


No. 11/32/2012-E&MDA (EC-11.09.2012)
Government of India
Department of Commerce
E&MDA Division

Udyog Bhawan, New Delhi
18th September, 2012

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

Minutes of the MAI Empowered Committee meeting held on 11th September 2012 at 2:30 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 enclosed for information and necessary action.


(C.P. Ratnakaran)
Section Officer

1. Smt. Anita Agnihotri, AS&FA, DOC
2. Shri Anup K. Pujari, DGFT
3. Shri J.S. Deepak, Additional Secretary, DOC
4. Shri Siddharth, Joint Secretary, DOC
5. Shri Sumanta Chaudhuri, Joint Secretary, DOC
6. Shri A.K. Tripathy, Joint Secretary, DOC
7. Shri J.K. Dadoo, Joint Secretary, DOC
8. Shri Anurag Saxena, Joint Secretary, DOC
9. Shri Prabhat Kumar, Joint Secretary (ITP), MEA
10. Shri V. Srinivas, Joint Secretary (Exports), M/o Textiles
11. Shri N.K. Gupta, ED, ITPO
12. Smt. Sutapa Majumdar, Director, Planning Commission
13. Shri R.K. Chaturvedi, Industries Commissioner, Madhya Pradesh Laghu Udyog Nigam Ltd.
14. Dr. Vijaya Katti, Professor & Chairperson (Research) IIFT
15. Shri R. Maitra, ED, EEPCC
16. Shri D. Saalai Maraan, ED, CLE
17. Shri Raghuvver Kini, ED, Pharmexcil
18. Ms. Smita Samant, ED, CHEMEXCIL
19. Shri Tapan Chattopadhyay, ED, Capexcil
20. Shri Rajan Kalyanpur, ED, Plastic EPC
21. Shri Gautam Ghosh, FICCI
22. Ms. Rani George, Special Secretary, Govt. of Kerala
23. Shri Ajay Sahai, DG & CEO, FIEO
24. Shri Sabyasachi Ray, ED, G&J EPC
25. Shri Vijay Mathur, Acting SG, AEPC
26. Shri Rakesh Kumar, ED, EPCH
27. Shri Siddhartha Rajagopal, ED, TEXPROCIL
28. Shri E.L. Paulo, ED, SRTEPC
29. Shri Anand Haldankar, ED, ISEPC
30. Shri Nazir A. Dar, President, KCCI
31. Shri Virendra Gupta, Sr. Director CII
32. Shri Rohit Pandit, Director, IEEMA
33. Shri N.C. Saha, Director, IIP

Copy to:

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

Minutes of the Empowered Committee of MAI held on 11.09.2012 in Room No. 141 under the Chairmanship of Shri S. R. Rao, Commerce Secretary.

List of participants is annexed.

At the outset Chairman extended a warm welcome to all participants and observed that increasing trade imbalance should be a cause of concern. Innovative efforts for increasing exports to new markets like Africa, LAC, ASEAN, China, South Asia are required to be taken in a concentrated manner by Export Promotion Councils. Participation in exhibitions / events in US and Europe should be kept to a minimum level. Henceforth, the financial support under MAI scheme would be allocated keeping in view the contribution of product groups in the overall exports from India. In whichever product group there is a decrease in exports, the MAI support would be reviewed in the later part of the year. It is therefore in the interest of all sectors to maintain the momentum in exports and the same should be reflected in the export data.

While initiating consideration of agenda items, JS(E&MDA) has mentioned that an 'India Show' will be organised in Iran as FIEO as the lead agency and EPCs should contact FIEO for participation in the event. Thereafter, agenda items were taken up for discussion as under:-

Agenda Item No. 1

Minutes of the EC meeting of MAI held on 06.7.2012 were confirmed.

Agenda Item No. 2

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

Agenda Item No. 3

Proposals seeking ex-post-facto approval of EC

Item No. 1: Proposal of IIFT for preparation of a Compendium on Import Policy of India ASEAN, Korea and Singapore region.

- 3.1.1 The total estimated cost of the project for 2010-11 is ₹11.28 lakhs.
- 3.1.2 The total MAI assistance sought for 2010-11 is ₹11.28 lakhs.
- 3.1.3 The proposed activities to be undertaken include preparation of a web portal that would furnish all information – quantitative as well as qualitative with respect to the import of different products at eight digit level classification according to ITS(HS) code by India.
- 3.1.4 FT (EA) Division of DOC has recommended the proposal.

3.1.5 SC recommended the proposal for consideration of EC with an assistance of Rs. 11.28 lakhs under para 7.5.1 of the MAI guidelines subject to maintenance / updation cost for data base upto 5 years for top twenty five trading partners of India.

3.1.6 EC in its meeting held on 10.02.2011 deferred the consideration of the proposal and directed that proposal be examined on file.

3.1.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹10.72 lakhs under para 7.5.1 of the MAI guidelines.

3.1.8 EC accorded its ex-post-facto approval with an assistance of ₹10.72 lakhs under para 7.5.1 of the MAI guidelines for components as detailed below.

Estimated Expenditure

(₹ in Lakhs)

Sl No.	Heads	Admissible assistance
1	Faculty cost Professor – 1X1 month Asstt. Professor – 1X3 month Programmer – 1X4 month Research Fellow – 1X4 month	6.40
2	Administrative cost and visits	2.00
3	Misc	1.00
4	Overheads (use of IIFT's infrastructure and facilities)	1.88
	Total Expenditure	11.28
	Total MAI assistance restricted to	10.72

Item No. 2: Proposal of AEPC for organising India Show Tex Trends at New Delhi during 19-21 January 2012.

3.2.1 The total estimated cost of the project for 2011-12 is ₹1075.34 lakhs.

3.2.2 The total MAI assistance sought for 2011-12 is ₹541.97 lakhs.

3.2.3 The proposed activities to be undertaken under the project is to organize India Show Tex Trends at New Delhi during 19-21 January 2012.

3.2.4 M/o Textiles has recommended the proposal.

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

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

Estimated Expenditure

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance	MAI grant as sought by AEPC
1	Venue cost	464.71	302.06	302.06
2	Buyers promotion expenses	159.75	159.75	159.75
3	Publicity cost of the event	123.33	80.16	80.16
4	Cost of catalogues and other material	24.00	15.60	Not sought by AEPC
5	Other expenses	303.55	0.00	Not sought by AEPC
	Total Expenditure	1075.34	557.57	541.97
Total MAI assistance restricted to			500.00 (as decided by AS&FA and CS)	

Item No. 3: Proposal of FICCI for organising 'India Show' at Dhaka, Bangladesh from 1-3 December, 2012.

3.3.1 The total estimated cost of the project for 2012-13 is ₹607.00 lakhs.

3.3.2 The total MAI assistance sought for 2012-13 is ₹546.30 lakhs.

3.3.3 The proposed activities to be undertaken under the project is exhibition showcasing best of India's technology, products and processes, B2B meetings between Indian and Bangladesh industry players and exchange of ideas and deliberations primarily focused on exploring potential areas of cooperation between India and Bangladesh.

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

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

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

Estimated Expenditure

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance	MAI Assistance approved
1	Venue cost including space hiring for exhibition area exhibition, Auditorium (for inaugural, closing ceremony, Cultural evening) meeting rooms, foyer area for holding dinner, VIP lounge, registration desk, media room, food festival, networking dinner, stall construction, special décor of the exhibition area, audio-visual, special lights, carpeting etc.	320.00	288.00	288.00
2	Organizational expenses	110.00	99.00	52.70
3	Publicity cost for the event (including promotional advertisements, website	150.00	135.00	135.00

	designing, online banners, creation of website, press conference in India, Lahore and at the venue of the event etc.)			
4	Cost of catalogues including brochures, exhibition manual, exhibitor catalogue, invitation card, badges etc	27.00	24.30	24.30
	Total	607.00	546.30	500.00

Item No. 4: Proposal of NCRMI for organising Coir Kerala 2013 at Alappuzha, Kerala from 1-6 February, 2013.

- 3.4.1 The total estimated cost of the project for 2012-13 is ₹590.00 lakhs.
- 3.4.2 The total MAI assistance sought for 2012-13 is ₹242.00 lakhs.
- 3.4.3 The proposed activities to be undertaken under the project is organising Coir Kerala 2013 at Alappuzha, Kerala from 1-6 February, 2013, BSM and publicity.
- 3.4.4 E&MDA Division, DOC has recommended the proposal.
- 3.4.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹150.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.4.6 EC accorded its ex-post-facto approval with an assistance of ₹150.00 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	Maximum Admissible assistance	MAI Assistance approved
1	Venue cost	150.00	97.50	40.00
2	Publicity cost	100.00	25.00	15.00
3	Cost of catalogues and other material	30.00	19.50	15.00
4	PR campaign	55.00	Not admissible	
5	Air fare of international visitors/ agents/chief/guest/dignitaries/invitees/ exhibition/speakers/resource	100.00	100.00	80.00
6	Cultural programme & inaugural function	40.00	Not admissible	Nil
7	BSM	30.00	Not admissible	Nil
8	Conducting seminar	25.00	Not admissible	Nil
9	Local charges	30.00	Not admissible	Nil
10	Co-ordination and management of the entire event including mementos	30.00	Not admissible	Nil
	Total	590.00	242.00	150.00

Item No. 5: Proposal of EEPCC for organizing “India Show” India Engineering Sourcing Fair 2013 at Mumbai from 14-16 March, 2013.

- 3.5.1 The total estimated cost of the project for 2012-13 is ₹672.00 lakhs.
- 3.5.2 The total MAI assistance sought for 2012-13 is ₹506.00 lakhs.
- 3.5.3 The proposed activities to be undertaken under the project is to a unique engineering exhibition spread over an area of 12,000 sq.mtr, international Buyer Seller Meet with focus on India sourcing, product presentation, display.
- 3.5.4 EP(Engg) Division, DOC has recommended the proposal.
- 3.5.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.
- 3.5.6 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines for components as detailed below.

Estimated Expenditure

(₹ in Lakhs)

SI No.	Heads	Estimated Expenditure	Admissible assistance	MAI Assistance Approved
1	Venue cost including organising	190.00	171.00	171.00
2	Publicity through print & electronics media	130.00	117.00	111.00
3	Cost of catalogue and other materials including database procurement	10.00	9.00	9.00
4	B2B meeting expenses	5.00	4.50	4.50
5	Hotel & Airfare for foreign delegates for RBSM	200.00	200.00	200.00
6	Hotel & Airfare for exhibitors	10.00	Not admissible	Not admissible
7	Translation & Interpreter charges	5.00	4.50	4.50
8	Fair promotion expenses	57.00	Not admissible	Not admissible
9	Mobilizing expenses	25.00	Not admissible	Not admissible
10	Travelling expenses of EEPCC officials and office bearers	25.00	Not admissible	Not admissible
11	Others	15.00	Not admissible	Not admissible
	Total	672.00	506.00	500.00

Item No. 6: Proposal of Plastic EPC for organizing 15th RBSM coinciding with vibrant Gujarat at Gandhinagar, Gujarat from 8-13 January, 2013.

- 3.6.1 The total estimated cost of the project for 2012-13 is ₹47.25 lakhs.

- 3.6.2 The total MAI assistance sought for 2012-13 is ₹39.90 lakhs.
- 3.6.3 The proposed activities to be undertaken under the project is to invite buyer dealing in plastics from round the world to attend the event and provide a platform for one to one interactions, come out with a pre-event brochure and use our missions and other agencies to identify and invite buyers, publicize the event in target countries.
- 3.6.4 EP(CAP) Division, DOC has recommended the proposal.
- 3.6.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹39.90 lakhs under para 7.1.8 of the MAI guidelines.
- 3.6.6 EC accorded its ex-post-facto approval with an assistance of ₹39.90 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Venue cost	8.00	5.20
2	Publicity brochures	4.00	2.60
3	Publicity cost	7.00	4.55
4	Translation and interpreter charges	2.00	1.30
5	Airfare and hotel charges of 30 foreign delegates	26.25	26.25
	Total	47.25	39.90

Item No. 7: Proposal of CHEMEXCIL for organizing 15th RBSM coinciding with vibrant Gujarat at Gandhinagar, Gujarat from 8-13 January, 2013.

- 3.7.1 The total estimated cost of the project for 2012-13 is ₹94.00 lakhs.
- 3.7.2 The total MAI assistance sought for 2012-13 is ₹71.60 lakhs.
- 3.7.3 The proposed activities to be undertaken under the project is to organizing 15th RBSM coinciding with vibrant Gujarat at Gandhinagar, Gujarat from 8-13 January, 2013
- 3.7.4 EP(CAP) Division, DOC has recommended the proposal.
- 3.7.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹61.85 lakhs under para 7.1.8 of the MAI guidelines.
- 3.7.6 EC accorded its ex-post-facto approval with an assistance of ₹61.85 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Venue cost	35.00	22.75

2	Publicity cost	7.00	4.55
3	Cost of catalogue and other material	4.00	2.60
4	Translation & Interpretation	3.00	1.95
5	Airfare and Hotel charges of 20 delegates from focus area @75,000/- and 15 delegates from American countries @ 1,00,000/-	30.00	30.00
6	Organising expenses	15.00	Not admissible
	Total Expenditure	94.00	61.85

Item No. 8: Proposal of AEPC for organising participation in Buyer Seller Meet for clothing at New York, USA during January, 2013.

- 3.8.1 The total estimated cost of the project for 2012-13 is ₹239.68 lakhs.
- 3.8.2 The total MAI assistance sought for 2012-13 is ₹137.00 lakhs.
- 3.8.3 The proposed activities to be undertaken under the project include is to organising participation in Buyer Seller Meet for clothing at New York, USA during January, 2013
- 3.8.4 Ministry of Textiles has recommended the proposal.
- 3.8.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.8.6 EC accorded its ex-post-facto approval with an assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines for components as detailed below.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space charges and constructions of booths, banners, standees, bunting, iron & ironing boards, steamers, light load, interior decoration	126.56	82.26
2	Overseas publicity	99.12	
3	Printing of banners/meter boards/arc, hanging banners giant light box at venue	14.00	17.74
	Total	239.68	100.00

Item No. 9: Proposal of MPLUN for organising RBSM at Gwalior during January 2013 and at Indore during March 2013.

- (i) Reverse visit of foreign buyers (MPEXPORTECH) at Gwalior for Ayurvedic, Herbal & Pharma products during January 2013.
- (ii) Reverse visit of foreign buyers (MPEXPORTECH) at Indore for packaging products during March 2013.

3.9.1 The total estimated cost of the project for 2012-13 is ₹258.50 lakhs.

- 3.9.2 The total MAI assistance sought for 2012-13 is ₹207.40 lakhs.
- 3.9.3 The proposed activities to be undertaken under the project is to organize RBSM at Gwalior during January 2013 and at Indore during March 2013.
- 3.9.4 E&MDA Division, DOC has recommended the proposal.
- 3.9.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹200.00 lakhs under para 7.1.8 of the MAI guidelines for both RBSMs.
- 3.9.6 EC accorded its ex-post-facto approval with an assistance of ₹200.00 lakhs under para 7.1.8 of the MAI guidelines for both RBSMs for components as detailed below.

Estimated Expenditure

(₹ in Lakhs)

(i) Reverse visit of foreign buyers (MPEXPORTECH) at Gwalior for Ayurvedic, Herbal & Pharma products during January 2013.			
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost rent / erecting / commissioning of theme pavilions / stalls / seminars, interactive meet etc	42.00	27.30
2	Publicity cost including cost of catalogues / interpretation charges	30.00	16.45
3	Air fare and hotel expenses for 75 foreign buyers	56.25	56.25
	Total	128.25	100.00
(i) Reverse visit of foreign buyers (MPEXPORTECH) at Indore for packaging products during March 2013.			
1	Venue cost	45.00	29.25
2	Publicity cost	14.00	8.00
3	Cost of catalogues and other material	10.00	4.50
4	Translation and interpretation charges	5.00	2.00
5	Airfare and hotel expenses for 75 buyers	56.25	56.25
	Total	130.25	100.00
	Total for two RBSM	258.50	200.00

Item No. 10: Proposal of EEPC for organising RBSM during Vibrant Gujarat 2013 summit at Gandhinagar from 8-13 January, 2013.

- 3.10.1 The total estimated cost of the project for 2012-13 is ₹100.50 lakhs.
- 3.10.2 The total MAI assistance sought for 2012-13 is ₹52.03 lakhs.
- 3.10.3 The proposed activities to be undertaken under the project include is to organising RBSM during Vibrant Gujarat 2013 summit at Gandhinagar from 8-13 January, 2013.
- 3.10.4 EP (Engg) Division, DOC has recommended the proposal.

3.10.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹52.00 lakhs under para 7.1.8 of the MAI guidelines.

3.10.6 EC accorded its ex-post-facto approval with an assistance of ₹52.00 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

Estimated Expenditure

Sl. No.	Heads	(Amount in lakhs)	
		Estimated Expenditure	Assistance approved
1	Venue cost space & erection of EEPC information booth	3.00	1.95
2	Publicity & other organising expenses	2.50	1.62
3	Cost of catalogues and other including data base procurement	1.50	0.98
4	Translation & interpreter charges	1.50	0.95
5	Venue cost for B2B meeting expenses	10.00	6.50
6	Airfare and hotel charges for 50 delegates	40.00	40.00 (for 50 buyers as per recommendation)
7	Mobilization in India/others	2.00	Not admissible
	Total	60.50	52.00

Agenda Item No. 4

Proposals of Recommended by Sub-Committee of MAI held on 03.09.2012

Item No. 1: Proposal of EEPC for organizing India Pavilion in Hannover Messe, Germany during 8-12 April, 2013.

- 4.1.1 The total estimated cost of the project for 2013-14 is ₹63.50 lakhs.
- 4.1.2 The total MAI assistance sought for 2013-14 is ₹39.97 lakhs.
- 4.1.3 The proposed activities to be undertaken under the project is to organizing India Pavilion in Hannover Messe Fair at Germany from 8-12 April, 2013 with 25 Indian participants. The fair is focusing on products of industrial automation, energy wind etc.
- 4.1.5 EP (Engg) Division, DOC has recommended the proposal.
- 4.1.7 SC recommended the proposal for consideration of EC with an assistance of ₹ 39.97 lakhs under para 7.1.2 of the MAI guidelines (₹ 36.72 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.
- 4.1.8 EC approved the proposal with an assistance of ₹ 39.97 lakhs under para 7.1.2 of the MAI guidelines (₹ 36.72 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) **subject to EEPC ensuring participation of 25 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Space rent and erection of stalls	56.50	36.72
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	5.00	3.25
3	Other organizing expenses	2.00	Not sought by EEPC
	Total Expenditure	63.50	39.97

Item No. 2: Proposal of EEPC for organizing India Pavilion in WETEX 2013, Dubai, UAE during 15-17 April 2013.

- 4.2.1 The total estimated cost of the project for 2013-14 is ₹51.25 lakhs.
- 4.2.2 The total MAI assistance sought for 2013-14 is ₹32.50 lakhs.
- 4.2.3 The proposed activities to be undertaken under the project is to organizing India Pavilion in WETEX 2013, Dubai, UAE during 15-17 April 2013 with 20 Indian participants. The fair is focusing on products of field of water and energy and environment.
- 4.2.4 EP (Engg) Division, DOC has recommended the proposal.
- 4.2.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 32.50 lakhs under para 7.1.2 of the MAI guidelines (₹ 29.90 lakhs for space rent and erection of stalls and ₹ 2.60 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.
- 4.2.6 EC approved the proposal with an assistance of ₹ 39.97 lakhs under para 7.1.2 of the MAI guidelines (₹ 36.72 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) **subject to EEPC ensuring participation of 25 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Space rent and erection of stalls	56.50	36.72
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	5.00	3.25
3	Other organizing expenses	2.00	Not sought by EEPC
	Total Expenditure	63.50	39.97

Item No. 3: Proposal of EEPC for organizing India pavilion in WIN Part 1- 2013 Istanbul, Turkey during 6-9 June 2013.

- 4.3.1 The total estimated cost of the project for 2013-14 is ₹58.50 lakhs.
- 4.3.2 The total MAI assistance sought for 2013-14 is ₹37.05 lakhs.

- 4.3.3 The proposed activities to be undertaken under the project is to organize India pavilion in WIN Part 1- 2013 Istanbul, Turkey during 6-9 June 2013. EEPC is planning to participate in the event with 10 Indian participants. The fair is focusing on engineering items.
- 4.3.4 EP(Engg) Division, DOC has recommended the proposal.
- 4.3.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 37.05 lakhs under para 7.1.2 of the MAI guidelines (₹ 34.45 lakhs for space rent and erection of stalls and ₹ 2.60 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.
- 4.3.6 EC approved the proposal with an assistance of ₹ 37.05 lakhs under para 7.1.2 of the MAI guidelines (₹ 34.45 lakhs for space rent and erection of stalls and ₹ 2.60 lakhs for other eligible components) **subject to EEPC ensuring participation of 25 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Space rent and erection of stalls	53.00	34.45
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	4.00	2.60
3	Other organizing expenses	1.50	Not sought by EEPC
	Total	58.50	37.05

Item No. 4: Proposal of EEPC for organizing India pavilion in Automechanika Middle East 2013, Dubai, UAE during 11-13 June 2013.

- 4.4.1 The total estimated cost of the project for 2013-14 is ₹95.25 lakhs.
- 4.4.2 The total MAI assistance sought for 2013-14 is ₹61.10 lakhs.
- 4.4.3 The proposed activities to be undertaken under the project is to organize India pavilion in Automechanika Middle East 2012, Dubai, UAE during 11-13 June 2013. EEPC is planning to participate in the event with 30 Indian participants. The fair is focusing items on auto and vehicle parts.
- 4.4.4 EP(Engg) Division, DOC has recommended the proposal.
- 4.4.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 61.10 lakhs under para 7.1.2 of the MAI guidelines (₹ 55.90 lakhs for space rent and erection of stalls and ₹ 5.20 lakhs for other eligible components) subject to EEPC ensuring participation of 30 exporters.
- 4.4.6 EC approved the proposal with an assistance of ₹ 61.10 lakhs under para 7.1.2 of the MAI guidelines (₹ 55.90 lakhs for space rent and erection of stalls and ₹ 5.20 lakhs for other eligible components) **subject to EEPC ensuring participation of 30 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Space rent and erection of stalls	86.00	55.90
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	8.00	5.20
3	Other organizing expenses	1.25	Not sought by EEPC
	Total	95.25	61.10

Item No. 5: Proposal of EEPC for organizing India pavilion in Saudi Build 2013, Riyadh, Saudi Arabia during 17-20 November 2013.

- 4.5.1 The total estimated cost of the project for 2013-14 is ₹62.00 lakhs.
- 4.5.2 The total MAI assistance sought for 2013-14 is ₹39.32 lakhs.
- 4.5.3 The proposed activities to be undertaken under the project is to organize India pavilion in Saudi Build 2013, Riyadh, Saudi Arabia during 17-20 November 2013. EEPC is planning to participate in the event with 20 Indian participants. The fair is focusing on items for construction technology and building material.
- 4.5.4 EP(Engg) Division, DOC has recommended the proposal.
- 4.5.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 39.32 lakhs under para 7.1.2 of the MAI guidelines (₹ 36.07 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.
- 4.5.6 EC approved the proposal with an assistance of ₹ 39.32 lakhs under para 7.1.2 of the MAI guidelines (₹ 36.07 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) **subject to EEPC ensuring participation of 25 exporters.**

Estimated Expenditure

Sl. No.	Heads	Estimated Expenditure	(₹ In Lakhs) Assistance approved
1	Space rent and erection of stalls	55.50	36.07
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	5.00	3.25
3	Other organizing expenses	1.50	Not sought by EEPC
	Total	62.00	39.32

Item No. 6: Proposal of EEPC for organizing India pavilion in International Hardware Fair 2014 (Practical World), Cologne, Germany during 9-12 March 2014.

- 4.6.1 The total estimated cost of the project for 2013-14 is ₹107.80 lakhs.
- 4.6.2 The total MAI assistance sought for 2013-14 is ₹68.90 lakhs.

4.6.3 The proposed activities to be undertaken under the project is to organize India pavilion in International Hardware Fair 2014 (Practical World), Cologne, Germany during 9-12 March 2014. EEPC is planning to participate in the event with 20 Indian participants. The fair is focusing on building hardware and tools.

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

4.6.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 68.90 lakhs under para 7.1.2 of the MAI guidelines (₹ 63.70 lakhs for space rent and erection of stalls and ₹ 5.20 lakhs for other eligible components) subject to EEPC ensuring participation of 40 exporters.

4.6.6 EC approved the proposal with an assistance of ₹ 68.90 lakhs under para 7.1.2 of the MAI guidelines (₹ 63.70 lakhs for space rent and erection of stalls and ₹ 5.20 lakhs for other eligible components) **subject to EEPC ensuring participation of 40 exporters.**

Estimated Expenditure for the year 2013-14:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Space rent and erection of stalls	98.00	63.70
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	8.00	5.20
3	Other organizing expenses	1.80	Not sought by EEPC
	Total	107.80	68.90

Item No. 7: Proposal of EEPC for organizing India pavilion in Iran Agro 2013, Tehran, Iran during May 2013.

4.7.1 The total estimated cost of the project for 2013-14 is ₹49.70 lakhs.

4.7.2 The total MAI assistance sought for 2013-14 is ₹31.20 lakhs.

4.7.3 The proposed activities to be undertaken under the project is to organize India pavilion in Iran Agro 2013, Tehran, Iran during May 2013. EEPC is planning to participate in the event with 10 Indian participants. The exact date of the event is not mentioned by the Council. The fair is focusing on leading trade, upgrade their production facilities and agriculture industry.

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

4.7.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 31.20 lakhs under para 7.1.2 of the MAI guidelines (₹ 28.60 lakhs for space rent and erection of stalls and ₹ 2.60 lakhs for other eligible components) subject to EEPC ensuring participation of 20 exporters.

4.7.6 EC approved the proposal with an assistance of ₹ 31.20 lakhs under para 7.1.2 of the MAI guidelines (₹ 28.60 lakhs for space rent and erection of stalls and ₹ 2.60 lakhs for other eligible components) **subject to EEPC ensuring participation of 20 exporters.** EC also desired that Chemexcil may join the event with Agro chemical products.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Space rent and erection of stalls	44.00	28.60
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	4.00	2.60
3	Other organizing expenses	1.70	Not sought by EEPC
	Total	49.70	31.20

Item No. 8: Proposal of EEPC for organizing India pavilion in SUBCON 2013, Birmingham, UK during 4-6 June 2013.

- 4.8.1 The total estimated cost of the project for 2013-14 is ₹74.75 lakhs.
- 4.8.2 The total MAI assistance sought for 2013-14 is ₹47.45 lakhs.
- 4.8.3 The proposed activities to be undertaken under the project is to organize India pavilion in SUBCON 2013, Birmingham, UK during 4-6 June 2013. EEPC is planning to participate in the event with 10 Indian participants. The fair focuses on latest technology and finest manufacturing services.
- 4.8.4 EP(Engg) Division, DOC has recommended the proposal.
- 4.8.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 47.45 lakhs under para 7.1.2 of the MAI guidelines (₹ 43.55 lakhs for space rent and erection of stalls and ₹ 3.90 lakhs for other eligible components) subject to EEPC ensuring participation of 20 exporters.
- 4.8.6 EC approved the proposal with an assistance of ₹ 47.45 lakhs under para 7.1.2 of the MAI guidelines (₹ 43.55 lakhs for space rent and erection of stalls and ₹ 3.90 lakhs for other eligible components) **subject to EEPC ensuring participation of 20 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Space rent and erection of stalls	67.00	43.55
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	6.00	3.90
3	Other organizing expenses	1.75	Not sought by EEPC
	Total	74.75	47.45

Item No. 9: Proposal of EEPC for organizing India Engineering Sourcing Show 2014 at Mumbai during March 2014.

- 4.9.1 The total estimated cost of the project for 2013-14 is ₹ 672.00 lakhs.

4.9.2 The total MAI assistance sought for 2013-14 is ₹506.00 lakhs.

4.9.3 The proposed activities to be undertaken under the project is to organize India Engineering Sourcing Show 2014 at Mumbai during March 2014. EEPC is planning to participate in the event with 300 domestic exhibitors and 50 foreign exhibitors and inviting 450 foreign buyers. The exact date of the event is not mentioned by Council. The fair is focusing on engineering goods items.

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

4.9.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines (₹ 171.00 lakhs for venue cost including organizing expenses, ₹ 200.00 lakhs for Air fare and hotel accommodation and ₹ 129.00 lakhs for other eligible components) subject to EEPC ensuring participation of 300 domestic exhibitors and 50 foreign exhibitors and inviting 450 foreign buyers.

4.9.6 EC approved the proposal with an assistance of ₹ 500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines (₹ 171.00 lakhs for venue cost including organizing expenses, ₹ 200.00 lakhs for Air fare and hotel accommodation and ₹ 129.00 lakhs for other eligible components) **subject to EEPC ensuring participation of 300 domestic exhibitors and 50 foreign exhibitors and inviting 450 foreign buyers**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved	
1	Venue cost including organizing expenditure	190.00	171.00	
2	Hotel and air fare for foreign delegates for RBSM	200.00	200.00	
3	Cost of catalogues and other materials including database procurement	10.00	129.00 (other eligible components)	
4	B 2 B meeting expense	5.00		
5				
6	Hotel and air fare for exhibitors	10.00		
7	Translation and interpreter charges	5.00		
8	Fair promotion expenses	57.00		
9	Mobilizing expenses	25.00		
10	Travelling expenses of EEPC officials and office bearers	25.00		
11	Others	15.00		
	Total	672.00		500.00

Item No. 10: Proposal of EEPC for organizing India pavilion in Project / Energy Qatar 2013, Doha, Qatar during 6-9 May 2013.

4.10.1 The total estimated cost of the project for 2013-14 is ₹73.10 lakhs.

4.10.2 The total MAI assistance sought for 2013-14 is ₹46.80 lakhs.

4.10.3 The proposed activities to be undertaken under the project is to organize India pavilion in Project Qatar 2012, Doha, Qatar during 6-9 May 2013. EEPC is planning to participate in the event with 20 Indian participants. The fair is focusing on construction, electricity and environmental technology.

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

4.10.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 38.35 lakhs under para 7.1.2 of the MAI guidelines (₹ 35.10 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.

4.10.6 EC approved the proposal with an assistance of ₹ 38.35 lakhs under para 7.1.2 of the MAI guidelines (₹ 35.10 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) **subject to EEPC ensuring participation of 25 exporters.**

Estimated Expenditure

Sl. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	Assistance approved
1	Space rent and erection of stalls	54.00	35.10
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	5.00	3.25
3	Other organizing expenses	1.10	Not sought by EEPC
	Total	60.10	38.35

Item No. 11: Proposal of CHEMEXCIL for organising Reverse Buyer Seller Meet for Cosmetics, soaps, toiletries and castor oil at Goa during February, 2013.

4.11.1 The total estimated cost of the project for 2012-13 is ₹78.00 lakhs.

4.11.2 The total MAI assistance sought for 2012-13 is ₹61.20 lakhs.

4.11.3 The proposed activities to be undertaken under the project is to organising Reverse Buyer Seller Meet for Cosmetics, soaps, toiletries and castor oil at Goa during February, 2013.

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

4.11.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 47.87 lakhs under para 7.1.8 of the MAI guidelines (₹ 16.25 lakhs for venue cost, ₹ 30.00 Lakhs for air fare and hotel accommodation and ₹ 1.62 lakhs for other eligible components) subject to Chemexcil ensuring participation of 50-60 exporters with 35 foreign buyers.

4.11.6 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.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Air fare and hotel accommodation for 20 delegates	30.00	30.00	30.00
2	Venue cost	25.00	16.25	16.25
3	Publicity cost of the event	5.00	3.25	3.25
4	Organising expenses	12.00	Not admissible	
5	Cost of catalogue and other material	3.00	1.95	1.95
6	Translation and interpreter charges	3.00	1.95	1.95
	Total	78.00	53.40	53.40

Item No. 12: Proposal of CHEMEXCIL for organising Indian pavilion in 13th China International Dye Industry, pigments and textile chemicals exhibition at Shanghai, China from 17-19 April, 2013.

- 4.12.1 The total estimated cost of the project for 2013-14 is ₹284.00 lakhs.
- 4.12.2 The total MAI assistance sought for 2013-14 is ₹184.60 lakhs.
- 4.12.3 The proposed activities to be undertaken under the project is to Indian pavilion in this show so as to promote "Made in India Brand", to show case India's capability to manufacture products as per the international standard and quality at most competitive prices and with 90 Indian Exports(Small & Medium).
- 4.12.4 EP (CAP) Division, DOC has recommended the proposal.
- 4.12.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 184.60 lakhs under para 7.1.2 of the MAI guidelines (₹ 171.60 lakhs for venue cost and ₹ 13.00 lakhs for other eligible components) subject to Chemexcil ensuring participation of 90 Indian exporters.
- 4.12.6 EC approved the proposal with an assistance of ₹ 184.60 lakhs under para 7.1.2 of the MAI guidelines (₹ 171.60 lakhs for venue cost and ₹ 13.00 lakhs for other eligible components) subject to Chemexcil ensuring participation of 90 Indian exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance approved
1	Venue cost including construction of stall (1200 sq. mtrs space, per sq mtrs ₹22,000 for 90 parties)	264.00	171.60
2	Publicity cost of the event including advertisement in abroad etc.	15.00	9.75
3	Cost of catalogue of exhibition and other materials	5.00	3.25
	Total	284.00	184.60

Item No. 13: Proposal of CHEMEXCIL for organising Indian pavilion in Beautyworld Middle East at Dubai, UAE during May, 2013.

4.13.1 The total estimated cost of the project for 2013-14 is ₹90.00 lakhs.

4.13.2 The total MAI assistance sought for 2013-14 is ₹58.50 lakhs.

4.13.3 The proposed activities to be undertaken under the project is to Indian pavilion in this show so as to promote "Made in India Brand", to show case India's capability to manufacture products as per the international standard and quality at most competitive prices and number of participants not mentioned.

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

4.13.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 50.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 45.00 lakhs for venue cost and ₹ 5.00 lakhs for other eligible components) subject to Chemexcil ensuring participation of 25 Indian exporters.

4.13.6 EC approved the proposal with an assistance of ₹ 50.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 45.00 lakhs for venue cost and ₹ 5.00 lakhs for other eligible components) subject to Chemexcil ensuring participation of 25 Indian exporters.

Estimated Expenditure

(₹ In Lakhs)				
Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost including construction of stall with Made in India Brand and other organizing expenses	81.00	52.65	45.00
2	Publicity cost of the event including advertisement in abroad etc.	7.00	4.55	5.00
3	Cost of catalogue of exhibition and other materials	2.00	1.30	
	Total	90.00	58.50	50.00

Item No. 14: Proposal of CHEMEXCIL for organising Indian pavilion in Chemspec Europe 2013 at Munich, Germany from 3-5 June, 2013.

4.14.1 The total estimated cost of the project for 2013-14 is ₹231.00 lakhs.

4.14.2 The total MAI assistance sought for 2013-14 is ₹150.15 lakhs.

4.14.3 The proposed activities to be undertaken under the project is to increasing trend of shifting manufacturing base from Europe to Asia, China, India , Vietnam and Indonesia are preferred destinations. There is a need to showcase our strengths in manufacturing, Indian pavilion in this show so as to promote "Made in India Brand", to show case India's capability to manufacture products as per the international standard and quality at most competitive prices and with 30-35 Indian exporters.

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

4.14.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 143.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 lakhs for venue cost and ₹ 13.00 lakhs for other eligible components) subject to Chemexcil ensuring participation of 35 Indian exporters.

4.14.6 EC approved the proposal with an assistance of ₹ 143.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 lakhs for venue cost and ₹ 13.00 lakhs for other eligible components) **subject to Chemexcil ensuring participation of 35 Indian exporters.**

Estimated Expenditure

				(₹ In Lakhs)
Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost construction of stall with Made in India Brand and other material, organising expenses including generating local participants (Total 30-35 Stalls approx.)	200.00	130.00	130.00
2	Publicity cost of the event	25.00	16.25	13.00
3	Cost of catalogue of exhibition and other materials	6.00	3.90	
	Total	231.00	150.15	143.00

Item No. 15: Proposal of CHEMEXCIL for organising participation in Farm Chemicals International Exhibition at Brazil from 14th August, 2013.

4.15.1 The total estimated cost of the project for 2013-14 is ₹88.25 lakhs.

4.15.2 The total MAI assistance sought for 2013-14 is ₹57.36 lakhs.

4.15.3 The proposed activities to be undertaken under the project is to showcase "Made in India Brand", to show case India's capability to manufacture products as per the international standard and quality at most competitive prices and with 20 Indian exporters.

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

4.15.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 57.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 50.00 lakhs for venue cost and ₹ 7.00 lakhs for other eligible components) subject to Chemexcil ensuring participation of 25 Indian exporters.

4.15.6 EC approved the proposal with an assistance of ₹ 57.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 50.00 lakhs for venue cost and ₹ 7.00 lakhs for other eligible components) **subject to Chemexcil ensuring participation of 25 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 construction of stall with organising expenses including generating local participants (approx. 20 stalls)	81.00	52.65	50.00
2	Publicity cost of the event including advertisement in abroad et.	6.25	4.06	7.00
3	Cost of catalogue of exhibition and other materials	1.00	0.65	
	Total	88.25	57.36	57.00

Item No. 16: Proposal of CHEMEXCIL for organising Indian pavilion in Cosmoprof Bologna at Milano, Italy from 8-10 March, 2014.

4.16.1 The total estimated cost of the project for 2013-14 is ₹115.60 lakhs.

4.16.2 The total MAI assistance sought for 2013-14 is ₹75.14 lakhs.

4.16.3 The proposed activities to be undertaken under the project is to Indian pavilion in this show so as to promote "Made in India Brand", to show case India's capability to manufacture products as per the international standard and quality at most competitive prices and with 25 Indian exporters.

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

4.16.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 73.30 lakhs under para 7.1.2 of the MAI guidelines (₹ 66.69 lakhs for venue cost and ₹ 6.61 lakhs for other eligible components) subject to Chemexcil ensuring participation of 25 Indian exporters.

4.16.6 EC approved the proposal with an assistance of ₹ 73.30 lakhs under para 7.1.2 of the MAI guidelines (₹ 66.69 lakhs for venue cost and ₹ 6.61 lakhs for other eligible components) subject to Chemexcil ensuring participation of 25 Indian exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost construction of stall with Made in India Brand and other material, organising expenses including generating local participants (Total 25 Stalls approx.)	102.60	66.69	66.69
2	Publicity cost of the event	12.00	7.80	6.61
3	Cost of catalogue of exhibition and other materials	1.00	0.65	
	Total	115.60	75.14	73.30

Item No. 17: Proposal of CHEMEXCIL for organising Indian pavilion in 15th China International and Crop Protection Exhibition at Shanghai, China during March, 2014.

4.17.1 The total estimated cost of the project for 2013-14 is ₹54.50 lakhs.

4.17.2 The total MAI assistance sought for 2013-14 is ₹35.43 lakhs.

4.17.3 The proposed activities to be undertaken under the project is to Indian pavilion in this show so as to promote "Made in India Brand", to show case India's capability to manufacture products as per the international standard and quality at most competitive prices and with 30 Indian exporters.

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

4.17.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 35.43 lakhs under para 7.1.2 of the MAI guidelines (₹ 32.50 lakhs for venue cost and ₹ 2.93 lakhs for other eligible components) subject to Chemexcil ensuring participation of 30 Indian exporters.

4.17.6 EC approved the proposal with an assistance of ₹ 35.43 lakhs under para 7.1.2 of the MAI guidelines (₹ 32.50 lakhs for venue cost and ₹ 2.93 lakhs for other eligible components) **subject to Chemexcil ensuring participation of 30 Indian exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance approved
1	Venue cost construction of stall with Made in India Brand and other material, organising expenses including generating local participants (Total 30 Stalls approx.)	50.00	32.50
2	Publicity cost of the event	3.00	1.95
3	Cost of catalogue of exhibition and other materials	1.50	0.98
	Total	54.50	35.43

Item No. 18: Proposal of Pharmexcil for organising participation in Arab Health 2014 at Dubai, UAE during January, 2014.

4.18.1 The total estimated cost of the project for 2013-14 is ₹164.00 lakhs.

4.18.2 The total MAI assistance sought for 2013-14 is ₹106.60 lakhs.

4.18.3 The proposed activities to be undertaken under the project is to booking space of about 250 sq. mtrs, negotiations with local contractors for erecting of stalls at competitive price, invitation to the members to take part in the exhibition, printing & distribution of show catalogues, organising press meets, India day celebrations and arranging meeting with Association of other country pavilions like China, Korea, USA etc.

4.18.4 EP(Pharma) Division, DoC has recommended the proposal.

4.18.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 75.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 70.00 lakhs for venue cost and ₹ 5.00 lakhs for other eligible components) subject to Pharmexcil ensuring participation of 35 Indian exporters.

4.18.6 EC approved the proposal with an assistance of ₹ 75.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 70.00 lakhs for venue cost and ₹ 5.00 lakhs for other eligible components) **subject to Pharmexcil ensuring participation of 35 Indian exporters.**

Estimated Expenditure

				(₹ In Lakhs)
Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost 250 sq meters @ USD 650 per sq. meter @Rs.56	91.00	59.15	70.00
2	Organising cost – building of stands, furniture, India branding, etc	49.00	31.85	
3	Publicity cost – advertisements in local magazine, brand promotion at the venue by keeping the space for keeping our catalogue, e-advertising, signage hoardings at venue etc.	20.00	13.00	5.00
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	4.00	2.60	
Total		164.00	106.60	75.00

Item No. 19: Proposal of Pharmexcil for organizing participation at CPhI – Worldwide 2013 in Messe Frankfurt, Germany from 22-24 October, 2013.

4.19.1 The total estimated cost of the project for 2013-14 is ₹425.00 lakhs.

4.19.2 The total MAI assistance sought for 2013-14 is ₹250.00 lakhs.

4.19.3 The proposed activities to be undertaken under the project is to booking space of about 1000 sq. meter, promoting brand India, organizing press meets, India day celebrations and arranging meeting with Association of other country pavilions like China, Korea, USA etc, panel discussions technical sessions etc., showcasing of products from India by council's member in India pavilion, global Buyer Seller Meetings in India theme pavilion, business seminars including presentations by global/Indian Pharma and award distribution and cultural show.

4.19.4 EP(Pharma) Division, DoC has recommended the proposal.

4.19.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 250.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 200.00 lakhs for venue cost and ₹ 50.00 lakhs for other eligible components) subject to Pharmexcil ensuring participation of 75 Indian exporters.

4.19.6 EC approved the proposal with an assistance of ₹ 250.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 200.00 lakhs for venue cost and ₹ 50.00 lakhs for other eligible components) **subject to Pharmexcil ensuring participation of 75 Indian exporters.**

Estimated Expenditure

(₹ In Lakhs)				
Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost	280.00	182.00	200.00
2	Organising cost	120.00	78.00	50.00
3	Publicity cost	10.00	6.50	
4	Cost of catalogues and other material	10.00	6.50	
5	Translation & interpreter charges etc	5.00	3.25	
	Total	425.00	276.25	250.00

Item No. 20: Proposal of Pharmexcil for organizing IPHEX at Mumbai from 24-26 April, 2013.

4.20.1 The total estimated cost of the project for 2013-14 is ₹695.00 lakhs.

4.20.2 The total MAI assistance sought for 2013-14 is ₹658.00 lakhs.

4.20.3 The proposed activities to be undertaken under the project is to venue booking for expo-21,361sq. meter, participation mobilization for 150-200 exhibitors, invitation to 350 overseas buyers and 50 regulators – total 400, to take part in the exhibition, promotion of the expo in international market and in India and organizing press meets, conference.

4.20.4 EP(Pharma) Division DoC has recommended the proposal.

4.20.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 450.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 325.00 lakhs for air fare and accommodation for foreign delegates 100 from American continent and 300 from others, ₹ 112.00 for venue cost ₹ 13.00 and lakhs for other eligible components).

4.20.6 EC approved the proposal with an assistance of ₹ 450.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 325.00 lakhs for air fare and accommodation for foreign delegates 100 from American continent and 300 from others, ₹ 112.00 for venue cost ₹ 13.00 and lakhs for other eligible components).

Estimated Expenditure for the year 2013-14:

(₹ In Lakhs)				
Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Cost of air fare and accommodation for foreign delegates (100 from American continent and 300 from others)	325.00	325.00	325.00
2	Venue cost	200.00	130.00	112.00
3	Cost of product catalogue & other material	90.00	58.50	13.00
4	Translation and interpreter charges	80.00	52.00	
	Total	695.00	565.50	450.00

Item No. 21: Proposal of CAPEXIL for organizing India pavilion in London Book Fair at London, UK from 15-17 April, 2013.

4.21.1 The total estimated cost of the project for 2013-14 is ₹140.00 lakhs.

4.21.2 The total MAI assistance sought for 2013-14 is ₹91.00 lakhs.

4.21.3 The proposed activities to be undertaken under the project is to export of English language books market region and world over, sale of translation rights and establish a networking relationship with the participating countries with 40 Indian participants.

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

4.21.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 80.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 70.00 lakhs for venue cost including construction chargers and ₹ 10.00 and lakhs for other eligible components) subject to Capexcil ensuring participation of 40 Indian exhibitors.

4.21.6 EC approved the proposal with an assistance of ₹ 80.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 70.00 lakhs for venue cost including construction chargers and ₹ 10.00 lakhs for other eligible components) **subject to Capexil ensuring participation of 40 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)				
Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost including construction charges	120.00	78.00	70.00
2	Publicity through print and electronic media prior to the event and during the event, cost of catalogue and other printed material etc.	20.00	13.00	10.00
	Total	140.00	91.00	80.00

Item No. 22: Proposal of CAPEXIL for organising India pavilion in FRANKFURT BOOK FAIR at Frankfurt, Germany from 9-13 October, 2013.

4.22.1 The total estimated cost of the project for 2013-14 is ₹240.00 lakhs.

4.22.2 The total MAI assistance sought for 2013-14 is ₹156.00 lakhs.

4.22.3 The proposed activities to be undertaken under the project is to export of English language books market region and world over, sale of translation rights and establish a networking with countries of these region with 50 Indian participants.

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

4.22.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 143.00 lakhs for venue cost including construction

chargers and ₹ 7.00 and lakhs for other eligible components) subject to Capexcil ensuring participation of 50 Indian exhibitors.

4.22.6 EC approved the proposal with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 143.00 lakhs for venue cost including construction chargers and ₹ 7.00 and lakhs for other eligible components) **subject to Capexil ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure

				(₹ In Lakhs)
Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost including construction charges	220.00	143.00	143.00
2	Publicity through print and electronic media prior to the event and during the event, cost of catalogue and other printed material etc.	20.00	13.00	7.00
	Total	240.00	156.00	150.00

Item No. 23: Proposal of CAPEXIL for CEVISAMA, Spain - an international exhibition in the area of natural and ornamental stone, tiles, glass mosaic, bathroom accessories and ceramic raw materials during February, 2014

4.23.1 The total estimated cost of the project for 2013-14 is ₹125.75 lakhs.

4.23.2 The total MAI assistance sought for 2013-14 is ₹81.74 lakhs.

4.23.3 The proposed activities to be undertaken under the project is to EPC plans to participating in the exhibition and plans to take team of Indian exporters specially from the MSME sector, the proposed stall space would be about 350 sq. meter, promote the exhibits of participating member – exporter by way of inviting potential buyers in their respective stalls, liaison with local Indian mission, chambers of commerce and trade bodies to help identify target importer and organize special inter-active meeting between Indian exporters and foreign buyers.

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

4.23.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 75.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 70.00 lakhs for venue cost including construction chargers and ₹ 5.00 and lakhs for other eligible components) subject to Capexcil ensuring participation of 30 Indian exhibitors.

4.23.6 EC approved the proposal with an assistance of ₹ 75.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 70.00 lakhs for venue cost including construction chargers and ₹ 5.00 and lakhs for other eligible components) **subject to Capexil ensuring participation of 30 Indian exhibitors.**

Estimated Expenditure for the year 2013-14:

				(₹ In Lakhs)
Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost including construction charges	102.00	66.30	70.00

2	Catalogue & other material	3.00	1.95	5.00
3	Publicity cost	5.75	3.74	
4	Translation and interpreter charges	10.00	6.50	
4	Other organizing cost	5.00	Not admissible	
	Total	125.75	78.49	75.00

Item No. 24: Proposal of CLE for organizing facilitation of members participation in MIPEL fair, Italy during September 2013 and March 2014.

4.24.1 The total estimated cost of the project for 2013-14 is ₹187.04 lakhs.

4.24.2 The total MAI assistance sought for 2013-14 is ₹168.34 lakhs.

4.24.3 The proposed activities to be undertaken under the project is to organize facilitation of members participation in MIPEL fair, Italy during September 2013 and March 2014. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 20 participants for each edition.

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

4.24.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 120.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 55.00 lakhs for space rent and erection of stalls and ₹ 5.00 lakhs for other eligible components for each event) subject to CLE ensuring participation of 30 exporters for each event.

4.24.6 EC approved the proposal with an assistance of ₹ 120.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 55.00 lakhs for space rent and erection of stalls and ₹ 5.00 lakhs for other eligible components for each event) **subject to CLE ensuring participation of 30 exporters for each event.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Space cost @ Euro 370 for 240 sqm	62.16	55.94	55.00
2	Registration Charges Euro 500 per company	7.00	6.30	5.00
3	Insurance charges - Euro 90 per company	1.26	1.13	
4	Stand construction Euro 75 per sqm for 240 sqm	12.60	11.34	
5	Publicity- publication, fashion show etc	10.50	9.45	
	Total cost of participation of one edition of MIPLE fair	93.52	84.16	60.00
	Total cost of participation for both edition of MIPLE fair	187.04	168.32	120.00

Item No. 25: Proposal of CLE for organizing Group participation in MAGIC Show, Las Vegas, USA during August 2013 and February 2014.

4.25.1 The total estimated cost of the project for 2013-14 is ₹183.50 lakhs.

4.25.2 The total MAI assistance sought for 2013-14 is ₹165.16 lakhs.

4.25.3 The proposed activities to be undertaken under the project is to organize Group participation in MAGIC Show, Las Vegas, USA during August 2013 and February 2014. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 15 participants for each edition.

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

4.25.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 100.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 92.00 lakhs for space rent and erection of stalls and ₹ 8.00 lakhs for other eligible components for August 2013 event only) subject to CLE ensuring participation of 30 exporters for the event.

4.25.6 Representative of CLE informed EC that demand of leather garments has increased in US markets. They requested EC to approve the BSM at New York rather than BSM at Las Vegas.

4.25.7 The proposal was deferred by EC. EP (LSG) Division was directed to examine the proposal on file.

Item No. 26: Proposal of CLE for organizing facilitation of members participation in the CIFF Moda Shanghai Fair at Shanghai, China during September 2013.

4.26.1 The total estimated cost of the project for 2013-14 is ₹58.68 lakhs.

4.26.2 The total MAI assistance sought for 2013-14 is ₹52.81 lakhs.

4.26.3 The proposed activities to be undertaken under the project is to organize facilitation of members participation in the CIFF Moda Shanghai Fair at Shanghai, China during September 2013. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 16 participants.

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

4.26.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 70.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 65.00 lakhs for space rent and erection of stalls and ₹ 5.00 lakhs for other eligible components) subject to CLE ensuring participation of 30 exporters.

4.26.6 EC approved the proposal with an assistance of ₹ 70.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 65.00 lakhs for space rent and erection of stalls and ₹ 5.00 lakhs for other eligible components) **subject to CLE ensuring participation of 30 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	MAI Assistance recommended
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1	Space cost @ US\$ 280 for 252 sqm	40.21	36.18	65.00
2	Stand construction @ US\$ 102 per sqm for 252 sqm	14.65	13.18	
3	Event Publicity and other organizing expenses	3.81	3.42	5.00
	Total	58.67	52.78	70.00

Item No. 27: Proposal of CLE for organizing facilitation of members participation in Le Show, Moscow, Russia during 20-22 May 2013.

4.27.1 The total estimated cost of the project for 2013-14 is ₹55.53 lakhs.

4.27.2 The total MAI assistance sought for 2013-14 is ₹49.98 lakhs.

4.27.3 The proposed activities to be undertaken under the project is to organize facilitation of members participation in Le Show, Moscow, Russia during 20-22 May 2013. The Council is planning to participate in the event with 15 participants.

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

4.27.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 53.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 50.00 lakhs for space rent and erection of stalls and ₹ 3.00 lakhs for other eligible components) **subject to CLE ensuring participation of 25 exporters.**

4.27.6 The proposal was deferred by EC. EP (LSG) Division was directed to examine the proposal on file.

Item No. 28: Proposal of CLE for organizing facilitation of members participation in the Istanbul Leather fair, Istanbul Turkey during January 2014.

4.28.1 The total estimated cost of the project for 2013-14 is ₹33.48 lakhs.

4.28.2 The total MAI assistance sought for 2013-14 is ₹30.13 lakhs.

4.28.3 The proposed activities to be undertaken under the project is to organize facilitation of members participation in the Istanbul Leather fair, Istanbul Turkey during January 2014. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 15 participants.

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

4.28.6 SC recommended the proposal for consideration of EC with an assistance of ₹ 50.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹45.00 lakhs for space rent and erection of stalls and ₹ 5.00 lakhs for other eligible components) subject to CLE ensuring participation of 25 exporters.

4.28.7 EC approved the proposal with an assistance of ₹ 50.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹45.00 lakhs for space rent and erection of stalls and ₹ 5.00

lakhs for other eligible components) subject to CLE ensuring participation of 25 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance Approved
1	Space cost @ Euro 130 for 180 sqm	16.38	14.74	45.00
2	Stand construction Euro 100 per sqm for 180 sqm	12.60	11.34	
3	Other organizing expenses	1.00	0.90	
4	Publicity expenses	3.50	3.15	
	Total	33.48	30.13	50.00

Item No. 29: Proposal of CLE for organizing facilitation of members participation in SPOGA Fair, Germany during September 2013.

4.29.1 The total estimated cost of the project for 2013-14 is ₹43.95 lakhs.

4.29.2 The total MAI assistance sought for 2013-14 is ₹39.56 lakhs.

4.29.3 The proposed activities to be undertaken under the project is to organize facilitation of members participation in SPOGA Fair, Germany during September 2013. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 20 participants.

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

4.29.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 45.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 40.00 lakhs for space rent and erection of stalls and ₹ 5.00 lakhs for other eligible components) subject to CLE ensuring participation of 25 exporters.

4.29.6 EC approved the proposal with an assistance of ₹ 45.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 40.00 lakhs for space rent and erection of stalls and ₹ 5.00 lakhs for other eligible components) subject to CLE ensuring participation of 25 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Space cost @ Euro 146 for 180 sqm	18.39	16.55	45.00
2	Aume fee and electricity (0.60+6.50) Euro per sqm for 180sqm	0.90	Not admissible	
3	Stand construction Euro 160 per sqm for 180 sqm	20.16	18.14	
4	Other organizing expenses	1.00	0.90	
5	Publicity expenses	3.50	3.15	
	Total	43.95	38.74	45.00

Item No. 30: Proposal of G&J EPC for organizing Indian participation in Hong Kong Gem & Jewellery Fair 2013 from 11-17 September 2013.

- 4.30.1 The total estimated cost of the project for 2013-14 is ₹565.00 lakhs.
- 4.30.2 The total MAI assistance sought for 2012.13 is ₹367.25 lakhs.
- 4.30.3 The proposed activities to be undertaken under the project is to organize Indian participation in Hong Kong Gem & Jewellery Fair 2013 from 11-17 September 2013. The Council is planning to take 1266 sqm for all the 3 sections i.e. gemstones, loose diamonds and finished jewellery.
- 4.30.4 EP (G&J) Division, DOC has recommended the proposal.
- 4.30.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 140.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 100 Indian exporters.
- 4.30.6 EC approved the proposal with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 140.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) **subject to G&J EPC ensuring participation of 100 Indian exporters.**

Estimated Expenditure

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Venue cost including organizing expenses	4,50,000,00	2,92,50,000	1,40,00,000
2	Publicity cost for the event	1,00,000,00	65,00,000	10,00,000
3	Cost of the catalogues and other material	10,00,000	6,50,000	
4	Translation and interpreter charges	5,00,000	3,25,000	
	Total	5,65,000,00	3,67,25,000	1,50,00,000

Item No. 31: Proposal of G&J EPC for organizing Indian participation in Hong Kong Gem & Jewellery Fair 2014 during March 2014.

- 4.31.1 The total estimated cost of the project for 2013-14 is ₹362.00 lakhs.
- 4.31.2 The total MAI assistance sought for 2013-14 is ₹235.30 lakhs.
- 4.31.3 The proposed activities to be undertaken under the project is to organize Hong Kong Gem & Jewellery Fair 2014 during March 2014. The Council is planning to take more than 1100.50sqm with approx 95 exhibitors. The exact date of the event is not mentioned by Council.
- 4.31.4 EP (G&J) Division, DOC has recommended the proposal.

4.31.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 120.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 110.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 95 Indian exporters.

4.31.6 EC approved the proposal with an assistance of ₹ 120.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 110.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) **subject to G&J EPC ensuring participation of 95 Indian exporters.**

Estimated Expenditure

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	assistance approved
1	Venue cost including organizing expenses	3,00,00,000	1,95,00,000	1,10,00,000
2	Publicity cost for the event	50,00,000	32,50,000	10,00,000
3	Cost of the catalogues and other material	10,00,000	6,50,000	
4	Translation and interpreter charges	2,00,000	1,30,000	
	Total	3,62,00,000	2,35,30,000	1,20,00,000

Item No. 32: Proposal of G&J EPC for organizing participation in the Bazel World 2013 at Switzerland during 25 April - 2 May 2013.

4.32.1 The total estimated cost of the project for 2013-14 is ₹559.00 lakhs.

4.32.2 The total MAI assistance sought for 2013-14 is ₹363.35 lakhs.

4.32.3 The proposed activities to be undertaken under the project is to organize participation in the Bazel World 2013 at Switzerland during 25 April 2013- 2 May 2013. Numbers of Indian participants not mentioned in the proposal.

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

4.32.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 100.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 90.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 50 Indian exporters.

4.32.6 EC approved the proposal with an assistance of ₹ 100.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 90.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) **subject to G&J EPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Venue cost including organizing expenses	4,25,00,000	2,76,25,000	90,00,000
2	Publicity cost for the event	1,25,00,000	81,25,000	10,00,000
3	Cost of the catalogues and other material	5,00,000	3,25,000	

4	Translation and interpreter charges	4,00,000	2,60,000	
	Total	5,59,00,000	3,63,35,000	1,00,00,000

Item No. 33: Proposal of G&J EPC for organizing India Show- JCK Las Vegas Show 2013 from 31 May - 3 June 2013.

4.33.1 The total estimated cost of the project for 2013-14 is ₹533.00 lakhs.

4.33.2 The total MAI assistance sought for 2013-14 is ₹346.45 lakhs.

4.33.3 The proposed activities to be undertaken under the project is to organize India Show- JCK Las Vegas Show 2013 from 31 May - 3 June 2013. In JCK show India Pavilion would be spread across 700 sqm with 55-60 participants. The targeted countries are North America, Canada, South America – Brazil, Mexico, Argentina, Peru, Paraguay, Uruguay, Venezuela, Columbia, Panama and Chile.

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

4.33.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 120.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 110.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 60 exporters.

4.33.6 EC approved the proposal with an assistance of ₹ 120.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 110.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) **subject to G&J EPC ensuring participation of 60 exporters.**

Estimated Expenditure

				(Amount in ₹)		
Sl. No.	Heads	Estimated Expenditure	Admissible assistance	Assistance approved		
1	Venue cost including organizing expenses	4,50,00,000	2,92,50,000	1,10,00,000		
2	Publicity cost for the event	75,00,000	48,75,000	10,00,000		
3	Cost of the catalogues and other material	5,00,000	3,25,000			
4	Translation and interpreter charges	3,00,000	1,95,000			
	Total	5,33,00,000	3,46,45,000	1,20,00,000		

Item No. 34: Proposal of G&J EPC for Organizing IIJS Signature 2014 at Mumbai during February 2014.

4.34.1 The total estimated cost of the project for 2013-14 is ₹601.20 lakhs.

4.34.2 The total MAI assistance sought for 2013-14 is ₹400.23 lakhs.

4.34.3 The proposed activities to be undertaken under the project is to organize IIJS Signature 2014 at Mumbai during February 2014. The number of Indian participants and foreign buyers is not mentioned. The exact date of the event is also not mentioned.

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

4.34.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 150.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 140.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 1000 Indian exporters/buyers.

4.34.6 EC approved the proposal with an assistance of ₹ 150.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 140.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 1000 Indian exporters/buyers.

Estimated Expenditure

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Venue cost	3,43,70,000	2,23,40,500	1,40,00,000
2	Publicity cost for the event	2,06,40,000	1,34,16,000	10,00,000
3	Cost of the catalogues and other material	24,10,000	15,66,500	
4	Airfare charges and hotel stay of Foreign Buyers / Delegates / Press / Foreign Coordinator	27,00,000	27,00,000	
	Total	6,01,20,000	4,00,23,000	1,50,00,000

Item No. 35: Proposal of G&J EPC for Organizing India International Jewellery Week (IIJW), Mumbai 2013 during 4-8 August 2013.

4.35.1 The total estimated cost of the project for 2013-14 is ₹797.00 lakhs.

4.35.2 The total MAI assistance sought for 2013-14 is ₹523.30 lakhs.

4.35.3 The proposed activities to be undertaken under the project is to organize India International Jewellery Week (IIJW), Mumbai 2013 during 4-8 August 2013. The number of Indian participants and foreign buyers is not mentioned.

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

4.35.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 100.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 90.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 28 Indian exhibitors and 100 foreign buyers.

4.35.6 EC approved the proposal with an assistance of ₹ 100.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 90.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 28 Indian exhibitors and 100 foreign buyers.

Estimated Expenditure

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Venue cost	5,20,00,000	3,38,00,000	90,00,000

2	Publicity cost for the event	2,32,00,000	1,50,80,000	10,00,000
3	Cost of the catalogues and other material	30,00,000	19,50,000	
4	Airfare charges and hotel stay of Foreign Buyers / Delegates / Press / Foreign Coordinator	15,00,000	15,00,000	
Total		7,97,00,000	5,23,30,000	1,00,00,000

Item No. 36: Proposal of AEPC for organizing RBSM in India Market Week at Apparel Mart in Gurgaon during April, September and November 2013.

4.36.1 The total estimated cost of the project for 2013-14 is ₹90.75 lakhs.

4.36.2 The total MAI assistance sought for 2013-14 is ₹88.80 lakhs.

4.36.3 The proposed activities to be undertaken under the project is to organize RBSM in India Market Week at Apparel Mart in Gurgaon during April, September and November 2013. The exact date is not mentioned by Council. The Council is planning to invite 30 buyers each (15 from American Continent and 15 from other region) for three India market weeks during April, September and November 2013.

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

4.36.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 86.55 lakhs under para 7.1.8 of the MAI guidelines (₹ 26.25 for air fare and hotel accommodation and ₹ 2.60 lakhs for publicity for each events) subject to AEPC ensuring participation of 30 exporters for each events.

4.36.6 EC approved the proposal with an assistance of ₹ 86.55 lakhs under para 7.1.8 of the MAI guidelines (₹ 26.25 lakhs for air fare and hotel accommodation and ₹ 2.60 lakhs for publicity for each events) **subject to AEPC ensuring participation of 30 exporters for each events.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Air fare for 15 buyers from American Continent @ 1 lakhs per buyers	15.00	15.00	15.00
2	15 buyers from other countries @ 0.75 lakhs per buyers	11.25	11.25	11.25
3	Publicity (catalogues and brochures)	4.00	2.60	2.60
Total for one India market weeks		30.25	28.85	28.85
Total for three India market weeks		90.75	86.55	86.55

Item No. 37: Proposal of AEPC for organizing combined Buyer Seller Meet for Textiles & Clothing at New York, USA during January 2014.

4.37.1 The total estimated cost of the project for 2013-14 is ₹298.48 lakhs.

4.37.2 The total MAI assistance sought for 2013-14 is ₹194.01 lakhs.

4.37.3 The proposed activities to be undertaken under the project is to organize combined Buyer Seller Meet for Textiles & Clothing at New York, USA during January 2014. The exact date of the event and total number of participants are not mentioned by Council. The Texprocil, SRTEPC and other textile EPC's would also be participating in the BSM.

4.37.4 EP (Textiles) Division, DOC and Ministry of Textiles have recommended the proposal.

4.37.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 137.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 for venue cost and ₹ 7.00 lakhs for other eligible components) subject to AEPC ensuring participation of 50 exporters.

4.37.6 EC approved the proposal with an assistance of ₹ 137.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 lakhs for venue cost and ₹ 7.00 lakhs for other eligible components) subject to AEPC ensuring participation of 50 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance	Assistance approved
1	Space charges and construction of booths, banners, standees, bunting, irons and ironing boards, steamers, light load, interior decoration	222.88	144.87	130.00
2	Overseas publicity (press conference, advertisement in news papers, magazine, TV, website, hoarding, mailers etc and marketing of the event, hostess, Google marketing)	50.40	32.76	7.00
3	Printing of banners / meter boards / arch, hanging banner, giant light box at venue	25.20	16.38	
	Total	298.48	194.01	137.00

Item No. 38: Proposal of AEPC for organizing Mega Apparel show at Tokyo in Japan during July 2013.

4.38.1 The total estimated cost of the project for 2013-14 is ₹883.94 lakhs.

4.38.2 The total MAI assistance sought for 2013-14 is ₹574.56 lakhs.

4.38.3 The proposed activities to be undertaken under the project is to organize Mega Apparel show at Tokyo in Japan during July 2013. The exact date of the event is not mentioned by Council. AEPC, SRTEPC, TEXPROCIL will be showcasing India Garments and Accessories, Scarves is a very item of accessories, ladies men's children and infant wear etc with 160 participants.

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

4.38.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 400.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 300.00 for venue cost and ₹ 100.00 lakhs for other eligible components) subject to AEPC ensuring participation of 160 exporters.

4.38.6 EC approved the proposal with an assistance of ₹ 400.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 300.00 lakhs for venue cost and ₹ 100.00 lakhs for other eligible components) subject to AEPC ensuring participation of 160 exporters.

Estimated Expenditure

				(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Space charges, space construction, light load, interior decoration, space for fashion show and fashion charges, irons and ironing boards, steamers, construction equipments etc.	815.36	529.98	300.00
2	Publicity (light box, Google campaign)	44.80	29.12	100.00
3	Interpreter	9.07	5.89	
4	Printing of catalogues	1.21	0.78	
5	DA and air passage for 3 officials coordinator of council	7.00	Not admissible	
6	Telephone / fax / email	2.00	Not admissible	
7	Postage mailers	4.50	Not admissible	
	Total	883.94	565.77	

Item No. 39: Proposal of AEPC for organizing sourcing at Magic at Las Vegas in USA during August 2013 & February 2014.

4.39.1 The total estimated cost of the project for 2013-14 is ₹699.30 lakhs.

4.39.2 The total MAI assistance sought for 2013-14 is ₹454.54 lakhs.

4.39.3 The proposed activities to be undertaken under the project is to organize Sourcing at Magic at Las Vegas Magic Fair in USA during August 2013 & February 2014. The exact date is not mentioned by Council. The Council is planning to participate with 75 exhibitors for each activity.

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

4.39.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 350.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 150.00 for venue cost and ₹ 25.00 lakhs for other eligible components for each events) subject to AEPC ensuring participation of 75 exporters for each event.

4.39.6 EC approved the proposal with an assistance of ₹ 350.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 150.00 lakhs for venue cost and ₹ 25.00 lakhs for other eligible components for each events) subject to AEPC ensuring participation of 75 exporters for each event.

Estimated Expenditure

				(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance Approved
1	Space Charge	193.20	125.58	150.00
2	Banner, standees, bunting from Indian	3.00	1.95	25.00
3	Construction of stall	118.44	76.98	
4	Irons and ironing boards, steamers, construction equipment etc.	5.04	Not admissible	
5	Construction equipment, signage's etc.	6.72	Not admissible	
6	Publicity	14.00	9.10	
7	Cartage	1.00	0.65	
8	DA and air passage for 2 officials coordinator of council	5.75	Not admissible	
9	Printing of mailers / Brochures	1.50	0.97	
10	Telephone / fax / email	1.00	Not admissible	
	Total for 1st event	349.65	215.23	
	Total for 2nd event	349.65	215.23	175.00
Total for two events				350.00

Item No. 40: Proposal of AEPC for organizing Buyer Seller Meet for Textiles & Clothing at Tel Aviv, Israel during September 2013.

4.40.1 The total estimated cost of the project for 2013-14 is ₹ 121.41 lakhs.

4.40.2 The total MAI assistance sought for 2013-14 is ₹ 78.91 lakhs.

4.40.3 The proposed activities to be undertaken under the project is to organize Buyer Seller Meet for Textiles & Clothing at Tel Aviv, Israel during September 2013. The exact date of the event and total number of participants are not mentioned by Council. The Texprocil & CEPC will also be participating in the BSM.

4.40.4 EP (Textiles) Division, DOC and Ministry of Textiles have recommended the proposal.

4.40.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 62.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 56.00 for venue cost and ₹ 6.00 lakhs for other eligible components) subject to AEPC ensuring participation of 40 exporters.

4.40.6 EC approved the proposal with an assistance of ₹ 62.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 56.00 lakhs for venue cost and ₹ 6.00 lakhs for other eligible components) subject to AEPC ensuring participation of 40 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance	Assistance approved
1	Venue cost and stall construction Wi-Fi, cleaning and security charges etc.	87.36	56.78	56.00
2	Publicity cost for the event Google Marketing	25.20	16.38	6.00
3	Cost of catalogue and other material	2.80	1.82	
4	Interpreter charges	1.12	0.72	
5	Local conveyance, good transportation charges, photocopy courier charges, computer hire, telephone /fax/email	2.00	Not admissible	
6	DA & accommodation for two coordinator of the council	1.68	Not admissible	
7	Air passable for two official coordinator	1.25	Not admissible	
	Total	121.41	75.70	62.00

Item No. 41: Proposal of AEPC for organizing BSM at Barcelona & Madrid in Spain during September 2013.

4.41.1 The total estimated cost of the project for 2013-14 is ₹171.25 lakhs.

4.41.2 The total MAI assistance sought for 2013-14 is ₹111.00 lakhs.

4.41.3 The proposed activities to be undertaken under the project is to organize BSM at Barcelona & Madrid in Spain during September 2013. The Council is planning to participate with 35 exhibitors for this event. The exact date is not mentioned by Council.

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

4.41.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 100.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 91.00 for venue cost and ₹ 9.00 lakhs for other eligible components) subject to AEPC ensuring participation of 70 exporters.

4.41.6 EC approved the proposal with an assistance of ₹ 100.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 91.00 lakhs for venue cost and ₹ 9.00 lakhs for other eligible components) **subject to AEPC ensuring participation of 70 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Venue cost and stall construction	140.00	91.00	91.00
2	Publicity cost for the event	17.50	11.37	9.00
3	Cost for the catalogues and other material	2.46	1.59	
4	Interpreter charges	1.05	0.68	
5	Local conveyance, good transportation charges, photocopy couriers charges, computer hire, telephone /fax/ email	3.85	Not admissible	
6	DA and accommodation for the one council official	3.36	Not admissible	

7	Air passage for the official coordinator of the council	1.20	Not admissible	
8	Misc. Expenses	2.10	Not admissible	
	Total	171.52	104.64	100.00

Item No. 42: Proposal of AEPC for organizing Hong Kong Fashion Week, Hong Kong during January 2014.

4.42.1 The total estimated cost of the project for 2013-14 is ₹233.69 lakhs.

4.42.2 The total MAI assistance sought for 2013-14 is ₹152.00 lakhs.

4.42.3 The proposed activities to be undertaken under the project is to organize Hong Kong Fashion Week, Hong Kong during January 2014. The Council is planning to participate with 90 Indian exporters in the event. The exact date is not mentioned by Council.

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

4.42.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 137.00 for venue cost and ₹ 13.00 lakhs for other eligible components) subject to AEPC ensuring participation of 90 exporters.

4.42.6 EC approved the proposal with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 137.00 lakhs for venue cost and ₹ 13.00 lakhs for other eligible components) **subject to AEPC ensuring participation of 90 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Space charges, construction of stalls, irons and ironing boards, steamers, construction equipments etc.	210.81	137.02	137.00
2	Interpreter	1.18	0.76	13.00
3	Publicity (light box, Google Campaign)	18.76	12.19	
4	Printing of catalogues	2.44	1.58	
5	Telephone / fax / email	0.50	Not admissible	
	Total	233.69	151.55	150.00

Item No. 43: Proposal of AEPC for organizing India clothing and Textiles Trade Show in South Africa during March 2014.

4.43.1 The total estimated cost of the project for 2013-14 is ₹355.06 lakhs.

4.43.2 The total MAI assistance sought for 2013-14 is ₹230.78 lakhs.

4.43.3 The proposed activities to be undertaken under the project is to organize India clothing and Textiles Trade Show in Cape Town and Johannesburg, South Africa during March 2014. AEPC, SRTEPC, TEXPROCIL will be participating in the BSM with total 70 participants.

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

4.43.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 135.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 for venue cost and ₹ 5.00 lakhs for other eligible components) subject to AEPC ensuring participation of 70 exporters.

4.43.6 EC approved the proposal with an assistance of ₹ 135.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 lakhs for venue cost and ₹ 5.00 lakhs for other eligible components) subject to AEPC ensuring participation of 70 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible	Assistance approved
1	Space charges, space construction, ramp construction equipments, insurance, light load, interior decoration	209.72	136.13	130.00
2	Publicity	137.54	89.40	5.00
3	Interpreter	2.30	1.49	
4	Printing of catalogues	5.00	3.25	
5	Telephone / fax / email	0.50	Not admissible	
	Total	355.06	230.27	135.00

Item No. 44: Proposal of TEXPROCIL for National level participation in TEXWORLD Fair at Paris, France during September, 2013.

4.44.1 The total estimated cost of the project for 2013-14 is ₹283.62 lakhs.

4.44.2 The total MAI assistance sought for 2013-14 is ₹184.35 lakhs.

4.44.3 The proposed activities to be undertaken under the project is to National level participation in TEXWORLD Fair at Paris, France during September, 2013 and with 40 Indian exporters.

4.44.4 Ministry of Textiles has recommended the proposal.

4.44.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 140.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to Texprocil ensuring participation of 50 exporters.

4.44.6 EC approved the proposal with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 140.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) subject to Texprocil ensuring participation of 50 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Space rental, electricity load etc. @ Euro 7,600 per stall 40 stalls (12 sq mtr each)	209.76	136.34	140.00

2	Stall construction	15.18	9.87	
3	Banner, standees etc	3.00	1.95	
4	Overseas publicity, advertisement	27.60	17.94	
5	Organising expenses	13.80	8.97	
6	Printing and sending publicity material	6.00	3.90	10.00
7	Import data base	8.28	5.38	
	Total	283.62	184.35	150.00

Item No. 45: Proposal of TEXPROCIL for National level participation in HEIMTEXTILE at Moscow, Russia during September, 2013.

4.45.1 The total estimated cost of the project for 2013-14 is ₹149.90 lakhs.

4.45.2 The total MAI assistance sought for 2013-14 is ₹97.44 lakhs.

4.45.3 The proposed activities to be undertaken under the project is to National level participation in HEIMTEXTILE at Moscow, Russia during September, 2013 and with 20 Indian exporters.

4.45.4 Ministry of Textiles has recommended the proposal.

4.45.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 65.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 60.00 for venue cost and ₹ 5.00 lakhs for other eligible components) subject to Texprocil ensuring participation of 25 exporters.

4.45.6 EC approved the proposal with an assistance of ₹ 65.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 60.00 lakhs for venue cost and ₹ 5.00 lakhs for other eligible components) subject to Texprocil ensuring participation of 25 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost including organizing expenses	82.80	53.82	60.00
2	Publicity cost for the event	27.60	17.94	
3	Cost of the catalogues and other materials	18.80	12.22	
4	Organising expenses	20.70	13.46	5.00
	Total	149.90	97.44	65.00

Item No. 46: Proposal of TEXPROCIL for National level participation in INTERIOR LIFE STYLE at Tokyo, Japan during June, 2013.

4.46.1 The total estimated cost of the project for 2013-14 is ₹127.00 lakhs.

4.46.2 The total MAI assistance sought for 2013-14 is ₹82.55 lakhs.

4.46.3 The proposed activities to be undertaken under the project is to National level participation in INTERIOR LIFE STYLE at Tokyo, Japan during June, 2013 (comprising ambient Japan, Heimtextile Japan and Home Design Japan) and with 20 Indian exporters.

4.46.4 Ministry of Textiles has recommended the proposal.

4.46.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 65.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 60.00 for venue cost and ₹ 5.00 lakhs for other eligible components) subject to Texprocil ensuring participation of 25 exporters.

4.46.6 EC approved the proposal with an assistance of ₹ 65.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 60.00 lakhs for venue cost and ₹ 5.00 lakhs for other eligible components) subject to Texprocil ensuring participation of 25 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost including organizing expenses	93.50	60.78	60.00
2	Publicity cost for the event	16.50	10.72	5.00
3	Cost of the catalogues and other materials	6.00	3.90	
4	Organising expenses	11.00	7.15	
	Total	127.00	82.55	65.00

Item No. 47: Proposal of TEXPROCIL for organising participation in Colombiatex at Medellin City, Colombia during January, 2014.

4.47.1 The total estimated cost of the project for 2013-14 is ₹101.25 lakhs.

4.47.2 The total MAI assistance sought for 2013-14 is ₹65.81 lakhs.

4.47.3 The proposed activities to be undertaken under the project is to organising participation in Colombiatex at Medellin City, Colombia during January, 2014 and with 20 Indian exporters.

4.47.4 Ministry of Textiles has recommended the proposal.

4.47.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 43.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 39.00 for venue cost and ₹ 4.00 lakhs for other eligible components) subject to Texprocil ensuring participation of 20 exporters.

4.47.6 EC approved the proposal with an assistance of ₹ 43.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 39.00 lakhs for venue cost and ₹ 4.00 lakhs for other eligible components) subject to Texprocil ensuring participation of 20 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue cost including organising expenses	60.50	39.33	39.00
2	Publicity cost for the event	16.50	10.72	4.00
3	Cost of the catalogues and other materials	13.25	8.61	
4	Organising expenses	11.00	7.15	

	Total	101.25	65.81	43.00

Item No. 48: Proposal of Indian Silk EPC for organising participation in Hong Kong Gifts & Premier Fair and Buyer Seller Meet at Hong Kong from 26-30 April, 2013.

4.48.1 The total estimated cost of the project for 2013-14 is ₹160.00 lakhs.

4.48.2 The total MAI assistance sought for 2013-14 is ₹144.00 lakhs.

4.48.3 The proposed activities to be undertaken under the project is to participation in Hong Kong Gifts & Premier Fair and Buyer Seller Meet at Hong Kong from 26-30 April, 2013, promotion and publicity with 30 Indian Exporters.

4.48.4 EP(Textiles) Division, DOC and Ministry of Textiles has recommended the proposal.

4.48.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 64.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 60.00 for venue cost and ₹ 4.00 lakhs for other eligible components) subject to ISEPC ensuring participation of 30 exporters.

4.48.6 EC approved the proposal with an assistance of ₹ 64.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 60.00 lakhs for venue cost and ₹ 4.00 lakhs for other eligible components) **subject to ISEPC ensuring participation of 30 exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Venue/coordination cost	90.00	58.50	60.00
2	Printing and publicity	20.00	13.00	4.00
3	Contact promotion programme	15.00	Not admissible	
4	Translation and interpreter/misc charges	5.00	3.25	
5	BSM/press meet	30.00	19.50	
	Total	160.00	74.75	64.00

Item No. 49: Proposal of EPCH for organizing participation in GIFTEX WORLD 2013 at Tokyo, Japan from 26-28 June, 2013.

4.49.1 The total estimated cost of the project for 2013-14 is ₹89.87 lakhs.

4.49.2 The total MAI assistance sought for 2013-14 is ₹80.88 lakhs.

4.49.3 The proposed activities to be undertaken under the project is to organizing participation in GIFTEX WORLD 2013 at Tokyo, Japan from 26-28 June, 2013 with 20 Indian Exporters.

4.49.4 Ministry of Textiles has recommended the proposal.

4.49.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 70.00 lakhs under para 7.1.2 & para 7.5.2 of the MAI guidelines (₹ 64.00 for venue cost and ₹ 6.00 lakhs for other eligible components) subject to EPCH ensuring participation of 20 exporters.

4.49.6 EC approved the proposal with an assistance of ₹ 70.00 lakhs under para 7.1.2 & para 7.5.2 of the MAI guidelines (₹ 64.00 lakhs for venue cost and ₹ 6.00 lakhs for other eligible components) subject to EPCH ensuring participation of 20 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	MAI Assistance recommended
1	Space/construction @ 162 Sq. meter (Rs.33,500 per Sq meter.)	54.30	48.87	64.00
2	Interiors	17.82	16.04	
3	Publicity cost for the event i.e. catalogue, advertisement, directory entry etc.	10.00	9.00	
4	Freighting of goods	2.50	Not admissible	
5	Translation and interpreter/misc charges	1.25	1.13	6.00
6	Travel expenses for coordinators	2.50	Not admissible	
7	Misc. expenses	1.50	Not admissible	
	Total	89.87	75.04	70.00

Item No. 50: Proposal of EPCH for organising participation in ASIA'S Fashion Jewellery & Accessories Show at Hong Kong from 19-22 September, 2013.

4.50.1 The total estimated cost of the project for 2013-14 is ₹146.23 lakhs.

4.50.2 The total MAI assistance sought for 2013-14 is ₹131.61 lakhs.

4.50.3 The proposed activities to be undertaken under the project is to organising participation in ASIA'S Fashion Jewellery & Accessories Show at Hong Kong from 19-22 September, 2013 with 50 Indian Exporters.

4.50.4 Ministry of Textiles has recommended the proposal.

4.50.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 100.00 lakhs under para 7.1.2 & para 7.5.2 of the MAI guidelines (₹ 90.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to EPCH ensuring participation of 50 exporters.

4.50.6 EC approved the proposal with an assistance of ₹ 100.00 lakhs under para 7.1.2 & para 7.5.2 of the MAI guidelines (₹ 90.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) subject to EPCH ensuring participation of 50 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
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1	Space/construction @ 450 Sq. meter (₹25,000 per Sq meter.)	112.50	101.25	90.00
2	Interiors	16.88	15.19	10.00
3	Publicity cost for the event i.e. catalogue, advertisement, directory entry etc.	10.00	9.00	
4	Freighting of goods	2.50	Not admissible	
5	Translation and interpreter/misc charges	1.00	0.90	
6	Travel expenses for coordinators	1.85	Not admissible	
7	Misc. expenses	1.50	Not admissible	
	Total	146.23	126.34	100.00

Item No. 51: Proposal of EPCH for organising participation in ASIAN Gift premium household product Show at Hong Kong from 20-23 October, 2013.

4.51.1 The total estimated cost of the project for 2013-14 is ₹216.23 lakhs.

4.51.2 The total MAI assistance sought for 2013-14 is ₹194.60 lakhs.

4.51.3 The proposed activities to be undertaken under the project is to organising participation in ASIAN Gift premium household product Show at Hong Kong from 20-23 October, 2013 with 70 Indian Exporters.

4.51.4 Ministry of Textiles has recommended the proposal.

4.51.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 200.00 lakhs under para 7.1.2 & para 7.5.2 of the MAI guidelines (₹ 160.00 for venue cost and ₹ 40.00 lakhs for other eligible components) subject to EPCH ensuring participation of 100 exporters.

4.51.6 EC approved the proposal with an assistance of ₹ 200.00 lakhs under para 7.1.2 & para 7.5.2 of the MAI guidelines (₹ 160.00 lakhs for venue cost and ₹ 40.00 lakhs for other eligible components) subject to EPCH ensuring participation of 100 exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Space/construction @ 630 Sq. meter (Rs.27,000 per Sq meter.)	170.10	153.09	160.00
2	Interiors	23.63	21.27	40.00
3	Publicity cost for the event i.e. catalogue, advertisement, directory entry etc.	16.00	14.40	
4	Freighting of goods	2.50	Not admissible	
5	Translation and interpreter/misc charges	1.00	0.90	
6	Travel expenses for coordinators	1.50	Not admissible	
7	Misc. expenses	1.50	Not admissible	
	Total	216.23	189.66	200.00

Item No. 52: Proposal of EPCH for organizing Indian houseware and decorative show and RBSM at Noida from 15-17 April, 2013.

4.52.1 The total estimated cost of the project for 2013-14 is ₹289.00 lakhs.

4.52.2 The total MAI assistance sought for 2013-14 is ₹260.10 lakhs.

4.52.3 The proposed activities to be undertaken under the project is to organising Indian houseware and decorative show and RBSM at Noida from 15-17 April, 2013 with 150 Indian Exporters and 25 buyers from USA & LAC and 150 buyers from others.

4.52.4 Ministry of Textiles has recommended the proposal.

4.52.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 150.00 lakhs under para 7.1.8 & para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 150 foreign buyers and 300 Indian exporters.

4.52.6 EC approved the proposal with an assistance of ₹ 150.00 lakhs under para 7.1.8 & para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 150 foreign buyers and 300 Indian exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Space charges including electricity etc.	90.00	81.00	150.00
2	Interiors	45.00	40.50	
3	Publicity cost	7.50	6.75	
4	Cost of catalogues & other material	5.00	4.50	
5	Translation and interpreter/misc charges	1.00	0.90	
6	Misc expenses	2.50	Not admissible	
7	Air fare and hotel accommodation for 150 foreign buyers	137.50	137.50	
	Total	288.50	271.15	150.00

Item No. 53: Proposal of EPCH for organising Indian Fashion Jewellery and Accessories Show at Noida from 15-17 July, 2013.

4.53.1 The total estimated cost of the project for 2013-14 is ₹265.50 lakhs.

4.53.2 The total MAI assistance sought for 2013-14 is ₹238.95 lakhs.

4.53.3 The proposed activities to be undertaken under the project is to organising Indian Fashion Jewellery and Accessories Show at Noida from 15-17 July, 2013 with 125 Indian Exporters and 25 buyers from USA & LAC and 150 buyers from others.

4.53.4 Ministry of Textiles has recommended the proposal.

4.53.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 125.00 lakhs under para 7.1.8 & para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 100 foreign buyers and 200 Indian exporters.

4.53.6 EC approved the proposal with an assistance of ₹ 125.00 lakhs under para 7.1.8 & para 7.5.2 of the MAI guidelines **subject to EPCH ensuring participation of 100 foreign buyers and 200 Indian exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Space charges including electricity etc.	75.00	67.50	125.00
2	Interiors	37.00	33.30	
3	Publicity cost	7.50	6.75	
4	Cost of catalogues & other material	5.00	4.50	
5	Translation and interpreter/misc charges	1.00	0.90	
6	Misc expenses	2.50	Not admissible	
7	Air fare and hotel accommodation for 175 foreign buyers	137.50	137.50	
	Total	265.50	250.45	125.00

Item No. 54: Proposal of NCRMI for organizing COIR KERALA 2014 at Alappuzha, Kerala during February, 2014.

4.54.1 The total estimated cost of the project for 2013-14 is ₹640.00 lakhs.

4.54.2 The total MAI assistance sought for 2013-14 is ₹367.75 lakhs.

4.54.3 The proposed activities to be undertaken under the project is to organising COIR KERALA 2014 at Alappuzha, Kerala during February, 2014, world class exhibition, BSM, culture events and publicity & propaganda, with 100 Indian exporters and more than 125 International buyers.

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

4.54.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 175.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 150.00 for air fare and hotel accommodation and ₹ 25.00 lakhs for other eligible components) subject to NCRMI ensuring participation of 100 Indian exporters and 125 foreign buyers including 40-50 from African region 20 from LAC region and remaining from other countries.

4.54.6 EC approved the proposal with an assistance of ₹ 175.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 150.00 lakhs for air fare and hotel accommodation and ₹ 25.00 lakhs for other eligible components) **subject to NCRMI ensuring participation of 100 Indian exporters and 125 foreign buyers including 40-50 from African region 20 from LAC region and remaining from other countries.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
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1	Venue arrangement for the event	150.00	97.50	150.00 (for air fare and hotel accommodation)
2	BSM venue area	30.00	19.50	
3	Publicity cost	100.00	65.00	
4	Cost of the catalogues and other materials	30.00	19.50	
5	PR campaign	55.00	Not admissible	
6	BSM cost (Air fare & hotel accommodation)	150.00	150.00	
7	Expenses for cultural programme & inaugural function	40.00	Not admissible	25.00 (other admissible components)
8	Conduction seminar/conference at national/international level	25.00	Not admissible	
9	Local hospitality for chief guest. etc.	30.00	Not admissible	
10	Co-ordination and management of the entire event including mementos	30.00	Not admissible	
	Total	640.00	351.50	175.00

Item No. 55: Proposal of IEEMA for organising RBSM in Electrical and Industrial Electronics sector during ELECRAMA at Mumbai from 20-24 January, 2014.

4.55.1 The total estimated cost of the project for 2013-14 is ₹448.00 lakhs.

4.55.2 The total MAI assistance sought for 2013-14 is ₹398.00 lakhs.

4.55.3 The proposed activities to be undertaken under the project is to organising RBSM in Electrical and Industrial Electronics sector during ELECRAMA at Mumbai from 20-24 January, 2014 and 450 foreign buyers from Africa, CIS, ASEAN, LAC, SAARC and Iran.

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

4.55.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 400.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 350.00 for air fare and hotel accommodation and ₹ 50.00 lakhs for other eligible components) subject to IEEMA ensuring participation of 450 foreign buyers.

4.55.6 EC approved the proposal with an assistance of ₹ 400.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 350.00 lakhs for air fare and hotel accommodation and ₹ 50.00 lakhs for other eligible components) **subject to IEEMA ensuring participation of 450 foreign buyers.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance approved
1.	Economy airfare and 3 night hotel stay for 450 foreign buyers (@ an average Rs. 85,000 for 450 foreign buyers – 50 from LAC and 400 from Africa, ASEAN,	382.50	350.00 (airfare and hotel stay)

	CIS, SAARC and Iran)		
2	Publicity costs, including interactive website to enable the buyers to fix appointments, printing of brochures, pamphlets, catalogues, directories, folders, etc.	6.00	50.00 (other eligible components)
3	Venue; dedicated furnished space in ELECRAMA for RBSM- 1000 sqm @ Rs. 4,000 per sqm.	40.00	
4	Translation and interpreter charges	2.00	
5	Organizational expenses	17.50	
	Total	448.00	

Item No. 56: Proposal of KCCI for organising visit of prominent buyers for Reverse Buyer Seller Meet at Srinagar, Kashmir from 14-17 May, 2013.

4.56.1 The total estimated cost of the project for 2013-14 is ₹138.87.00 lakhs.

4.56.2 The total MAI assistance sought for 2013-14 is ₹136.30 lakhs.

4.56.3 The proposed activities to be undertaken under the project is to organising visit of prominent buyers for Reverse Buyer Seller Meet at Srinagar, Kashmir from 14-17 May, 2013..

4.56.4 Not recommended by any Territorial/Commodity Division, DOC.

4.56.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 50.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 50.00 lakhs for air fare and hotel accommodation) **subject to KCCI ensuring participation of 50 foreign buyers and 100 Indian exhibitors.**

4.56.6 The representative of KCCI informed EC that the organizing cost is very high, despite the subsidy given by the State Government for the venue cost. They are willing to increase the Indian exhibitors but due to high cost of the venue they are not able to buy more space. He requested EC to enhance the level of assistance to ₹ 100.00 lakhs.

4.56.9 EC informed KCCI that the DOC will take up the matter with the State Government for more subsidies to KCCI for organizing this event.

4.56.10 EC approved the proposal with an assistance of ₹ 100.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 56.25 lakhs for air fare and hotel accommodation + ₹ 43.75 lakhs for other eligible components) **subject to KCCI ensuring participation of 75 foreign buyers and 100 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible	Assistance approved
1	Air fare and hotel accommodation for 75 foreign buyers	138.87	56.25 (@ Rs.75,000 per buyer)	56.25
2	Space rent & stall decoration	40.50	26.32	

3	Publicity cost for the event	15.50	10.07	43.75 (other eligible components)
4	Cost of catalogue & other material	10.50	6.82	
Total		205.37	99.46	100.00

Item No. 57: Proposal of IIP for Inviting foreign buyers / trade journalists under BSM during INDIAPACK-2013 at Mumbai during 28-31 January 2013.

4.57.1 The total estimated cost of the project for 2012-13 is ₹22.00 lakhs.

4.57.2 The total MAI assistance sought for 2012-13 is ₹22.00 lakhs.

4.57.3 The proposed activities to be undertaken under the project is to Inviting foreign buyers / trade journalists under BSM during INDIAPACK-2013 at Mumbai during 28-31 January 2013. IIP inviting 25 foreign buyers / trade journalists for BSM. The number of Indian participants is not mentioned.

4.57.4 TP Division of DOC is recommended the proposal.

4.57.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 20.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 17.00 for air fare and hotel accommodation and ₹ 3.00 lakhs for other eligible components) subject to IIP ensuring participation of 25 Indian exporters.

4.57.6 EC approved the proposal with an assistance of ₹ 20.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 17.00 for air fare and hotel accommodation and ₹ 3.00 lakhs for other eligible components) **subject to IIP ensuring participation of 25 Indian exporters.**

Estimated Expenditure:

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance	Assistance approved
1	Air Travel/Hotel stay cost of prominent foreign delegation, journalist etc	17,00,000	17,00,000	17,00,000
2	Publicity & Promotion / advertising cost	2,00,000	1,30,000	3,00,000
3	Cost of catalogue and other material, literature	1,00,000	65,000	
4	Translation and interpreter charges	2,00,000	1,30,000	
Total Expenditure		22,00,000	20,25,000	20,00,000

Item No. 58: Proposal of CII for Enhancing participation of India in project opportunities in Africa during 2012-13:-

- (i) Regional Buyer Seller Meet in Angola, Southern Africa during November, 2012.
- (ii) Outbound delegation to DRC and Malawi during October, 2012.

4.58.1 The total estimated cost of the project for 2012-13 is ₹55.00 lakhs.

4.58.2 The total MAI assistance sought for 2012-13 is ₹33.00 lakhs.

4.58.3 The proposed activities to be undertaken under the project is to marketing project capability from India, creating a brand identity for Indian project exports in African markets, establishing the first contact with nodal agencies representing industries and business through which concerted campaign could be launched for projecting India's strengths and enhancing the level exchanges on the institutional basis, BSM in African countries, outbound delegation with B2B meetings.

4.58.4 FT(Africa) Division of DOC has recommended the proposal.

4.58.5 CS and CITM have approved the proposal in-principle.

4.58.6 SC recommended the proposal for consideration of EC with an assistance of ₹ 15.00 lakhs under para 7.1.2 of the MAI guidelines for BSM in Angola only.

4.58.7 The proposal was deferred by EC. CII was directed to submit revised proposal targeting only Nigeria, in consultation with HCI, Nigeria, to the Territorial Division. The revised proposal will be considered on file by the Territorial Division.

Item No. 59: Proposal of SRTEPC for organizing Indian Textile and clothing Exhibition in Cairo, Egypt during September 2013.

4.59.1 The total estimated cost of the project for 2013-14 is ₹281.00 lakhs.

4.59.2 The total MAI assistance sought for 2013-14 is ₹183.00 lakhs.

4.59.3 The proposed activities to be undertaken under the project is to organizing Indian Textile and clothing Exhibition in Cairo, Egypt during September 2013. Exact date and number of participants is not mentioned by Council.

4.59.4 Not recommended by any Territorial/Commodity Division, DOC.

4.59.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 149.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 for venue cost and ₹ 19.00 lakhs for other eligible components) subject to SRTEPC ensuring participation of 80 exporters.

4.59.6 EC approved the proposal with an assistance of ₹ 149.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 lakhs for venue cost and ₹ 19.00 lakhs for other eligible components) **subject to SRTEPC ensuring participation of 80 exporters.**

Estimated Expenditure

Sl. No.	Heads	Estimated Expenditure	(₹ In Lakhs)
			Approved assistance
1	Hire of hall for 5 days —3 days Exhibitions, 1 day set up and 1 day for dismantling area and for construction of 80 booths (960sqm)with props/furniture/lighting/decoration, etc.	133.10	130.00
2	Registration counter, media centre, business centre, VIP lounge, Meeting rooms including equipment.	5.50	
3	Theme Pavilion, Fabric Folio, Trend Forum, general	8.25	

	displays, etc.		
4	Visit of 3 Indian Designers to Egypt to help with Theme Pavilion - travel/stay expenses, honorarium to designers etc.	10.45	Not admissible
5	Publicity including design/ preparation of Exhibition logo/flyers/brochure/catalogue/advertisements / banners /special supplement, etc.	82.50	19.00 (Other eligible components)
6	Other Misc expenditure	41.52	Not admissible
	Total	281.32	149.00

Item No. 60: Proposal of FIEO for organizing participation at Karachi, Pakistan from 16-18 November, 2012.

- 4.60.1 The total estimated cost of the project for 2012-13 is ₹46.80 lakhs.
- 4.60.2 The total MAI assistance sought for 2012-13 is ₹30.42 lakhs.
- 4.60.3 The proposed activities to be undertaken under the project is to organizing "India Show" at Karachi, Pakistan from 16-18 November, 2012.
- 4.60.4 Not recommended by any Territorial/Commodity Division, DOC.
- 4.60.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 30.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 25.00 for venue cost and ₹ 5.00 lakhs for other eligible components) subject to FIEO ensuring participation of 60 Indian exporters.
- 4.60.6 DG, FIEO requested EC for enhancing the level of assistance for publicity component.
- 4.60.7 EC approved with an assistance of ₹ 35.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 25.00 for venue cost and ₹ 10.00 lakhs for other eligible components) **subject to FIEO ensuring participation of 60 Indian exporters.**

Estimated Expenditure

(₹ In Lakhs)				
Sl. No.	Heads	Estimated Expenditure	Admissible assistance	MAI Assistance approved
1	Venue charges and organising expenses	24.00	15.60	25.00
2	Publicity	22.00	14.30	10.00
3	Cost of catalogue	0.80	0.52	
	Total	46.80	30.42	35.00

Item No. 61: Proposal of ITPO for organizing India Trade Expo at Karachi, Pakistan (BSM in Lahore & Islamabad) from 20-25 February, 2013.

- 4.61.1 The total estimated cost of the project for 2012-13 is ₹474.00 lakhs.
- 4.61.2 The total MAI assistance sought for 2012-13 is ₹288.60 lakhs.
- 4.61.3 The proposed activities to be undertaken under the project is to India pavilion will be spread over an area of 6000 sq mtr, companies from various sectors such as information technology, telecommunication, automobiles & components, heavy earth moving vehicles etc., food festival cultural programme/film festival, seminars and India day Celebration.
- 4.61.4 Not recommended by any Territorial/Commodity Division, DOC.
- 4.61.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 250.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 240 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to minimum 175 exhibitors.
- 4.61.6 EC deferred consideration of the proposal.

Additional Agenda Item No. 5

Item No. 1: Proposal of CAPEXIL for organizing participation in COVERINGS at Atlanta, Georgia, USA (an ultimate exhibition in the area of tiles and stones) from 29th April, to 2nd May 2013.

- 5.1.1 The total estimated cost of the project for 2013-14 is ₹147.76 lakhs.
- 5.1.2 The total MAI assistance sought for 2013-14 is ₹96.04 lakhs.
- 5.1.3 The proposed activities to be undertaken under the project is to EPC plans to participating in the exhibition and plans to take team of Indian exporters specially from the MSME sector, the proposed stall space would be about 4000 sq. meter, promote the exhibits of participating member – exporter by way of inviting potential buyers in their respective stalls, liaison with local Indian mission, chambers of commerce and trade bodies to help identify target importer and organize special inter-active meeting between Indian exporters and foreign buyers.
- 5.1.4 EP(CAP) Division, DOC has recommended the proposal.
- 5.1.5 The proposal was deferred by SC.
- 5.1.6 Representative of Capexcil requested EC to approve this proposal as USA is a huge market for tiles and stones.
- 5.1.7 EC approved the proposal with an assistance of ₹ 92.75 lakhs under para 7.1.2 of the MAI guidelines (₹ 87.23 for venue cost and ₹ 5.52 lakhs for other eligible components).

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance approved
1	Venue cost including construction charges	134.20	87.23
2	Catalogues and other material	3.50	
3	Publicity cost	5.00	5.52
4	Other organizing cost	5.06	Not admissible
	Total	147.76	92.75

**List of participants of Empowered Committee Meeting of MAI held on 11.09.2012 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 J.S Deepak, AS, DOC
4. Shri Arvind Mehta, JS, DOC
5. Shri Anup Wadhawan, JS, DOC
6. Shri Siddharth, JS, DOC
7. Ms. Mridul Jain, JS, DOC
8. Shri V. Srinivas, JS, M/o Textiles
9. Ms. Amrit Raj, Director, DOC
10. Ms. Shubhra, Director, DOC
11. Ms. Sukhgeet Kaur, DS, MEA
12. Shri G, Muthuraja, US, DOC
13. Shri C.P. Ratnakaran, SO, DOC
14. Shri Ajay Sahai, DG & CEO, FIEO
15. Dr. P. V Appaji, DG, Pharmexcil
16. Shri Sabyasachi Ray, ED, G&J EPC
17. Shri K.K. Duggal, RD, G&JEPC
18. Shri Bijal Shah, Director, G&JEPC
19. Shri Vijay Mathur, Acting SG, AEPC
20. Ms. Smita Samant, ED, CHEMEXCIL
21. Shri Rana Roy, AED, EEPC India
22. Shri Adip Mitra, EEPC India
23. Shri G.P. Mishra, EEPC India
24. Shri E.L. Paulo, Acting ED, SRTEPC
25. Shri Rakesh Kumar, ED, EPCH
26. Shri R.K. Srivastava, Director, EPCH
27. Shri K. Raju, Regional Director, Texprocil
28. Shri Sanjay Kumar, Regional Director, CLE
29. Shri Tapan Chattopadhyay, ED, Capexil
30. Shri Ramesh K. Mittal, Vice Chairman, Capexil
31. Shri A.K. Chakraborty, Director, Capexcil
32. Shri T. S. Chaddha, ISEPC
33. Shri Anil K.R., Director, NCRMI, Govt. of Kerala
34. Shri S.K. Sarkar, IIP
35. Dr. J.P. Tiwari, Chemexcil
36. Shri Nazir A Wani, Sr. Vice President, KCCI
37. Shri Sanjeev Sardana, Chairman, IEEMA
38. Shri Rohit Pandit, Director, IEEMA
39. Shri J. Pande, Director, IEEMA
