

F. No. 11/107/2012-E&MDA (EC-11.12.2012)
Government of India
Department of Commerce
E&MDA Division

Dated: 17th December, 2012
Udyog Bhawan, New Delhi

Subject: Minutes of the Empowered Committee of MAI held on 11th December 2012.

Minutes of the MAI Empowered Committee meeting held on 11th December 2012 at 3:00 P.M. in Room No. 141, Udyog Bhawan, New Delhi held under the Chairmanship of Shri S.R. Rao, Commerce Secretary, Department of Commerce, are sent to you by email, for information and necessary action.

Y. Kumar
17/12/2012

(Jagjeet Kumar)

Under Secretary to the Government of India

☎ 2306 2044

1. Smt. Anita Agnihotri, AS&FA, DOC
2. Shri D.S. Dhesi, AS, DOC
3. Shri J. S. Deepak, AS, DOC
4. Shri Anup K. Pujari, DGFT
5. Shri Siddharth, Joint Secretary, DOC
6. Shri Rajeev Arora, Joint Secretary, DOC
7. Shri Asit Kumar Tripathy, Joint Secretary, DOC & ED, ITPO
8. Shri J.K. Dadoo, Joint Secretary, DOC
9. Shri Sumanta Chaudhuri, Joint Secretary, DOC
10. Shri Prabhar Kumar JS [ES & ITP], Ministry of External Affairs
11. Shri V. Srinivas, Joint Secretary (Exports), M/o Textiles
12. Shri Anurag Saxena, Joint Secretary, DOC
13. Ms. Sutapa Majumdar, Director, Planning Commission
14. Shri Ajay Sahai, DG & CEO, FIEO
15. R. Ramesh Kumar, ED, CLE
16. Shri Vijay Mathur, Acting SG, AEPC
17. Ms. Ambika Sharma, DSG, FICCI
18. Ms. Beela Rajesh, ED, HEPC
19. Shri R. Maitra, ED, EEPCC
20. Ms. Smita Samant, ED, CHEMEXCIL
21. Shri Tapan Chattopadhyay, ED, Capexcil
22. Shri Siddhartha Rajagopal, ED, TEXPROCIL
23. Shri Bodhisattwa Mukharjee, ICC
24. Shri Tarun Dewan, Executive Director, SGEPCC
25. Shri Rajan Klyanpur, ED, Plastic EPC
26. Shri Mahesh N. Sanil, ED, WOOLTEXPRO
27. Shri Amit Mukherjee, ED, ACMA
28. Shri D.K. Sareen, ED, ESC EPC
29. Shri Rakesh Kumar, ED, EPCH
30. Shri Shiv Kumar Gupta, ED, Carpet EPC
31. Shri Rajeev Kapil, Secretary, ICRIER
32. Dr. Vijaya Katti, Professor & Chairperson (Research) IIFT
33. Shri Asit Kumar Tripathy, Joint Secretary, DOC & ED, ITPO
34. Shri D.S. Rawat, SG, ASSOCHAM
35. Shri Virendra Gupta, Sr. Director CII

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 11.12.2012 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 11.09.2012 were confirmed.

Agenda Item No. 2

Status of ongoing projects and projects sanctioned in 2013-14 was noted.

Agenda Item No. 3

Item No. 1: Proposal of IIFT for deputing interns for Department of Commerce for 2012-13.

- 3.1.1 The total estimated cost of the project for 2012-13 is ₹71.30 lakhs. The total MAI assistance sought for 2012-13 is ₹71.30 lakhs.
- 3.1.2 In a meeting held on 13th June 2011 under the Chairmanship of CS it has been decided by DOC that under the Internship Programme (2012-13) a maximum of 10 Intern may be engaged. Out of these, 3 may work in TPD, 2-3 in DGAD and remaining in the other Divisions of the DOC. It has also been decided that of the year 2012-13, IIFT would be the nodal point for selection of Interns. Assistance is admissible under para 7.4.3 and para 4.4 of the MAI guidelines.
- 3.1.3 TP Division of DOC has recommended the proposal.
- 3.1.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹59.00 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.
- 3.1.5 EC accorded its ex-post-facto approval with an assistance of ₹59.00 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(₹ in Lakhs)

SI No.	Heads	Admissible assistance Under Para 7.4.3 and para 4.4 of the MAI Guidelines
1	15 Interns @ ₹ 30,000 p.m. for one year	54.00
2	Advertisement in The Time of India	3.00
3	Miscellaneous (stationery, postage, photocopy, conveyance, tea / coffee in selection, etc.)	2.00
	Total	59.00

Item No. 2: Proposal of CLE for participation in CIFF Moda Fair at Shanghai, China from 4-6 September 2012.

- 3.2.1 The total estimated cost of the project for 2012-13 is ₹58.68 lakhs. The total MAI assistance sought for 2012-13 is ₹52.81 lakhs.
- 3.2.2 The proposed activities to be undertaken under the project is to organize participation in CIFF Moda Fair at Shanghai, China from 4-6 September 2012. The Council has proposed to organize the event with participation by 16 Indian exporters. CLE stated that the China is increasingly becoming a significant market for leather & leather products with its imports increasing from US\$ 4927.23 million in 2005 to US\$ 5585.55 million in 2010. During 2011-12, India's export of leather & leather products to China has registered a growth of 64%, with leather garments export surging from US\$ 0.22 million to US\$ 12.47 million. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.2.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.2.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹38.14 lakhs under para 7.1.2 of the MAI guidelines.
- 3.2.5 EC accorded its ex-post-facto approval with an assistance of ₹38.14 lakhs under para 7.1.2 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%
1	Space cost	40,21,920	26,14,248
2	Stand construction	14,65,128	9,52,333
3	Event publicity & other organizing expenditure	3,81,000	2,47,650
	Total	58,68,048	38,14,231

Item No. 3: Proposal of CII for organizing "India Show" in Panama during 17-20 April 2013 in conjunction with EXPOCOMER.

- 3.3.1 The total estimated cost of the project for 2013-14 is ₹518.00 lakhs. The total MAI assistance sought for 2013-14 is ₹466.25 lakhs.
- 3.3.2 The proposed activities to be undertaken under the project is to organize participation "India Show" in Panama during 17-20 April 2013 in conjunction with EXPOCOMER. The CII has proposed to organize the event with participation by 70-80 Indian exporters. CS & CITM has already approved, in-principle, the India Show event. The proposed activities include one-to-one Business meetings / BSMs, cultural programme, food festivals and India evening. Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.

3.3.3 FT (LAC) Division, DOC has recommended the proposal.

3.3.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹466.20 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.

3.3.5 EC accorded its ex-post-facto approval with an assistance of ₹466.20 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 and para 4.4 of the MAI Guidelines @ 90%
1	Venue expenses	3,80,00,000	3,42,00,000
2	Publicity charges	50,00,000	45,00,000
3	Printing & stationery (Doc. Pack for delegates, catalogue, promotional mailers etc.)	25,00,000	22,50,000
4	Interpretation / translation charges	8,00,000	7,20,000
5	B to b meetings	55,00,000	49,50,000
	Total	5,18,00,000	4,66,20,000

Item No. 4: Proposal of Capexcil for organizing Cevisama Trade fair at Spain during 5-8 February 2013.

3.4.1 The total estimated cost of the project for 2012-13 is ₹88.24 lakhs. The total MAI assistance sought for 2012-13 is ₹54.35 lakhs.

3.4.2 The proposed activities to be undertaken under the project is to organize participation "Cevisama Trade fair at Spain during 5-8 February 2013. The Council has proposed to organize the event with participation by 25-30 Indian exporters. It is an international exhibition in the area of natural and ornamental stone, tiles, glass mosaic, bathroom accessories and ceramic raw materials. Increase the market share and growth of Indian stone, ceramic and glass industry in the European and Mediterranean, African and Gulf Market / countries. To use the above markets to introduce more value added products to accelerate the growth in coming year. 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 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹54.35 lakhs under para 7.1.2 of the MAI guidelines.

3.4.5 Capexcil had informed that due to paucity of time, it will not be possible to implement the programme in befitting manner. They requested EC to drop the event.

Item No. 5: Proposal of EEPC for organizing RBSM alongside 2nd India-ASEAN Business Fair (India Show) at New Delhi from 18-20 December 2012.

- 3.5.1 The total estimated cost of the project for 2012-13 is ₹26.50 lakhs. The total MAI assistance sought for 2012-13 is ₹22.92 lakhs.
- 3.5.2 The proposed activities to be undertaken under the project is to organize participation RBSM alongside 2nd India-ASEAN Business Fair (India Show) at New Delhi from 18-20 December 2012. The Council has proposed to organize the event by inviting 20 buyers from ASEAN region. India exports of engineering goods to ASEAN are to the tune of 6.79 billion USD. Engineering goods in fact constitute almost 30% share in India's total exports to the region. Automotive and light engineering, infrastructure & construction machinery and agriculture and food processing machinery are the key focus sectors for the fair. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.5.3 FT (EA) Division, DOC has recommended the proposal.
- 3.5.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹22.92 lakhs under para 7.1.8 of the MAI guidelines.
- 3.5.5 EC accorded its ex-post-facto approval with an assistance of ₹22.92 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.8 of the MAI Guidelines @ 65%
1	Space & erection of EEPC information Booth	1.00	0.65
2	Publicity	2.00	1.30
3	Translation and interpreter charges	1.50	0.97
4	Airfare & hotel accommodation for 20 foreign delegates from ASEAN region	20.00	20.00
	Total	24.50	22.92

Item No. 6: Proposal of AEPC for organizing RBSM alongside 2nd India-ASEAN Business Fair (India Show) at New Delhi from 18-20 December 2012.

- 3.6.1 The total estimated cost of the project for 2012-13 is ₹22.50 lakhs. The total MAI assistance sought for 2012-13 is ₹21.00 lakhs.
- 3.6.2 The proposed activities to be undertaken under the project is to organize participation RBSM alongside 2nd India-ASEAN Business Fair (India Show) at New Delhi from 18-20 December 2012. The Council has proposed to organize the event by inviting 10 buyers from ASEAN region. The fair will coincide with ASEAN –India Commemorative summit

being held to mark 20 years of India-ASEAN dialogue relations. AEPC will arrange B2B meeting from top apparel show rooms holders in the Apparel House. Buyers from Malaysia, Singapore and Vietnam to attend the 3 days fair and the same buyers will also invite in the Apparel House. Assistance is admissible under para 7.1.8 of the MAI guidelines.

- 3.6.3 FT (EA) Division, DOC has recommended the proposal.
- 3.6.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹17.25 lakhs under para 7.1.8 of the MAI guidelines.
- 3.6.5 AEPC stated that due to Christmas and year end, overseas buyers are proceeding for vacation and not willing to visit India during this period. Therefore, they will not be able to bring overseas buyers for the fair. They will accommodate and procure publicity (catalogues & Brouchers) & theme area within the range of ₹ 5.00 lakhs.
- 3.6.6 EC accorded its ex post facto approval with an assistance of ₹ 5.00 under para 7.1.8 of the MAI guidelines for publicity (catalogues & Brouchers) & theme area.

Estimated Expenditure:

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	Requested by AEPC
2	Publicity (catalogues & Brouchers) & theme area	15.00	5.00
	Total	15.00	5.00

Item No. 7: Proposal of Chemexcil for organizing 13th RBSM for cosmetics, soaps, toiletries and castor oil at Goa during February 2013.

- 3.7.1 The total estimated cost of the project for 2012-13 is ₹93.00 lakhs. The total MAI assistance sought for 2012-13 is ₹63.15 lakhs.
- 3.7.2 EC approved the proposal with an assistance of ₹ 53.40 lakhs under para 7.1.8 of the MAI guidelines (₹ 30.00 Lakhs for air fare and hotel accommodation, ₹ 16.25 lakhs for venue cost, ₹ 3.25 lakhs for publicity, ₹ 1.95 lakhs for cost of catalogues and ₹ 1.95 lakhs translation and interpreter charges) **subject to Chemexcil ensuring participation of 50-60 exporters with 35 foreign buyers.** On request of ED, Chemexcil the additional MAI assistance of ₹9.75 lakhs over and above ₹ 53.40 lakhs already approved for the project stating that Goa RBSM is from cosmetics Industry, brand promotion and display needs to be done by international standards. Therefore, Chemexcil requested to enhance the venue cost by including stall construction charges, increasing the same by ₹ 9.75 lakhs.
- 3.7.3 EP (CAP) Division, DOC has recommended the proposal.
- 3.7.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹63.15 lakhs under para 7.1.8 of the MAI guidelines.

3.7.5 EC accorded its ex-post-facto approval with an assistance of ₹63.15 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Assistance approved by EC	Revised Assistance
1	Air fare and hotel accommodation for 20 delegates	30.00	30.00
2	Venue cost including stall construction stall	16.25	26.00
3	Publicity cost of the event	3.25	3.25
4	Cost of catalogue and other material	1.95	1.95
5	Translation and interpreter charges	1.95	1.95
	Total	53.40	63.15

Item No. 8: Proposal of FICCI for organizing participation at made in SAARC exhibition at Pragati Maidan, New Delhi from 21-24 February 2013.

3.8.1 The total estimated cost of the project for 2013-14 is ₹452.00 lakhs. The total MAI assistance sought for 2013-14 is ₹412.50 lakhs.

3.8.2 The proposed activities to be undertaken under the project is to organize participation at made in SAARC exhibition at Pragati Maidan, New Delhi from 21-24 February 2013. The FICCI has proposed to organize the event by inviting 70 foreign delegates. 100 exhibitors form SAARC countries displaying products from various sectors, business conclave and cultural evening. Develop business opportunity across sectors of mutual interest, enhance intraregional trade, creating economic linkages between SAARC countries. Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.

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

3.8.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹300.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.

3.8.5 EC accorded its ex-post-facto approval with an assistance of ₹300.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue charges including other organizing expenses	300.00	195.00
2	Publicity through advertisements, promotion of events in SAARC countries, printing & designing of background paper, brochures and	100.00	53.00

	other related expenses		
3	Air fare, hotel accommodations for 70 foreign delegates	52.00	52.00
	Total	452.00	300.00

Item No. 9: Proposal of CII for organizing "India Show" in Kuala Lumpur, Malaysia during April 2013.

- 3.9.1 The total estimated cost of the project for 2013-14 is ₹470.00 lakhs. The total MAI assistance sought for 2013-14 is ₹414.90 lakhs.
- 3.9.2 The proposed activities to be undertaken under the project is to organize participation "India Show" in Kuala Lumpur, Malaysia during April 2013. The CII has proposed to organize the event with participation by 75 Indian exporters. CS & CITM has already approved, in-principle, the India Show event. The proposed activities include one-to-one Business meetings / BSMs, cultural programme, food festivals and India evening. Opening up of new market for export form India, identification of new sectors for exports and increase export to Malaysia which represents not only a domestic market people but also provides gateway to the connecting countries. Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.9.3 FT (EA) Division, DOC has recommended the proposal.
- 3.9.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹414.90 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.9.5 EC accorded its ex-post-facto approval with an assistance of ₹414.90 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(Amount in ₹)			
Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance Under para 7.1.2 and para 4.4 of the MAI Guidelines @ 90%
1	Venue related cost	3,50,00,000	3,15,00,000
2	Publicity expenses including PR agency charges	55,00,000	49,50,000
3	Printing & stationery (Doc. Pack for delegates, catalogue, promotional mailers etc.)	20,00,000	18,00,000
4	Interpretation / translation charges	10,00,000	90,000
5	B to b meetings	35,00,000	31,50,000
	Total	4,70,00,000	4,14,90,000

Item No. 10: Proposal of CII for organizing "India Show" in Daar-es-salaam, Tanzania during June 2013.

3.10.1 The total estimated cost of the project for 2013-14 is ₹512.00 lakhs. The total MAI assistance sought for 2013-14 is ₹460.80 lakhs.

3.10.2 The proposed activities to be undertaken under the project is to organize participation "India Show" in Daar-es-salaam, Tanzania during June 2013. The CII has proposed to organize the event with participation by 75 Indian exporters. CS & CITM has already approved, in-principle, the India Show event. The proposed activities include one-to-one Business meetings / BSMs, cultural programme, food festivals and India evening. Opening up of new market for export from India, identification of new sectors for exports and increase export which represents not only a domestic market people but also provides gateway to the connecting countries. Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.

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

3.10.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹460.80 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.

3.10.5 EC accorded its ex-post-facto approval with an assistance of ₹460.80 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 4.4 of the MAI Guidelines
1	Venue related expenses	350.00	315.00
2	Publicity expenses including PR agency charges	60.00	54.00
3	Printing & stationery (pack for delegates, catalogue, promotional mailers etc.	25.00	22.50
4	Interpreter/translation charges	10.00	9.00
5	B to B meetings	67.00	60.30
	Total	512.00	460.80

Item No. 11: Proposal of EEPC for Reimbursement of expenses for the legal consultant in Anti Dumping investigation to Ms. Lakshmi Kumaran & Sridharan.

3.11.1 The total estimated cost of the project for 2012-13 is ₹0.97 lakhs. The total MAI assistance sought for 2012-13 is ₹0.97 lakhs.

3.11.2 The proposed activities to be undertaken under the project is to Reimbursement of expenses for the legal consultant in Anti Dumping investigation to Ms. Lakshmi Kumaran & Sridharan for services rendered in preparing GOIs response on the questionnaires relating

to the Anti-dumping investigation by the Mexican authorities on import of Sodium Dicloxaciloin from India. Ms. Lakshmi Kumaran & Sridharan have informed that they prepared & filed the consultation request on behalf of GOI and the same was accepted by Mexican authorities. However, they refused to take on record the written submission on the ground that GOI has not acted one earlier occasion. Assistance is admissible under para 7.3.3 and para 4.4 of the MAI guidelines.

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

3.11.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹0.97 lakhs under para 7.3.3 and para 4.4 of the MAI guidelines.

3.11.5 EC accorded its ex-post-facto approval with an assistance of ₹0.97 lakhs under para 7.3.3 and para 4.4 of the MAI guidelines.

Item No. 12: Proposal of CII for organizing 9th Conclave on India Africa Project partnership at New Delhi during March 2013.

3.12.1 The total estimated cost of the project for 2012-13 is ₹195.00 lakhs. The total MAI assistance sought for 2012-13 is ₹85.00 lakhs.

3.12.2 The proposed activities to be undertaken under the project is to organize participation 9th Conclave on India Africa Project partnership at New Delhi during March 2013. The Council has proposed to organize the event by inviting 50 buyers from African region and 500 Indian exhibitors. The event is very important one wherein many Ministers and head of States from African countries including industry leaders and leading importers from all over Africa participate. Assistance is admissible under para 7.1.8 of the MAI guidelines.

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

3.12.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹85.00 lakhs under para 7.1.8 of the MAI guidelines.

3.12.5 EC accorded its ex-post-facto approval with an assistance of ₹85.00 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure:

(₹ In lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance. recommend
1	Venue charges	120.00	50.00
2	Publicity	15.00	5.00
3	Cost of catalogue & other material	20.00	
4	Translation and interpreter charges	10.00	
5	Air fare and hotel expenses for 50 African visitors	30.00	30.00
	Total	195.00	85.00

Agenda Item No. 4

Item No. 1: Proposal of ICC for organizing India INVESTRADE in Nepal "An exposition & BSM" on energy sector at Kathmandu, Nepal during 26-28 November 2013.

- 4.1.1 The total estimated cost of the project for 2013-14 is ₹81.00 lakhs. The total MAI assistance sought for 2013-14 is ₹60.75 lakhs.
- 4.1.2 The proposed activities to be undertaken under the project is to organize India INVESTRADE in Nepal "An exposition & BSM" on energy sector at Kathmandu, Nepal during 26-28 November 2013. The Council is planning to participate in the event with 6 participants. Promoting export of commodities under consideration to Nepal. Promoting Brand India in Nepal for Indian Products by focused publicity. Handholding of Indian exporters to Nepal by providing them a platform to interact and help them to understand the country's need. Facilitating dialogues between the government officials of India and Nepal & helping them to further fine-tune the policies related to reality construction. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.1.3 FT (SA) Division, DoC has recommended the proposal.
- 4.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹25.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 20.00 lakhs for venue and other ₹ 5.00 lakhs for admissible expenses) subject to ICC ensuring participation of 45 Indian exporters.
- 4.1.5 EC approved the proposal with MAI assistance of ₹25.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 20.00 lakhs for venue and other ₹ 5.00 lakhs for admissible expenses) subject to ICC ensuring participation of 45 Indian exporters.

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 BSM	7.00	4.55	20.00
2	Venue cost for the conference	2.50	1.62	
3	Venue cost for the exhibition	7.50	4.87	
4	Organizing expenses for BSM	20.00	13.00	5.00
5	Organizing expenses for the conference	6.00	3.90	
6	Organizing expenses for the exhibition	15.00	9.75	
7	Printing of catalogues and other material	8.00	5.20	
8	Publicity campaign	15.00	9.75	
	Total	81.00	52.64	25.00

Item No. 2: Proposal of ICC for organizing Indian participation at Expocomer 2014 from 19-22 March 2014 at Allapa Convention Centre, Panama.

- 4.2.1 The total estimated cost of the project for 2013-14 is ₹57.64 lakhs. The total MAI assistance sought for 2013-14 is ₹37.47 lakhs.
- 4.2.2 The proposed activities to be undertaken under the project is to organize Indian participation at Expocomer 2014 from 19-22 March 2014 at Allapa Convention Centre, Panama. The Council is planning to participate in the event with 30 participants. Expocomer 2014 is a Multi-Sector trade exhibition for food items, textiles, construction, technology and services. ICC identified the event to tap the LAC markets in view to penetrate the trend of increasing share of India's export. The proposed event Expocomer 2014 provides ample business opportunities to Indian exhibitors. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.2.3 FT(LAC) Division, DoC has recommended the proposal.
- 4.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹26.90 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 24.46 lakhs for venue and other ₹ 2.44 lakhs for admissible expenses) subject to ICC ensuring participation of 30 Indian exporters.
- 4.2.5 EC approved the proposal with MAI assistance of ₹26.90 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 24.46 lakhs for venue and other ₹ 2.44 lakhs for admissible expenses) subject to ICC ensuring participation of 30 Indian exporters.

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 and space cost	37.64	24.46	24.46
2	Printing	5.00	3.25	
3	Publicity cost for India and foreign print media	10.00	6.50	
4	Postage, courier, ISD/STD, local transportation, transportation & Interpreters Charges Misc.	5.00	3.25	2.44
	Total	57.64	37.46	26.90

Item No. 3: Proposal of FIEO for organizing India pavilion at Vietnam Expo 2013 from November 28 to December 1, 2013 at Ho Chi Minh City, Vietnam.

- 4.3.1 The total estimated cost of the project for 2013-14 is ₹38.30 lakhs. The total MAI assistance sought for 2013-14 is ₹24.89 lakhs.
- 4.3.2 The proposed activities to be undertaken under the project is organizing India pavilion at Vietnam Expo 2013 from November 28 to December 1, 2013 at Ho Chi Minh City, Vietnam

and Buyer Seller Meet with 30 Indian exhibitors from different sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.3.3 FT (EA) Division, DOC has recommended the proposal.

4.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹24.89 Lakhs under para 7.1.2 of the MAI guidelines. (₹22.75 for venue and ₹ 2.14 lakhs for other admissible expenses) subject to FIEO ensuring participation of 30 Indian exporters.

4.3.5 EC approved the proposal with MAI assistance of ₹24.89 Lakhs under para 7.1.2 of the MAI guidelines. (₹22.75 for venue and ₹ 2.14 lakhs for other admissible expenses) subject to FIEO ensuring participation of 30 Indian exporters.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%
1	Venue cost including organizing expenditure	35.00	22.75
2	Publicity cost	2.00	1.30
3	Printing of catalogues /brochures	0.80	0.52
4	Interpreter/Translators charges	0.50	0.32
	Total Expenditure	38.30	24.89

Item No. 4: Proposal of FIEO for organizing Indian participation in China Import and Export Fair(CANTON) at China (113th session, Phase-I from 15-19 April, 2013 and Phase-III from 1-5 May, 2013), (114th session, Phase-I from 15-19 October, 2013 and Phase-III from 31 October to 04 November, 2013).

4.4.1 The total estimated cost of the project for 2013-14 is ₹558.00 lakhs. The total MAI assistance sought for 2013-14 is ₹362.70 lakhs.

4.4.2 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 100 exhibitors (40 each in 113th and 114th session). The fair will provide the much need support of the SME sector to reach out to the global audience. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.4.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exporters each for phase I of Canton Fair i.e. 15-19 April 2013 and 15-19 October 2013.

4.4.6 EC directed FIEO and JS, FT(NEA) to analyze export potential of products for China and directed that the proposal be examined by FT (NEA) Division on file.

Item No. 5: Proposal of SGEPC for organizing participation in ISPO 2014 at Munich, Germany during January 2014.

- 4.5.1 The total estimated cost of the project for 2013-14 is ₹260.00 lakhs. The total MAI assistance sought for 2013-14 is ₹234.00 lakhs.
- 4.5.2 The proposed activities to be undertaken under the project is to organize participation in ISPO 2014 at Munich, Germany during January 2014. Exact date of the event has not been mentioned by the Council. The Council is planning to participate in the event with 40 participants. 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.
- 4.5.3 EP(LSG) Division, DoC has recommended the proposal.
- 4.5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹180.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines. (₹160.00 for venue and ₹ 20.00 lakhs for other admissible expenses) subject to SGEPC ensuring participation of 40 Indian exporters.
- 4.5.5 EC approved the proposal with MAI assistance of ₹180.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines. (₹160.00 for venue and ₹ 20.00 lakhs for other admissible expenses) subject to SGEPC ensuring participation of 40 Indian exporters.

Estimated Expenditure:

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	(₹In Lakhs)
				MAI assistance recommended
1	Venue / stall related expenditure	230.00	207.00	160.00
2	Publicity cost	20.00	18.00	20.00
3	Cost of catalogues and brochures	5.00	4.50	
4	Translation and interpreter	5.00	4.50	
	Total	260.00	234.00	180.00

Item No. 6: Proposal of SGEPC for organizing participation in Spielwarenmesse International Toy Fair 2014 at Germany February 2014.

- 4.6.1 The total estimated cost of the project for 2013-14 is ₹116.50 lakhs. The total MAI assistance sought for 2013-14 is ₹104.85 lakhs
- 4.6.2 The proposed activities to be undertaken under the project is to organize participation in Spielwarenmesse International Toy Fair 2013 at Nuremberg, Germany February 2014. Exact date of the event has not been mentioned by the Council. The Council is planning to participate in the event with 20 participants. 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.

4.6.3 EP(LSG) Division, DoC has recommended the proposal.

4.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines. (₹70.00 for venue and ₹ 10.00 lakhs for other admissible expenses) subject to SGEPC ensuring participation of 20 Indian exporters.

4.6.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines. (₹70.00 for venue and ₹ 10.00 lakhs for other admissible expenses) subject to SGEPC ensuring participation of 20 Indian exporters.

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	100.00	90.00	70.00
2	Publicity cost	10.00	9.00	10.00
3	Cost of catalogues and brochures	3.00	2.70	
4	Translation and interpreter	3.50	3.15	
	Total	116.50	104.85	80.00

Item No. 7: Proposal of SGEPC for organizing participation in Hong Kong Toy & Games Fair at Hong Kong during February 2014.

4.7.1 The total estimated cost of the project for 2013-14 is ₹57.00 lakhs. The total MAI assistance sought for 2013-14 is ₹51.30 lakhs

4.7.2 The proposed activities to be undertaken under the project is to organize participation in Hong Kong Toy & Games Fair at Hong Kong during 2014 February 2014. Exact date of the event has not been mentioned by the Council. The Council is planning to participate in the event with 10 participants. 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.

4.7.3 EP(LSG) Division, DoC has recommended the proposal.

4.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines. (₹25.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to SGEPC ensuring participation of 15 Indian exporters.

4.7.5 EC rejected the proposal and directed SGEPC to organize a fair at Iran, as part of India Show being coordinated by FIEO.

Item No. 8: Proposal of Plastic EPC for organizing RBSM to coincide with Poly India 2013 during 25-27 April 2013 at Chennai.

- 4.8.1 The total estimated cost of the project for 2013-14 is ₹54.00 lakhs. The total MAI assistance sought for 2013-14 is ₹45.60 lakhs.
- 4.8.2 The proposed activities to be undertaken under the project is to organize RBSM to coincide with Poly India 2013 during 25-27 April 2013 at Chennai with 250 Indian exhibitors and 35 foreign buyers including journalist 15 buyers from the American continent and about 20 from other countries. The participants are likely to be from a wide cross – section of plastic industry generally covering flexible packaging materials, master batches and a variety of other moulded and extruded goods. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.8.3 EP (CAP) Division, DOC has recommended the proposal.
- 4.8.4 SC directed the representative of Plastic EPC that they will get airfare / hotel accommodation charges for foreign buyers only and not for journalists.
- 4.8.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹35.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹30.00 for air fare / hotel expenses for 35 foreign buyers ₹ 5.00 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 35 foreign buyers and 250 Indian exhibitors.
- 4.8.6 EC approved the proposal with MAI assistance of ₹35.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹30.00 for air fare / hotel expenses for 35 foreign buyers ₹ 5.00 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 35 foreign buyers and 250 Indian exhibitors.

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 / hotel expenses for a maximum of 35 (including journalist) based on 15 buyers from the American continent and about 20 from other countries	30.00	30.00	30.00
2	Venue Charges	8.00	5.20	5.00
3	Promotional brochures & publicity costs	12.00	7.80	
4	Interpreter/Translators charges	4.00	2.60	
	Total Expenditure	54.00	45.60	35.00

Item No. 9: Proposal of Plastic EPC for organizing Indian Participation in K-2013 during 16-23 October 2013 at Dusseldorf, Germany.

- 4.9.1 The total estimated cost of the project for 2013-14 is ₹138.00 lakhs. The total MAI assistance sought for 2013-14 is ₹87.10 lakhs.
- 4.9.2 The proposed activities to be undertaken under the project is to organize Indian Participation in K-2013 during 16-23 October 2013 at Dusseldorf, Germany with 15 Indian exhibitors. The participants are likely to be from plastic machinery / moulds and dies and rubber products respectively. The K Fair attracts a large audience from all facets of plastic industry not only from Germany, but also from all countries in Europe and around the globe. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.9.3 EP (CAP) Division, DOC has recommended the proposal.
- 4.9.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹55.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to Plastic EPC ensuring participation of 15 Indian exporters.**
- 4.9.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 15 Indian exporters.**

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 costs and related expenses	120.00	78.00	45.00
2	Other organizing cost like publicity etc	10.00	6.50	5.00
3	Catalogues & publicity materials	4.00	2.60	
4	Deputation of one Council officials	4.00	Not admissible	
	Total Expenditure	138.00	87.10	50.00

Item No. 10: Proposal of HEPC for organizing National level participation in Hong Kong International Hometextile Fair at Hong Kong during April 2013.

- 4.10.1 The total estimated cost of the project for 2013-14 is ₹193.08 lakhs. The total MAI assistance sought for 2013-14 is ₹130.30 lakhs.
- 4.10.2 The proposed activities to be undertaken under the project is to organize National level participation in Hong Kong International Hometextile Fair at Hong Kong during April 2013. The Council is planning to participate in the event with 40 participants. The exact date has not been mentioned by Council. HEPC would obtain raw space directly from the fair authorities and develop a Indian Hand-woven pavilion in order to create the Brand Image

of Indian Hand-woven at a grand scale. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.10.3 EP(Textile) Division, DOC & Ministry of Textiles has recommended the proposal.

4.10.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹90.00 for venue and ₹ 10.00 lakhs for other admissible expenses) **subject to HEPC ensuring participation of 40 Indian exporters.**

4.10.5 EC deferred consideration of the proposal.

Item No. 11: Proposal of HEPC for organizing National level participation in Heimtextil 2014 at Frankfurt, Germany during January 2014.

4.11.1 The total estimated cost of the project for 2013-14 is ₹398.70 lakhs. The total MAI assistance sought for 2013-14 is ₹273.95 lakhs.

4.11.2 The proposed activities to be undertaken under the project is to organize National level participation in Heimtextil 2014 at Frankfurt, Germany during January 2014. The Council is planning to participate in the event with 50 participants. The exact date has not been mentioned by Council. HEPC would obtain raw space directly from the fair authorities and develop a Indian Hand-woven pavilion in order to create the Brand Image of Indian Hand-wovens at a grand scale Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.11.3 EP(Textile) Division, DOC & Ministry of Textiles has recommended the proposal.

4.11.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹160.00 for venue and ₹ 15.00 lakhs for other admissible expenses) **subject to HEPC ensuring participation of 50 Indian exporters.**

4.11.5 EC deferred consideration of the proposal and directed JS (Exports), M/o Textiles to re-look at the individual participation of textiles councils in all the fairs. A combination of textiles products should be showcased in international fairs.

Item No. 12: Proposal of HEPC for organizing India International Hand-woven Fair (RBSM) at Chennai during March 2014.

4.12.1 The total estimated cost of the project for 2013-14 is ₹313.00 lakhs. The total MAI assistance sought for 2013-14 is ₹245.45 lakhs.

4.12.2 The proposed activities to be undertaken under the project is to organize India International Hand-woven Fair (RBSM) at Chennai during March 2014. The Council is planning to invite 150 foreign buyers. The number of Indian exhibitors participating in the event has not been mentioned. The exact date has also not been mentioned by Council. Assistance is admissible under para 7.1.8 of the MAI guidelines.

4.12.3 EP(Textile) Division, DOC & Ministry of Textiles has recommended the proposal.

4.12.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹90.00 for venue, ₹ 75.00 lakhs for to and

fro travel expenses + accommodation charges for 100 foreign buyers and ₹ 10.00 lakhs for other admissible expenses) subject to HEPC ensuring participation of 100 foreign buyers and 200 Indian exhibitors.

4.12.5 EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹90.00 for venue, ₹ 75.00 lakhs for to and fro travel expenses + accommodation charges for 100 foreign buyers and ₹ 10.00 lakhs for other admissible expenses) subject to HEPC ensuring participation of 100 foreign buyers and 200 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 of the MAI Guidelines @ 65%	MAI assistance recommended
1	Venue cost including construction of stalls, designing, event management expenses etc	150.00	97.50	90.00
2	To and fro travel expenses + accommodation charges for buyers from abroad	120.00	120.00	75.00
3	Publicity cost	30.00	19.50	10.00
4	Translation and interpreter charges	3.00	1.95	
5	Cost of catalogue and other promotion materials	10.00	6.50	
	Total	313.00	245.45	175.00

Item No. 13: Proposal of WOOLTEXPRO for organizing participation in Apparel & Textile Show, South Africa 2013 during November 2013.

4.13.1 The total estimated cost of the project for 2013-14 is ₹120.00 lakhs. The total MAI assistance sought for 2013-14 is ₹78.00 lakhs.

4.13.2 The proposed activities to be undertaken under the project is to organize participation in Apparel & Textile Show, South Africa 2013 during November 2013. The Council is planning to participate in both the events with 30 participants. The exact date has not been mentioned by Council. Focus products are wool tops, woollen/ worsted / shoddy yarn, woollen and worsted fabrics, shawls, tweeds, blazers, upholstery, furnishing fabrics, woollen and acrylic mink blankets, woollen felts, machine-made carpets and woollen readymade garments. Substantially increasing India's market share in South Africa. Promote Brand India image in South Africa. Improve confidence among South African importers about Indian supply capabilities and promote joint ventures in textiles. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.13.3 M/o Textiles has recommended the proposal.

4.13.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other

admissible expenses) subject to Wooltexpro ensuring participation of 30 Indian exporters.

4.13.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Wooltexpro ensuring participation of 30 Indian exporters.

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 including organizing expenses	101.00	65.65	45.00
2	Publicity cost for the event	9.00	5.85	5.00
3	Cost of the catalogues and other material	8.00	5.20	
4	Translation and interpreter charges	2.00	1.30	
	Total	12.00	78.00	50.00

Item No. 14: Proposal of TEXPROCIL for organizing National level participation in Intertextile Apparel Fabric & Yarn Expo Fair at Shanghai, China during October 2013.

4.14.1 The total estimated cost of the project for 2011-12 is ₹149.78 lakhs. The total MAI assistance sought for 2011-12 is ₹97.36 lakhs.

4.14.2 The proposed activities to be undertaken under the project include organizing National level participation in Intertextile Apparel Fabric & Yarn Expo Fair at Shanghai, China during October 2013 with at least 40 participants from all textile related Council. The exact date of the event has not been mentioned by Texprocil. The main objective is to boost exports and to promote Indian textiles in the Far East market. Texprocil proposed to organize group participation. This is one of the foremost textiles shows, featuring leading global suppliers of Apparel Fabrics and Yarns targeting top brands and importers in China and entire Far Eastern Market. Assistance has been sought under para 7.1.2 of the MAI guidelines.

4.14.3 M/o Textiles has recommended the proposal.

4.14.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹55.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 40 Indian exporters.

4.14.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹55.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 40 Indian exporters.

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	Space rental, electricity load etc	116.64	75.81	55.00
2	Display accessories at the stalls (shelves, hanger rails, mannequins, grills etc)	6.48	Not admissible	5.00
3	Banners, standees etc to be made and sent from India	5.00	3.25	
4	Overseas publicity, advertisement etc	10.80	7.02	
5	Organizing expenses	2.70	1.75	
6	Translation & interpreter charges	2.16	1.40	
7	Printing of publicity material	6.00	3.90	
	Total	149.78	93.13	60.00

Item No. 15: Proposal of TEXPROCIL for organizing National Level participation in Australian International Sourcing Fair at Melbourne, Australia during November 2013.

4.15.1 The total estimated cost of the project for 2011-12 is ₹282.75 lakhs. The total MAI assistance sought for 2011-12 is ₹183.79 lakhs.

4.15.2 The proposed activities to be undertaken under the project include organizing National level participation in Australia International Sourcing Fair at Melbourne, Australia during November 2013 with at least 50 participants. The exact date of the event has not been mentioned by Texprocil. Increase in India's market share in Australia. Promote Brand India image in Australian consumer market, improve confidence among importers about Indian supply capabilities and promote joint ventures in home textiles and apparel sector. Assistance has been sought under para 7.1.2 of the MAI guidelines.

4.15.3 M/o Textiles has recommended the proposal.

4.15.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹140.00 for venue and ₹ 10.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 100 Indian exporters.

4.15.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹190.00 for venue and ₹ 10.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 150 Indian exporters.

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	220.00	143.00	190.00
2	Publicity cost for the event	27.50	17.87	

3	Cost of the catalogues and other material	18.75	12.18	10.00
4	Other organizing expenses	16.50	10.72	
	Total	282.75	183.77	200.00

Item No. 16: Proposal of EPCH for organizing Indian participation in AMBIENTE at Frankfurt, Germany during 14-18 February, 2014.

4.16.1 The total estimated cost of the project for 2013-14 is ₹173.10 lakhs. The total MAI assistance sought for 2013-14 is ₹155.79 lakhs.

4.16.2 The proposed activities to be undertaken under the project is organizing participation in AMBIENTE at Frankfurt, Germany during February, 2013 with 50 Indian exporters. 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.

4.16.3 Ministry of Textiles have recommended the proposal.

4.16.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 100.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines. (₹ 90.00 venue and ₹ 10.00 lakhs for other admissible expenses) subject to EPCH ensuring participation of 50 Indian participants.

4.16.5 EC deferred consideration of the proposal. ED, EPCH requested for opening of a warehouse in Montevideo, Uruguay. EC directed JS, FT (LAC) to examine the request for opening of the warehouse at Montevideo, Uruguay.

Item No. 17: Proposal of Carpet EPC for organizing national level participation in Domotex 2014 in Hannover, Germany during January 2014.

4.17.1 The total estimated cost of the project for 2013-14 is ₹530.00 lakhs. The total MAI assistance sought for 2013-14 is ₹477.00 lakhs.

4.17.2 The proposed activities to be undertaken under the project is to organize national level participation in Domotex 2014 in Hannover, Germany during January 2014. The Council is planning to participate in the event with 180 registered exporters-members. The exact date has not been mentioned by Council. Participation in the fair is likely to increase both quantitatively and qualitatively. Participation in Domotex 2014 is likely to generate business over US\$ 150 million. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.17.3 M/o Textiles has recommended the proposal.

4.17.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 300.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines. (₹270.00 for venue and ₹

30.00 lakhs for other admissible expenses) subject to Carpet EPC ensuring participation of 150 Indian participants.

4.17.5 EC deferred consideration of the proposal.

Item No. 18: Proposal of Carpet EPC for organizing India Carpet Expo at Varanasi, Uttar Pradesh during October 2013.

4.18.1 The total estimated cost of the project for 2013-14 is ₹513.75 lakhs. The total MAI assistance sought for 2013-14 is ₹485.25 lakhs.

4.18.2 The proposed activities to be undertaken under the project is to organize India Carpet Expo at Varanasi, Uttar Pradesh during October 2013. The Council is planning to invite 280 foreign buyers (75 from American continent and 205 from other countries) and 250 Indian exhibitors. The exact date has not been mentioned by Council. The proposal envisages inviting buyers from all over the world who are dealing with Handmade Carpets and other floor coverings which is a focused product for export. The participation in the fair is likely to increase both quantitatively and qualitatively which would enhance job opportunities in rural sector. The fair is likely to generate a business over ₹ 300 crores. The unit value realization is expected to improve at least by 10 %. Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.

4.18.3 M/o Textiles has recommended the proposal.

4.18.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 225.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines. (₹112.50 for international travelling and hotel stay for buyers, ₹ 100.00 venue and ₹ 12.50 lakhs for other admissible expenses) subject to Carpet EPC ensuring participation of 150 foreign buyers and 200 Indian participants.

4.18.5 EC approved the proposal with MAI assistance of ₹ 225.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines. (₹75.00 for international travelling and hotel stay for buyers, ₹ 130.00 venue and ₹ 20.00 lakhs for other admissible expenses) subject to Carpet EPC ensuring participation of 150 foreign buyers and 200 Indian participants.

Estimated Expenditure:

(₹ In Lakhs)				
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Cost of international travelling and hotel stay for buyers	228.75	228.75	75.00
2	Venue cost, and other organizing / administrative expenses etc.	210.00	189.00	130.00
3	Publicity for branding Indian Handmade Carpets and Fair promotion etc.	75.00	67.50	20.00
	Total	513.75	485.25	225.00

Item No. 19: Proposal of Carpet EPC for organizing India Carpet Expo at New Delhi during Feb /March 2014.

- 4.19.1 The total estimated cost of the project for 2013-14 is ₹537.50 lakhs. The total MAI assistance sought for 2013-14 is ₹507.00 lakhs.
- 4.19.2 The proposed activities to be undertaken under the project is to organize India Carpet Expo at New Delhi during Feb / March 2014. The Council is planning to invite 135 foreign buyers (75 from American continent and 210 from other countries) and 200 Indian exhibitors. The exact date has not been mentioned by Council. The proposal envisages inviting buyers from all over the world who are dealing with Handmade Carpets and other floor coverings which is a focused product for export. The participation in the fair is likely to increase both quantitatively and qualitatively which would enhance job opportunities in rural sector. The fair is likely to generate a business over ₹ 200 crores. The unit value realization is expected to improve at least by 10 %. Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 4.19.3 M/o Textiles has recommended the proposal.
- 4.19.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 225.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines. (₹112.50 for international travelling and hotel stay for buyers, ₹ 100.00 venue and ₹ 12.50 lakhs for other admissible expenses) **subject to Carpet EPC ensuring participation of 150 foreign buyers and 200 Indian participants.**
- 4.19.5 EC approved the proposal with MAI assistance of ₹ 225.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines. (₹75.00 for international travelling and hotel stay for buyers, ₹ 130.00 venue and ₹ 20.00 lakhs for other admissible expenses) **subject to Carpet EPC ensuring participation of 150 foreign buyers and 200 Indian participants.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance recommended
1	Cost of international travelling and hotel stay for buyers	232.50	232.50	75.00
2	Venue cost, and other organizing / administrative expenses etc.	230.00	207.00	130.00
3	Publicity for branding Indian Handmade Carpets and Fair promotion etc.	75.00	67.50	20.00
	Total	537.50	507.00	225.00

Item No. 20: Proposal of ESC EPC for organizing participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during 8-10 May 2013.

4.20.1 The total estimated cost of the project for 2013-14 is ₹75.26 lakhs. The total MAI assistance sought for 2013-14 is ₹45.99 lakhs.

4.20.2 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during 8-10 May 2013. The Council is planning to participate with 10 exporters in the event. The show is very important as it covers almost all the important IT sectors and has the following sub components like software development expo, data warehouse and CRM expo, embedded systems expo, RFID expo, direct marketing expo, web and mobile marketing expo, green IT expo, cloud computing expo and Smartphone and mobile expo. Participation in Japan IT week by the Indian companies will help them to build on relationships, demonstrate their products and services. Exhibitions provide SME's and excellent platform for direct marketing of their products. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.20.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹55.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 15 Indian exporters.

4.20.4 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹55.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 15 Indian exporters.

Estimated Expenditure:

				(Amount in ₹)
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines	MAI assistance recommended
1	Venue cost and organizing expenses	69,75,000	45,33,750	55.00
2	Catalogue and other material	1,00,000	65,000	5.00
3	Translation and interpreter charges	1,200	780	
4	Deputation of ESC officials	2,00,000	Not admissible	
5	Mobilizing expenses of participation in India	1,50,000	Not admissible	
6	Local transportation, local sim, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	1,00,000	Not admissible	
	Total	75,26,200	45,99,530	60.00

Item No. 21: Proposal of ESC EPC for organizing participation of Indian ICT companies in CeBIT Australia at Sydney from 28-30 May 2013.

4.21.1 The total estimated cost of the project for 2013-14 is ₹132.92 lakhs. The total MAI assistance sought for 2013-14 is ₹82.49 lakhs.

4.21.2 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in CeBIT Australia at Sydney during May 2013. The exact date of the event has not been mentioned by Council. The Council is planning to participate with 20 exporters for the event. Mobilization drive to be launched among Indian IT exporters to consider participation in this event for entry into the Australian market or to identify the customers / end – user industry and explore the new market segments to enlarge their market share. Increase the visibility of the Indian IT software development and innovative IT services / ITES providing capability profiles to prospective IT customers. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.21.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹80.00 for venue and ₹ 10.00 lakhs for other admissible expenses) **subject to ESC EPC ensuring participation of 30 Indian exporters.**

4.21.5 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹80.00 for venue and ₹ 10.00 lakhs for other admissible expenses) **subject to ESC EPC ensuring participation of 30 Indian exporters**

Estimated Expenditure:

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines	(₹ In Lakhs)
				MAI assistance recommended
1	Venue cost and organizing expenses	1,24,93,000	81,20,450	80.00
2	Catalogue and other material	1,00,000	65,000	10.00
3	Translation and interpreter charges	99,200	64,480	
4	Deputation of ESC officials	3,50,000	Not admissible	
5	Mobilizing expenses of participation in India	1,50,000	Not admissible	
6	Local transportation, local sim, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	1,00,000	Not admissible	
	Total	1,32,92,200	82,49,930	90.00

Item No. 22: Proposal of ESC EPC for organizing participation of Indian Electronics & IT software and services companies in Gitex, 2013, Dubai during October 2013.

4.22.1 The total estimated cost of the project for 2013-14 is ₹173.10 lakhs. The total MAI assistance sought for 2013-14 is ₹108.29 lakhs.

4.22.2 The proposed activities to be undertaken under the project is to organize participation of Indian Electronics & IT software and services companies in Gitex, 2013, Dubai during

October 2013. The exact date of the event has not been mentioned by Council. The Council is planning to participate with 35 exporters for the event. To network with the potential buyers at the event, identify their specific ICT outsourcing requirements, demonstrate ICT service capability profiles, discuss service delivery models, the price and explore the possibility of business cooperation. It will enable the Indian SMEs to identify the customers and their requirements in terms of specification. It will also provide them with sufficient inputs to fine tune their export strategy. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.22.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹90.00 for venue and ₹ 10.00 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 35 Indian exporters.

4.22.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹90.00 for venue and ₹ 10.00 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 35 Indian exporters.

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	1,57,50,000	1,02,37,500	90.00
2	Catalogue and other material	7,80,000	5,07,000	10.00
3	Translation and interpreter charges	1,20,000	78,000	
4	Publicity cost	10,000	6,500	
4	Deputation of ESC officials	3,50,000	Not admissible	
5	Mobilizing expenses of participation in India	1,00,000	Not admissible	
6	Local transportation, local sim, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	2,00,000	Not admissible	
	Total	1,73,10,000	1,08,29,000	100.00

Item No. 23: Proposal of ESC EPC for organizing participation of Indian ICT companies in CeBIT 2014 at Hannover, Germany during March 2014.

4.23.1 The total estimated cost of the project for 2013-14 is ₹138.54 lakhs. The total MAI assistance sought for 2013-14 is ₹86.15 lakhs.

4.23.2 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in CeBIT 2014 at Hannover, Germany during March 2014. 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.

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

4.23.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹70.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ESC EPC ensuring participation of 25 Indian exporters.**

4.23.5 EC rejected the proposal.

Item No. 24: Proposal of ACMA for organizing National level participation at Automechanika 2013, at Johannesburg, South Africa during 8-11 May 2013.

4.24.1 The total estimated cost of the project for 2013-14 is ₹49.75 lakhs. The total MAI assistance sought for 2013-14 is ₹29.99 lakhs.

4.24.2 The proposed activities to be undertaken under the project include organizing National level participation at Automechanika 2013, at Johannesburg, South Africa during 8-11 May 2013 with at least 15 participants. The exhibitions are the best place to introduce the achievements and developments of a company. In addition, the exhibition brings together experts, representatives of government, professional associations, manufacturers and finally customers and clients. Project India as a destination for investment and opportunity to the Global OEMs / Tier 1s, help in building new contacts for possible partnership through JV / Technology venture. Enhance business linkages. Assistance has been sought under para 7.1.2 of the MAI guidelines.

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

4.24.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹29.00 for venue and ₹ 1.00 lakhs for other admissible expenses) **subject to ACMA ensuring participation of 20 Indian exporters.**

4.24.5 EC approved the proposal with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹29.00 for venue and ₹ 1.00 lakhs for other admissible expenses) **subject to ACMA ensuring participation of 20 Indian exporters.**

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	45.50	29.57	29.00
2	Cost of the catalogues and other material	0.65	0.42	
3	Organizing expenses: publicity in India for mobilization (gifts, professional fees,	0.70	Not sought by ACMA	1.00

	telephone / fax / mail to members, postage and courier etc)			
4	Others (freight forwarding, travel, stay etc.)	2.60	Not sought by ACMA	
	Total	49.45	29.99	30.00

Item No. 25: Proposal of ACMA for organizing National level participation at Automechanika 2013, at Dubai, UAE during 11-13 June 2013.

4.25.1 The total estimated cost of the project for 2013-14 is ₹54.47 lakhs. The total MAI assistance sought for 2013-14 is ₹34.16 lakhs.

4.25.2 The proposed activities to be undertaken under the project include organizing National level participation at Automechanika 2013, at Dubai, UAE during 11-13 June 2013 with at least 15 participants. This show will further enhance business linkages and has the potential to bring growth in exports. To catapult the global exports to achieve the export target of US\$ 29 billion by 2020, ACMA is working towards doubling export in the next 3 years. In order to synergies the efforts of ACMA, governments' support is pivotal to showcase the strength and capabilities of the Indian Auto Component Manufacturers with their global peers. Assistance has been sought under para 7.1.2 of the MAI guidelines.

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

4.25.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹29.00 for venue and ₹ 1.00 lakhs for other admissible expenses) **subject to ACMA ensuring participation of 20 Indian exporters.**

4.25.4 EC approved the proposal with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹29.00 for venue and ₹ 1.00 lakhs for other admissible expenses) subject to ACMA ensuring participation of 20 Indian exporters.

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	52.00	33.80	29.00
2	Cost of the catalogues and other material	0.55	0.35	1.00
3	Organizing expenses: publicity in India for mobilization (gifts, professional fees, telephone / fax / mail to members, postage and courier etc)	0.31	Not sought by ACMA	
4	Others (freight forwarding, travel, stay etc.)	1.61	Not sought by ACMA	
	Total	54.47	34.15	30.00

Item No. 26: Proposal of ACMA for organizing National level participation at MIMS powered by Automechanika Moscow 2013, at Russia, Moscow during 26-29 August 2013.

4.26.1 The total estimated cost of the project for 2013-14 is ₹48.95 lakhs. The total MAI assistance sought for 2013-14 is ₹29.67 lakhs.

4.26.2 The proposed activities to be undertaken under the project include organizing National level participation at MIMS powered by Automechanika Moscow 2013, at Russia, Moscow during 26-29 August 2013 with at least 15 participants. Project India as a destination for investment and opportunity to the Global OEMs / Tier 1s. Help in building new contacts for possible partnership through JV / technology venture. Enhance business linkages. Create or raise market awareness. Build relationship, establish or strengthen confidence among potential buyers, showcase products and technologies, brings new opportunity for both OEM and aftermarket exports and will bring opportunities of networking with more than 4000 exhibitors globally. Assistance has been sought under para 7.1.2 of the MAI guidelines.

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

4.26.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹33.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹30.00 for venue and ₹ 3.00 lakhs for other admissible expenses) subject to ACMA ensuring participation of 25 Indian exporters.

4.26.5 EC approved the proposal with MAI assistance of ₹33.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹30.00 for venue and ₹ 3.00 lakhs for other admissible expenses) subject to ACMA ensuring participation of 25 Indian exporters.

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	45.00	29.25	30.00
2	Cost of the catalogues and other material	0.65	0.42	3.00
3	Organizing expenses: publicity in India for mobilization (gifts, professional fees, telephone / fax / mail to members, postage and courier etc)	0.70	Not sought by ACMA	
4	Others (freight forwarding, travel, stay etc.)	2.60	Not sought by ACMA	
	Total	48.95	29.67	33.00

Item No. 27: Proposal of ACMA for organizing participation at Agritechnica 2013, Hannover, Germany during 12-16 November 2013.

4.27.1 The total estimated cost of the project for 2013-14 is ₹67.00 lakhs. The total MAI assistance sought for 2013-14 is ₹41.30 lakhs.

4.27.2 The proposed activities to be undertaken under the project include organizing participation at Agritechnica 2013, Hannover, Germany during 12-16 November 2013 with at least 15 participants. ACMA is planning for organizing a group participation of its members at the Agritechnica 2013. ACMA is planning to block a space of 175 sqm in order to showcase the glowing capabilities of the Auto Component Industry to the Global market. Assistance has been sought under para 7.1.2 of the MAI guidelines.

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

4.27.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹36.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹33.00 for venue and ₹ 3.00 lakhs for other admissible expenses) subject to ACMA ensuring participation of 25 Indian exporters.

4.27.5 EC approved the proposal with MAI assistance of ₹36.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹33.00 for venue and ₹ 3.00 lakhs for other admissible expenses) subject to ACMA ensuring participation of 25 Indian exporters.

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	63.00	40.95	33.00
2	Cost of the catalogues and other material	0.55	0.35	
3	Organizing expenses: publicity in India for mobilization (gifts, professional fees, telephone / fax / mail to members, postage and courier etc)	0.75	Not sought by ACMA	3.00
4	Others (freight forwarding, travel, stay etc.)	2.70	Not sought by ACMA	
	Total	67.00	41.30	36.00

Item No. 28: Proposal of FICCI for organizing Asia Africa Agri Business Forum at New Delhi during 4-6 February, 2014.

4.28.1 The total estimated cost of the project for 2013-14 is ₹228.00 lakhs. The total MAI assistance sought for 2013-14 is ₹152.00 lakhs.

4.28.2 The proposed activities to be undertaken under the project is organizing Asia Africa Agri Business Forum at New Delhi during 4-6 February, 2014 Reverse Buyer Seller Meets of Asian & African business delegation in the sectors like dairy, fisheries and Horticulture with

160 African participants, 194 Asian Participants and 423 Indian participants. To project India as the primary economic power leading Asian trade and investment initiatives in agriculture and agribusiness in Africa. Increasing India's trade with African and Asian countries in agriculture and agribusiness. Provide a platform to Indian industry particularly SMEs in the food- processing sector explore business. Assistance has been sought under para 7.1.8 of the MAI guidelines.

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

4.28.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹90.00 for venue and ₹ 10.00 lakhs for other admissible expenses) **subject to FICCI ensuring participation of 160 African participants, 194 Asian Participants and 300-350 Indian participants.**

4.28.5 EC deferred consideration of the proposal. EC observed that cost for venue charges is too high and directed that the proposal be examined by FT(Africa) Division.

Item No. 29: Proposal of CII for organizing India Pavilion at Saudi Build in 2013 at Riyadh, Saudi Arabia during November 2013.

4.29.1 The total estimated cost of the project for 2013-14 is ₹81.35 lakhs. The total MAI assistance sought for 2013-14 is ₹52.87 lakhs.

4.29.2 The proposed activities to be undertaken under the project organizing India Pavilion at Saudi Build in 2013 at Riyadh, Saudi Arabia during November 2013 with 20-25 Indian Participants. The exact date of the event is not mentioned by CII. The primary objective of the India Pavilion is to provide a platform for suppliers of Building materials and Construction Equipment and Machinery from India to establish and maintain relations with key decision makers. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.29.3 FT(WANA) Division, DOC has recommended the proposal.

4.29.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹40.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to CII ensuring participation of 30 Indian exporters.**

4.29.5 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹40.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to CII ensuring participation of 30 Indian exporters.**

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 expenses	62.35	40.52	40.00
2	Publicity expenses	7.00	4.55	
3	Printing & stationery (Doc pack for	5.00	3.25	5.00

	delegates, catalogue, promotional mailers etc)			
4	Interpretation / Translation charges	2.00	1.30	
5	B2B meeting	5.00	3.25	
	Total	81.35	52.87	45.00

Item No. 30: Proposal of CII for organizing India Pavilion at Tripoli International Motor Show at Tripoli Libya during 28 October to 1st November 2013.

4.30.1 The total estimated cost of the project for 2013-14 is ₹98.67 lakhs. The total MAI assistance sought for 2013-14 is ₹64.13 lakhs.

4.30.2 The proposed activities to be undertaken under the project India Pavilion at Tripoli International Motor Show at Tripoli Libya during 28 October to 1st November 2013, with 25-30 Indian Participants. The exhibitors are mainly from parts and systems, accessories and tuning, repair and maintenance, IT and management and service station and car wash. Mobilize participation of India companies of reputed brands at the proposed show. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.30.3 FT(WANA) Division, DOC has recommended the proposal.

4.30.4 SC was informed by the representative of CII that in international motor show they also participate with the members of ACMA.

4.30.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to CII ensuring participation of 30 Indian exporters.

4.30.6 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to CII ensuring participation of 30 Indian exporters.

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 expenses	78.67	51.13	45.00
2	Publicity expenses	8.00	5.20	5.00
3	Printing & stationery (Doc pack for delegates, catalogue, promotional mailers etc)	5.00	3.25	
4	Interpretation / Translation charges	2.00	1.30	
5	B2B meetings	5.00	3.25	
	Total	98.67	64.13	

Item No. 31: Proposal of CII for organizing India Pavilion at Power + Water Middle East, Abu Dhabi, UAE during October 2013.

4.31.1 The total estimated cost of the project for 2013-14 is ₹133.75 lakhs. The total MAI assistance sought for 2013-14 is ₹86.93 lakhs.

4.31.2 The proposed activities to be undertaken under the project organizing India Pavilion at Power + Water Middle East, Abu Dhabi, UAE during October 2013 and with 20 Indian Participants. The exact date of the event is not mentioned by CII. The exhibitors are mainly from power generation, transmission & distribution, automation & controls, research & technology, energy efficiency, water & waste water treatment, water management & distribution, instrumentation & process control and water conservation. The primary objective of the India Pavilion is to provide a platform for suppliers of Power and Water equipment and technology from India to establish and maintain relations with key decision makers. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.31.3 FT(WANA) Division, DOC has recommended the proposal.

4.31.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to CII ensuring participation of 25 Indian exporters.**

4.31.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to CII ensuring participation of 25 Indian exporters.**

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 expenses	118.75	77.18	45.00
2	Publicity expenses	8.00	5.20	5.00
3	Printing & stationery (Doc pack for delegates, catalogue, promotional mailers etc)	5.00	3.25	
4	Interpretation / Translation charges	2.00	1.30	
	Total	133.75	86.93	50.00

Item No. 32: Proposal of CII for organizing India Pavilion at Enterprise India concurrently with Equip Auto 2013 at Paris, France during 16-20 October 2013.

4.32.1 The total estimated cost of the project for 2013-14 is ₹127.50 lakhs. The total MAI assistance sought for 2013-14 is ₹86.37 lakhs.

4.32.2 The proposed activities to be undertaken under the project organizing India Pavilion at Enterprise India concurrently with Equip Auto 2013 at Paris, France during 16-20 October 2013 with 40-45 Indian Participants. Opening up of new market for export from India, identification of new sectors for exports and increase export to France, which represent not only a domestic market of 75 million people but also provides gateway to the other

European, South European and African countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.32.3 FT(Europe) Division, DOC has recommended the proposal.

4.32.4 SC was informed by the representative of CII that in international motor show they also participate with the members of ACMA.

4.32.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to CII ensuring participation of 25 Indian exporters.

4.32.6 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹35.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to CII ensuring participation of 25 Indian exporters.

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 expenses	110.00	71.50	35.00
2	Printing & stationery (Doc pack for delegates, catalogue, promotional mailers etc)	5.00	3.25	5.00
3	Interpretation / Translation charges	2.50	1.62	
4	B2B meeting	10.00	6.50	
	Total	127.50	82.87	40.00

Item No. 33: Proposal of CII for Enhancing participation of India in Project Opportunities in Africa during March 2014 at New Delhi.

4.33.1 The total estimated cost of the project for 2013-14 is ₹205.00 lakhs. The total MAI assistance sought for 2013-14 is ₹135.00 lakhs.

4.33.2 The proposed activities to be undertaken under the project Enhancing participation of India in Project Opportunities in Africa during March 2014 at New Delhi with 50 African visitors number of Indian participants not mentioned by CII. The exact date of the event is not mentioned by CII. The primary objective of the conclave would be organizing BSM across industry sectors. Bring project opportunities from Africa to India. Focus on identified sectors. Enable India to emerge as a key partner in Africa's development processes by providing "competitive" and "appropriate" Technologies, Products and services. Facilitate and catalyze large-scale participation of Indian SME projects export in project opportunities in the private sector. Assistance is admissible under para 7.1.8 of the MAI guidelines.

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

4.33.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹85.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹45.00 for venue ₹ 30.00 lakhs for international air travel cost for 50 African visitors and ₹ 10.00 lakhs for other admissible expenses) subject to CII ensuring participation of 50 African visitors.

4.33.5 EC approved the proposal with MAI assistance of ₹85.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹45.00 for venue ₹ 30.00 lakhs for international air travel cost for 50 African visitors and ₹ 10.00 lakhs for other admissible expenses) subject to CII ensuring participation of 50 African visitors.

Estimated Expenditure:

				(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.8 of the MAI Guidelines	MAI assistance recommended
1	Venue expenses	120.00	72.00 (as sought by CII)	45.00
2	Publicity	25.00	15.00 (as sought by CII)	10.00
3	Cost of catalogues and other materials	20.00	12.00 (as sought by CII)	
4	Interpretation / Translation charges	10.00	6.00 (as sought by CII)	
5	International air travel cost for 50 African Visitors	30.00	30.00	30.00
	Total	205.00	135.00	85.00

Item No. 34: Proposal of CII for organizing Enterprise India 2013 at Automechanika Istanbul, Turkey during 11-14 April 2013.

4.34.1 The total estimated cost of the project for 2013-14 is ₹62.50 lakhs. The total MAI assistance sought for 2013-14 is ₹42.37 lakhs.

4.34.2 The proposed activities to be undertaken under the project organizing Enterprise India 2013 at Automechanika Istanbul, Turkey during 11-14 April 2013, with 30 Indian Participants. The exhibitors are mainly from parts and systems, accessories and tuning, repair and maintenance, IT and management and service station and car wash. Mobilize participation of India companies of reputed brands at the proposed show. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.34.3 FT(Europe) Division, DOC has recommended the proposal.

4.34.4 SC was informed by the representative of CII that in international motor show they also participate with the members of ACMA.

4.34.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹37.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹33.00 for venue and ₹ 4.00 lakhs for other admissible expenses) subject to CII ensuring participation of 30 Indian exporters.

4.34.5 EC approved the proposal with MAI assistance of ₹37.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹33.00 for venue and ₹ 4.00 lakhs for other admissible expenses) subject to CII ensuring participation of 30 Indian exporters.

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 related cost	52.00	33.80	33.00
2	Printing & stationery (Doc pack for delegates, catalogue, promotional mailers etc)	5.00	3.25	4.00
3	Interpretation / Translation charges	0.50	0.32	
4	B2B meeting	5.00	3.25	
	Total	62.50	40.62	37.00

Item No. 35: Proposal of ITPO for organizing Indian participation National Hardware Show at Las Vegas, USA during 7-9 May 2013.

4.35.1 The total estimated cost of the project for 2013-14 is ₹127.00 lakhs. The total MAI assistance sought for 2013-14 is ₹77.35 lakhs.

4.35.2 The proposed activities to be undertaken under the project is to organize Indian participation in National Hardware Show Las Vegas, 2013 from 7-9 May 2013. Focus product engineering. Number of participants has not been mentioned by ITPO. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.35.3 FT (NAFTA) Division, DOC has recommended the proposal.

4.35.4 SC deferred consideration of the proposal.

4.35.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 65.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 60.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 30 Indian participants.**

4.35.5 EC approved the proposal with MAI assistance of ₹ 65.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 60.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 30 Indian participants. ITPO informed that they had been participating in this fair for the last 15 years. EC directed that MAI support for this show will not be provided from the next year.**

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 construction / decoration for an area of 4000 sqm	110.00	71.50	60.00
2	a) Pre show promotion / publicity in India	1.00	0.65	5.00
	b) Publicity (in host country)			

	including holding seminars / food festival / press meet etc.	6.00	3.90	
3	Printing of catalogues / brochures / banners / textiles graphics	1.00	0.65	
4	Interpreters /Translator / local staff	1.00	0.65	
5	Deputation Cost	8.00	Not sought by ITPO	
	Total	127.00	77.35	65.00

Item No. 36: Proposal of ITPO for organizing India Pavilion at AAPEX Show Las Vegas, USA during 5-7 November 2013.

4.36.1 The total estimated cost of the project for 2013-14 is ₹116.50 lakhs. The total MAI assistance sought for 2013-14 is ₹70.85 lakhs.

4.36.2 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion at AAPEX Show Las Vegas, USA during 5-7 November 2013 in 3000 sqm area. Organize business seminars and B2B meetings. Focus product Engineering sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.36.3 FT (NAFTA) Division, DOC has recommended the proposal.

4.36.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 55.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 27 Indian participants.**

4.36.5 EC approved the proposal with MAI assistance of ₹ 60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 55.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation of 30 Indian participants.**

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 construction / decoration for an area of 300 sqm	100.00	65.00	55.00
2	a) Pre show promotion / publicity in India	1.00	0.65	5.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	5.00	3.25	
3	Printing of catalogues / brochures / banners / textiles graphics	1.00	0.65	
4	Interpreters /Translator / local staff	1.00	0.65	
5	Deputation Cost	8.50	Not sought by ITPO	
	Total	116.50	70.20	60.00

Item No. 37: Proposal of ITPO for organizing India Pavilion at Medica-International Trade Fair for Medical Technology, Dusseldorf, Germany during 20-23 November 2013.

4.37.1 The total estimated cost of the project for 2013-14 is ₹147.00 lakhs. The total MAI assistance sought for 2013-14 is ₹90.35 lakhs.

4.37.2 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion, business seminars and B2B meeting at Medica-International Trade Fair for Medical Technology, Dusseldorf, Germany during 20-23 November 2013 in about 400 sqm area, Number of participants for the event has not been mentioned by ITPO. Focus product Hospital Supplies and Disposables. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.37.3 FT(Europe) Division, DOC has recommended the proposal.

4.37.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 90.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 85.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 30 Indian participants.**

4.37.5 EC deferred consideration of the proposal.

Item No. 38: Proposal of ITPO for organizing India Pavilion at Saudi Agro Food, Riyadh, Saudi Arabia during September 2013.

4.38.1 The total estimated cost of the project for 2013-14 is ₹118.00 lakhs. The total MAI assistance sought for 2013-14 is ₹72.15 lakhs.

4.38.2 The proposed activities to be undertaken under the project is to organize a of the art India pavilion at Saudi Agro Food, Riyadh, Saudi Arabia during September 2013 in about 500sqm area, business seminars and B2B meetings. Focus product food processing industry. Number of participants and exact dates for the event has not been mentioned by ITPO. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.38.3 FT(WANA) Division, DOC has recommended the proposal.

4.38.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 72.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 65.00 venue and ₹ 7.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 27 Indian participants.**

4.38.5 EC approved the proposal with MAI assistance of ₹ 72.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 65.00 venue and ₹ 7.00 lakhs for other admissible expenses) subject to ITPO ensuring participation 27 Indian participants.

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	100.00	65.00	65.00

	construction / decoration for an area of 500 sqm			
2	a) Pre show promotion / publicity in India	1.00	0.65	7.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	6.00	3.90	
3	Printing of catalogues / brochures / banners / textiles graphics	3.00	1.95	
4	Interpreters /Translator / local staff	1.00	0.65	
5	Deputation Cost	7.00	Not sought by ITPO	
	Total	118.00	72.15	72.00

Item No. 39: Proposal of ITPO for organizing India Pavilion at INTERSEC International Exhibition for Commercial Security, Police and Homeland Security, Fire & Safety at Dubai, UAE during January 2014.

4.39.1 The total estimated cost of the project for 2013-14 is ₹138.00 lakhs. The total MAI assistance sought for 2013-14 is ₹85.15 lakhs.

4.39.2 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion at INTERSEC International Exhibition for Commercial Security, Police and Homeland Security, Fire & Safety at Dubai, UAE during January 2014 in 400 sqm area, business seminars and B2B meetings. Focus product security, fire & Safety protection. Number of participants and exact dates for the event has not been mentioned by ITPO. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.39.3 FT(WANA) Division, DOC has recommended the proposal.

4.39.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 65.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 60.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 30 Indian participants.**

4.39.5 EC approved the proposal with MAI assistance of ₹ 65.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 60.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 30 Indian participants.**

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 construction / decoration for an area of 400 sqm	120.00	78.00	60.00
2	a) Pre show	1.00	0.65	

	promotion / publicity in India			5.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	6.00	3.90	
3	Printing of catalogues / brochures / banners / textiles graphics	3.00	1.95	
4	Interpreters /Translator / local staff	1.00	0.65	
5	Deputation Cost	7.00	Not sought by ITPO	
	Total	138.00	85.15	65.00

Item No. 40: Proposal of ITPO for organizing India Pavilion at Gulfood, Dubai, UAE during February 2014.

4.40.1 The total estimated cost of the project for 2013-14 is ₹156.50 lakhs. The total MAI assistance sought for 2013-14 is ₹96.95 lakhs.

4.40.2 The proposed activities to be undertaken under the project is to organize a state of the art India Pavilion at Gulfood, Dubai, UAE during February 2014 in an area of 500 sqm areas, business seminars and B2B meetings. Focus product food processing industry. Number of participants and exact date for the event has not mentioned by ITPO. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.40.3 FT(WANA) Division, DOC has recommended the proposal.

4.40.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 80.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 75.00 venue and ₹ 5.00 lakhs for other admissible expenses) subject to ITPO ensuring participation 35 Indian participants.

4.40.5 EC approved the proposal with MAI assistance of ₹ 80.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 75.00 venue and ₹ 5.00 lakhs for other admissible expenses) subject to ITPO ensuring participation 35 Indian participants.

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 construction / decoration for an area of 500 sqm	135.00	87.75	75.00
2	a) Pre show promotion / publicity in India	1.00	0.65	5.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	10.00	6.50	
3	Printing of catalogues / brochures / banners / textiles graphics	2.00	1.30	
4	Interpreters /Translator / local staff	1.50	0.97	

5	Deputation Cost	7.00	Not sought by ITPO	
	Total	156.50	97.17 (as sought by ED, ITPO)	80.00

Item No. 41: Proposal of ITPO for organizing India Pavilion at Africa Big Seven /Saitex, Johannesburg, South Africa during 30 June – 2 July 2013.

4.41.1 The total estimated cost of the project for 2013-14 is ₹101.00 lakhs. The total MAI assistance sought for 2013-14 is ₹60.45 lakhs.

4.41.2 The proposed activities to be undertaken under the project is to organize India Pavilion at Africa Big Seven / Saitex, Johannesburg, South Africa during 30 June – 2 July 2013 in about 400 sqm area. Focus product Textiles, Processed food and Engineering products. Number of participants and exact date of event has not been mentioned by ITPO. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.41.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹ 60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 55.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 80 Indian participants.**

4.41.5 EC approved the proposal with MAI assistance of ₹ 60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹ 55.00 venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ITPO ensuring participation 80 Indian participants.**

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 construction / decoration for an area of 400 sqm	70.00	45.50	55.00
2	a) Pre show promotion / publicity in India	3.00	1.95	5.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	10.00	6.50	
3	Shipment and handling clearing of Goods	5.00	Not admissible	60.00
4	Printing of catalogues / brochures / banners / textiles graphics	3.00	1.95	
5	Interpreters /Translator / local staff	2.00	1.30	
6	Deputation Cost	8.00	Not sought by ITPO	
	Total	101.00	57.20	

Item No. 42: Proposal of ASSOCHAM for organizing India Pavilion at 23rd Vietnam International Trade Fair at Hanoi, Vietnam from 10-13 April, 2013.

4.42.1 The total estimated cost of the project for 2013-14 is ₹75.00 lakhs. The total MAI assistance sought for 2013-14 is ₹48.75 lakhs.

4.42.2 The proposed activities to be undertaken under the project is to organizing exhibition, delegation, BSM, industrial visits and B2B meetings and participate with 35 Indian companies. Focus sectors are Pharmaceuticals & Healthcare Products, Agri & Food items, Cereals, animal feed etc and Machinery and Lubricants. Increasing export to Vietnam, developing stronger trade relations with ASEAN countries and targets exports benefits over 100 Cr. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.42.3 FT(EA) Division, DOC has recommended the proposal.

4.42.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹35.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 35 Indian participants.**

4.42.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹35.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 35 Indian participants.**

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 & organizing expenses	67.20	43.68	35.00
2	Cost of catalogues & other material	4.50	2.93	5.00
3	Interpreter & translation charges	3.30	2.14	
	Total Expenditure	75.00	48.75	40.00

Item No. 43: Proposal of ASSOCHAM for organizing participation at 25th International Grand Expo 2013 at Bangkok, Thailand from 21-29 April, 2013.

4.43.1 The total estimated cost of the project for 2013-14 is ₹86.25 lakhs. The total MAI assistance sought for 2013-14 is ₹56.05 lakhs.

4.43.2 The proposed activities to be undertaken under the project is to organizing participation at 25th International Grand Expo 2013 at Bangkok, Thailand from 21-29 April, 2013 and participate with 35 Indian companies. Focus sectors are Automobile, Electronic & electrical parts, Information Technology and Telecommunication products & services, Organic Chemicals, Textile products, Health care Wellness products and Handicrafts unique products. Increasingly the potential market of Thailand and its neighboring ASIAN countries accelerate the pace of Indian exports, identification of new sectors for exports of Indian products. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.43.3 FT(EA) Division, DOC has recommended the proposal.

4.43.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹48.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹44.00 for venue and ₹ 4.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 35 Indian participants.

4.43.5 EC approved the proposal with MAI assistance of ₹48.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹44.00 for venue and ₹ 4.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 35 Indian participants.

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	Space rent for 35 Stalls	68.25	44.36	44.00
2	Printing of brochures/ fliers containing details of the event, document and souvenir etc	3.00	1.95	
3	Publicity in Indian & foreign print media	13.00	8.45	4.00
4	Courier, postage, STD, ISD etc	2.00	Not admissible	
	Total Expenditure	86.25	54.76	48.00

Item No. 44: Proposal of ASSOCHAM for organizing participation in the Indo – ASEAN International Trade & Culture Expo 2013 at Myanmar from 28th June to 7th July, 2013.

4.44.1 The total estimated cost of the project for 2013-14 is ₹66.50 lakhs. The total MAI assistance sought for 2013-14 is ₹43.20 lakhs.

4.44.2 The proposed activities to be undertaken under the project is to organizing participation in the Indo – ASEAN International Trade & Culture Expo 2013 at Myanmar from 28th June to 7th July, 2013, BSM of Indian participants with their counterparts businessmen, to arrange meetings with industry promotion organization and councils to enhance bilateral trade and investment between the two countries and participate with 30 Indian companies. Focus sectors are Pharmaceutical Industry, IT & Telecommunication, Textile products, construction products and medical plants – Ayurvedic products, Handicrafts and food processing industry. Potential market of Myanmar for increasing Indian export products and access untapped market for Indian exports, capturing increasing share of Myanmar market for Indian products, enhance increasing bilateral trade between India & Myanmar. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.44.3 FT(EA) Division, DOC has recommended the proposal.

4.44.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹35.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian participants.

4.44.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹35.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian participants.

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	Space rent for 30 Stalls	46.50	30.22	35.00
2	Printing of brochures/ fliers containing details of the event, document and souvenir etc	2.00	1.30	5.00
3	Publicity in Indian & foreign print media	15.00	9.75	
4	Courier, postage, STD, ISD etc	3.00	Not admissible	
	Total Expenditure	66.50	41.27	40.00

Item No. 45: Proposal of ASSOCHAM for organizing participation in Asian International Trade & Culture Expo (AITCE 2013) at Port Louis, Mauritius from 30th August to 8th September, 2013.

4.45.1 The total estimated cost of the project for 2013-14 is ₹101.75 lakhs. The total MAI assistance sought for 2013-14 is ₹101.75 lakhs.

4.45.2 The proposed activities to be undertaken under the project is to organizing participation in Asian International Trade & Culture Expo (AITCE 2013) at Port Louis, Mauritius from 30th August to 8th September, 2013, to showcase and present an attractive & impressive Indian pavilion with Indian Branded products, to lease with Mauritius Govt. as well as promotional & investment and participate with 45 Indian companies. Focus sectors are food processing sector, electronic & electrical sector, pharmaceuticals healthcare products/Ayurvedic & herbal products, wellness sector, textile sector, handicraft sector and IT & telecom sector. To capture increasingly the potential market of Mauritius and its neighboring African countries accelerate the pace of Indian exports, identification of new sectors for exports of Indian products, identification of scope and opportunities existed for joint ventures, collaborations as well as to enhance bilateral trade and investment between the two countries, to achieve Govt. set target to triple Indian exports, B2B BSM under one roof with the international buyers, traders, businessmen and investitures would usher in to maximize export orders, for Indian products and the completion of the event would surely impact the acceleration of Indian exports of branded goods & products in the region. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.45.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹57.00 for venue and ₹ 3.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 45 Indian participants.

4.45.5 EC rejected the proposal.

Item No. 46: Proposal of ASSOCHAM for organizing India pavilion at 22nd FIDAK International Fair of Dakar 2013 at Dakar, Senegal from 29th November to 12th December, 2013.

4.46.1 The total estimated cost of the project for 2013-14 is ₹72.50 lakhs. The total MAI assistance sought for 2013-14 is ₹72.50 lakhs.

4.46.2 The proposed activities to be undertaken under the project is to organizing India pavilion at 22nd FIDAK International Fair of Dakar 2013 at Dakar, Senegal from 29th November to 12th December, 2013, BSM of Indian participants with their counterparts businessman, event promotion in large scale, organize press meet in association with Indian mission, to arrange meetings with industry promotion organizations & councils to enhance bilateral trade & investment between the two countries and participate with 30 Indian companies. Focus sectors are textiles products, auto mobile sector, pharmaceutical industry, handicrafts, information technology and software, medicinal plants and agriculture. The potential market of Senegal and its neighboring countries to promote Indian exports in West Africa, identification of new products for exports and increase exports to Senegal which represents not only a domestic market people but also provides gateway to neighboring countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.46.3 FT(WANA) Division, DOC has recommended the proposal.

4.46.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹40.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian participants.

4.46.5 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹40.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian participants.

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	Space rent for 30 Stalls	52.50	34.13	40.00
2	Printing of brochures/ fliers containing details of the event, document and souvenir etc	3.00	1.95	5.00
3	Publicity in Indian & foreign print media	13.00	8.45	
4	Organizing expenses courier, postage, STD, ISD etc	4.00	Not admissible	
	Total Expenditure	72.50	44.53	45.00

Item No. 47: Proposal of ASSOCHAM for organizing participation in 11th Middle East Natural & Organic products Expo – MENOPE 2013 at Dubai, UAE from 3-5 December, 2013.

4.47.1 The total estimated cost of the project for 2013-14 is ₹77.00 lakhs. The total MAI assistance sought for 2013-14 is ₹77.00 lakhs.

4.47.2 The proposed activities to be undertaken under the project is to organizing participation in 11th Middle East Natural & Organic products Expo – MENOPE 2013 at Dubai, UAE from 3-5 December, 2013, BSM of Indian participants with their counterpart businessmen in the different sectors, to showcase and present an attractive & impressive Indian pavilion what best India can offer and participate with 30 Indian companies. Focus sectors are food & beverages, cosmetics & personal care items, medicinal plants, wellness products & spices, health nutritional products/dietary/ supplements, eco-friendly/natural products and other miscellaneous products & services. To capture increasingly the potential market of UAE and its neighboring WANA countries accelerate the pace of Indian exports, identification of new sectors for exports of Indian products, identification of scope and opportunities existed for joint ventures, collaborations as well as to enhance bilateral trade and investment between the two countries, to achieve Govt. set target to triple Indian exports, the added advantage will be Indian Ayurvedic, Herbal and organic products are in great demand in Dubai, UAE hence the participation of Indian companies would increase Indian organic exports on regular basis. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.47.3 FT(WANA) Division, DOC has recommended the proposal.

4.47.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹40.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian participants.

4.47.5 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹40.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian participants.

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	Space rent for 30 Stalls	63.00	40.95	40.00
2	Printing of brochures/ fliers containing details of the event, document and souvenir etc	3.00	1.95	5.00
3	Publicity in Indian & foreign print media	9.00	5.85	
4	Organizing expenses courier, postage, STD, ISD etc	2.00	Not admissible	
	Total Expenditure	77.00	48.75	45.00

Item No. 48: Proposal of ASSOCHAM for organizing India pavilion at 10th InterAgro 2014 International Trade Fair at Kiev, Ukraine during February, 2014.

4.48.1 The total estimated cost of the project for 2013-14 is ₹95.68 lakhs. The total MAI assistance sought for 2013-14 is ₹62.19 lakhs.

4.48.2 The proposed activities to be undertaken under the project is to organizing India pavilion at 10th InterAgro 2014 International Trade Fair at Kiev, Ukraine during February, 2014, exhibition leading to display of products and catalogues, presentations, B2B meetings between international buyers and Indian producers of agricultural machinery, farm equipments and agro animal show and participate with 25 – 30 Indian companies. Focus sectors are agricultural machinery, equipment, plant growing and agricultural chemistry, animal breeding and veterinary, mushroom sector and informational technology. Visitors has a unique opportunity to see the latest world achievement in the field of science, technology, to participate in the discussion of important issued related to modern agro-industrial sector, Indian companies to establish contacts, linkages and to showcase their products to the international buyers during the B2B meetings for export tie up, technology transfer/joint venture, investment opportunities. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.48.3 FT(CIS) Division, DOC has recommended the proposal.

4.48.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 30 Indian participants.**

4.48.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 30 Indian participants.**

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	66.68	43.34	45.00
2	India pavilion and construction	3.50	2.28	
3	Cost of towards printing of 1000 directory and 1000 brochures	4.00	2.60	5.00
4	Provision for boarding and lodging, hotel charges, intercity travel	6.00	Not admissible	
5	Advertising, promotion catalogue printing and circulation and circulation including publicity, public relations & media	6.00	3.90	
6	Help/ Desk/ multilingual interpreter charges	5.50	Not admissible	
7	1 security personnel	1.00	Not admissible	
8	Misc. expenses	3.00	Not admissible	
	Total Expenditure	95.68	52.12	

Item No. 49: Proposal of ASSOCHAM for organizing India Pavilion in Arogya – 2013 International Healthcare Exhibition and medical symposium at Colombo, Sri Lanka from 17-19 August, 2013.

4.49.1 The total estimated cost of the project for 2013-14 is ₹93.93 lakhs. The total MAI assistance sought for 2013-14 is ₹93.93 lakhs.

4.49.2 The proposed activities to be undertaken under the project is to organizing India Pavilion in Arogya – 2013 International Healthcare Exhibition and medical symposium at Colombo, Sri Lanka from 17-19 August, 2013, B2B Meetings between international buyers and Indian exhibitors and participate with 30 Indian companies. Focus sectors are medical equipment, appliances & consumables, laboratory services, pharmaceuticals, food and nutrition, health and manpower, hospitals and clinics, health and transport etc. They are quite confident that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports, trade & investments. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.49.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 30 Indian participants.**

4.49.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹35.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 30 Indian participants.**

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	Space rent for 30 Stalls	78.93	51.30	35.00
2	Printing of brochures/ fliers containing details of the event, document and souvenir etc	5.00	3.25	5.00
3	Publicity in Indian & foreign print media	5.00	3.25	
4	Courier, postage, STD, ISD etc	5.00	Not admissible	
	Total Expenditure	93.93	57.80	40.00

Item No. 50: Proposal of ASSOCHAM for organizing participation in International exhibition for electrical equipment, power engineering and electronics "ELEKTRO – 22nd" at Moscow, Russia from 17-20 June, 2013.

4.50.1 The total estimated cost of the project for 2013-14 is ₹96.56 lakhs. The total MAI assistance sought for 2013-14 is ₹64.71 lakhs.

4.50.2 The proposed activities to be undertaken under the project is to organizing participation in International exhibition for electrical equipment, power engineering and electronics "Electro

– 22nd at Moscow, Russia from 17-20 June, 2013, exhibition/showcasing Indian products, BSM of Indian delegation with Russian businessmen in the electrical machinery and equipment sector, B2B Meetings between international buyers and Indian exhibitors and participate with 25 Indian companies. Focus sectors are electric equipment, electric power engineering, cables, wires, fittings etc. Showcasing the Indian capabilities and technological development in the electrical manufacturing and equipments sector, this initiative aims to contribute towards enhancing India-Russia trade linkages in electrical machinery and equipments sector, expected to generate maximum export business, trade opportunities and investments. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.50.3 FT(CIS) Division, DOC has recommended the proposal.

4.50.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹50.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 25 Indian participants.**

4.50.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 25 Indian participants.**

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	61.56	40.00	45.00
2	Venue cost for BSM	3.00	1.95	
3	Publicity cost in India and foreign print media, advertisement etc	15.00	9.75	5.00
4	Cost of printing of brochures / fliers containing details of the event.	9.00	5.85	
5	Translation & interpreter charges	5.00	3.25	
6	Administrative, communications	6.00	3.90	
	Total Expenditure	93.93	57.80	50.00

Item No. 51: Proposal of ASSOCHAM for organizing India pavilion at PROJECT QATAR 2013 at Doha, Qatar from 6-9 May, 2013.

4.51.1 The total estimated cost of the project for 2013-14 is ₹98.20 lakhs. The total MAI assistance sought for 2013-14 is ₹63.83 lakhs.

4.51.2 The proposed activities to be undertaken under the project is to organizing India pavilion at PROJECT QATAR 2013 at Doha, Qatar from 6-9 May, 2013, BSM of Indian delegation with exhibitors from Qatar and participating countries i.e. from Australia, Austria, Belgium, China, Egypt etc., B2B meetings between international buyers and Indian exhibitors and participate with 25 Indian companies. Focus sectors are building material, environment and water technology and green technology profiles. Seize opportunities in direct investment projects estimated at USD 160 billion to develop infrastructure following Qatar's winning bid to host the FIFA World Cup in 2022, Qatar has paved the way for more

intensive nations-wide development at an accelerated pace, crating endless opportunities, particularly in the construction sector, Indian participation will create a new awareness among all the international companies to take India as an emerging player in the construction industry, "Project Qatar 2013" will give an opportunity for appropriately displaying, cost – effective, eco - friendly and energy – efficient building materials and technologies and expected to generate maximum opportunities for technology sharing, export business, trade and Investments opportunity etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.51.3 FT(WANA) Division, DOC has recommended the proposal.

4.51.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 25 Indian participants.**

4.51.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) **subject to ASSOCHAM ensuring participation of 35 Indian participants.**

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	Space rent for 25 Stalls	70.20	45.63	45.00
2	Printing of brochures/ fliers containing details of the event, document and souvenir etc	9.00	5.85	5.00
3	Publicity in Indian & foreign print media	13.00	8.45	
4	Organizing expenses courier, postage, STD, ISD etc	6.00	Not admissible	
	Total Expenditure	98.20	59.93	50.00

Item No. 52: Proposal of ASSOCHAM for organizing India pavilion in AGRIFEX 2013 at Addis Ababa, Ethiopia from 14-19 June, 2013.

4.52.1 The total estimated cost of the project for 2013-14 is ₹80.45 lakhs. The total MAI assistance sought for 2013-14 is ₹80.45 lakhs.

4.52.2 The proposed activities to be undertaken under the project is to organizing India pavilion in AGRIFEX 2013 at Addis Ababa, Ethiopia from 14-19 June, 2013 and participate with 25 Indian companies. Focus sectors are Agriculture, farm equipments, dairy products and technology, poultry and livestock technology. They are quite confident that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports, trade & investments. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.52.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian participants.

4.52.5 EC approved the proposal with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹50.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 40 Indian participants.

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	Space rent for 25 Stalls	65.45	42.54	50.00
2	Printing of brochures/ fliers containing details of the event, document and souvenir etc	5.00	3.25	5.00
3	Publicity in Indian & foreign print media	5.00	3.25	
4	Courier, postage, STD, ISD etc	5.00	Not admissible	
	Total Expenditure	80.45	49.04	55.00

Item No. 53: Proposal of ASSOCHAM for organizing India pavilion in 5th Meditex Bangladesh at Dhaka, Bangladesh from 3-5 May, 2013.

4.53.1 The total estimated cost of the project for 2013-14 is ₹82.38 lakhs. The total MAI assistance sought for 2013-14 is ₹82.38 lakhs.

4.53.2 The proposed activities to be undertaken under the project is to organizing India pavilion in 5th Meditex Bangladesh at Dhaka, Bangladesh from 3-5 May, 2013, B2B meetings between international buyers and Indian exhibitors and participate with 35 Indian companies. Focus sectors are hospital, pharmaceutical, medical equipment and related services. Showcasing their products to international buyers B2B meetings for export, they are quite confident that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports, trade & investments. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.53.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹42.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹37.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 35 Indian participants.

4.53.5 EC approved the proposal with MAI assistance of ₹42.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹37.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 35 Indian participants.

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	Space rent for 35 Stalls	67.38	43.80	37.00
2	Printing of brochures/ fliers containing details of the event, document and souvenir etc	5.00	3.25	5.00
3	Publicity in Indian & foreign print media	5.00	3.25	
4	Courier, postage, STD, ISD etc	5.00	Not admissible	
	Total Expenditure	82.38	50.30	42.00

Item No. 54: Proposal of ASSOCHAM for organizing Indian Agri Tech & Food pavilion in 80th International Agriculture Fair, 2012 at Novi Sad, Serbia from 18-24 May, 2013.

4.54.1 The total estimated cost of the project for 2013-14 is ₹96.02 lakhs. The total MAI assistance sought for 2013-14 is ₹62.41 lakhs.

4.54.2 The proposed activities to be undertaken under the project is to organizing Indian Agri Tech & Food pavilion in 80th International Agriculture Fair, 2012 at Novi Sad, Serbia from 18-24 May, 2013, exhibition leading to display of products, catalogues, congress witnessing the presence of renowned senior executives of international companies, presentations, B2B meetings between international buyers and Indian producers of agricultural machinery, farm equipments, Agri-Food products and participate with 30-35 Indian companies. Focus sectors are Agricultural technology, Agri Machinery & equipment, including livestock & dairy, food technology, packaging, fresh fruits and vegetables etc. they will enable to secure better promotional efforts for Brand "Indian Agricultural", to provide exposure to the Indian companies to establish contacts, linkages and to showcase their products to the international buyer during the B2B meetings for export tie up, technology transfer/joint venture, investment opportunities and to set up their associates/alliances abroad, an opportunity to discuss mandate for the challenges faced by Indian food export industry during this period of economic resurgence after global recession. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.54.3 FT(Europe) Division, DOC has recommended the proposal.

4.54.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹50.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 36 Indian participants.

4.54.5 EC approved the proposal with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹50.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to ASSOCHAM ensuring participation of 36 Indian participants.

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	65.77	42.75	50.00
2	Cost of towards printing of 1000 directory and 1000 brochures	3.85	2.50	5.00
3	Provision for boarding and lodging, hotel charges, intercity travel	8.75	Not admissible	
4	Advertising, promotion catalogue printing and circulation and circulation including publicity, public relations & media	8.00	5.20	
5	Receptionist/ help /Desk/ multilingual interpreter charges	4.25	Not admissible	
6	1 security personnel	0.90	Not admissible	
7	Misc. expenses	4.50	Not admissible	
	Total Expenditure	96.02	50.45	55.00

Agenda Item No. 5

Item No. 1: Proposal of ICRIER for study on Subsidies in services (Analysis of the Subsidies being provided by Major Countries) during September 2012 to April 2013.

- 5.1.1 The total estimated cost of the project for 2012-13 is ₹41.00 lakhs. The total MAI assistance sought for 2012-13 is ₹32.77 lakhs.
- 5.1.2 The proposed activities to be undertaken under the project is to conduct a study on Subsidies in services (Analysis of the Subsidies being provided by Major Countries) during September 2012 to April 2013. Help to develop India's position in the WTO on subsidies in services. Improve our understanding of subsidies given by other countries. Enable Indian government to plan subsidies in services. Assistance is admissible under para 7.4.3 and para 4.4 of the MAI guidelines.
- 5.1.3 TPD Division of DOC has recommended the proposal.
- 5.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹32.77 Lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.
- 5.1.5 EC approved the proposal with MAI assistance of ₹32.77 Lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

Estimated Expenditure:

(₹ in Lakhs)

SI No.	Heads	Admissible assistance Under Para 7.4.3 and para 4.4 of the MAI Guidelines
1	1 Professor for four months	6.40
2	2 Research Associates for eight months	9.60
3	1 Research Assistant for eight months	4.00
4	International Travel	5.00
5	Brainstorming meeting including local transport, lunch, etc.	2.00
6	Books, stationery, etc.	1.50
7	ICRIER's overhead (15%)	4.27
	Total	32.77

Additional Agenda Item No. 6

Item No. 1: Scheme for providing Interest Equalization Support by Gol to Exim Bank for Buyer's Credit Programme to support India's Project Export.

6.1.1 EC approved the proposal for providing interest equalization support of 2% through Exim Bank on projects for SAARC, Myanmar & Africa regions. EC also directed that approval of competent authority be obtained as it is a new component in MAI Scheme.

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.

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, AS, DOC
5. Shri J.K. Dadoo, JS, DOC
6. Shri Asit Tripathy, JS, DOC & ED, ITPO
7. Shri V. Srinivas, JS, M/o Textiles
8. Ms. Mridul Jain, JS, DOC
9. Ms. Amrit Raj, Director, DOC
10. Ms. Sangeeta Godbole, Director, DOC
11. Shri R.P. Singh, DS, DOC
12. Ms. Sukhgeet Kaur, DS, MEA
13. Shri Jagjeet Kumar, US, DOC
14. Shri G. Muthuraja, US, DOC
15. Shri Abhay Jain, US, DOC
16. Shri R. Ramesh Kumar, ED, CLE
17. Ms. Beela Rajesh, ED, HEPC
18. Shri Ajay Sahai, DG & CEO, FIEO
19. Ms. Meenakshi Singh, OSD, ITPO
20. Shri Hitesh Sethi, Manager, ITPO
21. Shri Ashok Kumar, Manager, ITPO
22. Shri Siddh Nath Singh, Chairman, CEPC
23. Shri Shiv Kumar Gupta, ED, CEPC
24. Shri N. K. Guin, DD, CEPC
25. Shri Sunil Agnihotri, FIEO
26. Shri D. K. Sareen, ED, ESC EPC
27. Shri Rajeev Bhatnagar, AEPC
28. Shri Tarun Dewan, ED, SGEPC
29. Shri N Ravindranathan, Texprocil
30. Shri K. Raju, Texprocil
31. Dr. J.P. Tiwari, Chemexcil
32. Shri Vinne Mehta, ED, ACMA
33. Shri Amit Mukherjee, ACMA
34. Shri A.K. Chakraborty, Capexcil
35. Shri Sandeep Grover, Wooltexpro
36. Shri Rana Roy, EEPC
37. Shri S.R. Dewan, Plastic EPC
38. Shri R.P. Rajalingam, HEPC
39. Shri Haridas P, CII
40. Shri Amit Panjawani, CII
41. Shri Deepak Sood, CII
42. Shri S.S. Chawla, ASSOCHAM
43. Shri Rakesh Sharma, ASSOCHAM
44. Shri. Nitesh Sinha, ASSOCHAM
45. Ms. Manjeet Kaur, ASSOCHAM
46. Smt Sheila Sudhakaran, FICCI
47. Shri Himar Arjun Singh, FICCI
48. Ms Poorva Karkare, FICCI
49. Ms Santosh Nautiyal, FICCI
50. Shri B. Mukharjee, Dy. Director, ICC
51. Shri Sumit Patel, ICC
52. Shri Rakesh, ICC
53. Shri Rakesh Kumar, EPCH
