MAI assistance sought for 2012-13 is `500.00 lakhs.
- 3.11.3 The proposed activities to be undertaken under the project is to organize 'India Show' at Brno International Engineering Fair at Czech Republic from 10-14 September 2012. EEPC is planning to participate in the event with 125 Indian participants.
- 3.11.4 Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.11.5 Specific targeted benefit after completion of the project that Brno industrial fair is a leading international fair being held in Czech Republic considered to be the gateway to central and eastern Europe, participation in the Fair as partner country will provide opportunities to boost bilateral trade in India's product strength.
- 3.11.6 FT(Europe) Division of DOC has recommended the proposal.
- 3.11.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.11.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 and para 4.4 of the MAI Guidelines @ 90%
1	Space rent and erection of stalls	327.00	294.00
2	Branding of India Pavilion, event management, films, publications and publicity, interpreters, theme pavilion, business centre facilities, audio visual equipments and other related organizing expenditure.	205.00	183.50
3	Publicity expenses	25.00	22.50
4	Organizing expenses publicity in India for mobilisation	40.00	Nil
5	Others	10.00	Nil
	Total	607.00	500.00

Item No. 12: Proposal of Tea Board, London for Promotion of Indian Tea, Coffee etc, during London Olympics during July / August 2012.

- 3.12.1 The total estimated cost of the project for 2012-13 is ` 106.86lakhs.
- 3.12.2 The total MAI assistance sought for 2012-13 is ` 96.17 lakhs.
- 3.12.3 The proposed activities to be undertaken under the project to promote Indian Tea, Coffee etc, during London Olympics during July / August 2012.
- 3.12.4 Assistance is admissible under para 7.1.5 and para 7.5.2 of the MAI guidelines.
- 3.12.5 Plantation Division of DOC has recommended the proposal.
- 3.12.6 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹90.00 lakhs under para 7.1.5 and para 7.5.2 of the MAI guidelines.
- 3.12.7 EC accorded its ex-post-facto approval with an assistance of ₹90.00 lakhs under para 7.1.5 and para 7.5.2 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(Amount in ₹)

SI No.	Name of the Sub- Components	Estimated Cost in GB £	Estimated cost in INR @ ₹ 85.49 for one GB£ as pre RBI reference rates for 01.05.2012	Admissible MAI assistance under para 7.1.5 and para 7.5.2 of the MAI guidelines @ 90%
1	Branding inside the Olympic venue	£15,000	12,82,350	11,54,115
2	Venue charges for the event at south hall	£25,000	21,37,250	19,23,525
3	Exhibition at South Bank Centre	£10,000	8,54,900	7,69,410
4	Buyer seller meets	£5,000	4,27,450	3,84,705
5	Publicity through cut outs/banners/billboards etc.	£5,000	4,27,450	3,84,705
6	Brand Promotion & Event Management	£65,000	55,56,850	50,01,165
	Total	£125,000	106,86,250	96,17,625
	Total MAI assistance restricted to			90,00,000

Item No. 13: Proposal of ICRIER for study: Study on Analysis of the use of export restriction of various countries over the last 10 years.

- 3.13.1 The total estimated cost of the project for 2012-13 is ` 12.50lakhs.
- 3.13.2 The total MAI assistance sought for 2012-13 is ` 12.50 lakhs.
- 3.13.3 The proposed activities to be undertaken under the project to Study on Analysis of the use of export restriction of various countries over the last 10 years. The study would focus on collection and analysis of data on export restriction applied by top 30 WTO members in last ten years.

3.13.4 Assistance is admissible under para 7.4.3 and para 4.4 of the MAI guidelines.

3.13.5 Specific targeted benefit after completion of the project is to help articulating India's position in WTO and other forums but would also help in formulation of strategies for dealing with protectionist activities of other countries.

3.13.6 TPD (Agri) Division of DOC has recommended the proposal.

3.13.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹12.50 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

3.13.8 EC accorded its ex-post-facto approval with an assistance of ₹12.50 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

Item No. 14: Proposal of ICRIER for study: Study on issues and challenges in Food Security for India and the role of trade.

3.14.1 The total estimated cost of the project for 2012-13 is ` 28.40 lakhs.

3.14.2 The total MAI assistance sought for 2012-13 is ` 28.40 lakhs.

3.14.3 The proposed activities to be undertaken under the project to Study on issues and challenges in Food Security for India and the role of trade.

3.14.4 Assistance is admissible under para 7.4.3 and para 4.4 of the MAI guidelines.

3.13.5 Specific targeted benefit after completion of the project is to help articulating India's position in WTO and other forums and initiate domestic reforms.

3.14.6 TPD (Agri) Division of DOC has recommended the proposal.

3.14.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹28.40 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

3.14.8 EC accorded its ex-post-facto approval with an assistance of ₹28.40 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

Item No. 15: Proposal of CII for organizing India-Japan Business Summit (Celebrating 60th Anniversary of India-Japan Diplomatic Relations) at Tokyo from 23-24 May 2012.

3.15.1 The total estimated cost of the project for 2012-13 is ₹137.00 lakhs.

3.15.2 The total MAI assistance sought for 2012-13 is ₹123.30 lakhs.

3.15.3 The proposed activities to be undertaken under the project is to organize India-Japan Business Summit (Celebrating 60th Anniversary of India-Japan Diplomatic Relations) at Tokyo from 23-24 May 2012. Main objective of the summit is to contribute towards the

enhancement of India-Japan strategic and global partnership through bilateral economic engagements.

3.15.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.

3.15.5 Specific targeted benefit after completion of the project is to explore the opportunities for strengthening the business and investment ties between the two natural partners. Identification of new potential sectors for further business collaboration. Build business to business and people to people interaction.

3.15.6 FT(NEA) Division, DOC has recommended the proposal.

3.15.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹10.00 lakhs under para 7.1.2 of the MAI guidelines.

3.15.8 EC accorded its ex-post-facto approval with an assistance of ₹10.00 lakhs under para 7.1.2 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ in Lakhs)

SI No.	Heads	Estimated Expenditure	Admissible assistance Under Para 7.1.2 of the MAI Guidelines
1	Venue related cost	85.00	9.00
2	Publicity (advt. / media supplement)	40.00	0.50
3	Printing materials	9.00	0.25
4	Translation and interpretation cost	3.00	0.25
	Total Expenditure	137.00	10.00

Item No. 16: Proposal of IIFT for study: Study on Trade Competitiveness through Innovation in Business Practices: Roadmap for India 2020.

3.16.1 The total estimated cost of the project for 2012-13 is ` 14.20lakhs.

3.16.2 The total MAI assistance sought for 2012-13 is ` 14.20 lakhs.

3.16.3 The proposed activities to be undertaken under the project to Study on Trade Competitiveness through Innovation in Business Practices: Roadmap for India 2020.

3.16.4 Assistance is admissible under para 7.4.1 of the MAI guidelines.

3.16.5 Specific targeted benefit after completion of the project is to identify major bottlenecks at each step to increase efficiency of business processes. Identification of best practices in Trade in the world. Analysis of innovation potentials in the area of trade process in India.

3.16.6 FT (Coord.) Division of DOC has recommended the proposal.

3.16.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹7.00 lakhs under para 7.4. 1 of the MAI guidelines.

3.16.8 EC accorded its ex-post-facto approval with an assistance of ₹7.00 lakhs under para 7.4.1 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ in Lakhs)

SI No.	Heads	Admissible assistance Under Para 7.4.1 of the MAI Guidelines
1	Faculty cost	4.20
2	Secretarial cost	0.25
3	Intra-city travel (on actual)	0.30
4	Expenditure on stakeholder meetings and travel (on actual)	2.00
5	Misc	0.25
	Total Expenditure	7.00

Item No. 17: Proposal of G&J EPC for Organizing 'India Show' - India International Jewellery Show (IIJS) at Mumbai from 23-27 August 2012.

3.17.1 The total estimated cost of the project for 2012-13 is ` 979.73 lakhs.

3.17.2 The total MAI assistance sought for 2011-12 is ` 500.00 lakhs.

3.17.3 The proposed activities to be undertaken under the project is to organize 'India Show' - India International Jewellery Show (IIJS) from 23-27 August 2012. IIJS would be spread across 46,000 sqm of space and host more than 850 exhibitors, 1700 stalls displaying jewellery, loose stones, machinery and allied section. There will be at least 6 top country pavilions from Israel, Belgium, Dubai, Turkey, Italy and Thailand under International section.

3.17.4 Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.

3.17.5 Specific targeted benefit after completion of the project is to conceptualize IIJS to showcase India's ability to produce quality gem and Jewellery that will match the lifestyle trends world over. Council is also restructuring its strategies to make IIJS more prominent in the diary of the International buyers / visitors.

3.17.6 EP (G&J) Division, DOC has recommended the proposal.

3.17.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.

3.17.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.8 read with para 4.4 of the MAI Guidelines @ 90%	Minimum MAI requested by G&J EPC
1	Venue cost including organizing expenses	5,60,03,220	5,04,02,898	3,20,00,000
2	Publicity cost for the event	2,96,50,000	2,66,85,000	1,20,00,000
3	Cost of the catalogues and other material	39,70,000	35,73,000	12,00,000
4	Seminar at IIJS Show	23,50,000	Not admissible	4,00,000
5	Air fare charges and hotel stay of foreign buyers / delegated / press / foreign coordinator	60,00,000	60,00,000	44,00,000
	Total	9,79,73,220	8,66,60,898	5,00,00,000

Item No. 18: Proposal of EEPC for reimbursement of testing charges to M/s. Technocraft Industries (India) Ltd.

3.18.1 The total estimated cost of the project for 2012-13 is ` 4.88 lakhs.

3.18.2 The total MAI assistance sought for 2011-12 is ` 2.44 lakhs.

3.18.3 The proposed activities to be undertaken under the project is to reimburse the testing charges to M/s. Technocraft Industries (India) Ltd.

3.18.4 Assistance is admissible under para 7.3.2 of the MAI guidelines.

3.18.5 EP (Engg) Division, DOC has recommended the proposal.

3.18.6 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹2.44 lakhs under para 7.3.2 of the MAI guidelines.

3.18.7 EC accorded its ex-post-facto approval with an assistance of ₹2.44 lakhs under para 7.3.2 and para 4.4 of the MAI guidelines.

Item No. 19: Proposal of CII for Organizing 'India Show' Colombo, Sri Lanka from 3-5 August 2012.

3.19.1 The total estimated cost of the project for 2012-13 is ` 405.00 lakhs.

3.19.2 The total MAI assistance sought for 2011-12 is ` 364.50 lakhs.

3.19.3 The proposed activities to be undertaken under the project is to organize 'India Show' Colombo, Sri Lanka from 3-5 August 2012. Mobilize participation of India companies of reputed brands at the proposed 'India Show'. The following events will organize to

showcase a vibrant India: one-to-one business meetings / BSM, seminar, Business delegation, cultural programme, food festivals and India evening.

3.19.4 Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.

3.19.5 Specific targeted benefit after completion of the project is to open up a new market for export from India. Identification of new sectors for exports. Increase export to Sri Lanka, which represents not only a domestic market people but also provides gateway to the connecting countries.

3.19.6 FT(SA) Division, DOC has recommended the proposal.

3.19.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹382.50 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.

3.19.8 EC accorded its ex-post-facto approval with an assistance of ₹382.50 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(Amount in ₹)			
Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 read with para 4.4 of the MAI Guidelines @ 90%
1	Venue related cost	2,20,00,000	1,98,00,000
2	Publicity expenses including PR agency charges	90,00,000	81,00,000
3	Printing and stationery (Doc. pack for delegates, catalogue, promotional mailers etc)	25,00,000	22,50,000
4	Interpretation / translation charges	10,00,000	9,00,000
5	B2B meetings for exhibitors	80,00,000	72,00,000
	Total	4,25,00,000	3,82,50,000

Item No. 20: Proposal of FICCI for Organizing 'India Show' at Accra, Ghana from 9-10 July 2012.

3.20.1 The total estimated cost of the project for 2012-13 is ` 477.00 lakhs.

3.20.2 The total MAI assistance sought for 2011-12 is ` 477.00 lakhs.

3.20.3 The proposed activities to be undertaken under the project is to organize 'India Show' at Accra, Ghana from 9-10 July 2012. The event would comprise of the following: exhibition showcasing best of India's technology, products and process; India-West Africa CEO Forum; one-to-one business meeting round tables with regional economic grouping of West Africa; sectoral roundtables; food festival showcasing best cuisines of India; cultural show and session with India diaspora.

3.20.4 Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.

3.20.5 FT(AF) Division, DOC has recommended the proposal.

3.20.6 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹477.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.

3.20.7 EC accorded its ex-post-facto approval with an assistance of ₹477.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(Amount in ₹)			
Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 read with para 4.4 of the MAI Guidelines @ 90%
1	Venue cost including organizing expenses (space hiring for exhibition, conference, B2B meets, Cultural programme, food festivals etc. exhibition & stall construction special décor of the exhibition area, front façade etc, flags, audio-visual, AV recording, transportation, hostesses, registrations desk set-ups, VIP holding room, secretariat, media room stages, carpeting special lights, PA system Flags poles networking dinner etc.	4,00,00,000	3,60,00,000
2	Publicity cost for the event (including promotional advertisements, website designing, online banners, creation of website,	80,00,000	72,00,000
3	Cost of catalogues & other material (brochures, exhibition manual, delegate catalogue, exhibitors catalogue, theme paper, invitation card, badges, stationery and photocopy etc	30,00,000	27,00,000
4	Translator & interpreter charges	20,00,000	18,00,000
5	Airfare and stay for 30 African decision makers (Ministers + speakers + CEO of leading companies)	30,00,000	Not admissible
	Total	5,60,00,000	4,77,00,000

Item No. 21: Proposal of Rajasthan State Industrial Development & Investment Corporation Ltd. (RICCO) for organizing VASTRA 2012 being held at Jaipur from 22-25 November 2012.

3.21.1 The total estimated cost of the project for 2012-13 is `847.13 lakhs.

3.21.2 The total MAI assistance sought for 2011-12 is `330.00 lakhs.

3.21.3 The proposed activities to be undertaken under the project is to organize VASTRA 2012 being held at Jaipur from 22-25 November 2012. RBSM and publicity campaign for inviting foreign buyers and visit of foreign trade journalists in the fair.

3.21.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.

3.21.5 Specific targeted sector will be SSI & Medium Units as the exhibitors in VASTRA 2012 will be mainly from the Small & Medium sectors including from traditional textile crafts of India.

3.21.6 Ministry of Textiles has recommended the proposal.

3.21.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹330.00 lakhs under para 7.1.8 of the MAI guidelines.

3.21.8 EC accorded its ex-post-facto approval with an assistance of ₹330.00 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.8 of the MAI Guidelines
1	Venue cost	150.00	50.00
2	Publicity cost	77.95	25.00
3	Cost of catalogue and other material	8.00	5.00
4	Translation and interpreter charges	11.90	6.00
5	Air fare charges and hotel stay for 500 foreign buyers / journalists	348.80	244.00(for 350 buyers)
	Total	596.65	330.00

Item No. 22: Proposal of Pharmexcil for organizing 'India Show' at CPhi-Worldwide2012 in Madrid, Spain during 9-11 October 2012.

3.22.1 The total estimated cost of the project for 2012-13 is ` 566.00 lakhs.

3.22.2 The total MAI assistance sought for 2011-12 is ` 509.40 lakhs.

3.22.3 The proposed activities to be undertaken under the project is to organize 'India Show' at CPhi-Worldwide2012 in Madrid, Spain during 9-11 October 2012. Booking of space approx 960 sqm. Promoting Brand India, organizing press meets. India day celebration. Arranging meeting with associations of other country pavilion like China, Korea, USA etc. organizing doctors meets, panel discussion technical session etc.

3.22.4 Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.

3.22.5 Specific targeted benefit after completion of the project is to help all Pharma exporters including SMEs in acquiring knowledge and update themselves about the Pharma industry. To help the SMEs of Indian Pharma industry to compete in the international markets. Export promotion, greater awareness among regulators business development and brand promotion.

3.22.6 EP(Engg) Division, DOC has recommended the proposal.

3.22.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.

3.22.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ in Lakhs)			
Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 read with para 4.4 of the MAI Guidelines @ 90%
1	Venue cost	336.00	302.40
2	Organizing cost-building of stands, furniture, speakers, staff etc	170.00	153.00
3	Publicity cost- advertisements in local magazines, brand promotion at the venue by keeping the space for keeping our catalogues, e-advertising signage hording at venue etc.	40.00	27.00
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	15.00	13.50
5	Translation and interpreter charges	5.00	4.10
	Total	566.00	500.00

Item No. 23: Proposal of FICCI for organizing 2nd India-ASEAN Business Fair during the India ASEAN Commemorative Summit 2012 during 16-22 December 2012 at New Delhi.

3.23.1 The total estimated cost of the project for 2012-13 is ` 809.00 lakhs.

3.23.2 The total MAI assistance sought for 2011-12 is ` 500.00 lakhs.

3.23.3 The proposed activities to be undertaken under the project is to organize 2nd India-ASEAN Business Fair during the India ASEAN Commemorative Summit 2012 during 16-21 December 2012 at New Delhi.

3.23.4 Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.

3.23.5 Specific targeted benefit after completion of the project is to invite prominent statesmen, think tanks. Policy makers, business leaders from India and ASEAN countries and media of South Asia from within and outside the region to actively participate in this private sector initiative. Business delegation from ASEAN countries. Around 300-400 ASEAN businesses at the Business Conclave and Exhibition.

3.23.6 FT(ASEAN) Division, DOC . has recommended the proposal.

3.23.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.

3.23.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

(₹ in Lakhs)				
Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.8 and para 4.4 of the MAI Guidelines	MAI assistance Recommended by FT (ASEAN)
1	Venue cost	313.00	281.00	281.00
2	Construction cost (exhibition and conference)	217.00	195.00	100.00
3	Printing and publicity (printing of conference and exhibition material special supplements and pre event and post event souvenirs)	62.15	56.00	40.00
4	Publicity (publicity through print and visual media hoardings, banner, buntings etc., cost of air fare and hotel accommodation for CLMV business delegates)	217.00	195.00	79.00
	Total	809.15	727.00	500.00

Item No. 24: Proposal of CII for organising 'India Show' at 6th China International Auto Parts Expo (CIAPE), Beijing, China during 26-28 October 2012.

3.24.1 The total estimated cost of the project for 2012-13 is ₹563.00 lakhs.

3.24.2 The total MAI assistance sought for 2012-13 is ₹506.70 lakhs.

3.24.3 The proposed activities to be undertaken under the project is organising 'India Show' at 6th China International Auto Parts Expo (CIAPE), Beijing, China during 26-28 October 2012.

3.24.4 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.

3.24.5 Specific targeted benefit after completion of the project is to access to new and lucrative auto sector projects in China. Introductions and partnerships across a developing value chain, increased exports and development of a demand for integrated related sectors.

- 3.24.6 FT(NEA) Division, DOC has recommended the proposal.
- 3.24.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.24.8 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

			(₹ in Lakhs)
Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 read with para 4.4 of the MAI Guidelines @ 90%
1	Venue related cost	466.00	419.40
2	Publicity and branding cost	15.00	13.50
3	B2B meetings for exhibitors	50.00	45.00
4	Printing and stationery (Doc. Pack of delegates, catalogue, promotional mailers etc)	20.00	15.00
5	Interpretation / translation charges	8.00	7.10
	Total	559.00	500.00

Agenda Item No. 4

Proposals of Research / Study recommended by Sub-Committee

Item No. 1: Proposal of Centre of WTO Studies and FIEO for study on the Bottlenecks at Industrial Clusters & emerging ports in India.

- 4.1.1 The total estimated cost of the project for 2012-13 is `62.50 lakhs.
- 4.1.2 The total MAI assistance sought for 2011-12 is `62.50 lakhs.
- 4.1.3 The proposed activities to be undertaken under the project is to conduct the proposed study through external professionals, consultancy firms / consultants having relevant qualification and high experience in undertaking such a study / research work in the field.
- 4.1.4 Assistance is admissible under MAI guidelines for studies. However, since study sub-committee under AS&FA has recommended and CS has approved the TOR may be considered under para 7.4.3 alongwith para 4.4 of the MAI guidelines.

4.1.5 Specific targeted benefit after completion of the project is to enable the unhindered and smooth flow of import / export cargo. The report has also been circulated to all State Governments and JSs level officer.

4.1.6 Infra-I Division, DOC has recommended the proposal.

4.1.7 SC recommended the proposal for consideration of EC with the assistance of ₹ 62.50 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

4.1.8 EC approved the proposal with the assistance of ₹ 62.50 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

		(₹ in Lakhs)
Sl. No.	Heads	Maximum Admissible assistance Under para 7.4.3 and para 4.4 of the MAI Guidelines
Manpower cost		
1	Senior consultant	4.50
2	Consultant	9.60
3	Surveyors / research fellows	9.00
4	Statistical analyst	3.00
Cost of visit of each industrial cluster for data collection		
5	Travelling and accommodation including inter-city and intra-city travel to various industries for data collection	22.40
6	Seminar / interaction with Associations / State Governments including cost of venue and high tea / lunch for the participants	8.50
7	Telephone / fax / courier	1.00
8	Stationary / photocopy	0.50
9	Printing of the report	4.00
	Total	62.50

Item No. 2: Proposal of Texprocil for study on Value Added export of cotton textile items (Fabric and Made up)

4.2.1 The total estimated cost of the project for 2012-13 is `24.50 lakhs.

4.2.2 The total MAI assistance sought for 2011-12 is `18.38 lakhs.

4.2.3 The proposed activities to be undertaken under the project is to conduct a study on value added fabrics and made-ups, export from India is more in basics and raw material. In order to explore possibilities of increasing India's export of value added textiles.

4.2.4 Assistance is admissible under para 7.4.1 of the MAI guidelines.

4.2.5 Specific targeted benefit after completion of the project is to undertake appropriate export promotional measures, policy framework and suitable strategy in increasing value added textile exports from India.

4.2.6 Ministry of Textiles has recommended the proposal.

4.2.7 SC recommended the proposal for consideration of EC with the assistance of ₹10.00 lakhs under para 7.4.1 of the MAI guidelines.

4.2.8 EC approved the proposal with the assistance of ₹12.00 lakhs under para 7.4.1 of the MAI guidelines.

Item No. 3: Proposal of Texprocil for study on Benchmarking of Production costs-competitive advantages & disadvantages of Indian Textile Industry vis a vis Pakistan, China, Indonesia, Bangladesh & Egypt.

4.3.1 The total estimated cost of the project for 2012-13 is `28.09 lakhs.

4.3.2 The total MAI assistance sought for 2011-12 is `21.06 lakhs.

4.3.3 The proposed activities to be undertaken under the project is to conduct a study on Benchmarking of Production costs-competitive advantages & disadvantages of Indian Textile Industry vis a vis Pakistan, China, Indonesia Bangladesh & Egypt.

4.3.4 Assistance is admissible under para 7.4.1 of the MAI guidelines.

4.3.5 Specific targeted benefit after completion of the project is to undertake appropriate export promotional measures, policy framework and suitable strategy in increasing value added textile exports from India.

4.3.6 Ministry of Textiles has recommended the proposal.

4.3.7 SC recommended the proposal for consideration of EC with the assistance of ₹10.00 lakhs under para 7.4.1 of the MAI guidelines.

4.3.8 EC approved the proposal with the assistance of ₹14.00 lakhs under para 7.4.1 of the MAI guidelines.

Item No. 4: Proposal of National Centre for Trade Information (NCTI) for study on Identification of Tariff Lines with High Export potential to Eastern and Central European Countries for Phase-I.

4.4.1 The total estimated cost of the project for 2012-13 is `10.75 lakhs.

4.4.2 The total MAI assistance sought for 2011-12 is `10.75 lakhs.

4.4.3 The proposed activities to be undertaken under the project is to conduct a study on Identification of Tariff Lines with High Export potential to Eastern and Central European Countries for Phase-I.

4.4.4 Assistance is admissible under para 7.4.4 of the MAI guidelines.

4.4.5 TPD Division, DOC has recommended the proposal.

4.4.6 SC recommended the proposal for consideration of EC with the assistance of ₹7.50 lakhs under para 7.4.4 of the MAI guidelines.

4.4.7 EC approved the proposal with the assistance of ₹7.50 lakhs under para 7.4.4 of the MAI guidelines

Item No. 5: Proposal of RIS for Study relates to examining the feasibility of a PTA / FTA between India and Common Market of Eastern and southern Africa (COMESA).

4.5.1 The total estimated cost of the project for 2012-13 is `7.00 lakhs.

4.5.2 The total MAI assistance sought for 2011-12 is `7.00 lakhs.

4.5.3 The proposed activities to be undertaken under the project is to conduct a study relates to examining the feasibility of a PTA / FTA between India and Common Market of Eastern and southern Africa (COMESA).

4.5.4 Assistance is admissible under para 7.4.4 of the MAI guidelines.

4.5.5 FT(Africa) Division, DOC has recommended the proposal.

4.5.6 SC recommended the proposal for consideration of EC with the assistance of ₹7.00 lakhs under para 7.4.1 of the MAI guidelines.

4.5.6 EC approved the proposal with the assistance of ₹7.00 lakhs under para 7.4.1 of the MAI guidelines for components as detailed below.

Estimated Expenditure for the year 2012-13:

Sl. No.	Heads	(Amount in ₹) Maximum Admissible assistance Under para 7.4.4 of the MAI Guidelines
1	Consultant @ ₹ 50,000/- pm for 6 months	3,00,000
2	Research Assistant @ ₹ 30,000/- pm for 6 months	1,80,000
3	Airfare-visit to Kenya & Ethiopia including per diem allowance and airport pick up and drop	1,40,000
4	Postage, telephone, internet, stationery, photocopy charges & other Misc. expenses	10,000
5	Audit fee & fee for certification work inclusive of local transport and hospitality expenses to auditors	6,000
6	Overheads charges 10% of ₹ 4,56,000/- = ₹ 45,600/- (₹44,000/- has been budgeted)	63,600
	Total	6,99,600

**List of participants of Empowered Committee Meeting of MAI held on 06.07.2012 in
Room No. 141 under the Chairmanship of Shri S.R. Rao, Commerce Secretary,
Department of Commerce.**

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|--|-----|----------|
| 1. Shri S. R. Rao, Commerce Secretary | --- | Chairman |
| 2. Ms. Anita Agnihotri, AS&FA, DOC | | |
| 3. Shri Arvind Mehta, JS, DOC | | |
| 4. Shri D. S. Dhesi, JS, DOC | | |
| 5. Shri J.S Deepak, JS, DOC | | |
| 6. Shri J.K. Dadoo, JS, DOC | | |
| 7. Shri Sumanta Chaudhuri, JS, DOC | | |
| 8. Shri V. Srinivas, JS, M/o Textiles | | |
| 9. Shri Ravi Capoor, JS, DOC | | |
| 10. Shri Anurag Saxena, JS, DOC | | |
| 11. Ms. Mridul Jain, JS, DOC | | |
| 12. Ms. Amrit Raj, Director, DOC | | |
| 13. Shri Jageet Kumar, US, DOC | | |
| 14. Shri G, Muthuraja, US, DOC | | |
| 15. Shri C.P. Ratnakaran, SO, DOC | | |
| 16. Shri Neeraj Kumar Gupta, ED, ITPO | | |
| 17. Shri Amit Ruparelia, Chairman, Texprocil | | |
| 18. Shri Siddhartha Rajagopal, ED, Texprocil | | |
| 19. Shri D. K. Sareen, ED, ESC EPC | | |
| 20. Shri Vijay Mehta, ASG, AEPC | | |
| 21. Shri Rajeev Vih, FICCI | | |
| 22. Shri Manish Singhal, FICCI | | |
| 23. Shri Gyan Prakash, FICCI | | |
| 24. Shri K. K. Duggal, RD, GJEPC | | |
| 25. Shri Bijal Shah, Asstt. Director, GJEPC | | |
| 26. Shri Alok Kumar, RIICO. Ltd, Jaipur | | |
| 27. Shri Deepak Sood, CII | | |
| 28. Ms. Shivani Ratnakar, FIEO | | |
| 29. Ms. Nirmala Tete, FIEO | | |
| 30. Shri Gurvinder Singh, EEPC | | |
