

Government of India
Department of Commerce
E&MDA Division

Dated: 13th December 2013
Udyog Bhawan, New Delhi

Subject: Minutes of the Empowered-Committee of MAI held on 10th December 2013.

Minutes of the MAI Empowered Committee meeting held on 10th December 2013 under the Chairmanship of Shri S.R. Rao, Commerce Secretary have been sent to all the concerned by email for information and necessary action.

Jagjeet Kumar
13/12/2013
(Jagjeet Kumar)

Under Secretary to the Government of India
☎ 2306 2044

1. Ms. Anita Agnihotri, AS&FA, DOC
2. Shri Anup K. Pujari, DGFT
3. Shri Sumanta Chaudhuri, Joint Secretary, DOC
4. Ms. Sharda P. Meshram, Joint Secretary, DOC
5. Shri Sudhanshu Pandey, Joint Secretary, DOC
6. Shri Rajeev Arora, Joint Secretary, DOC
7. Shri J.K. Dadoo, Joint Secretary, DOC
8. Shri Ravi Capoor, Joint Secretary, DOC
9. Shri Siddharth, Joint Secretary, DOC
10. Ms. Monika Garg, Joint Secretary, M/o Textiles
11. Ms. Mukta Shekhar, Director (ITP), MEA
12. Ms. Sutapa Majumdar, Director, Planning Commission
13. Shri R. Ramesh Kumar, ED, CLE
14. Shri Sabyasachi Ray, ED, G&J EPC
15. Shri Bhaskar Sarkar, ED, EEPC
16. Shri D.K. Sareen, ED, ESC EPC
17. Shri Rajan Klyanpur, ED, Plastic EPC
18. Shri Tarun Dewan, ED, SGEPCC
19. Shri Amit Mukherjee, ED, ACMA
20. Dr. J.P. Tiwari, RD, CHEMEXCIL
21. Shri Raghuveer Kani, ED, PHARMEXCIL
22. Dr. Debjani Roy, ED, Capexcil
23. Shri N.C. Saha, Director, IIP
24. Shri Sheila Sudhakaran, FICCI
25. Shri Rajeev Kapil, Secretary, ICRIER
26. Ms. Beela Rajesh, ED, HEPC
27. Shri Vijay Mathur, SG, AEPC
28. Shri Shiv Kumar Gupta, ED, Carpet EPC
29. Shri Siddhartha Rajagopal, ED, TEXPROCIL
30. Shri Rakesh Kumar, ED, EPCH
31. Shri Vishwanath R. Agarwal, Chairman, PDEXCIL

Hard Copy to

1. JS (AM)
2. DS(SK)

Minutes of the Empowered Committee of MAI held on 10.12.2013 in Room No. 141 under the Chairmanship of Shri S.R. Rao, Commerce Secretary.

List of participants is Annexed.

Agenda Item No. 1

The minutes of the EC meeting of MAI held on 08.10.2012 were confirmed.

Agenda Item No. 2

Proposal seeking ex-post-facto approval of EC

Item No. 1: Proposal of EEPC for organizing India pavilion in Hannover Messe at Hannover, Germany from 7-11 April, 2014.

- 2.1.1 The total estimated cost of the project for 2014-15 is ₹113.00 lakhs. The total MAI assistance sought for 2014-15 is ₹71.50 lakhs.
- 2.1.2 The proposed activities to be undertaken under the project is to organizing India pavilion in Hannover Messe at Hannover, Germany from 7-11 April, 2014 with 35 Indian exhibitors, focus sector are Industrial Automation, Energy, MobiliTec, Digital Factory, Industrial Supply, Industrial Green Tea, Research & Technology. Specific targeted benefit completion of the project is to assist doubling engineering exports in 2014-15. It provides a unique opportunity to the exporters of engineering goods and services to align with the best in the world. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 2.1.3 EP (Engg) Division, DOC has recommended the proposal.
- 2.1.4 **AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 35 Indian exhibitors.**
- 2.1.5 **EC accorded its ex-post-facto approval with an assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 35 Indian exhibitors. The component-wise detail is as under:**

Estimated Expenditure:

Sl. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	100.00	65.00
2	Organizing expenditure including publicity, interpreter other related expenses	10.00	5.00
3	Other organizing expenses	3.00	Not sought by EEPC
	Total	167.50	70.00

Item No. 2: Proposal of FIEO organizing National Level Participation in “Tehran International Industry Exhibition” during October, 2014 at Tehran, Iran.

- 2.2.1 The total estimated cost of the project for 2014-15 is ₹86.50 lakhs. The total MAI assistance sought for 2014-15 is ₹56.22 lakhs.
- 2.2.2 The proposed activities to be undertaken under the project is to organizing National Level Participation in “Tehran International Industry Exhibition” during October, 2014 at Tehran, Iran. The Council is planning to participate in the event with 30 participants. Around 35 exhibitors dealing in machinery of different sectors shall be able to exhibit their products The Iranian buyers will be able to familiarize with Indian goods. The participation would help to explore export opportunities to Iran in this sector which can help in utilizing the funds available with UCO bank. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 2.2.3 **AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**
- 2.2.4 **EC accorded its ex-post-facto approval with an assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors. The component-wise detail is as under:**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenditure	80.00	75.00
2	Publicity cost	5.00	5.00
3	Cost of Catalogues and other materials	0.50	
4	Interpreter & translation	1.00	
	Total	86.50	80.00

Item No. 3: Proposal of FICCI for organizing India pavilion in the 14th International Exhibition of Tehran Industry at Tehran, Iran during October, 2014.

- 2.3.1 The total estimated cost of the project for 2014-15 is ₹202.50 lakhs. The total MAI assistance sought for 2014-15 is ₹184.50 lakhs.
- 2.3.2 The proposed activities to be undertaken under the project are to organizing one to one B2b meeting and B2B sessions between Indian & Iranian delegation. Focus sectors are Agriculture, Automotive, Iron & Steel, Machines & Equipments, Electronics and Electrical Equipment, Medical Tools & Devices and Chemicals & Machineries, Environment and Mines and Minerals. The Council is planning to participate in the event with 60-70 Indian participants from various sectors. Specific targeted benefit after completion of the project is growth in trade for the Engineering, Engineering components, RMG, Pharmaceuticals, export volume for Agricultural Machinery, Medical equipments, food commodities, Indian textiles and Spare Parts to Iran and facilitating sectoral project specific collaboration and penetration of Indian

companies in Iran in the sectors mentioned above to counter the dominance of European & Chinese companies and increasing stature & reach of China in seizing the project. Assistance is admissible under para 7.1.2 of the MAI guidelines.

2.3.3 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹115.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 70 Indian exhibitors.

2.3.4 EC accorded its ex-post-facto approval with an assistance of ₹115.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 70 Indian exhibitors. The component-wise detail is as under:

Estimated Expenditure:

			(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Venue cost	200.00	105.00
2	Cost of catalogue & other material	15.00	10.00
3	Publicity cost for the event	80.00	
4	Translation and Interpreter charges	5.00	
	Total	300.00	115.00

Item No. 4: Proposal of ICRIER for study on Revisiting SEZs: A review & evaluation of India's SEZ Policy.

2.4.1 EC approved the proposal with MAI Assistance of ₹50.00 lakhs under para 7.4.3 of MAI guidelines in its meeting held on 19.03.2013.

2.4.2 The council has requested enhancement of budget for ₹50.00 lakhs to ₹65.00 lakhs and revised estimated expenditure already submitted by the councils.

2.4.3 SEZ Division, DOC has recommended the proposal.

2.4.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹65.00 lakhs under para 7.4.3 of the MAI guidelines.

2.4.5 EC accorded its ex-post-facto approval with an assistance of ₹65.00 lakhs under para 7.4.3 of the MAI guidelines. The component-wise detail is as under:

Revised Estimated Expenditure:

			(₹ In Lakhs)
Sl. No.	Heads	Approved by EC	Revised Estimate
1	Personnel cost	27.16	27.16
2	Survey	9.00	14.89
3	Stakeholder's Consultation & Meetings in different states etc. Discussion Workshop with Govt. officials	6.00	12.00

4	Printing, Stationery, Communication etc.	0.25	1.25
5	Books/Data Purchase, Software, etc.	0.25	0.40
6	Publication, Expert Review etc.	1.00	1.00
7	ICRIER's overhead exp. (15%)	6.54	8.50
	Total	50.20	65.20
	Restricted to	50.00	65.00

Item No. 5: Proposal of Pharmexcil for visit of High Level Delegation from Egypt from 1-5 December, 2013.

- 2.5.1 The total estimated cost of the project for 2013-14 is ₹20.00 lakhs. The total MAI assistance sought for 2013-14 is ₹20.00 lakhs.
- 2.5.2 Egypt is one of the important export destinations for pharmaceuticals. Egypt's total Pharma imports during 2011 are US\$1580.54 million and India's exports to Egypt during 2011-12 are US\$ 3.64 million. Keeping the potential available for Indian Pharma exports to enhance their exports to Egypt. Pharmexcil has sought assistance under MAI to support the visit of Egyptian Health Minister and the drug regulators. Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.
- 2.5.3 EP (Pharma) Division, DOC has recommended the proposal.
- 2.5.4 **CIM / CS have accorded in-principle approval for the support of 90% of the cost of travel of Egyptian Health Minister + 2 officials including the drug regulator. Ex-post-facto approval is being sought for the proposal under para 7.1.8 and para 4.4 of the MAI guidelines.**
- 2.5.5 **EC accorded its ex-post-facto approval for the support of 90% of the cost of travel of Egyptian Health Minister + 2 officials including the drug regulator under para 7.1.8 and para 4.4 of the MAI guidelines.**

Agenda Item No. 3

Proposals recommended by Sub Committee

Item No. 1: Proposal of IIP for organizing participation in INTERPACK 2014 scheduled to be held at Dusseldorf, Germany during 8-14 May 2014.

- 3.1.1 The total estimated cost of the project for 2014-15 is ₹230.00 lakhs. The total MAI assistance sought for 2014-15 is ₹230.00 lakhs.
- 3.1.2 The proposed activities to be undertaken under the project is to organize participation in INTERPACK 2014 scheduled to be held at Dusseldorf, Germany during 8-14 May 2014. The IIP is planning to participate with 50 participants for the event. Based on focus product & technology related to Packaging and allied industry. To focus the innovative technology of Indian packaging industry in focus of packaging materials, machinery and systems. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 3.1.3 Trade Promotion Division, DoC has recommended the proposal.
- 3.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹125.00 lakhs under para 7.1.2 of the MAI guidelines subject to IIP ensuring participation of 50 Indian exporters.
- 3.1.5 EC approved the proposal with MAI assistance of ₹125.00 lakhs under para 7.1.2 of the MAI guidelines subject to IIP ensuring participation of 50 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

				(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Stall space / venue cost 1,66,800 Euro (1 Euro = ₹84.70)	141.27	91.82	100.00
2	Media fees 450 Euro (1 Euro = ₹84.70)	0.38	Not admissible	25.00
3	Stall fabrication, designing charges	70.00	45.50	
4	Publicity & promotion / advertising cost	8.00	5.20	
5	Cost of catalogue and other material, literature	8.00	5.20	
6	Translation and interpreter charges 21000 (1 Euro = ₹84.70)	17.78	11.55	
7	Manpower cost	10.00	Not admissible	
	Total	255.43	159.27	125.00

Item No. 2: Proposal of ESC EPC for organizing participation of Indian ICT companies in CeBIT 2015 at Hannover, Germany during March 2015.

- 3.2.1 The total estimated cost of the project for 2014-15 is ₹166.40 lakhs. The total MAI assistance sought for 2014-15 is ₹104.26 lakhs.
- 3.2.2 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in CeBIT 2015 at Hannover, Germany during March 2015. The exact date of the event has not been mentioned by Council. The Council is planning to participate with 25 participants for the event. Increasing the visibility of the Indian IT software development and innovative IT services / ITES providing capability profiles to prospective IT customers, end-users, representatives of IY services end-user industry from Germany and other EU countries and countries outside Europe. Enabling Indian exhibitors to assess the overall market dynamics

and trend and future prospects. Assistance is admissible under para 7.1.2 of the MAI guidelines.

3.2.3 EP (E&SW) Division, DoC has recommended the proposal.

3.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 25 Indian exporters.

3.2.5 EC approved the proposal with MAI assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 25 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost and organizing expenses	157.00	102.05	38.00
2	Catalogue and other material	1.00	0.65	2.00
3	Translation and interpreter charges	2.40	1.56	
4	Deputation of ESC officials	3.50	Not admissible	
5	Mobilizing expenses of participation in India	1.50	Not admissible	
6	Local transportation, local sim, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	1.00	Not admissible	
	Total	166.40	104.26	40.00

Item No. 3: Proposal of Plastic EPC for organizing Indian Participation in NPE 2015 recognized as one of the world's largest trade show for plastics at Orlando- USA during 23-27 March 2015.

3.3.1 The total estimated cost of the project for 2014-15 is ₹217.00 lakhs. The total MAI assistance sought for 2014-15 is ₹138.45 lakhs.

3.3.2 The proposed activities to be undertaken under the project is to organizing Indian Participation in NPE 2015 recognized as one of the world's largest trade show for plastics at Orlando- USA during 23-27 March 2015 for promotion of Indian Plastic products in USA and other North & South American Countries with at least 25 Indian participants. Participation at this event with good offices of EEPC India for Plastic machinery / moulds and dies, will facilitate Indian plastic industry to enter this region.

Since the venue is Orlando, Florida this premium event attract a large number of business visitors from LAC countries as well. Assistance is admissible under para 7.1.2 of the MAI guidelines.

3.3.3 EP (CAP) Division, DoC has recommended the proposal.

3.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 40 Indian exporters.

3.3.5 EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 40 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost and related organizing expenditure	195.00	126.75	60.00
2	Publicity campaign-advertisement, banners etc.	12.00	7.80	10.00
3	Catalogues & publicity materials	6.00	3.90	
4	Deputation of 2 Council officials	4.00	To be borne by Plastic EPC	
	Total	217.00	138.45	70.00

Item No. 4: Proposal of CHEMEXCIL for organizing participation in Farm Chemicals International Exhibition being at USA during August, 2014.

3.4.1 The total estimated cost of the project for 2014-15 is ₹114.00 lakhs. The total MAI assistance sought for 2014-15 is ₹74.10 lakhs.

3.4.2 The proposed activities to be undertaken under the project is to showcase "Made in India Brand", to show case India's capability to manufacture products as per the international standard and quality at most competitive prices and with 25 Indian exporters. The exact date of the event is not mentioned by Chemexcil. Specific targeted benefit after completion of the project is to Brazilian agricultural chemical market is divided into two major segments – crop protection & fertilizer chemicals. Brazilian agrochemical market is developed and it is simultaneously suitable to innovations. However, major market share is with MNC, who act as barriers for new entrants. The fertilizers segment is considered to more advance stage of market developments. Assistance is admissible under para 7.1.2 of the MAI guidelines.

3.4.3 EP (CAP) Division, DOC has recommended the proposal.

3.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters.

3.4.5 EC approved the proposal with MAI assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)				
Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines	MAI assistance recommended
1	Venue cost construction of stall with organizing expenses including generating local participants (approx. 25 exhibitors)	105.00	68.25	35.00
2	Publicity cost of the event including advertisement in abroad et.	7.00	4.55	5.00
3	Cost of catalogue of exhibition and other materials	2.00	1.30	
	Total	114.00	74.10	40.00

Item No. 5: Proposal of ACMA for organizing 5 days Tech Expo in USA in April 2014 with select OMEs.

3.5.1 The total estimated cost of the project for 2014-15 is ₹100.00 lakhs. The total MAI assistance sought for 2014-15 is ₹65.00 lakhs.

3.5.2 The proposed activities to be undertaken under the project include organizing 5 days Tech Expo in USA in April 2014 with select OMEs with at least 25 participants. The exact date of the events is not mentioned by ACMA. Organizing 5 Tech Expos nears to OMEs venue at Detroit, Columbus, Llinois, Lisle consecutively with identified OMEs like GM, Ford, Fiat-Chrysler, Cummins, Navistar etc inviting a whole team for product development, technical, designer and specific commodity buyers to visit the one day event at each venue form respective companies. It will also help the industry to build a positive influence to Global payers with regard to both product development as well as manufacturing excellence within all the stake holders participating at this event. Assistance has been sought under para 7.1.2 of the MAI guidelines.

3.5.3 E&MDA Division, DoC has recommended the proposal.

3.5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 25 Indian exporters.

3.5.5 EC approved the proposal with MAI assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 25 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost including organizing expenses	90.00	58.50	35.00
2	Cost of the catalogues and other material	2.00	1.30	5.00
3	Publicity in USA through electronic medias, advertisements, magazines, hoardings	8.00	5.20	
	Total	100.00	65.00	40.00

Item No. 6: Proposal of ACMA for organizing participation at Automechanika, Frankfurt 2014, Frankfurt, Germany during 16-20 September 2014.

3.6.1 The total estimated cost of the project for 2014-15 is ₹309.98 lakhs. The total MAI assistance sought for 2014-15 is ₹201.49 lakhs.

3.6.2 The proposed activities to be undertaken under the project include organizing at Automechanika, Frankfurt 2014, Frankfurt, Germany during 16-20 September 2014 with at least 45 participants. ACMA is planning for organizing a group participation of its members at the Automechanika 2014. There is potential to enhance the linkages and the trade relations between the two countries. To promote joint effort in engaging with Germany and other European Countries. To encourage individual company visits between Germany and India to enhance business linkages. To work towards enhancing participation at Trade Shows. Assistance has been sought under para 7.1.2 of the MAI guidelines.

3.6.3 E&MDA Division, DoC has recommended the proposal.

3.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 45 Indian exporters.

3.6.5 EC approved the proposal with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 50 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost including organizing expenses	306.46	199.19	88.00
2	Cost of the catalogues and other material	1.87	1.21	2.00
3	Publicity through electronic medias, advertisements, magazines, hoardings	1.65	1.07	
	Total	309.98	201.47	90.00

Item No. 7: Proposal of SGEPC for organizing participation in ISPO 2014-15 at Germany during 2015.

- 3.7.1 The total estimated cost of the project for 2014-15 is ₹285.00 lakhs. The total MAI assistance sought for 2014-15 is ₹256.50 lakhs.
- 3.7.2 The proposed activities to be undertaken under the project is to organize participation in ISPO 2014-15 at Germany during 2014-15 with 40 Indian exporters. Exact date of the event has not mentioned by Council. Focused promotion campaign through advertisements and press releases increased awareness about the Indian sports goods. Project India as a reliable supplier of Sports Goods to world market. Combined efforts of the project and the participants resulted in better presentation of the Indian sports industry to the buyers. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 3.7.3 EP (LSG) Division, DoC has recommended the proposal.
- 3.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 40 Indian exporters.
- 3.7.5 EC the proposal with MAI assistance of ₹75.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 40 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Venue / stall related expenditure	250.00	225.00	70.00
2	Publicity cost	25.00	22.50	5.00
3	Cost of catalogues and brochures	5.00	4.50	

4	Translation and interpreter	5.00	4.50	
	Total	285.00	256.50	75.00

Item No. 8: Proposal of SGEPC for organizing participation in Spielwarenmesse International Toy Fair 2015 at Germany.

- 3.8.1 The total estimated cost of the project for 2014-15 is ₹145.00 lakhs. The total MAI assistance sought for 2014-15 is ₹130.50 lakhs
- 3.8.2 The proposed activities to be undertaken under the project is to organize participation in Spielwarenmesse International Toy Fair 2015 at Nuremberg, Germany with 20 Indian exporters. Exact date of the event has not mentioned by Council. Focused promotion campaign through advertisements and press releases increased awareness about the Indian sports goods. Project India as a reliable supplier of Sports Goods to world market. Combined efforts of the project and the participants resulted in better presentation of the Indian sports industry to the buyers. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 3.8.3 EP (LSG) Division, DoC has recommended the proposal.
- 3.8.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 20 Indian exporters.**
- 3.8.5 **EC approved the proposal with MAI assistance of ₹40.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 20 Indian exporters. The component-wise detail is as under:**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Venue / stall related expenditure	125.00	112.50	35.00
2	Publicity cost	12.00	10.80	5.00
3	Cost of catalogues and brochures	4.00	3.60	
4	Translation and interpreter	4.00	3.60	
	Total	145.00	130.50	40.00

Item No. 9: Proposal of G&J EPC for organizing India Show- JCK Las Vegas Show 2014 from 30 May - 2 June 2014.

- 3.9.1 The total estimated cost of the project for 2014-15 is ₹590.00 lakhs. The total MAI assistance sought for 2014-15 is ₹383.50 lakhs.
- 3.9.2 The proposed activities to be undertaken under the project is to organize India Show- JCK Las Vegas Show 2014 from 30 May - 2 June 2014 with 60 Indian exhibitors. The targeted countries are North America, Canada, South America –

Brazil, Mexico, Argentina, Peru, Paraguay, Uruguay, Venezuela, Columbia, Panama and Chile. Specific targeted benefit after completion of the project is to explore 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. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

3.9.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 60 Indian exporters.

3.9.5 EC approved the proposal with MAI assistance of ₹75.00 lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 60 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	(₹ in lakhs)
				MAI assistance recommended
1	Venue cost including organizing expenses	520.00	338.00	70.00
2	Publicity cost for the event	65.00	42.25	5.00
3	Cost of the catalogues and other material	3.00	1.95	
4	Translation and interpreter charges	2.00	1.30	
	Total	590.00	383.50	75.00

Item No. 10: Proposal of G&J EPC for organizing participation in the Bazel World 2013 at Switzerland during 27 March - 3 April 2014.

3.10.1 The total estimated cost of the project for 2014-15 is ₹482.00 lakhs. The total MAI assistance sought for 2014-15 is ₹313.30 lakhs.

3.10.2 The proposed activities to be undertaken under the project is to organize participation in the Bazel World 2014 at Switzerland during 27 March - 3 April 2014. Numbers of Indian participants not mentioned in the proposal. Specific targeted benefit after completion of the project is developing customized designs as per the European markets. Direct booking of orders for exports. Image makeover of Brand India in Jewellery. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

3.10.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 35 Indian exporters.

- 3.10.5 EC approved the proposal with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 25 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

				(₹ in lakhs)
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost including organizing expenses	450.00	292.50	40.00
2	Publicity cost for the event	25.00	16.25	5.00
3	Cost of the catalogues and other material	5.00	3.25	
4	Translation and interpreter charges	2.00	1.30	
Total		482.00	313.30	45.00

Item No. 11: Proposal of EEPC for organizing India pavilion at Automechanika 2014, Frankfurt, Germany during 16-20 September 2014.

- 3.11.1 The total estimated cost of the project for 2014-15 is ₹167.50 lakhs. The total MAI assistance sought for 2014-15 is ₹107.25 lakhs.
- 3.11.2 The proposed activities to be undertaken under the project is to organize India pavilion at Automechanika 2012, Frankfurt, Germany during 16-20 September 2014. EEPC is planning to participate in the event with 40 Indian participants. Specific targeted benefit after completion of the project is to provide good opportunity for Indian exporters to showcase their products and capabilities and enhance their business prospects in the time of global slowdown. Automechanika offers a unique spectrum of products from the fields of automotive parts, car washing, workshop and filling- station equipment, IT products and services, accessories and tuning. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.11.3 EP (Engg) Division, DoC has recommended the proposal.
- 3.11.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 45 Indian exporters.
- 3.11.6 EC approved the proposal with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 45 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)				
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Space rent and erection of stalls	150.00	97.50	85.00
2	Organizing expenditure including publicity, interpreter other related expenses	15.00	9.75	5.00
3	Other organizing expenses	2.50	Not sought by EEPC	
	Total	167.50	107.25	90.00

Item No. 12: Proposal of EEPC for organizing India pavilion in Valve World 2014 at Dusseldorf, Germany during 2-4 December 2014.

- 3.12.1 The total estimated cost of the project for 2014-15 is ₹94.75 lakhs. The total MAI assistance sought for 2014-15 is ₹60.45 lakhs.
- 3.12.2 The proposed activities to be undertaken under the project is to organize India pavilion in Valve World 2014 at Dusseldorf, Germany during 2-4 December 2014. EEPC is planning to participate in the event with 20 Indian participants. Specific targeted benefit after completion of the project is to provide the exhibitors with the opportunity to conduct serious business with their counterparts. Valve World Expo is one of the leading information and order platforms for global business for industrial valves and fittings. A fair committed to innovation as well as to sustainability. Main products group are valves, valve-related products, seals and sealing materials, valve-related piping product, engineering etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.12.3 EP(Engg) Division, DoC has recommended the proposal.
- 3.12.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹35.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian exporters.**
- 3.12.5 **EC approved the proposal with MAI assistance of ₹35.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian exporters. The component-wise detail is as under:**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Space rent and erection of stalls	85.00	55.25	30.00
2	Organizing expenditure including publicity, interpreter other related expenses	8.00	5.20	5.00
3	Other organizing expenses	1.75	Not sought by EEPC	
	Total	94.75	60.45	35.00

Item No. 13: Proposal of CAPEXIL for organizing India pavilion in London Book Fair at London, UK from 8-10 April, 2014.

- 3.13.1 The total estimated cost of the project for 2014-15 is ₹97.00 lakhs. The total MAI assistance sought for 2014-15 is ₹63.05 lakhs.
- 3.13.2 The proposed activities to be undertaken under the project is to export of English language books market region and world over, sale of translation rights and establish a networking relationship with the participating countries with 20-25 Indian participants. Specific targeted benefit after completion of the project is to increasing the market share of Indian Books, publication, printing service including printed materials in the world over. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.13.3 EP (CAP) Division, DOC has recommended the proposal.
- 3.13.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹24.00 lakhs under para 7.1.2 of the MAI guidelines subject to Capexil ensuring participation of 20 Indian exporters.**
- 3.13.5 **EC approved the proposal with MAI assistance of ₹24.00 lakhs under para 7.1.2 of the MAI guidelines subject to Capexil ensuring participation of 20 Indian exporters. The component-wise detail is as under:**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines @ 65%	MAI assistance recommended
1	Venue cost including	87.00	56.55	20.00

	construction, decoration etc. charges			
2	Publicity through print and electronic media prior to the event and during the event, cost of catalogue and other printed material etc.	10.00	6.50	4.00
	Total	97.00	63.05	24.00

Item No. 14: Proposal of CAPEXIL for organizing India pavilion in FRANKFURT BOOK FAIR at Frankfurt, Germany from 8-12 October, 2014.

- 3.14.1 The total estimated cost of the project for 2014-15 is ₹102.00 lakhs. The total MAI assistance sought for 2014-15 is ₹66.30 lakhs.
- 3.14.2 The proposed activities to be undertaken under the project is to export of English language books market region and world over, sale of translation rights and establish a networking with countries of these region with 25 Indian participants. Specific targeted benefit after completion of the project is to increasing the market share of Indian Books, publications, printing services including printed materials in the focus countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.14.3 EP (CAP) Division, DOC has recommended the proposal.
- 3.14.4 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 Capexil ensuring participation of 25 Indian exporters.
- 3.14.5 EC approved the proposal with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines subject to Capexil ensuring participation of 25 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines@ 65%	MAI assistance recommended
1	Venue cost including construction charges	92.00	59.80	25.00
2	Publicity through print and electronic media prior to the event and during the event, cost of catalogue and other printed material etc.	10.00	6.50	5.00
	Total	102.00	66.30	30.00

(₹ In Lakhs)

Item No. 15: Proposal of CAPEXIL for organizing participation in Paper World 2015 at Frankfurt, Germany during January 2015.

- 3.15.1 The total estimated cost of the project for 2014-15 is ₹240.96 lakhs. The total MAI assistance sought for 2014-15 is ₹119.62 lakhs.
- 3.15.2 The proposed activities to be undertaken under the project is to organize participation in Paper World 2015, Germany- an exhibition for entire spectrum of stationer, office supplies and writing implements for the home and commercial market at Frankfurt, Germany during January 2015. The Council is planning to participate in the event with 30-35 Indian exporters. Specific targeted benefit after completion of the project is to increase the market share and growth of Indian paper and paper product including stationery in Germany as well as adjoining countries. To use Germany as the gateway to other EU countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.15.3 EP (CAP) Division, DoC has recommended the proposal.
- 3.15.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹42.00 lakhs under para 7.1.2 of the MAI guidelines subject to Capexil ensuring participation of 35 Indian exporters.
- 3.15.5 EC recommended the proposal with MAI assistance of ₹42.00 lakhs under para 7.1.2 of the MAI guidelines subject to Capexil ensuring participation of 35 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)				
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost including cost of India Pavilion for 400 sqm	160.80	104.52	38.00
2	Other organizing cost including BSM charges	10.63	6.90	4.00
3	Cost of catalogues and other material	3.68	2.39	
4	Publicity cost for the event	5.25	3.41	
5	Translation and interpreter charges	3.68	2.39	
6	Councils officials expenses	56.92	Not sought by Council	
	Total	240.96	119.61	42.00

Item No. 16: Proposal of CLE for participation of Member Exporters in MAGIC Show, Las Vegas, August 2014 and February 2015

- 3.16.1 The total estimated cost of the project for 2014-15 is ₹136.40 lakhs. The total MAI assistance sought for 2014-15 is ₹122.76 lakhs.
- 3.16.2 The proposed activities to be undertaken under the project is to facilitate business meetings between Indian participants and US Buyers / Importers of Footwear, Leather Garments and Leather Goods & Accessories. Focus sectors are footwear, Leather Garments and Leather Goods & Accessories. The Council is planning to participate in the event with 15 participants each for August 2014 & February 2015. India's export of Footwear to the USA increased from US\$ 163.03 million in 2008-09 to US\$ 227.37 million in 2012-13, growing at a CAGR of 8.67%. India's export of Footwear to USA to touch US\$ 400 million by 2016-17, at a CAGR growth of 15.16%. India's export of leather garments and leather goods & accessories to the USA increased from US\$ 177.22 million in 2008-09 to US\$ 267.66 million in 2012-13, growing at a CAGR of 10.85%. India's export of leather garments and leather goods & accessories to USA to touch US\$ 450 million by 2016-17, at a CAGR growth of 13.86%. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 3.16.3 EP(LSG) has recommended the proposal.
- 3.16.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 lakhs under para 7.1.2 & para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters in each events.
- 3.16.5 EC approved the proposal with MAI assistance of ₹100.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters in each events. The component-wise detail is as under:

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 & para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Space cost and Construction	60.40	54.36	45.00
2	Other Organizing Expenses including Publicity	7.80	7.02	5.00
	Expenditure for one edition	68.20	61.38	50.00
	Total expenditure for two editions	136.40	122.76	100.00

Item No. 17: Proposal of CLE for participation in Two Day India Leather Show in Spain during March 2015

- 3.17.1 The total estimated cost of the project for 2014-15 is ₹90.00 lakhs. The total MAI assistance sought for 2014-15 is ₹81.00 lakhs.

- 3.17.2 The proposed activities to be undertaken under the project is to organize Business Meetings between Indian Exporters and Spanish Buyer / Importers of Leather & Leather Products. Focus sectors are leather & leather products. The Council is planning to participate in the event with 35 participants. India's export of leather & leather products to Spain increased from US\$ 266.69 million in 2012-13, growing at CAGR of 5.02%. India's export of leather & leather products to Spain to touch US\$ 400 million by 2016-17, at a CAGR growth of 10.66%. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 3.17.3 EP(LSG) has recommended the proposal.
- 3.17.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exporters.
- 3.17.5 EC approved the proposal with MAI assistance of ₹80.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 & para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Venue & Stall Construction including organizing expenses and event management: etc.	70.00	63.00	63.00
2	Event Publicity Advertisements in Trade Publications etc, Exclusive buyer-outreach campaign through direct mailers, telemarketing, website, design/preparation of publicity materials etc.	20.00	18.00	17.00
	Onsite distribution of promotion souvenirs, press meet, publicity materials like preparation of presentation CDs, kits, catalogues, other materials, translation and interpreter charges etc.			
	Total	90.00	81.00	80.00

Item No. 18: Proposal of CLE for organizing Two Days India Leather Show in Offenbach, Germany during November 2014

- 3.18.1 The total estimated cost of the project for 2014-15 is ₹90.00 lakhs. The total MAI assistance sought for 2014-15 is ₹81.00 lakhs.
- 3.18.2 The proposed activities to be undertaken under the project is to organize participation of Member Exporters from Leather & Leather Products to participate in the India Leather Show in Germany. Focus sectors are Leather Goods & Accessories. The Council is planning to participate in the event with 35 Indian participants. India's export of leather & leather products to Germany increased from US\$508.43 million in 2008-09 to US\$ 629.70 million in 2012013, growing at a CAGR of 5.49%. India's export of leather & leather products to Germany to touch US\$ 950 million by 2016-17, at a CAGR growth of 10.81%. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 3.18.3 EP (LSG) has recommended the proposal.
- 3.18.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exporters.
- 3.18.5 EC approved the proposal with MAI assistance of ₹75.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹In Lakhs)

SI. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 & para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Venue & Stall Construction including organizing expenses and event management: etc.	72.00	64.80	70.00
2	Event Publicity			
	Advertisements in Trade Publications etc, Exclusive buyer-outreach campaign through direct mailers, telemarketing, website, design/preparation of publicity materials etc.	18.00	16.20	5.00
	Onsite distribution of promotion souvenirs, press meet, publicity materials like preparation of presentation CDs, kits, catalogues, other materials, translation and interpreter charges etc.			
	Total	90.00	81.00	75.00

Item No. 19: Proposal of CLE for participation in Focus Programme for Saddlery & Harness Products in Europe-Facilitation of Members participation in SPOGA Fair, Germany September, 2014

- 3.19.1 The total estimated cost of the project for 2014-15 is ₹148.88 lakhs. The total MAI assistance sought for 2014-15 is ₹133.99 lakhs.
- 3.19.2 The proposed activities to be undertaken under the project is to organize group participation of member exporters in SPOGA Fair, Germany, September, 2014. Focus sectors are Saddlery & Harness Products. The Council is planning to participate in the event with 30 Indian participants. There is good scope to enhance India's export of Saddlery & harness; Germany is an importance gateway to facilitate this. To support Indian Exporters of Saddlery & harness, to take part in this key trade event for Saddlery & harness products. India's export of Saddlery & harness to increase from US\$ 21.90 million in 2012 to US\$ 40 million by 2016-17, growing at a CAGR. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 3.19.3 The proposal has not recommended by Territorial Division.
- 3.19.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exporters.**
- 3.19.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exporters. The component-wise detail is as under:**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Space Rent and Construction – Euro 160 & Euro 100	89.10	80.19	65.00
2	Other Organizing Expenses Visitor Promotion Package, Media Package, Electricity, Auma.	56.66	50.99	5.00
3	Interpreter Charges	0.36	0.32	
4	Profile Booklet – Banner, Advt. Etc	0.50	Not admissible	
5	Courier Charges	0.25	Not admissible	
6	Banner Advt. – Euro 2500	2.00	Not admissible	70.00
	Total Cost of Participation	148.87	131.50	

Item No. 20: Proposal of Pharmexcil for organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2013-14 at Hyderabad during 17-19 February 2014.

- 3.20.1 The total estimated cost of the project for 2013-14 is ₹90.50 lakhs. The total MAI assistance sought for 2013-14 is ₹73.70 lakhs.

- 3.20.2 The proposed activities to be undertaken under the project is for organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2013-14 at Hyderabad during 17-19 February 2014 with participation of 50 foreign delegates. Components for which assistance has been sought include airfare and accommodation for foreign delegates, venue cost, publicity cost, cost of printing of catalogues etc. and translation and interpreters charges. Specific targeted benefit after completion of the project includes facilitating trade/business by inviting importers, traders and Drug regulators from all the important regions of the world. Promoting/branding Indian Biopharma sector and creating confidence for the food and drug authorities of the world by arranging exclusive interactive sessions with Indian/International Drug Regulatory Agencies and Health Ministries for a day. Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.20.3 EP (Pharma) Division, DOC has recommended the proposal.
- 3.20.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 (10 Regulators) foreign buyers.
- 3.20.5 EC approved the proposal with MAI assistance of ₹50.00 lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 (15 Regulators and Scientists) foreign buyers. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.8 of the MAI Guidelines @ 65%	MAI Assistance recommended
1	Airfare and accommodation for 50 foreign delegates (importers, associations, FDA Officials, Journalists) 30 delegates from CIS, ASEAN, Africa region @ ₹ 75,000/- 20 delegates from each Americans region @ ₹1,00,000/-	42.50	42.50	42.50
2	Venue cost – for hosting one-to-one meetings for 3 days among foreign delegates and our members	35.00	22.75	7.50
3	Publicity cost – advertisement in local papers etc.	3.00	1.95	
4	Cost of printing of catalogues etc	5.00	3.25	
5	Translation and interpreters charges	5.00	3.25	
	Total	90.50	73.70	50.00

Item No. 21: Proposal of Pharmexcil for organizing participation in Expo cum BSM in GCC & General Region in February 2015 in Saudi Arabia.

- 3.21.1 The total estimated cost of the project for 2014-15 is ₹235.00 lakhs. The total MAI assistance sought for 2014-15 is ₹211.50 lakhs.
- 3.21.2 The proposed activities to be undertaken under the project is organizing participation in Expo cum BSM in GCC & General Region in February 2015 in Saudi Arabia. Exact number of Indian Exhibitors and the exact date of the event are not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to help the Indian exporters to interact with the buyers / FDA officials, distributors from Saudi Arabia and also neighboring countries. Promote Brand India Pharma in GCC & General Region. Showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.21.3 EP (Engg/Pharma) Division, DoC has recommended the proposal.
- 3.21.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters.
- 3.21.5 EC approved the proposal with MAI assistance of ₹75.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)				
Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines @ 65%	MAI assistance recommended
1	Venue cost for organizing Expo cum BSM for 3 days – about 50 stalls of 6/9 sqm, venue for technical seminars etc.	100.00	65.00	70.00
2	Organizing cost – pavilion construction, buyers mobilization, faculty for technical seminars etc.	75.00	48.75	5.00
3	Publicity cost – advertisements in local papers, press meetings etc.	30.00	19.50	
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	20.00	13.00	
5	Interpreters / cost of translation of conference material etc.	10.00	6.50	
	Total	235.00	152.75	

Item No. 22: Proposal of Pharmexcil for organizing participation in Expo cum BSM in Focus LAC Region in June 2014 in Brazil or Mexico.

- 3.22.1 The total estimated cost of the project for 2014-15 is ₹325.00 lakhs. The total MAI assistance sought for 2014-15 is ₹292.75 lakhs.
- 3.22.2 The proposed activities to be undertaken under the project is organizing participation in Expo cum BSM in Focus LAC Region in June 2014 in Brazil or Mexico. Exact number of Indian Exhibitors and the exact date of the event are not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to help the Indian exporters to interact with the buyers / FDA officials, distributors from Brazil or Mexico and also neighboring countries. Promote Brand India Pharma in LAC region. Showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.22.3 EP (Engg/Pharma) Division, DoC has recommended the proposal.
- 3.22.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 60 Indian exporters in Brazil.
- 3.22.5 EC approved the proposal with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 60 Indian exporters in Brazil. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines @ 65%	MAI assistance recommended
1	Venue cost for organizing Expo cum BSM for 3 days – about 75 stalls of 6/9 sqm, venue for technical seminars etc.	150.00	97.50	85.00
2	Organizing cost – pavilion construction, buyers mobilization, faculty for technical seminars etc.	100.00	65.00	5.00
3	Publicity cost – advertisements in local papers, press meetings etc.	35.00	22.75	
4	Cost of product catalogue, collection of material, printing,	25.00	16.25	

	distribution of catalogues to the visitors etc.			
5	Interpreters / cost of translation of conference material etc.	15.00	9.75	
	Total	325.00	211.25	90.00

Item No. 23: Proposal of Pharmexcil for organizing India Pavilion at CpHI – Worldwide 2014 in Paris, France from 7-9 October, 2014.

- 3.23.1 The total estimated cost of the project for 2014-15 is ₹751.10 lakhs. The total MAI assistance sought for 2014-15 is ₹675.90 lakhs.
- 3.23.2 The proposed activities to be undertaken under the project is to booking space of about 900 sq. meter, promoting brand India, organizing press meets, showcasing of products from India by council's member in India pavilion, global Buyer Seller Meetings in India theme pavilion, business seminars including presentations by global/Indian Pharma and award distribution and cultural show. Number of exact participants not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to promoting of Brand India under brand India Pharma campaign, participants would be benefited with their contracts renewed, new contacts established and India brand is popularized in the international markets, to help all the Pharma exporters, including SMEs IN acquiring knowledge and update themselves about the Pharma industry, to help the SMEs of India Pharma industry to compete in the international markets and export promotion greater awareness among regulators, business development and brand promotion. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.23.3 EP (Engg/Pharma) Division, DoC has recommended the proposal.
- 3.23.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 80 Indian exporters.
- 3.23.5 EC approved the proposal with MAI assistance of ₹250.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 80 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines @65%	MAI assistance recommended
1	Venue cost	516.60	335.79	240.00
2	Organizing costs	184.50	119.92	10.00
3	Publicity cost	40.00	26.00	
4	Cost of product catalogue, collection	5.00	3.25	

	of material, printing, distribution of catalogues to the visitors etc.			
5	Translation & interpreter charges	5.00	3.25	
	Total	751.10	488.21	250.00

Item No. 24: Proposal of Pharmexcil for organizing IPHEX-2014 at Blue Roof TV Complex Ikeja, Lagos, Nigeria during 27-29 August 2014.

- 3.24.1 The total estimated cost of the project for 2014-15 is ₹325.00 lakhs. The total MAI assistance sought for 2014-15 is ₹292.50 lakhs.
- 3.24.2 The proposed activities to be undertaken under the project is to organizing IPHEX-2014 at Blue Roof TV Complex Ikeja, Lagos, Nigeria during 27-29 August 2014 with mobilizing participation of 100 exhibitors and 200 business delegates from India. Organizing business meetings, press meets, conferences and signing of MoUs with Chambers and Associations. Export promotion, greater awareness among regulators business development and brand promotion in Africa. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.24.3 EP (Engg/Pharma) Division, DoC has recommended the proposal.
- 3.24.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹125.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 exhibitors and 200 business delegates from India.
- 3.24.5 EC approved the proposal with MAI assistance of ₹125.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 exhibitors and 200 business delegates from India. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines @65%	MAI assistance recommended
1	Venue cost	170.00	110.50	110.00
2	Organizing costs	100.00	65.00	
3	Publicity cost	40.00	26.00	
4	Cost of product catalogue and other material.	10.00	6.50	15.00
5	Translation & interpreter charges	5.00	3.25	
	Total	325.00	211.25	125.00

Item No. 25: Proposal of Pharmexcil for organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2014-15 at Hyderabad during February 2015.

- 3.25.1 The total estimated cost of the project for 2014-2015 is ₹105.00 lakhs. The total MAI assistance sought for 2013-14 is ₹85.75 lakhs.

3.25.2 The proposed activities to be undertaken under the project is for organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2014-15 at Hyderabad during February 2015 with participation of 60 foreign delegates. Components for which assistance has been sought include airfare and accommodation for foreign delegates, venue cost, publicity cost, cost of printing of catalogues etc. and translation and interpreters charges. Specific targeted benefit after completion of the project includes facilitating trade/business by inviting importers, traders and Drug regulators from all the important regions of the world. Promoting/branding Indian Biopharma sector and creating confidence for the food and drug authorities of the world by arranging exclusive interactive sessions with Indian/International Drug Regulatory Agencies and Health Ministries for a day. Assistance has been sought under para 7.1.8 of the MAI guidelines.

3.25.3 EP (Pharma) Division, DOC has recommended the proposal.

3.25.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 60 (15 Regulators) foreign buyers.

3.25.4 EC approved the proposal with MAI assistance of ₹60.00 lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 60 (15 Regulators) foreign buyers. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.8 of the MAI Guidelines @ 65%	MAI Assistance recommended
1	Airfare and accommodation for 60 foreign delegates (importers, associations, FDA Officials, Journalists) 40 delegates from CIS, ASEAN, Africa region @ ₹ 75,000/- 20 delegates from each Americans region @ ₹1,00,000/-	50.00	50.00	50.00
2	Venue cost – for hosting one-to-one meetings for 3 days among foreign delegates and our members	40.00	26.00	10.00
3	Publicity cost – advertisement in local papers etc.	4.00	2.60	
4	Cost of printing of catalogues etc	6.00	3.90	
5	Translation and interpreters charges	5.00	3.25	
	Total	105.00	85.75	60.00

Item No. 26: Proposal of PDEXCIL for organizing RBSM at Ichalkaranji, Maharashtra during February 2014.

- 3.26.1 The total estimated cost of the project for 2013-14 is ₹144.00 lakhs. The total MAI assistance sought for 2013-14 is ₹129.60 lakhs.
- 3.26.2 The proposed activities to be undertaken under the project is to organizing RBSM at Ichalkaranji, Maharashtra during February 2014. The Council is planning to participate with 90-100 Indian exhibitors and 50 foreign buyers. The exact date of the event is not mentioned by Pdexcil. Proposed activity to be undertaken to create platform for positive Buyer seller interaction between manufacturers & prominent foreign buyers by displaying products of 100% cotton fabrics for clothing and home textiles, trade through merchant exporters and encourage further investment in the industry. Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.26.3 Ministry of Textiles has recommended the proposal.
- 3.26.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 lakhs under para 7.1.8 of the MAI guidelines subject to Pdexcil ensuring participation of 120 Indian exporters and 50 foreign buyers.
- 3.26.4 EC approved the proposal with MAI assistance of ₹80.00 lakhs under para 7.1.8 of the MAI guidelines subject to Pdexcil ensuring participation of 120 Indian exporters and 50 foreign buyers. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.8 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Return air fare including hotel rental & hospitality for buyers from Africa & Asia including South East Asian countries, Bangladesh & Sri Lanka (40)	30.00	30.00	30.00
2	Return air fare for buyers from South America, USA (10)	10.00	10.00	10.00
3	Venue cost including stall construction & rental	55.00	35.75	40.00
4	Cost of catalogue and other material	4.00	2.60	
5	Publicity cost for the event	30.00	19.50	
6	Marketing & coordinating expenses	15.00	Not admissible	
	Total	144.00	97.85	80.00

Item No. 27: Proposal of HEPC for organizing National level participation in Heimtextil 2015 at Frankfurt, Germany during January 2015.

- 3.27.1 The total estimated cost of the project for 2014-15 is ₹439.00 lakhs. The total MAI assistance sought for 2014-15 is ₹302.00 lakhs.
- 3.27.2 The proposed activities to be undertaken under the project is to organize National level participation in Heimtextil 2015 at Frankfurt, Germany during January 2015. The Council is planning to participate in the event with 55 participants. The exact date has not been mentioned by Council. HEPC would obtain raw space directly from the fair authorities and develop a Indian Handwoven pavilion in order to create the Brand Image of Indian Handwovens at a grand scale. Benefiting more exporters across the country covering wide range of products, providing more opportunity to tap the market potential, increase in export turnover thereby achieving the prescribed export target. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.27.3 EP (Textile) Division, DOC & Ministry of Textiles has recommended the proposal.
- 3.27.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 55 Indian exporters.
- 3.27.5 EC approved the proposal with MAI assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 55 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost including organizing expenses raw expenses	239.00	155.00 (as sought by HEPC)	90.00
2	Construction charges	134.00	87.00 (as sought by HEPC)	
3	Publicity cost (hoardings, advertisements in print & electronic media, souvenirs, display systems, posters etc.	55.00	35.75	10.00
4	Cost of catalogues and brochures	5.50	3.57	
5	Translation and interpreter charges	5.50	3.57	
	Total	439.00	284.89	100.00

Item No. 28: Proposal of TEXPROCIL for National level participation in TEXWORLD Fair at Paris, France during September, 2014 & February 2015.

- 3.28.1 The total estimated cost of the project for 2014-15 is ₹355.40 lakhs. The total MAI assistance sought for 2014-15 is ₹231.01 lakhs.

- 3.28.2 The proposed activities to be undertaken under the project is to National level participation in TEXWORLD Fair at Paris, France during September, 2014 and with 40 Indian exporters. The exact date of the event is not mentioned by Texprocil. Specific targeted benefit after completion of the project is to increase Indian's market share in Europe. A target of achieving US\$ 12.5 billion in value terms (from present level of US\$ 110.28 billion) over the next three years is envisaged. Promote Brand India image in European market Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.28.3 Ministry of Textiles has recommended the proposal.
- 3.28.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 lakhs for two events under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exporters in each event.
- 3.28.5 EC approved the proposal with MAI assistance of ₹200.00 lakhs for two events under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exporters in each event. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines	MAI Assistance recommended
1	Space rental, electricity load etc. @ Euro 7,600 per stall 40 stalls (12 sq mtr each)	268.80	174.72	90.00
2	Stall construction related expenses display accessories at the stalls	20.00	13.00	
3	Banner, standees etc to be made and sent from India	3.00	1.95	10.00
4	Overseas publicity, advertisement etc.	32.00	20.80	
5	Organizing expenses	16.00	10.40	
6	Printing and sending publicity material	6.00	3.90	
7	Import data base	9.60	Not admissible	
	Total for one event	355.40	224.77	100.00
	Total for two events			200.00

Item No. 29: Proposal of Carpet EPC for organizing participation in SourceNY, New York USA during August 2014.

- 3.29.1 The total estimated cost of the project for 2014-15 is ₹135.50 lakhs. The total MAI assistance sought for 2014-15 is ₹121.85 lakhs.
- 3.29.2 The proposed activities to be undertaken under the project is to organize participation in SourceNY, New York USA during August 2014. The Council is

planning to participate in the event with 15-30 registered members exporters. The exact date has not been mentioned by Council. USA is the main market for handmade carpets other floor coverings and the market share is declining, therefore, there is a need to enhance share of handmade carpets in this market which will be benefited to the carpet industry as a whole. Participation in the fair is likely to increase both quantitatively and qualitatively. Participation in fair is likely to generate business over ₹ 10 crores. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

3.29.3 M/o Textiles has recommended the proposal.

3.29.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 30 Indian exporters.

3.29.4 EC approved the proposal with MAI assistance of ₹60.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 30 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Venue cost, and other organizing expenses / administrative expenses etc.	115.50	103.95	55.00
2	Publicity for branding of Indian Handmade Carpet etc.	20.00	18.00	5.00
	Total	135.50	121.95	60.00

Item No. 30: Proposal of Carpet EPC for organizing national level participation in Domotex 2015 in Hannover, Germany during 17-20 January 2015.

3.30.1 The total estimated cost of the project for 2014-15 is ₹661.00 lakhs. The total MAI assistance sought for 2014-15 is ₹595.00 lakhs.

3.30.2 The proposed activities to be undertaken under the project is to organize national level participation in Domotex 2015 in Hannover, Germany during 17-20 January 2015. The Council is planning to participate in the event with 150 registered exporters-members. Participation in the fair is likely to increase both quantitatively and qualitatively. Participation in Domotex 2015 is likely to generate business over US\$ 150 million. The exhibitors and buyers during their interaction held fruitful business discussions / enquires. Indian exhibitors received feedback from the buyer on quality design colour of the products. In addition they have gathered information

on some innovations in technology related issues. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

3.30.3 M/o Textiles has recommended the proposal.

3.30.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹250.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exporters. The component-wise detail is as under:

3.30.4 EC approved the proposal with MAI assistance of ₹350.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Venue cost, and other organizing expenses / administrative expenses etc.	631.00	568.00	330.00
2	Publicity for branding of Indian Handmade Carpet etc.	30.00	27.00	20.00
	Total	661.00	595.00	
MAI Assistance restricted to			500.00	350.00

Item No. 31: Proposal of EPCH for organizing Indian participation in New York International Gifts Fair- NY Now during 16-20 August 2014.

3.31.1 The total estimated cost of the project for 2014-15 is ₹134.50 lakhs. The total MAI assistance sought for 2014-15 is ₹121.05 lakhs.

3.31.2 The proposed activities to be undertaken under the project is to organizing Indian participation in New York International Gifts Fair- NY Now during 16-20 August 2014 with 30 Indian exporters. Specific targeted benefit after completion of the project is enhancing the exports growth and to increase India's share in the world handicrafts exports, provide opportunities to analyze the product range, consumer preferences and invocations and creation of brand image of Indian handicrafts by display of the products in international exhibitions and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines

- 3.31.3 Office of Development Commissioner (Handicrafts) & Ministry of Textiles has recommended the proposal.
- 3.31.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 30 Indian exporters.
- 3.31.5 EC approved the proposal with MAI assistance of ₹50.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 30 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Space/construction	84.00	75.60	45.00
2	Interiors	25.50	22.95	5.00
3	Publicity cost for the event i.e. catalogues, advertisements, directory entry etc.	15.00	13.50	
4	Freighting of goods	2.50	Not admissible	
5	Translation and interpreter charges	1.00	0.90	
6	Travel expenses for coordinators	5.00	Not admissible	
7	Misc. Expenses	1.50	Not admissible	
	Total Expenditure	134.50	112.95	50.00

Item No. 32: Proposal of EPCH for organizing Indian participation in Ambiente Frankfurt, Germany during 13-14 February 2015.

- 3.32.1 The total estimated cost of the project for 2014-15 is ₹185.75 lakhs. The total MAI assistance sought for 2014-15 is ₹167.18 lakhs.
- 3.32.2 The proposed activities to be undertaken under the project is to organizing Indian participation in Ambiente Frankfurt, Germany during 13-14 February 2015 with 50 Indian exporters. Specific targeted benefit after completion of the project is enhancing the exports growth and to increase India's share in the world handicrafts exports, provide opportunities to analyze the product range, consumer preferences and invocations and creation of brand image of Indian handicrafts by display of the products in international exhibitions and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines
- 3.32.3 Office of Development Commissioner (Handicrafts) & Ministry of Textiles has recommended the proposal.

3.32.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 50 Indian exporters.

3.32.5 EC approved the proposal with MAI assistance of ₹75.00 lakhs under para 7.1.2 para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 50 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Space/construction	121.50	109.35	70.00
2	Interiors	33.75	30.37	5.00
3	Publicity cost for the event i.e. catalogues, advertisements, directory entry etc.	20.00	18.00	
4	Freighting of goods	2.50	Not admissible	
5	Translation and interpreter charges	1.50	1.35	
6	Travel expenses for coordinators	5.00	Not admissible	
7	Misc. Expenses	1.50	Not admissible	
	Total Expenditure	185.75	159.07	

Item No. 33: Proposal of AEPC for organizing sourcing at Magic at Las Vegas in USA during August 2014 & February 2015.

3.33.1 The total estimated cost of the project for 2014-15 is ₹583.34 lakhs. The total MAI assistance sought for 2014-15 is ₹379.00 lakhs.

3.33.2 The proposed activities to be undertaken under the project is to organize Sourcing at Magic at Las Vegas Magic Fair in USA during August 2014 & February 2015. The exact date is not mentioned by Council. The Council is planning to participate with 75 exhibitors for each event. Specific targeted benefit after completion of the project is to increase in expected order that will be booked / growth in each of the forthcoming fairs by at least 10%. Assistance is admissible under para 7.1.2 of the MAI guidelines.

3.33.3 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.

3.33.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹180.00 lakhs (₹90.00 lakhs each for August 2014 & February 2015) under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 75 Indian exporters in each events.

- 3.33.5 EC approved the proposal with MAI assistance of ₹180.00 lakhs (₹90.00 lakhs each for August 2014 & February 2015) under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 75 Indian exporters in each events. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)				
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Space Charge Banner, standees, bunting from India	181.50	117.97	85.00
2	Construction of stall	96.52	62.73	5.00
3	Publicity	12.65	8.22	
4	Cartage	1.00	Not admissible	
	Total for August 2014	291.67	188.92	90.00
	Total for February 2015	291.67	188.92	90.00

Item No. 34: Proposal of AEPC for organizing BSM at Barcelona & Madrid in Spain during September 2014.

- 3.34.1 The total estimated cost of the project for 2014-15 is ₹187.73 lakhs. The total MAI assistance sought for 2014-15 is ₹120.00 lakhs.
- 3.34.2 The proposed activities to be undertaken under the project is to organize BSM at Barcelona & Madrid in Spain during September 2014. The Council is planning to participate with 35 exhibitors for this event. The exact date is not mentioned by Council. Specific targeted benefit after completion of the project is to increase by at least 10% in expected orders that will be booked in each of the forthcoming BSM. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.34.3 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.
- 3.34.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹44.00 lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 35 Indian exporters.
- 3.34.5 EC approved the proposal with MAI assistance of ₹44.00 lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 35 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

(₹ In Lakhs)				
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost including organizing	152.65	99.22	40.00

	expenses			
2	Publicity cost for the event	21.30	13.84	4.00
3	Cost for the catalogues and other material	2.84	1.84	
4	Interpreter charges / hostess charges	2.48	1.61	
5	Local conveyance, good transportation charges, photocopy couriers charges, computer hire, telephone /fax/ email	3.90	Not admissible	
6	DA and accommodation for the two council official	3.36	Not admissible	
7	Air passage for the official coordinator of the council	1.20	Not admissible	
	Total	187.73	116.51	

Additional Agenda

Item No. 1: Proposal of EEPC for organizing "India Show" at ITM Poznan, Poland during 3-6 June 2014.

- 4.1.1 The total estimated cost of the project for 2014-15 is ₹580.00 lakhs. The total MAI assistance sought for 2014-15 is ₹499.50 lakhs.
- 4.1.2 The proposed activities to be undertaken under the project is to organizing "India Show" in Poznan, Poland from 3-6 June, 2014 with 125 Indian exhibitors. This is the oldest and largest annual exhibitions for showcasing latest developments in engineering goods & services in Poland attracting significant number of trade visitors from Poland and neighbouring countries. Specific targeted benefit completion of the project is to boost the existing level of engineering exports and investments from India to Poland. In more concrete terms, it will help the exporters, particularly from the SME sector, to take advantage to the opportunities that exist in that country. Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.
- 4.1.3 FT (Europe) Division, DOC has recommended the proposal.
- 4.1.4 EC approved the proposal with MAI assistance of ₹499.50 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines subject to EEPC ensuring participation of 125 Indian exporters. The component-wise detail is as under:

Estimated Expenditure:

Sl. No.	Heads	Estimated Expenditure	(₹ In Lakhs)
			MAI Assistance admissible under para 7.1.2 and para 4.4 of the MAI guidelines
1	Space rent and erection of stalls	280.00	252.00
2	Branding of India Pavilion, event management, films, publications,	230.00	207.00

	interpreters, theme pavilion, business centre facilities, audio visual equipments and other related organizing expenditure		
3	Publicity	45.00	40.50
4	Organizing expenses	15.00	Not sought by EEPCC
5	Others	10.00	Not sought by EEPCC
	Total	580.00	499.50

Item No. 2: Proposal of MPLUN for organizing Indore Food Expo during 7-9 February 2014 at Indore in lieu of International Gift Fair at Khajuraho.

4.2.1 The total estimated cost of the project for 2014-15 is ₹171.25 lakhs. The total MAI assistance sought for 2014-15 is ₹131.00 lakhs.

4.2.2 The proposal for organizing Indore Food Expo. Focus products are processed and primary unprocessed food including kitchens accessories, equipments, and packaging products and technology. 75 foreign buyers are proposed to attend the event and more than 100 numbers of manufacturers, exporters proposed to participate in the RBSM. Targeted countries are SAARC/ASEAN, Gulf, CIS region. APEDA will provide support in identifying quality exhibitors / exporters from M.P. CII would be the co-organizer of the event. CII will identify potential buyers from identified countries and will invite for the event. The entire SME sector of Madhya Pradesh including small and medium manufacturers, exporters of processed and unprocessed food products and other similar product groups through increased export earnings which mean more livelihoods to the state based entrepreneurs who are in fact backbone of the entire sector. Assistance is admissible under para 7.1.8 of the MAI guidelines.

4.2.3 E&MDA Division, DOC has recommended the proposal.

4.2.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹128.25 lakhs under para 7.1.8 of the MAI guidelines subject to MPLUN ensuring participation of 75 foreign buyers and 150 Indian manufacturers, exporters. The component-wise detail is as under:

4.2.5 EC accorded its Ex-post-facto approval with an assistance of ₹128.25 lakhs under para 7.1.8 of the MAI guidelines subject to MPLUN ensuring participation of 75 foreign buyers and 150 Indian manufacturers, exporters. The component-wise detail is as under:

Estimated Expenditure:

Sl. No.	Expenditure Head	Estimated Expenditure	(₹ In Lakhs)	
			MAI Assistance recommended under para 7.1.8 of the MAI guidelines @ 65%	MAI assistance approved for RBSM at Khajuraho
1	Venue cost	85.00	55.25	72.00

2	Publicity cost for the event including Cost of catalogue	25.00	16.25	56.25
3	Air fare and hotel accommodation for 75 foreign buyers (75 buyer @ 75,000/- per buyer)	56.25	56.25	
4	Interpretation	5.00	3.25	
	Total	171.25	131.00	128.25
MAI assistance restricted for Indore Food Expo to the amount approved for International Gift Fair at Khajuraho				128.25

**List of participants for Empowered Committee Meeting of MAI held on
10.12.2013 in Room No. 141 under the Chairmanship of
Shri S. R. Rao, Commerce Secretary, Department of Commerce**

- | | | |
|-----|--|----------|
| 1. | Shri S. R. Rao, Commerce Secretary... | Chairman |
| 2. | Ms. Anita Agnihotri, AS&FA, DOC | |
| 3. | Shri Arvind Mehta, Joint Secretary, DOC | |
| 4. | Shri J.K. Dadoo, Joint Secretary, DOC | |
| 5. | Shri Ravi Cooper, Joint Secretary, DOC | |
| 6. | Shri Sudhanshu Pandey, Joint Secretary, DOC | |
| 7. | Ms. Sharda P. Meshram, Joint Secretary, DOC | |
| 8. | Ms Rupa Dutta, EA, DOC | |
| 9. | Ms. Monika Garg, Joint Secretary, Ministry of Textiles | |
| 10. | Shri Santosh Kumar, DS, DOC | |
| 11. | Shri Jagjeet Kumar, US, DOC | |
| 12. | Ms Deepa Jain, US, MEA | |
| 13. | Shri Alok Kumar, US, DOC | |
| 14. | Shri C.P. Ratnakaran, SO, DOC | |
| 15. | Shri Puneet Kumar, SG, AEPC | |
| 16. | Dr. P.V. Appaji, DG, Pharmexcil | |
| 17. | Shri R. Ramesh Kumar, ED. CLE | |
| 18. | Shri S. R. Dewan, Plastic EPC | |
| 19. | Shri Sabyasachi Ray, ED, G&JEPC | |
| 20. | Shri K.K. Duggal, G&J EPC | |
| 21. | Shri B. Sarkar, ED, EEPC | |
| 22. | Shri Gurinder, EEPC | |
| 23. | Shri Ramesh K. Mittal, Capexil | |
| 24. | Shri Siddh Nath Singh, Chairman, CEPC | |
| 25. | Shri Shiv Kumar Gupta, ED, CEPC | |
| 26. | Shri, N.K. Guin, CEPC | |
| 27. | Shri Rakesh Kumar, ED, EPCH | |
| 28. | Shri Rajesh Rawat, EPCH | |
| 29. | Prof. N.C Saha, IIP | |
| 30. | Shri R.P. Rajalingam, HEPC | |
| 31. | Shri Siddhartha Rajagopal, ED, Texprocil | |
| 32. | Shri Abhay K. Sinha, Pharmexcil | |
| 33. | Shri Tarun Dewan, ED, SGEPC | |
| 34. | Dr. J.P. Tiwari, Chemexcil | |
| 35. | Shri V. Mehta, ACMA | |
| 36. | Shri N. Mallick, ACMA | |
| 37. | Shri Vikas Gupta, ESC EPC | |
| 38. | Shri Gautam Ghosh, FICCI | |
