

Dated: 1<sup>st</sup> October 2013  
Udyog Bhawan, New Delhi

**Subject: Minutes of the Empowered-Committee of MAI held on 23<sup>rd</sup> & 24<sup>th</sup> September 2013.**

Minutes of the MAI Empowered-Committee meeting held on 23<sup>rd</sup> & 24<sup>th</sup> September 2013 under the Chairmanship of Shri S.R. Rao, Commerce Secretary have been sent to all the concerned by email for information and necessary action.

*Yulmal*  
01/10/2013

(Jagjeet Kumar)

Under Secretary to the Government of India

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1. Shri Anup K. Pujari, DGFT
2. Shri D.S. Dhesi, AS, DOC
3. Shri Siddharth, Joint Secretary, DOC
4. Shri J.K. Dadoo, Joint Secretary, DOC
5. Shri Ravi Capoor, Joint Secretary, DOC
6. Shri Rajeev Arora, Joint Secretary, DOC
7. Shri Asit. K. Tripathy, Joint Secretary, DOC
8. Shri Sudhanshu Pandey, Joint Secretary, DOC
9. Ms. Monika S. Garg, Joint Secretary (Exports), M/o Textiles
10. Ms. Rupa Dutta, Economic Advisor, DOC
11. Ms. Mukta Shekhar, Director (ITP), MEA
12. Ms. Sutapa Majumdar, Director, Planning Commission
13. Shri Santosh Kumar, DS, DOC
14. Prof G. Balachandran, Chairman, Coir Board, Kochi
15. Dr. Biswajit Dhar, Director General, RIS
16. Shri Malay Shrivastava, ED, ITPO
17. Shri Ajay Sahai, DG & CEO, FIEO
18. Ms. Ambika Sharma, DSG, FICCI
19. Shri R. Ramesh Kumar, ED, CLE
20. Shri Vijay Kalantri, President, AIAI
21. Shri R.K. Pathak, Secretary, TEPC
22. Shri Sabyasachi Ray, ED, G&J EPC
23. Shri Bhaskar Sarkar, ED, EEPC
24. Shri Raghuveer Kini, ED, Pharmexcil
25. Shri D.K. Sareen, ED, ESC EPC
26. Shri Rajan Klyanpur, ED, Plastic EPC
27. Shri Tarun Dewan, Executive Director, SGEPC
28. Shri Amit Mukherjee, ED, ACMA
29. Dr J.P. Tiwari RD, CHEMEXCIL
30. Shri Anil K. R., Director, NCRMI
31. Shri R.K. Chaturvedi, Industries Commissioner, MPLUN Ltd.
32. Ms. Beela Rajesh, ED, HEPC
33. Shri E.L. Paulo, ED, SRTEPC
34. Shri Shiv Kumar Gupta, ED, Carpet EPC
35. Shri T.S. Chaddha, ED, ISEPC
36. Shri Siddhartha Rajagopal, ED, TEXPROCIL
37. Shri Vishwanath R. Agarwal, Chairman, PDEXCIL
38. Shri Bodhisattwa Mukharjee, ICC
39. Shri P.C. Sharma, ED, NCTI
40. Shri K. Sasi Varma, ED, Cashew EPC
41. Professor Manoj Panda, Director IEG
42. Shri Sunil Sethi, President, FDCI
43. Shri. R.C.M. Reddy, MD, IL&FS

Hard Copy of Minutes to: AS&FA & JS (AM)

List of participants is Annexed.

## **Agenda Item No. 1**

The minutes of the EC meeting of MAI held on 19.03.2013 were confirmed.

## **Agenda Item No. 2**

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

## **Agenda Item No. 3**

Proposal seeking ex-post-facto approval of EC

### **Item No. 1: Proposal of NCTI for Desktop Study on India – Canada on Free Trade Agreement (FTA) Lines.**

- 3.1.1 The total estimated cost of the project for 2013-14 is ₹12.00 lakhs. The total MAI assistance sought for 2013-14 is ₹12.00 lakhs.
- 3.1.2 Identification of priorities items for seeking duty concession by India, identifications of sensitive items from India's point of view from Canada's wish list, analysis of tariff range and lines of India's global importers/exporters and Canada's global imports and exports, technical assistance in preparation of India's wish List for Canada, India top exported items to Canada, India's Potential Trade in Canada, India's RCA and tariff applied by Canada to imports from India. Assistance is admissible under para 7.4.4 of the MAI guidelines.
- 3.1.3 FT(NAFTA) Division, DOC has recommended the proposal.
- 3.1.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹12.00 lakhs under para 7.4.4 of the MAI guidelines.
- 3.1.5 **EC accorded its ex-post-facto approval with an assistance of ₹12.00 lakhs under para 7.4.4 of the MAI guidelines.**

### **Item No. 2: Proposal of EEPC for organizing India pavilion in Automechanika Middle East 2013, Dubai, UAE during 11-13 June 2013.**

- 3.2.1 The total estimated cost of the project for 2013-14 is ₹132.75 lakhs. The total MAI assistance sought for 2013-14 is ₹79.73 lakhs.

- 3.2.2 The proposed activities to be undertaken under the project is to organize India pavilion and specific targeted benefit after completion of the project is to rapidly developing automotive aftermarket in the wider Middle East and Africa. The even covers the full range of parts for motor vehicles, as well as components for the drive, chassis, body, electrics and electronic groups, equipment for vehicle service and repair, body world etc. Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.2.3 EP(Engg) Division, DOC has recommended the proposal.
- 3.2.5 EC in its meeting held on 11.09.2012 approved the MAI assistance of ₹61.10 with 30 Indian exporters. Now, EEPC requested to enhance the amount for 40 Indian exporters.
- 3.2.6 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹79.73 lakhs (with 40 Indian exporters) under para 7.1.2 of the MAI guidelines.
- 3.2.7 **EC accorded its ex-post-facto approval with an assistance of ₹79.73 lakhs (with 40 Indian exporters) under para 7.1.2 of the MAI guidelines. The component-wise detail is as below:**

<b><u>Estimated Expenditure</u></b>		
<b>(₹ In Lakhs)</b>		
<b>Sl. No.</b>	<b>Heads</b>	<b>MAI Assistance approved</b>
1	Space rent and erection of stalls	74.53
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	5.20
3	Other organizing expenses	Not sought by EEPC
	<b>Total</b>	<b>79.73</b>

**Item No. 3: Proposal of M/s TPM Consults for Legal fee for the CVD investigation initiated by USDOC against import of PET film from India.**

- 3.3.1 The total estimated cost of the project for 2013-14 is ₹1.00 lakhs. The total MAI assistance sought for 2013-14 is ₹100 lakhs.
- 3.3.2 EP(CAP) Division, DOC has recommended the proposal.
- 3.3.3 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹1.00 lakhs under para 7.3.3 of the MAI guidelines.
- 3.3.4 **EC accorded its ex-post-facto approval with an assistance of ₹1.00 lakhs under para 7.3.3 of the MAI guidelines.**

**Item No. 4: Proposal of HEPC for organizing National level participation in Heimtextil 2014 at Frankfurt, Germany during January 2014.**

- 3.4.1 The total estimated cost of the project for 2013-14 is ₹398.70 lakhs. The total MAI assistance sought for 2013-14 is ₹273.95 lakhs.
- 3.4.2 The proposed activities to be undertaken under the project is to organize National level participation in Heimtextil 2014 at Frankfurt, Germany during January 2014. The Council is planning to participate in the event with 50 participants. The exact date has not been mentioned by Council. HEPC would obtain raw space directly from the fair authorities and develop a Indian Hand-woven pavilion in order to create the Brand Image of Indian Hand-wovens at a grand scale Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.4.3 EP (Textile) Division, DOC & Ministry of Textiles has recommended the proposal.
- 3.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.2 of the MAI guidelines. (₹160.00 for venue and ₹ 15.00 lakhs for other admissible expenses) **subject to HEPC ensuring participation of 50 Indian exporters.**
- 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 ₹175.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.4.6 **EC accorded its ex-post-facto approval with an assistance of ₹175.00 lakhs under para 7.1.2 of the MAI guidelines. The component-wise detail is as below:**

**Estimated Expenditure**

		(₹ In Lakhs)
Sl. No.	Heads	MAI Assistance Approved
1	Venue cost including organizing expenses	160.00
2	Construction charges	
3	Publicity cost (hoardings, advertisements in print & electronic media, souvenirs, display systems, posters etc.	15.00
4	Cost of catalogues and brochures	
5	Translation and interpreter charges	
	<b>Total</b>	<b>175.00</b>

**Item No. 5: Proposal of MPLUN for organising Reverse Buyer Seller Meet with MPEXPORTECH at Khajuraho from 20-26 February, 2014.**

- 3.5.1 The total estimated cost of the project for 2012-13 is ₹136.25 lakhs. The total MAI assistance sought for 2012-13 is ₹128.25 lakhs.
- 3.5.2 The proposed activities to be undertaken under the project is to organising Reverse Buyer Seller Meet with MPEXPORTECH at Khajuraho from 20-26 February, 2014. **Focus products are Handloom textiles and prints of Madhya Pradesh, Craft of MP, Gifts wares, Home Furnishing and made-ups, Readymade Garments,**

**Ayurvedic and Herbal Products and Processed food. 75 foreign buyers are proposed to attend the event.** The main objective of the RBSM is to establish specific integrated approach for SMEs and cottage industry products whose making efforts of exporters are entirely driven by individual relationship. To create aggressive international marketing strategy, to fill the gap inadequate infrastructure especially in the remote craft pockets and to achieve a quantum jump in the export earnings with enhanced flow of trade. MAI assistance is recommended under para 7.1.8 and para 7.5.2 of the MAI guidelines.

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

3.5.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹128.25 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines.

3.5.5 **EC accorded its ex-post-facto approval with an assistance of ₹128.25 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ in Lakhs )

Sl. No.	Expenditure Head	MAI Assistance Approved
1	Venue cost	45.00
2	Publicity cost for the event	13.50
3	Cost of catalogue and other materials	13.50
4	Air fare and hotel accommodation for 75 foreign buyers (75 buyer @ 75,000/- per buyer)	56.25
	<b>Total</b>	<b>128.25</b>

**Item No. 6: Proposal of Gems & Jewellery EPC for participation in Jewellery Arabia 2013 at Manama, Bahrain from 19-23 November, 2013.**

3.6.1 The total estimated cost of the project for 2013-14 is ₹242.25 lakhs. The total MAI assistance sought for 2013-14 is ₹162.01 lakhs.

3.6.2 The proposed activities to be undertaken under the project is to organize Jewellery Arabia 2013 during 15 – 19 October 2013. The Council is planning to take more than 776 sqm with approx 60 Exhibitors. Specific targeted benefit after completion of the project is to tap the best of the Middle East retailers. To enhance Brand India image amongst Middle East buyers by representation and branding through India Pavilion. Export enhancement in the Middle East and WANA Region. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

3.6.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹129.00 lakhs under para 7.1.2 of the MAI guidelines.



**3.6.5 EC accorded its ex-post-facto approval with an assistance of ₹129.00 lakhs under para 7.1.2 of the MAI guidelines. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Expenditure Head	MAI Assistance Recommended
1	Venue cost including organising expenditure	120.00
2	Publicity cost for the event	9.00
3	Cost of catalogue and other material	
4	Translation & interpretation	
	<b>Total</b>	<b>129.00</b>

**Item No. 7: Proposal of M/s Lakshmi Kumaran & Sridharan for Preparation of Govt. response to the questionnaires in connection with the Anti Subsidy and CVD investigation initiated by European Commission against import of Stainless Steel Wires from India.**

- 3.7.1 The total estimated cost of the project for 2013-14 is ₹1.00 lakhs. The total MAI assistance sought for 2013-14 is ₹1.00 lakhs.
- 3.7.2 EP(Engg) Division, DOC has recommended the proposal.
- 3.7.3 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹1.00 lakhs under para 7.3.3 of the MAI guidelines.
- 3.7.4 EC accorded its ex-post-facto approval with an assistance of ₹1.00 lakhs under para 7.3.3 of the MAI guidelines.**

**Item No. 8: Proposal of Cashew EPC for Generic Promotion of India Cashew.**

- 3.8.1 The total estimated cost of the project for 2013-14, 2014-15 and 2015-16 is ₹405.00 lakhs. The total MAI assistance sought for 2013-14, 2014-15 and 2015-16 is ₹405.00 lakhs.
- 3.8.2 EP(Agri-II) Division has recommended the revised proposal of Cashew EPC for **Generic Promotion of Indian Cashew**. The activities proposed to be undertaken are to organising Buyer Seller Meet with KAJU INDIA 2013 during 26-27 September, 2013, Nutrition Study, participation in the Global Cashew Council and Marketing related advertising, publicity promotions. After completion of the these activities, council expect rise in export by 20% by 2016-17 and export quantities by a minimum of 10%, net effect in Export Value Increase of `1530 crores. i.e. net 37% in volume terms. It has been stated that Generic Promotion will help to increase the quantity and value realization of exports. The representatives of trade organisations/regulating bodies/trade journals/buying houses and other delegates may be taken to our laboratory, factories etc. so that they are convinced of the facilities and the quality standards. MAI assistance are admissible under para 7.1.2, 7.1.8 and para 4.4 of the MAI guidelines.

- 3.8.3 Standing Finance Committee (SFC) approved the proposal for MAI Assistance of 4.00 crores during 23-14 to 2015-16.
- 3.8.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹400.00 lakhs under para 7.1.2, 7.1.8 and para 4.4 of the MAI guidelines.
- 3.8.5 **EC accorded its ex-post-facto approval with an assistance of ₹400.00 lakhs under para 7.1.2, 7.1.8 and para 4.4 of the MAI guidelines. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹ in Lakhs )

SI No.	Name of Activities	Year/Expenditure	Year/Expenditure	Year/Expenditure
	<b>Generic Promotion of Indian Cashews</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>
1.	KAJU INDIA 2013 Meet participating major buying houses/traders/exporters/ journalists/machinery manufacturers etc.	50.00	50.00	60.00
2.	Nutrition Study – International (Heart) and Indian (Pilot Study – Diabetes)	55.00	70.00	-
3.	Participation in Global Cashew Council programmes	37.00	20.00	20.00
4.	Marketing related advertising, publicity, promotions, sponsoring of Cashew Satellite Meetings at INC, BSM at Gulfood, etc.	25.00	30.00	33.00
	<b>Total</b>	<b>167.00</b>	<b>170.00</b>	<b>113.00</b>
	<b>Anticipated MAI Grant @ 90%</b>	<b>150.00</b>	<b>153.00</b>	<b>102.00</b>
	<b>Grand Total</b>	<b>405.00 (Restricted to ₹400.00 lakhs)</b>		

**Item No. 9: Proposal of Texprocil for organizing participation in Australian International sourcing Fair at Sydney, Australia during 13-15 November 2012.**

- 3.9.1 EC approved the proposal with MAI assistance of ₹148.72 Lakhs under para 7.1.2 of the MAI guidelines (₹ 135.20 for Venue related cost and ₹ 13.52 for other admissible expenses) subject to Texprocil (Co-organized by ITPO) ensuring participation of 50 Indian exporters.
- 3.9.2 Due to overwhelming response from the Textile related EPCs/Trade organisation the number of exhibitors went up to 130 from 50 (i.e. 160%) and the final space booked also went up from 600 sqm to 1480 sqm (i.e. 146%). EPTC Division, DOC and Ministry of Textiles had recommended the request of Texprocil for additional fund of ₹65.78 lakhs. However, the amount was released on the approval of EC i.e. ₹148.72 lakhs. The Councils has now represented for an additional assistance of ₹28.57 lakhs based on enhanced participation from 50 to 130 exhibitors.
- 3.9.3 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹28,57,280 under para 7.1.2 of the MAI guidelines due to enhanced participation of Indian exporters from 50 to 130.

**3.9.4 EC accorded its ex-post-facto approval with an assistance of ₹28,57,280/- under para 7.1.2 of the MAI guidelines.**

**Item No. 10: Proposal of RIS for study to identify the areas of cooperation, value chains and economic integration with CLMV.**

- 3.10.1 The total estimated cost of the project for 2012-13 is ₹19.75 lakhs. The total MAI assistance sought for 2012-13 is ₹19.75 lakhs.
- 3.10.2 The proposed activities to be undertaken under the project is to analytical basis of regional value chain encompassing trade in goods, trade in services, FDI, movement of people and connectivity, present status of regional value chains in the CLMV region and existing trade and investment linkages between India and CLMV .Specific targeted benefit after completion of the project is one of the action point emerged in the meeting was that study may be conducted by RIS to identify the areas of cooperation, value chains and economic integration with CLMV and recommending an appropriate policy and institutional framework for economic integration between India and CLMV and issues of cooperation including infrastructural connectivity, behind the border issues and non-trade issues. Assistance is admissible under para 7.4.3 of the MAI guidelines.
- 3.10.3 FT(EA) Division, DOC has recommended the proposal.
- 3.10.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹19.75 lakhs under para 7.4.3 of the MAI guidelines.
- 3.10.5 EC accorded its ex-post-facto approval with an assistance of ₹19.75 lakhs under para 7.4.3 of the MAI guidelines.**

**Item No. 11: Proposal of Institute of Economic Growth (IEG) for study on Impact of Global Development on India's Exports and Strategy for enhancing exports.**

- 3.11.1 The total estimated cost of the project for 2013-14 is ₹18.00 lakhs. The total MAI assistance sought for 2013-14 is ₹18.00 lakhs.
- 3.11.2 To quantify the impact of various external and internal factors, including GDP growth in developed countries and a few developing countries, declining value of Indian Rupee, price competitiveness of Indian's exports on India's overall global export, to estimate the extent to which the various external and internal factors have a differential impact on India's exports in sectors such as textiles and clothing, leather and footwear, gems and jeweler, petroleum products, engineering product and agricultural products etc. and to identify product in specific markets in which India has the potential to significantly enhance its exports and to recommend specific policy initiatives for achieving this objective in the medium term. Assistance is admissible under para 7.4.3 of the MAI guidelines.
- 3.11.3 EPL-II Division, DOC has recommended the proposal.



- 3.11.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹18.00 lakhs under para 7.4.3 of the MAI guidelines.
- 3.11.5 **EC accorded its ex-post-facto approval with an assistance of ₹18.00 lakhs under para 7.4.3 of the MAI guidelines.**

**Item No. 12: Proposal of FDCI for organizing Reverse Buyer Seller Meet in India Fashion Week at New Delhi during October, 2013 and March, 2014.**

- 3.12.1 The total estimated cost of the project for 2013-14 is ₹737.18 lakhs. The total MAI assistance sought for 2013-14 is ₹512.04 lakhs.
- 3.12.2 The proposed activities to be undertaken under the project is to organizing Reverse Buyer Seller Meet in India Fashion Week. **FDCI will participate each events with 120 designer in each of the Fashion Week.** After completion of the projects, 25% - 30% growth of Indian designer garment i.e. approx ₹100-120 crores is expected in 2013-14, the objective of the event is to project India's image in international markets as a strong, quality fashion garments supplier as per the contemporary styles and trends. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.12.3 Ministry of Textiles has recommended the proposal.
- 3.12.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹158.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.12.5 **EC accorded its ex-post-facto approval with an assistance of ₹158.00 lakhs under para 7.1.8 of the MAI guidelines. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹ in Lakhs )

Sl. No.	Expenditure Head	MAI Assistance Approved
1	Venue cost	-
2	Publicity	9.75
3	Cost of catalogue and other materials	9.75
4	Interpreter & Translation charges	3.25
5	Misc. Expenses	Not admissible
6	Air fare and hotel accommodation for 75 foreign buyers (75 buyer @ 75,000/- per buyer)	56.25
	<b>Total for one event</b>	<b>79.00</b>
	<b>Total for two event</b>	<b>158.00</b>

**Item No. 13: Proposal of IL&FS for Assessment study for designing Cotton Technical's Assistance Programme for the Central Africa Republic, Togo, Zambia, Liberia and Ghana.**

- 3.13.1 The total estimated cost of the project for 2013-14 is ₹31.34 lakhs. The total MAI assistance sought for 2013-14 is ₹25.00 lakhs.

- 3.13.2 The proposed activities to be undertaken under the project is to finalization of study design, orientation of study team that includes TOR development for country visit, secondary research, participatory workshops, capacity development of African officials and private sector representatives. Economic diplomacy, opportunities for providing technical support through Government Institutions/Organisations, opportunity to Indian textile and Apparel industry to take advantage of inputs at low cost and export of textile machinery form India. Assistance is admissible under para 7.4.3 of the MAI guidelines.
- 3.13.3 FT(Africa) Division, DOC has recommended the proposal.
- 3.13.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹25.00 lakhs under para 7.4.3 of the MAI guidelines.
- 3.13.5 EC accorded its ex-post-facto approval with an assistance of ₹25.00 lakhs under para 7.4.3 of the MAI guidelines.**

**Item No. 14: Proposal for obtaining Independent feedback report on Market Access Initiative (MAI) Scheme assisted Trade Promotion events abroad.**

- 3.14.1 The total MAI assistance for the project will be based on the actuals.
- 3.14.2 The proposed activities to be undertaken under the project include deputing following officials abroad to the identified export promotion events, to guide the department/implementing agencies for optimal utilization of available resources, monitoring and evaluation of the sanctioned projects, as under:-

S. No.	Name of the event	Date of the event	Name of the organisation receiving MAI assistance	Nomination of officer for independent evaluation
1	Apparel Show at Tokyo, Japan	July 17-19, 2013	AEPC	Ms. Rupa Datta (Economic Advisor)
2	Texworld Fair at Paris, France	September 16-19, 2013	Texprocil	Ms. Sushmita Dasgupta (Economic Advisor)
3	WIN part-I 2013 at Istanbul, Turkey	June 6-9, 2013	EEPC	Shri Santosh Kumar (Deputy Secretary)
4	India Pavilion in Cosmoprof Bologna, Milano	March 8-10, 2013	Chemexcil	Shri G. Muthuraja (Under Secretary)
5	MIPLE Fair at Italy	September 15-18, 2013	CLE	Shri Jagjeet Kumar (Under Secretary)

6	Asia's Gifts Premium Household Product Show at Hong Kong	October 20-23, 2013	EPCH	Ms. Kamna S. Dikshit (Under Secretary)
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3.14.3 Components for which assistance has been sought include the total cost of Airfare/travel, daily allowance and hotel stay in the eligible class, for the visit of the above officers to the designated export promotion event, to be reimbursed in full to the agencies organising the event based on the actual.

3.14.4 Assistance has been sought under para 7.6 of the MAI guidelines.

**3.14.5 EC accorded ex-post-facto approval for the proposal of reimbursement of the actual costs incurred to the concerned organisations for the visit of the nominated officers under para 7.6 of the MAI guidelines.**

**Item No. 15: Proposal of Texprocil for organizing “Mini India Show” and participation in Intertextile Apparel Fabrics & Yarn Expo at Shanghai, China from 21-24 October, 2013.**

3.15.1 EC approved the proposal for participation in Intertextile Apparel Fabrics & Yarn Expo at Shanghai, China from 21-24 October, 2013 with MAI assistance of ₹60.00 lakhs under para 7.1.2 of the MAI guidelines (₹55.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 40 Indian exporters.

3.15.2 Now, Texprocil has proposed to organise a “Mini India Show” by increasing the total number of exhibitors from 40 to 75. The council has sought an additional amount of ₹291.33 lakhs for organising “Mini India Show” with 35 additional exhibitors.

3.15.3 AS&FA and CS have accorded in-principle approval for the proposal with an additional amount of ₹60.00 lakhs. Ex-post-facto approval is being sought for assistance of ₹60.00 lakhs under para 7.1.2 of the MAI guidelines.

**3.15.4 EC accorded its ex-post-facto approval with an additional assistance of ₹60.00 lakhs under para 7.1.2 of the MAI guidelines. The component-wise detail is as below:**

**Estimated Expenditure:**

(Amount in ₹)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance Approved
<b>Mini India Show in China</b>				
	Cultural event at Mini India Show (fee for the cultural group and travel related costs)	122.00	Not admissible	NIL
	Venue cost for organizing cultural programme (including additional area at the Fair and banquet hall hiring for various programs)	38.40	24.96	NIL

Networking dinner meet / Indian food festival for 500 people	22.40	Not admissible	NIL
Branding, publicity for Indian Show, invites etc.	19.20	12.48	NIL
Organizing expenses (translation, interpreters for the India Show at the venue etc)	32.00	20.80	NIL
Logistic related expenses in organizing cultural program	19.20	Not admissible	NIL
<b>Total</b>	<b>253.20</b>	<b>58.24 (A)</b>	
<b>Intertextile Apparel Fabrics &amp; Yarn Expo, Shanghai during 21-24 October 2013</b>			
Space rental, electricity load etc	190.08	123.55	120.00
Display accessories at the stalls (shelves, hanger rails, mannequins, grills etc)	14.40	Not admissible	NIL
Banners, standees etc to be made and sent from India	5.00	3.25	NIL
Overseas publicity, advertisement etc	9.60	6.24	NIL
Translation & interpreter charges	12.80	8.32	NIL
Printing of publicity material	11.40	7.41	NIL
<b>Total</b>	<b>243.28</b>	<b>148.77 (B)</b>	<b>120.00</b>
<b>Total (A+B)</b>	<b>496.48</b>	<b>207.01</b>	<b>120.00</b>
<b>Grant already approved by EC for Intertextile Apparel Fabrics &amp; Yarn Expo, Shanghai during 21-24 October 2013</b>		<b>60.00</b>	<b>-60.00</b>
<b>Additional MAI approved</b>		<b>147.01</b>	<b>60.00</b>

**Item No. 16: Proposal of CLE for organizing three two day RBSMs in major leather clusters of India inviting potential overseas buyers at Chennai, Kolkata and Delhi.**

- 3.16.1 The total estimated cost of the project for 2013-14 is ₹65.00 lakhs. The total MAI assistance sought for 2013-14 is ₹65.00 lakhs.
- 3.16.2 The proposed activities to be undertaken under the project is to organize two day RBSMs in major leather clusters of India and invite potential overseas buyers. The Council is planning to participate in each of the events with 30 foreign buyers. Specific targeted benefit after completion of the project is to promote the capabilities and developments of Indian leather and leather products industry to overseas buyers and to facilitate B2B meetings between Indian exporters and overseas buyers for sourcing from India, establishing marketing tie-ups, business collaborations and joint venture agreements. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.16.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.16.4 AS&FA and CS have accorded in-principle approval for the proposal with an assistance of ₹65.00 lakhs and directed CLE to ensure that the RBSM is held on same dates and venue as the ITPO Leather Shows. Ex-post-facto approval is being sought for assistance of ₹65.00 lakhs under para 7.1.8 of the MAI guidelines.

- 3.16.5 EC directed CLE to organize the events of Chennai & Kolkata with ITPO and New Delhi event independently and directed that Council should hold their future RBSM with ITPO.
- 3.16.6 EC accorded its ex-post-facto approval with an assistance of ₹65.00 lakhs under para 7.1.8 of the MAI guidelines. The component-wise detail is as below:

**Estimated Expenditure:**

			(₹ in Lakhs )
Sl. No.	Venue cost & Number of Buyer	Dates	MAI Assistance Approved
1	New Delhi (30 Foreign Buyers)	28-29 November, 2013	25.00
2	Chennai (30 Foreign Buyers)	1-2 February, 2014	25.00
3	Kolkata (20 Foreign Buyers)	28 <sup>th</sup> February to 1 <sup>st</sup> March, 2014	15.00
	<b>Total</b>		<b>65.00</b>

## **Agenda Item No. 4**

Proposals recommended by Sub-Committee

**Item No. 1: Proposal of Coir Board to organize the India International Coir Fair (IICF) 2013 at Pragati Maidan, New Delhi during 12-15 December 2013.**

- 4.1.1 The total estimated cost of the project for 2013-14 is ₹329.14 lakhs. The total MAI assistance sought for 2013-14 is ₹ 213.94 lakhs.
- 4.1.2 The proposed activities to be undertaken under the project is organising the India International Coir Fair (IICF) 2013 at Pragati Maidan, New Delhi during 12-15 December 2013 is aimed at bringing all serious buyers spread across USA / EU, Africa, Middle East etc to participate in the fair so that meaningful trade and commerce between the Coir fraternity and these visitors could be concluded. Fair is to attract a dedicated number of serious buyers of Coir product, numbering around 50 for direct participation / and for possible development of business. There will be 60 stalls of uniform size from machinery manufactures pertaining to highly sophisticated areas like spinning, weaving, dyeing, printing, tufting, packaging, shuttle less loom machinery designing etc. to participate in the fair. Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.1.3 E&MDA Division, DOC has recommended the proposal.
- 4.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs for air fare and hotel accommodation for 50 foreign buyers under para 7.1.8 of the MAI guidelines.
- 4.1.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs for air fare and hotel accommodation for 50 foreign buyers under para 7.1.8 of the MAI guidelines.

**Item No. 2: Proposal of NCRMI for organising Coir Kerala 2015 at Alappuzha, Kerala from 1-5 February, 2015.**

- 4.2.1 The total estimated cost of the project for 2014-15 is ₹665.00 lakhs. The total MAI assistance sought for 2014-15 is ₹392.75 lakhs.
- 4.2.2 The proposed activities to be undertaken under the project is organising Coir Kerala 2015 at Alappuzha, Kerala from 1-5 February, 2015. The event can be held for 5 days and it shall be conceived in such a manner that it can showcase the capabilities of coir industry as well as other natural fiber products from various parts of India. It is believed that this event will offer great opportunities for the development of both domestic and export trade in natural fiber products segment. **Assistance has been sought under para 7.1.8 of the MAI guidelines.**
- 4.2.3 E&MDA Division, DOC has recommended the proposal.
- 4.2.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.8 of the MAI guidelines subject to NCRMI ensuring participation of 250 Indian exporters and 175 foreign buyers.**
- 4.2.5 **EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.8 of the MAI guidelines subject to NCRMI ensuring participation of 250 Indian exporters and 175 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost	150.00	30.00
2	Publicity cost	100.00	5.00
3	Cost of catalogues and other material	30.00	
4	PR campaign	55.00	140.00
5	Air fare of international visitors/ agents/chief/guest/dignitaries/invitees/ exhibition/speakers/resource	175.00	
6	Cultural programme & inaugural function	40.00	
7	BSM	30.00	
8	Conducting seminar	25.00	
9	Local charges	30.00	
10	Co-ordination and management of the entire event including mementos	30.00	
	<b>Total</b>	<b>665.00</b>	<b>175.00</b>

**Item No. 3: Proposal of AIAI (All India Association of Industries) for organising Global Economic Summit on Asia 2014 in Mumbai during September 2014.**

- 4.3.1 The total estimated cost of the project for 2014-15 is ₹ 86.50 lakhs. The total MAI assistance sought for 2014-15 is ₹25.00 lakhs.
- 4.3.2 The proposed activities to be undertaken under the project is to organize Global Economic Summit on Asia 2014 on trade and investment with special emphasis on



small & medium enterprises. Components for which assistance has been sought include venue cost, advertisement cost and publicity cost, travel cost etc. Specific targeted benefit after completion of the project is that summit will throw open its portals to participants from Asian countries. Participating countries will make presentations to highlight the growth potential and investment opportunities in the SME sectors relevant to their respective nations and to usher in a new and improved era of seamless development at grassroots and microeconomic levels, thereby connecting the world in a truly borderless form. The summit would facilitate the forging of business alliances among the SMEs through cross continental exchange of information and knowledge. Assistance has been sought under para 7.1.8 of the MAI guidelines.

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

4.3.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹25.00 lakhs under para 7.1.8 of the MAI guidelines subject to AIAI ensuring participation of 100 foreign buyers and 100 Indian exhibitors.**

4.3.5 **EC approved the proposal with MAI assistance of ₹25.00 lakhs under para 7.1.8 of the MAI guidelines subject to AIAI ensuring participation of 100 foreign buyers and 100 Indian exhibitors. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost	31.00	6.00
2	Travel cost	26.50	18.00
3	Advertisement & Publicity costs	18.00	1.00
4	Conference handbook	3.00	
5	Conference delegate kit for 300 delegates and stationery	3.00	
6	Administrative overheads	5.00	
	<b>Total</b>	<b>86.50</b>	<b>25.00</b>

**Item No. 4: Proposal of CLE for Members exporters participation in Fashion Access at Hong Kong during 25-27 March 2015.**

4.4.1 The total estimated cost of the project for 2014-15 is ₹120.82 lakhs. The total MAI assistance sought for 2014-15 is ₹108.73 lakhs.

4.4.2 The proposed activities to be undertaken under the project is to organize Group participation of Member-Exporters in Fashion Access Fair, China March 2015 with 30 Indian exhibitors. Focus sectors are Footwear, Bags, Travel wear Garment & Fashion Access. India's export of leather & leather products to China has increased from US\$ 55.46 million in 2007-08 to US\$ 124.10 million in 2012-13, growing at a CAGR of 17.47%. Presently, China accounts for a share of 2.48% in India's total leather export trade of US\$ 4996.91 million. India's export of leather products to China to touch US\$ 250 million by 2016-17, at a CAGR growth of 19.13% with the major export coming from the footwear, leather garments and leather goods & accessories sector. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

- 4.4.3 EP (LSG) Division, DOC has recommended the proposal.
- 4.4.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹110.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 102.00 lakhs for venue and ₹ 8.00 lakhs for other admissible expenses) subject to CLE ensuring participation of 40 Indian exporters.**
- 4.4.5 **EC approved the proposal with MAI assistance of ₹110.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (₹ 102.00 lakhs for venue and ₹ 8.00 lakhs for other admissible expenses) subject to CLE ensuring participation of 40 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Space cost & construction	113.02	102.00
2	Event Publicity and Other Organising Expenses (Web Membership, Publicity, etc)	7.80	8.00
	<b>Total</b>	<b>120.82</b>	<b>110.00</b>

**Item No. 5: Proposal of SGEPC for organizing India Sports Expo 2014 during 6-8 November 2014 at New Delhi (RBSM) in consultation with FICCI and M/o Youth Affairs & Sports.**

- 4.5.1 The total estimated cost of the project for 2014-15 is ₹22.50 lakhs. The total MAI assistance sought for 2014-15 is ₹22.50 lakhs.
- 4.5.2 The proposed activities to be undertaken under the project is to organizing with FICCI in consultation with M/o Youth Affairs & Sports along with SGEPC the first edition of India Sports Expo 2014 during 6-8 November 2014 at New Delhi. The event will not only be a platform for the Indian sports industry to showcase their strength to the Indian and International sports fraternity but also act as a catalyst in promoting sports amongst sports amongst the youth. SGEPC is planning to organize an International RBSM by inviting 30 foreign buyers from the international markets to the exhibition and one to one meetings would be organized between India manufacturers & Buyers concurrent to India Sports expo 2014. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.5.3 EP (LSG) Division, DOC has recommended the proposal.
- 4.5.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹22.50 lakhs for air fare & hotel accommodation under para 7.1.8 of the MAI guidelines subject to SGEPC ensuring participation of 30 foreign buyers and participation of at least 100 exhibitors.**
- 4.5.5 **EC approved the proposal with MAI assistance of ₹22.50 lakhs for air fare & hotel accommodation under para 7.1.8 of the MAI guidelines subject to SGEPC**

ensuring participation of 30 foreign buyers and participation of at least 100 exhibitors. The component-wise detail is as below:

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Airfare / hotel expenses charges of foreign visitors (30 visitors X ₹ 75,000)	22.50	22.50
	<b>Total Expenditure</b>	<b>22.50</b>	<b>22.50</b>

**Item No. 6: The proposal of M.P. Laghu Udyog Nigam Ltd. for Organising Reverse Buyer Seller Meet 7<sup>th</sup> MPEXPORTECH at Bhopal during October 2014.**

- 4.6.1 The total estimated cost of the project for 2014-15 is ₹166.25 lakhs. The total MAI assistance sought for 2014-15 is ₹155.25 lakhs.
- 4.6.2 The proposed activities to be undertaken under the project include organizing exhibition of at least 100 manufacturing units of automotive spare parts, engineering goods and other similar product group, producing exportable products. Buyer-Seller Meet, on spot order bookings and press conferences etc. Components for which assistance has been sought include travel & boarding /lodging expenses of 75 foreign Buyers from SAARC/ASEAN, CIS, African & Gulf countries, venue cost and organising expenses, publicity cost, cost of catalogues and other materials and interpretation charges. Specific targeted benefit after completion of the project is to launch an aggressive focused export promotion measures for quantum jump in the export earnings from the SSI and Cottage sector which is the largest provider of employment in the State of Madhya Pradesh. Assistance is sought under para 7.1.8 and para 7.5.2 of MAI guidelines.
- 4.6.3 E&MDA Division, DoC has recommended the proposal.
- 4.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 Lakhs under para 7.1.8 of the MAI guidelines (₹ 56.25 lakhs for air fare and hotel accommodation for foreign buyers, ₹ 58.00 lakhs for venue and ₹ 5.75 lakhs for other admissible expenses) subject to MPLUN ensuring participation of 100 Indian exporters and 75 foreign buyers.
- 4.6.5 EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.8 of the MAI guidelines (₹ 56.25 lakhs for air fare and hotel accommodation for foreign buyers, ₹ 58.00 lakhs for venue and ₹ 5.75 lakhs for other admissible expenses) subject to MPLUN ensuring participation of 100 Indian exporters and 75 foreign buyers. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue / rent and cost of infrastructure	65.00	58.00
2	Publicity cost for the event	25.00	

3	Cost of catalogues and other material	15.00	<b>5.75</b>
4	Translation and interpreter charges	5.00	
5	Air travel cost for 75 foreign Buyers	56.25	<b>56.25</b>
	<b>Total</b>	<b>166.25</b>	<b>120.00</b>

**Item No. 7: The proposal of M.P. Laghu Udyog Nigam Ltd. for Organising Reverse Buyer Seller Meet 8<sup>th</sup> MPEXPORTECH at Gwalior during January 2015.**

- 4.7.1 The total estimated cost of the project for 2014-15 is ₹146.25 lakhs. The total MAI assistance sought for 2014-15 is ₹137.25 lakhs.
- 4.7.2 The proposed activities to be undertaken under the project include organizing exhibition of at least 100 manufacturing units from handicrafts & Handloom products, Gift articles, Ayurvedic and herbal products & pharmaceutical products, producing exportable products. Buyer-Seller Meet, on spot order bookings and press conferences etc. Components for which assistance has been sought include travel & boarding /lodging expenses of 75 foreign Buyers from SAARC/ASEAN, CIS, African & Gulf countries, venue cost and organising expenses, publicity cost, cost of catalogues and other materials and interpretation charges. Specific targeted benefit after completion of the project is to launch an aggressive focused export promotion measures for quantum jump in the export earnings from the SSI and Cottage sector which is the largest provider of employment in the State of Madhya Pradesh. Assistance is sought under para 7.1.8 and para 7.5.2 of MAI guidelines.
- 4.7.3 E&MDA Division, DoC has recommended the proposal.
- 4.7.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹110.00 Lakhs under para 7.1.8 of the MAI guidelines (₹ 56.25 lakhs for air fare and hotel accommodation for foreign buyers, ₹ 49.00 lakhs for venue and ₹ 4.75 lakhs for other admissible expenses) subject to MPLUN ensuring participation of 100 Indian exporters and 75 foreign buyers.**
- 4.7.5 **EC approved the proposal with MAI assistance of ₹110.00 Lakhs under para 7.1.8 of the MAI guidelines (₹ 56.25 lakhs for air fare and hotel accommodation for foreign buyers, ₹ 49.00 lakhs for venue and ₹ 4.75 lakhs for other admissible expenses) subject to MPLUN ensuring participation of 100 Indian exporters and 75 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue / rent and cost of infrastructure	55.00	<b>49.00</b>
2	Publicity cost for the event	20.00	
3	Cost of catalogues and other material	10.00	
4	Translation and interpreter charges	5.00	
5	Air travel cost for 75 foreign Buyers	56.25	<b>56.25</b>
	<b>Total</b>	<b>146.25</b>	<b>110.00</b>

**Item No. 8: Proposal of TEPC for organising participation in Communic Asia 2014 at Singapore from 17-20 June, 2014.**

- 4.8.1 The total estimated cost of the project for 2014-15 is ₹55.00 lakhs. The total MAI assistance sought for 2014-15 is ₹35.75lakhs.
- 4.8.2 The proposed activities to be undertaken under the project is organising participation in Communic Asia 2014 at Singapore from 17-20 June, 2014, India pavilion is to be constructed in which individual exporter will have booth to showcase their products and negotiate business with the buyers from different countries, to provide networking opportunities for business development to the Indian participants, explore the opportunity lying in the ASEAN+2 market. **The council is planning to organize in the event with 12-15 Indian telecom companies.** Enhancing increase of exports from India to ASEAN countries, establishment of contacts with local trade associations and later on signing of agreement, establishing B2B linkages by distinct delegates with their counterparts, identification of products for exports and standards followed and to find existing source of import of raw material and components into this countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.8.3 EP(OP&S) Division, DOC has recommended the proposal.
- 4.8.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 45.00 lakhs for organizing expenses and ₹ 5.00 lakhs for Promotional material) subject to TEPC ensuring participation of 25 Indian exporters.**
- 4.8.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 45.00 lakhs for organizing expenses and ₹ 5.00 lakhs for Promotional material) subject to TEPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	<b>Organising expenses</b> Establishing contacts with trade association for organisations of the conference /meetings etc, networking reception, cost of venue, one to one meetings, local transport and logistic	50.00	45.00
2	<b>Promotional material</b> Promotional material – country specific brief reports, status of Indian telecom industry, export potential of products, marketing brochure with delegation details, Indian telecom status report, Indian investment opportunities and related policy framework etc.	5.00	5.00
	<b>Total Expenditure</b>	<b>55.00</b>	<b>50.00</b>

**Item No. 9: Proposal of TEPC for organising RBSM 2014 scheduled to be held in December 2014 at New Delhi.**

- 4.9.1 The total estimated cost of the project for 2014-15 is ₹50.00 lakhs. The total MAI assistance sought for 2014-15 is ₹50.00lakhs.
- 4.9.2 The proposed activities to be undertaken under the project to organize RBSM in New Delhi, India in the month of December 2014. TEPC will invite buyers from different countries and will organize conference and one to one meeting during the RBSM The council is planning to invite a delegation of 30-40 delegates from Korea, Japan, Asian countries, African countries, USA & LAC region. Enhancing increase of exports from India to other countries, establishment of contacts with local trade associations and later on signing of agreement, establishing B2B linkages by distinct delegates with their counterparts, identification of products for exports and standards followed and to find existing source of import of raw material and components into this countries. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.9.3 EP(OP&S) Division, DOC has recommended the proposal.
- 4.9.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.8 of the MAI guidelines (₹40.00 lakhs for air fare and hotel accommodation foreign buyers, ₹ 4.00 lakhs for organizing expenses and ₹ 1.00 lakhs for promotional material) subject to TEPC ensuring participation of 70 Indian exporters and 40 foreign buyers.**
- 4.9.5 **EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.8 of the MAI guidelines (₹40.00 lakhs for air fare and hotel accommodation foreign buyers, ₹ 4.00 lakhs for organizing expenses and ₹ 1.00 lakhs for promotional material) subject to TEPC ensuring participation of 70 Indian exporters and 40 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	<b>Organising expenses</b> Establishing contacts with trade association for organisations of the conference /meetings etc, networking reception, cost of venue, one to one meetings, local transport and logistic	8.00	4.00
2	<b>Air fare and hotel stay</b>	40.00	40.00
3	<b>Promotional material</b> Promotional material – country specific brief reports, status of Indian telecom industry, export potential of products, marketing brochure with delegation details, Indian telecom status report, Indian investment opportunities and related policy framework etc.	2.00	1.00
	<b>Total Expenditure</b>	<b>50.00</b>	<b>45.00</b>



**Item No. 10: Proposal of ACMA for organizing National level participation at Automechanika 2014, at Dubai, UAE during 3-5 June 2014.**

- 4.10.1 The total estimated cost of the project for 2014-15 is ₹177.34 lakhs. The total MAI assistance sought for 2014-15 is ₹115.27 lakhs.
- 4.10.2 The proposed activities to be undertaken under the project include organising National level participation at Automechanika 2013, at Dubai, UAE during 3-5 June 2014 with at least 40 participants. This show will further enhance business linkages and has the potential to bring growth in exports. To catapult the global exports to achieve the export target of US\$ 29 billion by 2020, ACMA is working towards doubling export in the next 3 years. In order to synergies the efforts of ACMA, governments' support is pivotal to showcase the strength and capabilities of the Indian Auto Component Manufacturers with their global peers. Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.10.3 E&MDA Division, DoC has recommended the proposal.
- 4.10.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹94.25 lakhs under para 7.1.2 of the MAI guidelines (₹ 92.00 lakhs for venue and ₹ 2.25 lakhs for other admissible expenses) subject to ACMA ensuring participation of 40 Indian exporters.**
- 4.10.5 **EC approved the proposal with MAI assistance of ₹94.25 lakhs under para 7.1.2 of the MAI guidelines (₹ 92.00 lakhs for venue and ₹ 2.25 lakhs for other admissible expenses) subject to ACMA ensuring participation of 40 Indian exporters other than Indian exhibitors participating under EEPC as the same event is also being participated by EEPC. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenses	175.97	92.00
2	Cost of the catalogues and other material	0.67	2.25
3	Publicity through electronic medias, advertisements, magazines, hoardings	0.70	
	<b>Total</b>	<b>177.34</b>	<b>94.25</b>

**Item No. 11: Proposal of ACMA for organizing RBSM with identified auto component buyers from African countries in New Delhi during November 2014.**

- 4.11.1 The total estimated cost of the project for 2014-15 is ₹87.00 lakhs. The total MAI assistance sought for 2014-15 is ₹67.05 lakhs.
- 4.11.2 The proposed activities to be undertaken under the project include organising RBSM with identified auto component buyers from African countries in New Delhi during November 2014 with specific OMEs respectively near to their office by a service provider with at least 80 Indian participants and 40 African buyers. It will also help the industry to build a positive influence to Global payers with regard to both product development as well as manufacturing excellence within all the stake holders

participating at this event. Assistance has been sought under para 7.1.8 of the MAI guidelines.

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

4.11.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹67.05 lakhs under para 7.1.8 of the MAI guidelines (₹ 30.00 lakhs for air fare and hotel accommodation for foreign buyers, ₹ 32.50 lakhs for venue and ₹ 4.55 lakhs for other admissible expenses) subject to ACMA ensuring participation of 80 Indian exporters and 40 foreign buyers.

4.11.5 EC approved the proposal with MAI assistance of ₹67.05 lakhs under para 7.1.8 of the MAI guidelines (₹ 30.00 lakhs for air fare and hotel accommodation for foreign buyers, ₹ 32.50 lakhs for venue and ₹ 4.55 lakhs for other admissible expenses) subject to ACMA ensuring participation of 80 Indian exporters and 40 foreign buyers. The component-wise detail is as below:

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenses	50.00	32.50
2	Cost of the catalogues and other material	2.00	1.30
3	Publicity through electronic medias, advertisements, magazines, hoardings	5.00	3.25
4	Expenditure on air fare and hotel stay cost of 40 foreign buyers @ ₹ 75,000 per buyer	30.00	30.00
	<b>Total</b>	<b>87.00</b>	<b>67.05</b>

**Item No. 12: Proposal of ACMA for organizing three specialized BSM at 3 major auto hubs in China to enhance exports during December 2014.**

4.12.1 The total estimated cost of the project for 2014-15 is ₹99.00lakhs. The total MAI assistance sought for 2014-15 is ₹64.35 lakhs.

4.12.2 The proposed activities to be undertaken under the project include organising three specialized BSM at 3 major auto hubs in China to enhance exports during December 2014 at **East-Shanghai; South- Guangzhou; West/Central- Chongqing with at least 25 participants one day each at three places.** The exact date of the event is not mentioned by ACMA. The BSM will held in bridging the trade deficit occurring due to increasing import of Chinese components into India's export to China. Assistance has been sought under para 7.1.2 of the MAI guidelines.

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

4.12.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹64.35 lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 25 Indian exporters.

- 4.12.5 EC approved the proposal with MAI assistance of ₹64.35 lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 25 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%
1	Venue cost including organizing expenses	75.00	48.75
2	Cost of the catalogues and other material and translation of printed material	3.00	1.95
3	Publicity in India & China	15.00	9.75
4	Interpreters charges	6.00	3.90
	<b>Total</b>	<b>99.00</b>	<b>64.35</b>

**Item No. 13: Proposal of ESC EPC for organizing participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during 14-16 May 2014.**

- 4.13.1 The total estimated cost of the project for 2014-15 is ₹101.87 lakhs. The total MAI assistance sought for 2014-15 is ₹63.29 lakhs.
- 4.13.2 The proposed activities to be undertaken under the project are to organize participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during 14-16 May 2014. The Council is planning to participate with 15 exporters in the event. The show is very important as it covers almost all the important IT sectors and has the following sub components like software development expo, data warehouse and CRM expo, embedded systems expo, RFID expo, direct marketing expo, web and mobile marketing expo, green IT expo, cloud computing expo and Smartphone and mobile expo. Participation in Japan IT week by the Indian companies will help them to build on relationships, demonstrate their products and services. Exhibitions provide SME's and excellent platform for direct marketing of their products. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.13.3 EP (E&SW) Division, DoC has recommended the proposal.
- 4.13.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹63.00 lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 25 Indian exporters.
- 4.13.5 EC approved the proposal with MAI assistance of ₹63.00 lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and organizing expenses	96.00	62.11
2	Cost of Catalogue and other material	1.00	0.65

3	Translation and interpreter charges	0.37	0.24
4	Deputation of ESC officials	2.00	Not admissible
5	Mobilizing expenses and other organizing expenses in India	1.50	Not admissible
6	Local transportation, telephone, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	1.00	Not admissible
	<b>Total</b>	<b>101.87</b>	<b>63.00</b>

**Item No. 14: Proposal of ESC EPC for organizing 'India Show' in India IT show at India during November, 2014.**

- 4.14.1 The total estimated cost of the project for 2014-15 is ₹644.00 lakhs. The total MAI assistance sought for 2014-15 is ₹579.70 lakhs.
- 4.14.2 The proposed activities to be undertaken under the project is to organizing "India Show" in India IT show at India during November, 2014, conferences session on contemporary topics, awareness campaigns mobilizing participation in India & abroad. Organising exhibition of over 150 Indian ICT companies and hosting 365 global buyers. The exact date of the event and place is not mentioned by Council. Specific targeted benefits after completion of the projects is increase IT services exports from India to remotest corners of earth, increase in revenue generation, sustaining the brand image of India as the best sourcing destination for IT products/services and further developing the image – India. Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.
- 4.14.3 EP (E&SW) Division, DOC has recommended the proposal.
- 4.14.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines subject to ESC EPC ensuring participation of 150 Indian exporters and 365 foreign buyers.**
- 4.14.5 **EC approved the proposal with MAI assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines subject to ESC EPC ensuring participation of 150 Indian exporters and 400 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 and para 4.4 of the MAI Guidelines @ 90%
1	Venue cost for exhibition and conference and stand construction and conference setup	140.00	126.00
2	Cost of the catalogue and other material	50.00	45.00
3	Publicity	100.00	90.00
4	Translator	1.00	0.90
5	Air fare charges and hotel accommodation charges of foreign	328.00	295.20

	buyers		
6	Other organizing expenses	25.00	Not admissible
	<b>Total</b>	<b>644.00</b>	<b>557.10</b>
<b>Total MAI assistance restricted to</b>			<b>500.00</b>

**Item No. 15: Proposal of ESC EPC for organizing participation of Indian Electronics & IT software and services companies in Gitex, 2014, Dubai during October 2014.**

- 4.15.1 The total estimated cost of the project for 2014-15 is ₹173.23 lakhs. The total MAI assistance sought for 2014-15 is ₹108.37 lakhs.
- 4.15.2 The proposed activities to be undertaken under the project is to organize participation of Indian Electronics & IT software and services companies in Gitex, 2014, Dubai during October 2014. The exact date of the event has not been mentioned by Council. The Council is planning to participate with 30 exporters for the event. To network with the potential buyers at the event, identify their specific ICT outsourcing requirements, demonstrate ICT service capability profiles, discuss service delivery models, the price and explore the possibility of business cooperation. It will enable the Indian SMEs to identify the customers and their requirements in terms of specification. It will also provide them with sufficient inputs to fine tune their export strategy. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.15.3 EP (E&SW) Division, DoC has recommended the proposal.
- 4.15.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹108.00 lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 30 Indian exporters.**
- 4.15.5 **EC approved the proposal with MAI assistance of ₹108.00 lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 35 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

			(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and organizing expenses	163.68	105.44
2	Cost of Catalogue and other material	1.71	1.11
3	Translation and interpreter charges	1.24	0.80
4	Publicity Cost	1.00	0.65
5	Deputation of ESC officials	3.50	Not admissible
6	Mobilizing expenses and other organizing expenses in India	1.00	Not admissible
7	Local transportation, telephone, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	2.00	Not admissible
	<b>Total</b>	<b>174.13</b>	<b>108.00</b>

**Item No. 16: Proposal of CHEMEXCIL for organising Indian pavilion in Beautyworld Middle East at Dubai, UAE during 28-30 May, 2014.**

- 4.16.1 The total estimated cost of the project for 2014-15 is ₹89.00 lakhs. The total MAI assistance sought for 2014-15 is ₹57.85 lakhs.
- 4.16.2 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 with 25 Indian Exports. Specific targeted benefit after completion of the project is to increase the export to UAE, export of chapter 33(cosmetics & toiletries) to UAE for the year 2011-12 is US\$ 161.20 million compared to USD 142.50 million during the year 2010-11, indicating the increase of 13%. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.16.3 EP (CAP) & FT (WANA) Division, DOC has recommended the proposal.
- 4.16.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹55.90 lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters.**
- 4.16.5 **EC approved the proposal with MAI assistance of ₹55.90 lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance recommended
1	Venue cost including construction of stall with Made in India Brand and other organising expenses	77.00	50.05
2	Publicity cost of the event including advertisement in abroad etc.	7.00	4.55
3	Cost of catalogue of exhibition and other materials	2.00	1.30
	<b>Total</b>	<b>86.00</b>	<b>55.90</b>

**Item No. 17: Proposal of CHEMEXCIL for organising Indian pavilion in 14<sup>th</sup> China International Dye Industry, pigments and textile chemicals exhibition at Shanghai, China during 16-18 April, 2014.**

- 4.17.1 The total estimated cost of the project for 2014-15 is ₹288.00 lakhs. The total MAI assistance sought for 2014-15 is ₹187.20 lakhs.
- 4.17.2 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). Specific targeted benefit after completion of the project is to increase the export to China, export of chapter 29(organic chemicals) & 32 (dyes) to China for the year 2012-13 is US\$ 478.80 million compared to USD 396.80million during the year 2011-12, indicating the increase of 20.7% Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.17.3 EP (CAP) Division, DOC has recommended the proposal.



4.17.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹187.20 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 90 Indian exporters.

4.17.5 EC approved the proposal with MAI assistance of ₹187.20 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 90 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance recommended
1	Venue cost including construction of stall with Made in Indian Brand and other organizing expenses	270.00	175.50
2	Publicity cost of the event including advertisement in abroad etc.	15.00	9.75
3	Cost of catalogue CD of exhibition and other materials like posters, banners etc.	3.00	1.95
	<b>Total</b>	<b>288.00</b>	<b>187.20</b>

**Item No. 18: Proposal of CHEMEXCIL for organising Indian pavilion in Chemspec Europe 2014 at Budapest Hungary during 18-19 June, 2014.**

4.18.1 The total estimated cost of the project for 2014-15 is ₹260.00 lakhs. The total MAI assistance sought for 2014-15 is ₹169.00 lakhs.

4.18.2 The proposed activities to be undertaken under the project is to increase 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 Indian exporters. Specific targeted benefit after completion of the project is to the world’s largest suppliers of fine and specialty chemicals and associated products and services can be found at Chemspec Europe, Chemspec Europe provides the perfect opportunity to connect with visitors from not just Europe but around the world. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.18.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 lakhs for venue and ₹ 10.00 lakhs for other admissible expenses) subject to Chemexcil ensuring participation of 35 Indian exporters.

4.18.5 EC approved the proposal with MAI assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 130.00 lakhs for venue and ₹ 10.00 lakhs for other admissible expenses) subject to Chemexcil ensuring participation of 35 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance recommended
1	Venue cost construction of stall with Made in India Brand and other material, organising expenses including generating local participants	240.00	130.00
2	Publicity cost of the event	15.00	10.00
3	Cost of catalogue of exhibition and other materials	5.00	
	<b>Total</b>	<b>260.00</b>	<b>140.00</b>

**Item No. 19: Proposal of CHEMEXCIL for organising Indian pavilion in 16<sup>th</sup> China International and Crop Protection Exhibition at Shanghai, China during March, 2015.**

- 4.19.1 The total estimated cost of the project for 2014-15 is ₹120.00 lakhs. The total MAI assistance sought for 2014-15 is ₹78.00 lakhs.
- 4.19.2 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 40 Indian exporters. Specific targeted benefit after completion of the project is to Increase the export to China. Export of products under chapter 28 (Inorganic Chemical) chapter 29 (Organic Chemicals) & chapter 38 (Agro Chemicals) to China for the year 2012-13 is US\$ 322.90 million compared to USD 262 million during the year 2011-12, indicated the increase of 23%. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.19.3 EP (CAP) Division, DOC has recommended the proposal.
- 4.19.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹78.00 lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 40 Indian exporters.**
- 4.19.5 **EC approved the proposal with MAI assistance of ₹78.00 lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 40 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance recommended
1	Venue cost construction of stall with Made in India Brand and other material, organising expenses including generating local participants (Total 30 Stalls approx.)	114.00	74.10
2	Publicity cost of the event	4.00	2.60
3	Cost of catalogue of exhibition and other materials	2.00	1.30
	<b>Total</b>	<b>120.00</b>	<b>78.00</b>

**Item No. 20: Proposal of CHEMEXCIL for organising 17<sup>th</sup> RBSM of all product of the Council at Mumbai during October 2014.**

- 4.20.1 The total estimated cost of the project for 2014-15 is ₹85.75 lakhs. The total MAI assistance sought for 2014-15 is ₹72.36 lakhs.
- 4.20.2 The proposed activities to be undertaken under the project is to organising 17<sup>th</sup> RBSM of all product of the Council at Mumbai during October 2014 with 60 foreign delegates. Specific targeted benefit after completion of the project is to bring together all players in the Dyes and Dye intermediates, organic and inorganic chemicals including Agro Chemicals, cosmetic and toiletries, castor oil on common platform to interact share resources improve networking with their counterparts in general and focus areas and which would provide future road map / directions for the industries. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.20.3 EP (CAP) Division, DOC has recommended the proposal.
- 4.20.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹72.36 lakhs under para 7.1.8 of the MAI guidelines subject to Chemexcil ensuring participation of 100-120 Indian exporters and 60 foreign buyers.**
- 4.20.5 **EC approved the proposal with MAI assistance of ₹72.36 lakhs under para 7.1.8 of the MAI guidelines subject to Chemexcil ensuring participation of 100-120 Indian exporters and 60 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance recommended
1	Airfare and hotel charges of total 60 foreign delegates (South Africa, Egypt, Nigeria, Indonesia, China, Malaysia, Singapore, Korea, Japan, Thailand, Russia, Ukraine, Uzbekistan, Turkmenistan, Belarus, Brazil, Mexico, Argentina, USA, UAE, Netherlands, France)	47.50	47.50
2	Venue cost and other organizing expenses	30.00	19.50
3	Publicity cost of the event including advertisement in abroad etc.	5.00	3.25
4	Cost of catalogue (CD) of exhibition and other materials like posters, banners etc.	1.25	0.81
5	Translation charges	2.00	1.30
	<b>Total</b>	<b>85.75</b>	<b>72.36</b>

**Item No. 21: Proposal of Plastic EPC for organizing Indian Participation in Saudi PPPP 2014 (Saudi Print & Pack and Saudi Plastics and Petrochem 2014) at Riyadh, Saudi Arabia from 17-20 February 2014.**

- 4.21.1 The total estimated cost of the project for **2013-14** is ₹81.00 lakhs. The total MAI assistance sought for **2013-14** is ₹50.25 lakhs.
- 4.21.2 The proposed activities to be undertaken under the project is to Indian Participation in Saudi PPPP 2014 (Saudi Print & Pack and Saudi Plastics and Petrochem 2014) at Riyadh, Saudi Arabia from 17-20 February 2014 with at least 25 Indian participants. Participation at this event will undoubtedly an opportunity to showcase plastic products and related machinery and production aids to target audience to this focus area which commands a huge potential for plastics and machinery thereof. Participation at this event, with good offices of EEPC India for plastic machinery / moulds and dies will facilitate exports form Indian Industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.21.3 EP (CAP) Division, DoC has recommended the proposal.
- 4.21.4 **Representative of Plastic EPC informed SC that they want to replace this show with 'K' Fair scheduled to be held in October 2013 at Dusseldorf, Germany. This proposal was approved by EC in its meeting held on 11.12.2012, with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹45.00 for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 15 Indian exporters. No 1<sup>st</sup> instalment was issued for this event**
- 4.21.5 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 45.00 lakhs for venue, ₹5.00 lakhs for publicity and ₹ 2.00 lakhs for catalogues) subject to Plastic EPC ensuring participation of 25 Indian exporters.**
- 4.21.6 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 45.00 lakhs for venue, ₹5.00 lakhs for publicity and ₹ 2.00 lakhs for catalogues) subject to Plastic EPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and related organizing expenditure	70.31	45.00
2	Other organizing cost like Publicity Catalogues & publicity materials	7.00	5.00
3	Deputation of 1 Council officials	4.00	To be borne by Plastic EPC
	<b>Total</b>	<b>81.31</b>	<b>50.00</b>

**Item No. 22: Proposal of Plastic EPC for organizing Indian Participation in Plast Pack Sri Lanka – Colombo during 25-27 April 2014.**

- 4.22.1 The total estimated cost of the project for 2014-15 is ₹117.16 lakhs. The total MAI assistance sought for 2014-15 is ₹73.55 lakhs.
- 4.22.2 The proposed activities to be undertaken under the project is to organizing Indian Participation in Plast Pack Sri Lanka – Colombo during 25-27 April 2014 for promotion of Indian Plastic products in Sri Lanka with at least 30 Indian participants. Participation at this event will facilitate ne contacts in Sri Lanka and enhance value added products like masterbatches, plastic articles and plastic machinery, molds and dies (with good offices of EEPC). Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.22.3 EP (CAP) Division, DoC has recommended the proposal.
- 4.22.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 65.00 lakhs for venue, ₹3.00 lakhs for publicity and ₹ 2.00 lakhs for catalogues) subject to Plastic EPC ensuring participation of 30 Indian exporters.**
- 4.22.5 **EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 65.00 lakhs for venue, ₹3.00 lakhs for publicity and ₹ 2.00 lakhs for catalogues) subject to Plastic EPC ensuring participation of 30 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and related organizing expenditure	104.16	65.00
2	Publicity campaign- advertisement, banners etc.	5.00	3.00
3	Catalogues & publicity materials	4.00	2.00
4	Deputation of 2 Council officials	4.00	To be borne by Plastic EPC
	<b>Total</b>	<b>117.16</b>	<b>70.00</b>

**Item No. 23: Proposal of Plastic EPC for organizing Indian Participation in ARABPLAT 2015, DUBAI, UAE during 10-13 January 2015.**

- 4.23.1 The total estimated cost of the project for 2014-15 is ₹308.72 lakhs. The total MAI assistance sought for 2014-15 is ₹198.07 lakhs.
- 4.23.2 The proposed activities to be undertaken under the project is to organizing Indian Participation in ARABPLAT 2015, DUBAI, UAE during 10-13 January 2015 for promotion of Indian Plastic products in UAE, Middle East & African regions with at least 80 Indian participants. Participation at this event will be an excellent opportunity to increase our share of exports not only in the UAE but also other countries in the Middle East & African Countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.23.3 EP (CAP) Division, DoC has recommended the proposal.
- 4.23.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹198.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 80 Indian exporters.
- 4.23.5 EC approved the proposal with MAI assistance of ₹198.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 80 Indian exporters. EC desired that the Council should try and take 100 Indian exhibitors for the Show. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and related organizing expenditure	282.72	183.70
2	Publicity campaign- advertisement, banners etc.	15.00	9.75
3	Catalogues & publicity materials	7.00	4.55
4	Deputation of 3 Council officials	4.00	To be borne by Plastic EPC
	<b>Total</b>	<b>308.72</b>	<b>198.00</b>

**Item No. 24: Proposal of Plastic EPC for organizing Indian Participation in PLASTPACK EAST AFRICA 2014 at Nairobi, Kenya during 19-21 June 2014.**

- 4.24.1 The total estimated cost of the project for 2014-15 is ₹148.20 lakhs. The total MAI assistance sought for 2014-15 is ₹94.38 lakhs.
- 4.24.2 The proposed activities to be undertaken under the project is to organizing Indian Participation in PLASTPACK EAST AFRICA 2014 AT Nairobi, Kenya during 19-21 June 2014 for promotion of Indian Plastic products in Kenya and other East African countries with at least 50 Indian participants. Participation at this event will undoubtedly an opportunity to showcase plastic products and related machinery and production aids to target audience to this focus area which commands a huge potential for plastics and machinery thereof. Participation at this event, with good offices of EEPC India for plastic machinery / moulds and dies will facilitate exports form Indian Industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.24.3 EP (CAP) Division, DoC has recommended the proposal.
- 4.24.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹94.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exporters.
- 4.24.5 EC approved the proposal with MAI assistance of ₹94.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exporters. The component-wise detail is as below:



**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and related organizing expenditure	130.20	84.24
2	Publicity campaign- advertisement, banners etc.	7.50	4.88
3	Catalogues & publicity materials	7.50	4.88
4	Deputation of 1 Council officials	3.00	To be borne by Plastic EPC
	<b>Total</b>	<b>148.20</b>	<b>94.00</b>

**Item No. 25: Proposal of Plastic EPC for organizing BSM in Sydney & Melbourne, Australia during September 2014.**

- 4.25.1 The total estimated cost of the project for 2014-15 is ₹65.00 lakhs. The total MAI assistance sought for 2014-15 is ₹39.00 lakhs.
- 4.25.2 The proposed activities to be undertaken under the project is to organizing BSM in Sydney & Melbourne, Australia for promotion of Indian Plastic products in Australia with at least 20 Indian participants. Exact date of the event is not mentioned by the Council. Participation at this event will undoubtedly an opportunity to showcase plastic products and related machinery and production aids to target audience to this focus area which commands a huge potential for plastics and machinery thereof. Participation at this event, with good offices of EEPC India for plastic machinery / moulds and dies will facilitate exports form Indian Industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.25.3 EP (CAP) Division, DoC has recommended the proposal.
- 4.25.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹25.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 15.00 lakhs for venue, ₹10.00 lakhs for publicity) subject to Plastic EPC ensuring participation of 25 Indian exporters.**
- 4.25.5 **EC approved the proposal with MAI assistance of ₹25.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 15.00 lakhs for venue, ₹10.00 lakhs for publicity) subject to Plastic EPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and related organizing expenditure	20.00	15.00
2	Publicity campaign- advertisement, banners etc.	15.00	10.00
3	Consultancy services for identifying and mobilizing buyers	25.00	Not admissible
4	Deputation of Council officials (both preparatory and accompanying the participants)	5.00	To be borne by Plastic EPC
	<b>Total</b>	<b>65.00</b>	<b>25.00</b>

**Item No. 26: Proposal of Plastic EPC for organizing BSM in Warsaw, Poland & Prague, Czech Republic.**

- 4.26.1 The total estimated cost of the project for 2014-15 is ₹66.00 lakhs. The total MAI assistance sought for 2014-15 is ₹39.00 lakhs.
- 4.26.2 The proposed activities to be undertaken under the project is to organizing BSM in Warsaw, Poland & Prague, Czech Republic for promotion of Indian Plastic products in Warsaw, Poland & Prague, Czech Republic with at least 20 Indian participants. Exact date of the event is not mentioned by the Council. Participation at this event will undoubtedly an opportunity to showcase plastic products and related machinery and production aids to target audience to this focus area which commands a huge potential for plastics and machinery thereof. Participation at this event, with good offices of EEPC India for plastic machinery / moulds and dies will facilitate exports from Indian Industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.26.3 EP (CAP) Division, DoC has recommended the proposal.
- 4.26.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹25.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 16.00 lakhs for venue, ₹9.00 lakhs for publicity) subject to Plastic EPC ensuring participation of 25 Indian exporters.**
- 4.26.5 **EC approved the proposal with MAI assistance of ₹25.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 16.00 lakhs for venue, ₹9.00 lakhs for publicity) subject to Plastic EPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and related organizing expenditure	25.00	16.00
2	Publicity campaign- advertisement, banners etc.	15.00	9.00
3	Consultancy services for identifying and mobilizing buyers	20.00	Not admissible
4	Deputation of Council officials (both preparatory and accompanying the participants)	6.00	To be borne by Plastic EPC
	<b>Total</b>	<b>66.00</b>	<b>25.00</b>

**Item No. 27: Proposal of Plastic EPC for organizing Indian Participation in PLASTIMAGEN- Mexico City, Mexico during 18-21 November 2014.**

- 4.27.1 The total estimated cost of the project for 2014-15 is ₹152.87 lakhs. The total MAI assistance sought for 2014-15 is ₹95.46 lakhs.
- 4.27.2 The proposed activities to be undertaken under the project is to organizing Indian Participation in PLASTIMAGEN- Mexico City, Mexico during 18-21 November 2014 for promotion of Indian Plastic products in Mexico and surrounding LAC **with at least 30**

**Indian participants.** Participation at this event will undoubtedly an opportunity to showcase plastic products and related machinery and production aids to target audience to this focus area which commands a huge potential for plastics and machinery thereof. Participation at this event, with good offices of EEPC India for plastic machinery / moulds and dies will facilitate exports form Indian Industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.27.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 85.00 lakhs for venue, ₹5.00 lakhs for publicity and ₹ 2.00 lakhs for catalogues) subject to Plastic EPC ensuring participation of 30 Indian exporters.**

4.27.5 **EC approved the proposal with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 85.00 lakhs for venue, ₹5.00 lakhs for publicity and ₹ 2.00 lakhs for catalogues) subject to Plastic EPC ensuring participation of 30 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost and related organizing expenditure	126.87	85.00
2	Publicity campaign- advertisement, banners etc.	15.00	5.00
3	Catalogues & publicity materials	5.00	
4	Deputation of 1 Council officials	6.00	<b>To be borne by Plastic EPC</b>
	<b>Total</b>	<b>152.87</b>	<b>90.00</b>

**Item No. 28: Proposal of G&J EPC for organizing “India Show” India International Jewellery Show (IIJS) at Mumbai from 17-21 July, 2014.**

4.28.1 The total estimated cost of the project for 2014-15 is ₹989.45 lakhs. The total MAI assistance sought for 2014-15 is ₹500.00 lakhs.

4.28.2 The proposed activities to be undertaken under the project is organizing “India Show” India International Jewellery Show (IIJS) at Mumbai from 17-21 July, 2014, displaying jeweler, loose stones, machinery and allied section. The council proposed to hold the event with 850 Indian exhibitors. There will be at least 8 top country pavilions from Israel, Belgium, Dubai, Turkey, Italy, Thailand etc. Specific targeted benefits after completion of the projects is capacity building of the Indian gem & jeweler industry for exports in terms of design manufacturing & marketing techniques, sourcing of raw materials at best rates by the manufacturers exporters of jewellery, direct booking of orders from exports and study the design, trends & concepts for manufacturer of contemporary jewellery. Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.

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

- 4.28.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines subject to G&J EPC ensuring participation of 850 Indian exporters.
- 4.28.5 ED, G&J EPC informed EC that they organize the event with 750 Indian exhibitors and 100 foreign exhibitors with total 850 exhibitors.
- 4.28.6 EC approved the proposal with MAI assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines subject to G&J EPC ensuring participation of 750 Indian exhibitors and 100 foreign exhibitors with total 850 exhibitors. The component-wise detail is as below:

**Estimated Expenditure**

Sl. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	MAI assistance recommended
1	Venue cost	657.50	400.00
2	Publicity cost for the event	230.00	50.00
3	Cost of the catalogue and other material	38.75	10.00
4	Seminar at IJJS show	13.20	4.00
5	Air fare charges and hotel stay of foreign buyers	50.00	36.00
	<b>Total Expenditure</b>	<b>989.45</b>	<b>500.00</b>

**Item No. 29: Proposal of G&J EPC for organizing Indian participation in Hong Kong Gem & Jewellery Fair 2015 during 19-23 February 2015.**

- 4.29.1 The total estimated cost of the project for 2014-15 is ₹511.00 lakhs. The total MAI assistance sought for 2014-15 is ₹332.15 lakhs.
- 4.29.2 The proposed activities to be undertaken under the project is to organize Hong Kong Gem & Jewellery Fair 2015 during 19-23 February 2015. The Council is planning to take more than 1100.50sqm with approx 95 exhibitors. Specific targeted benefit after completion of the project is to tap trade buyers from all over the world market. To target the Chinese market, as China's per capita disposable income rises, jewellery, after real estates and automobiles, has emerged as the third hottest item of consumption in recent times. To promote India as a preferred source for loose stones and finished jewellery. To promote IJJS, IJJS Signature Mumbai amongst the visitors from the world. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.29.3 EP (G&J) Division, DOC has recommended the proposal.
- 4.29.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹303.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 275.38 lakhs for venue, ₹27.62 lakhs for other admissible expenses) subject to G&J EPC ensuring participation of 100 Indian exporters.
- 4.29.5 EC approved the proposal with MAI assistance of ₹303.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 283.00 lakhs for venue, ₹20.00 lakhs for other admissible expenses) subject to G&J EPC ensuring participation of 100 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenses	425.00	283.00
2	Publicity cost for the event	75.00	20.00
3	Cost of the catalogues and other material	10.00	
4	Translation and interpreter charges	1.00	
	<b>Total</b>	<b>511.00</b>	<b>303.00</b>

**Item No. 30: Proposal of G&J EPC for organizing Indian participation in Jewellery Arabia 2014 during 18-22 November 2014.**

- 4.30.1 The total estimated cost of the project for 2014-15 is ₹264.50 lakhs. The total MAI assistance sought for 2014-15 is ₹171.93 lakhs.
- 4.30.2 The proposed activities to be undertaken under the project is to organize Jewellery Arabia 2014 during 18-22 November 2014. The Council is planning to take more than 776 sqm with approx 60 Exhibitors. Specific targeted benefit after completion of the project is to tap the best of the Middle East retailers. To enhance Brand India image amongst Middle East buyers by representation and branding through India Pavilion. Export enhancement in the Middle East and WANA Region. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.30.3 EP (G&J) Division, DOC has recommended the proposal.
- 4.30.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹171.91 lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 60 Indian exporters.**
- 4.30.5 **EC approved the proposal with MAI assistance of ₹171.91 lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 60 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenses	250.00	162.50
2	Publicity cost for the event	12.50	8.12
3	Cost of the catalogues and other material	1.50	0.97
4	Translation and interpreter charges	0.50	0.32
	<b>Total</b>	<b>264.50</b>	<b>171.91</b>

**Item No. 31: Proposal of G&J EPC for organizing Dubai Jewellery BSM, UAE during November / December 2014.**

- 4.31.1 The total estimated cost of the project for 2014-15 is ₹252.00 lakhs. The total MAI assistance sought for 2014-15 is ₹163.80 lakhs.
- 4.31.2 The proposed activities to be undertaken under the project is to organize Dubai Jewellery BSM, UAE during November / December 2014. The Council is planning to take 50-70 Indian Exhibitors. Specific targeted benefit after completion of the project is to serve as an effective business platform to cater to the enormous requirements of not only in the Middle East but also the African and Russia / CIS region. The event is best suited to be held in Dubai considering the attention to be drawn from global business traveler and other easy facilities that Dubai as a destination has to offer. BSM will be also a landmark event especially since Dubai primarily hosts only B2C jewellery shows, there developing and annual B2B event will create a great impact. It is an ideal international hub for Gem & Jewellery similar to Hong Kong as characteristically both the places offer equivalent ease in regulatory aspects. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.31.3 EP (G&J) Division, DOC has recommended the proposal.
- 4.31.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 90.00 lakhs for venue, ₹10.00 lakhs for other admissible expenses) subject to G&J EPC ensuring participation of 100 Indian exporters.**
- 4.31.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 90.00 lakhs for venue, ₹10.00 lakhs for other admissible expenses) subject to G&J EPC ensuring participation of 100 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenses	150.00	90.00
2	Publicity cost for the event	100.00	
3	Cost of the catalogues and other material	1.50	
4	Translation and interpreter charges	0.50	10.00
	<b>Total</b>	<b>252.00</b>	<b>100.00</b>

**Item No. 32: Proposal of G&J EPC for Organizing IIJS Signature 2015 at Mumbai during February 2015.**

- 4.32.1 The total estimated cost of the project for 2014-15 is ₹542.20 lakhs. The total MAI assistance sought for 2014-15 is ₹361.88 lakhs.
- 4.32.2 The proposed activities to be undertaken under the project is to organize IIJS Signature 2015 at Mumbai during February 2015. Specific targeted benefit after completion of the project is to showcase India's ability to produce quality gems & jewellery that will match the lifestyle trends world over. Council is also restructuring its



strategies to make IIJS more prominent in the diary of the International buyers / visitors. Assistance is admissible under para 7.1.8 of the MAI guidelines.

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

4.32.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹126.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 27.00 lakhs for air fare and hotel accommodation, ₹90.00 lakhs for venue and ₹9.00 lakhs for other admissible expenses) subject to G&J EPC ensuring participation of 540 Indian exporters and 42 foreign buyers.**

4.32.5 **EC approved the proposal with MAI assistance of ₹126.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 20.00 lakhs for air fare and hotel accommodation, ₹97.00 lakhs for venue and ₹9.00 lakhs for other admissible expenses) subject to G&J EPC ensuring participation of 540 Indian exporters and 42 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

Sl. No.	Heads	(₹ in lakhs)	
		Estimated Expenditure	MAI assistance recommended
1	Venue cost	275.80	97.00
2	Publicity cost for the event	205.60	9.00
3	Cost of the catalogues and other material	33.80	
4	Airfare charges and hotel stay of Foreign Buyers / Delegates / Press / Foreign Coordinator	27.00	20.00
	<b>Total</b>	<b>542.20</b>	<b>126.00</b>

**Item No. 33: Proposal of G&J EPC for Organizing India International Jewellery Week (IIJW), Mumbai 2014 during August 2014.**

4.33.1 The total estimated cost of the project for 2014-15 is ₹570.00 lakhs. The total MAI assistance sought for 2014-15 is ₹374.00 lakhs.

4.33.2 The proposed activities to be undertaken under the project is to organize India International Jewellery Week (IIJW), Mumbai 2014 during August 2014. The number of Indian participants and foreign buyers is not mentioned. The exact date of the event is also not mentioned. Specific targeted benefit after completion of the project is to establish India's leadership position in designer value added / high-end jewellery segment by giving strong platform to Indian designers to showcase their collection to the global audience, thereby creating a niche for Indian Gem & Jewellery in Global Market. Assistance is admissible under para 7.1.8 of the MAI guidelines.

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

4.33.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 10.00 lakhs for air fare and hotel accommodation, ₹ 60.00 lakhs for venue and ₹5.00 lakhs for other admissible component) subject to G&J EPC ensuring participation of 32 Indian exporters and 100 foreign buyers.**

- 4.33.5 EC approved the proposal with MAI assistance of ₹75.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 10.00 lakhs for air fare and hotel accommodation, ₹60.00 lakhs for venue and ₹5.00 lakhs for other admissible component) subject to G&J EPC ensuring participation of 32 Indian exporters and 100 foreign buyers. The component-wise detail is as below:

**Estimated Expenditure**

Sl. No.	Heads	Estimated Expenditure	(₹ in lakhs)
			MAI assistance recommended
1	Venue cost	350.00	60.00
2	Publicity cost for the event	200.00	5.00
3	Cost of the catalogues and other material	10.00	
4	Airfare charges and hotel stay of Foreign Buyers / Delegates / Press / Foreign Coordinator	10.00	10.00
	<b>Total</b>	<b>570.00</b>	<b>75.00</b>

**Item No. 34: Proposal of Pharmexcil for organising Pharma CEO's Conclave & Business Networking Meet at Hyderabad during September 2013 coinciding AGM and Annual Export / Patents Awards function.**

- 4.34.1 The total estimated cost of the project for 2013-14 is ₹109.00 lakhs. The total MAI assistance sought for 2013-14 is ₹88.00 lakhs.
- 4.34.2 The proposed activities to be undertaken under the project is organising Pharma CEO's Conclave & Business Networking Meet at Hyderabad during September 2013 coinciding AGM and Annual Export / Patents Awards function, with 60 foreign delegates from GCC and other General Areas exact number of Indian Exhibitors and the Exact date of the event is not mentioned by Pharmexcil. One to one meetings with Indian regulators, conference, seminar. Specific targeted benefit after completion of the project is to increasing the Pharma exports from India, these countries would be vastly covering the proceedings of the meet and carry, the strengths of the Indian Pharma industry & help to achieve our objective in creating brand India and growth of the Indian Pharma industry. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.34.3 EP (Engg/Pharma) Division, DoC has recommended the proposal.
- 4.34.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹65.00 Lakhs under para 7.1.8 of the MAI guidelines(₹ 42.00 lakhs for air fare and hotel accommodation 60 foreign buyers, ₹ 20.00 lakhs for venue and ₹ 3.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters and 60 foreign buyers.
- 4.34.5 EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.8 of the MAI guidelines(₹ 42.00 lakhs for air fare and hotel accommodation 60 foreign buyers, ₹ 20.00 lakhs for venue and ₹ 3.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters and 60 foreign buyers. The component-wise detail is as below:

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance recommended
1	Cost of air fare and accommodation for 60 delegates	42.00	42.00
2	Venue cost for organizing Networking meetings, technical seminars, panel discussions	35.00	20.00
3	Organizing costs including advertisement, post and pre event press conferences etc.	10.00	3.00
4	Cost of product catalogue & other material	10.00	
5	Translation and interpreter charges	5.00	
	<b>Total</b>	<b>102.00</b>	<b>65.00</b>

**Item No. 35: Proposal of Pharmexcil for organising India pavilion at 4<sup>th</sup> China (Taizhou) International Medical Expo at China during 8-10 November 2013.**

- 4.35.1 The total estimated cost of the project for 2014-15 is ₹105.00 lakhs. The total MAI assistance sought for 2014-15 is ₹68.25 lakhs.
- 4.35.2 The proposed activities to be undertaken under the project is to organising India pavilion at 4<sup>th</sup> China (Taizhou) International Medical Expo at China during 8-10 November 2013. Exact number of Indian Exhibitors is not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to expect that Indian Pharma companies may be able to establish good contact in China for exporting their products. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.35.3 EP (Engg/Pharma) Division, DoC has recommended the proposal.
- 4.35.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters.**
- 4.35.5 **EC approved the proposal with MAI assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance Recommended
1	Venue cost: cost of construction of India Pavilion, creation of Brand India Pharma / networking meetings etc.	75.00	48.00
2	Cost of publicity of the event	15.00	
3	Cost of preparing product catalogue, collection of material, printing, distribution of catalogues to the visitors	10.00	2.00
4	Interpreters / cost of translation of conference material etc.	5.00	
	<b>Total</b>	<b>105.00</b>	<b>50.00</b>

**Item No. 36: Proposal of Pharmexcil for organising RBSM at World Ayurveda Congress at New Delhi during December 2014.**

- 4.36.1 The total estimated cost of the project for 2014-15 is ₹146.00 lakhs. The total MAI assistance sought for 2014-15 is ₹115.90 lakhs.
- 4.36.2 The proposed activities to be undertaken under the project is to organize RBSM at World Ayurveda Congress at New Delhi during December 2014 with 70 foreign delegates (40 from CIS, ASEAN, Africa regions and 30 from LAC Region) exact number of Indian Exhibitors and the Exact date of the event is not mentioned by Pharmexcil. India as one of the partner in World Ayurveda Congress during December 2014, involving importers, distributors and FDA officials from major / countries with ISM potential. Work on possibilities of creating Harmonized System of Regulatory requirements for Indian System of Medicine products. Create awareness about Indian capacities in Indian System of Medicine, its research and drug development. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.36.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.
- 4.36.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 60.00 lakhs for air fare and hotel accommodation, ₹36.00 lakhs for venue and ₹ 4.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters and 70 foreign buyers.**
- 4.36.5 **EC approved the proposal with MAI assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 60.00 lakhs for air fare and hotel accommodation, ₹36.00 lakhs for venue and ₹ 4.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters and 70 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance Recommended
1	Airfare and accommodation for 70 foreign delegates (40 from CIS, ASEAN, Africa regions and 30 from LAC Region)	60.00	60.00
2	Venue cost – for hosting one-to-one meetings for 3 days among foreign delegates & our members	60.00	36.00
3	Publicity cost- advertisement in local papers etc	9.00	4.00
4	Cost of printing of catalogues etc	12.00	
5	Translation & Interpreters charges	5.00	
	<b>Total</b>	<b>146.00</b>	<b>100.00</b>

**Item No. 37: Proposal of Pharmexcil for organising participation in Arab Health 2015 at Dubai, UAE during January, 2015.**

- 4.37.1 The total estimated cost of the project for 2014-15 is ₹181.50 lakhs. The total MAI assistance sought for 2014-15 is ₹117.97 lakhs.

- 4.37.2 The proposed activities to be undertaken under the project is to booking space of about 250 sq. mtr, 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. Exact number of Indian Exhibitors and the exact date of the event are not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to participants would be benefited with their contracts renewed, new contacts established and India brand is popularized in the international markets. As per feedback received from the participants, some members got business worth US\$5.00 lakhs on the spot. Though this event is more specific for medical devices industry, members of pharmaceuticals sector also participate every year and they get good business leads from visitors coming from neighbouring GCC and African countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.37.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.
- 4.37.4 **SC directed Pharmexcil to accommodate member exporters of EEPC in this event (for medical equipment).**
- 4.37.5 **SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 lakhs under para 7.1.2 of the MAI guidelines (₹105.00 lakhs for venue and ₹ 15.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 90 Indian exporters.**
- 4.37.6 **EC approved the proposal with MAI assistance of ₹120.00 lakhs under para 7.1.2 of the MAI guidelines (₹105.00 lakhs for venue and ₹ 15.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 90 Indian exporters with focus on Medical Devices. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance Recommended
1	Venue cost 250 sq meters @ USD 700 per sq. meter @₹60	105.00	<b>105.00</b>
2	Organising cost – building of stands, furniture, India branding, etc	52.50	
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	<b>15.00</b>
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	4.00	
	<b>Total</b>	<b>181.50</b>	<b>120.00</b>

**Item No. 38: Proposal of Pharmexcil for organising Pharma CEO's Conclave & Business Networking Meet at Hyderabad during September 2014 coinciding AGM and Annual Export / Patents Awards function.**

- 4.38.1 The total estimated cost of the project for 2014-15 is ₹109.00 lakhs. The total MAI assistance sought for 2014-15 is ₹88.00 lakhs.
- 4.38.2 The proposed activities to be undertaken under the project is organising Pharma CEO's Conclave & Business Networking Meet at Hyderabad during September 2014 coinciding AGM and Annual Export / Patents Awards function, with 70 foreign delegates from GCC and other General Areas exact number of Indian Exhibitors and the Exact date of the event is not mentioned by Pharmexcil. One to one meetings with Indian regulators, conference, seminar. Specific targeted benefit after completion of the project is to increasing the Pharma exports from India, these countries would be vastly covering the proceedings of the meet and carry, the strengths of the Indian Pharma industry & help to achieve our objective in creating brand India and growth of the Indian Pharma industry. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.38.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.
- 4.38.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 49.00 lakhs for air fare and hotel accommodation, ₹19.00 lakhs for venue and ₹ 2.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters and 70 foreign buyers.**
- 4.38.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.8 of the MAI guidelines (₹ 49.00 lakhs for air fare and hotel accommodation, ₹19.00 lakhs for venue and ₹ 2.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters and 70 foreign buyers. EC also directed that the Pharmexcil should submit the details of Regulators during the finalization of accounts. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance recommended
1	Cost of air fare and accommodation for 70 delegates	49.00	<b>49.00</b>
2	Venue cost for organizing Networking meetings, technical seminars, panel discussions	35.00	<b>19.00</b>
3	Organizing costs including advertisement, post and pre event press conferences etc.	10.00	<b>2.00</b>
4	Cost of product catalogue & other material	10.00	
5	Translation and interpreter charges	5.00	
	Total	<b>109.00</b>	<b>70.00</b>



**Item No. 39: Proposal of Pharmexcil for organising participation in Expo cum BSM in Focus ASEAN Region in October 2014 in Vietnam.**

- 4.39.1 The total estimated cost of the project for 2014-15 is ₹195.00 lakhs. The total MAI assistance sought for 2014-15 is ₹175.50 lakhs.
- 4.39.2 The proposed activities to be undertaken under the project is organising participation in Expo cum BSM in Focus ASEAN Region in October 2014 in Vietnam. Exact number of Indian Exhibitors and the exact date of the event are not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to help the Indian exporters to interact with the buyers / FDA officials, distributors from Vietnam and also neighbouring countries. Promote Brand India Pharma in ASEAN region. Showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.39.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.
- 4.39.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹125.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters.**
- 4.39.5 **EC approved the proposal with MAI assistance of ₹125.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance recommended
1	Venue cost for organizing Expo cum BSM for 3 days – about 50 stalls of 6/9 sqm, venue for technical seminars etc.	100.00	65.00
2	Organising cost – pavilion construction, buyers mobilization, faculty for technical seminars etc.	50.00	32.00
3	Publicity cost – advertisements in local papers, press meetings etc.	20.00	13.00
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	15.00	8.50
5	Interpreters / cost of translation of conference material etc.	10.00	6.50
	<b>Total</b>	<b>195.00</b>	<b>125.00</b>

**Item No. 40: Proposal of Pharmexcil for organising IPHEX 'India Show' at Mumbai from 24-26 April, 2014.**

- 4.40.1 The total estimated cost of the project for 2014-15 is ₹782.50 lakhs. The total MAI assistance sought for 2014-15 is ₹500.00 lakhs.
- 4.40.2 The proposed activities to be undertaken under the project is to venue booking for expo-19,000sq. meter, participation mobilization for 300 exhibitors, invitation to the

overseas buyers and regulators – total 500 (150 from LAC and 350 from others), to take part in the exhibition, promotion of the expo in international market and in India and organising press meets, conference. Specific targeted benefit after completion of the project is to export promotion, greater awareness among regulators, business development and brand promotion. Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.

4.40.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.

4.40.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 Lakhs under para 7.1.8 and para 4.4 of the MAI guidelines subject to Pharmexcil ensuring participation of 350 Indian exporters and 500 foreign buyers.

4.40.5 EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.8 and para 4.4 of the MAI guidelines subject to Pharmexcil ensuring participation of 350 Indian exporters and 500 foreign buyers. EC also directed that the Pharmexcil should submit the details of Regulators during the finalization of accounts. The component-wise detail is as below:

**Estimated Expenditure**

			(₹ In Lakhs)
Sl. No.	Heads	Estimated expenditure	MAI Assistance Recommended
1	Cost of air fare and accommodation for foreign delegates (150 from LAC and 350 from others)	412.50	412.50
2	Venue cost	200.00	130.00
3	Cost of product catalogue & other material	90.00	58.50
4	Translation and interpreter charges	80.00	52.00
	<b>Total</b>	<b>782.50</b>	<b>653.00</b>
<b>Maximum MAI assistance admissible</b>			<b>500.00</b>

**Item No. 41: Proposal of Pharmexcil for organising participation in Expo cum BSM in Focus CIS Region in December 2014 in Russia or Ukraine.**

4.41.1 The total estimated cost of the project for 2014-15 is ₹240.00 lakhs. The total MAI assistance sought for 2014-15 is ₹216.00 lakhs.

4.41.2 The proposed activities to be undertaken under the project is organising participation in Expo cum BSM in Focus CIS Region in December 2014 in Russia or Ukraine. Exact number of Indian Exhibitors and the exact date of the event are not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to help the Indian exporters to interact with the buyers / FDA officials, distributors from Russia or Ukraine and also neighbouring countries. Promote Brand India Pharma in CIS region. Showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.41.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.

- 4.41.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters and 80-90 foreign buyers.
- 4.41.5 EC approved the proposal with MAI assistance of ₹150.00 lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters and 80-90 foreign buyers for Ukraine. EC also directed Pharmexcil to Coordinate with FIEO for participation in 'India Show' in Russia. The component-wise detail is as below:

**Estimated Expenditure**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI assistance recommended
1	Venue cost for organizing Expo cum BSM for 3 days – about 60 stalls of 6/9 sqm, venue for technical seminars etc.	120.00	78.00
2	Organising cost – pavilion construction, buyers mobilization, faculty for technical seminars etc.	65.00	42.25
3	Publicity cost – advertisements in local papers, press meetings etc.	25.00	10.25
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	20.00	13.00
5	Interpreters / cost of translation of conference material etc.	10.00	6.50
	<b>Total</b>	<b>240.00</b>	<b>150.00</b>

**Item No. 42: Proposal of EEPC for organizing India pavilion in SIMTOS at Kintex, Korea during 8-13 April 2014.**

- 4.42.1 The total estimated cost of the project for 2014-15 is ₹43.00 lakhs. The total MAI assistance sought for 2014-15 is ₹26.98 lakhs.
- 4.42.2 The proposed activities to be undertaken under the project is to organize India pavilion in SIMTOS 2012 at Kintex, Korea during 8-13 April 2014. EEPC is planning to participate in the event **with 20 Indian participants**. Specific targeted benefit after completion of the project is SIMTOS is recognized as a renowned exhibition for machine tools. Under the paradigm change where businesses are fully focused on exceeding customer requirements and expectations, innovations unveiled at SITMOS, a global marketing platform are on a cutting edge in generating new opportunities around the world. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.42.3 EP(Engg) Division, DoC has recommended the proposal.
- 4.42.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹35.00 Lakhs under para 7.1.2 of the MAI guidelines (₹30.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 30 Indian exporters.
- 4.42.5 EC approved the proposal with MAI assistance of ₹35.00 Lakhs under para 7.1.2 of the MAI guidelines (₹30.00 lakhs for venue and ₹ 5.00 lakhs for other

admissible expenses) subject to EEPC ensuring participation of 30 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

SI. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls	38.00	30.00
2	Organizing expenditure including publicity, interpreters and other related expenses	3.50	5.00
3	Other organizing expenses	1.50	Not sought by EEPC
	<b>Total</b>	<b>43.00</b>	<b>35.00</b>

**Item No. 43: Proposal of EEPC for organizing India pavilion in China Cycle Show 2012, Shanghai, China during 13-16 April 2014.**

- 4.43.1 The total estimated cost of the project for 2014-15 is ₹45.50 lakhs. The total MAI assistance sought for 2014-15 is ₹28.60 lakhs.
- 4.43.2 The proposed activities to be undertaken under the project is to organize India pavilion in China Cycle Show 2012, Shanghai, China during 13-16 April 2014. EEPC is planning to participate in the event with 20 Indian participants. Specific targeted benefit after completion of the project is to provide good opportunity for Indian exporters to showcase their products and capabilities and enhance their business prospects in the time of global slowdown. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.43.3 EP (Engg) Division, DoC has recommended the proposal.
- 4.43.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹28.60 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 25 Indian exporters.
- 4.43.5 EC approved the proposal with MAI assistance of ₹28.60 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

SI. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls	40.00	26.00
2	Organizing expenditure including publicity, interpreters and other related expenses	4.00	2.60
3	Other organizing expenses	1.50	Not sought by EEPC
	<b>Total</b>	<b>45.50</b>	<b>28.60</b>

**Item No. 44: Proposal of EEPC for organizing India Pavilion in WETEX 2014, Dubai, UAE during 14-16 April 2014.**

- 4.44.1 The total estimated cost of the project for 2014-15 is ₹72.50 lakhs. The total MAI assistance sought for 2014-15 is ₹46.15 lakhs.
- 4.44.2 The proposed activities to be undertaken under the project is to organizing India Pavilion in WETEX 2013, Dubai, UAE during 14.16 April 2014 with 20 Indian participants. Specific targeted benefit after completion of the project is to provide avenue for industry leaders to keep abreast of the latest development in the Gulf region in the field of water, energy and environment, as well to network and tie up with strategic partners to pursue innovative solutions. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.44.3 EP(Engg) Division, DOC has recommended the proposal.
- 4.44.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹45.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 25 Indian exporters.**
- 4.44.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹45.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls	65.00	45.00
2	Organizing expenditure including publicity, interpreters and other related expenses	6.00	5.00
3	Other organizing expenses	1.50	Not sought by EEPC
	<b>Total Expenditure</b>	<b>72.50</b>	<b>50.00</b>

**Item No. 45: Proposal of EEPC for organizing India Pavilion in Saudi Energy 2014 Riyadh, Saudi Arabia during 26-29 May 2014.**

- 4.45.1 The total estimated cost of the project for 2014-15 is ₹58.50 lakhs. The total MAI assistance sought for 2014-15 is ₹37.05 lakhs.
- 4.45.2 The proposed activities to be undertaken under the project is to organizing India Pavilion in Saudi Energy 2014 Riyadh, Saudi Arabia during 26-29 May 2014 **with 20 Indian participants**. Specific targeted benefit after completion of the project is to provide avenue for industry leaders to keep abreast of the latest development in the Gulf region in the field of electric power generation, alternative energy, water technology, light & HVAC, as well to network and tie up with strategic partners to pursue innovative solutions. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4. 45.3 EP(Engg) Division, DOC has recommended the proposal.
- 4.45.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines (₹35.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 25 Indian exporters.
- 4.45.5 EC approved the proposal with MAI assistance of ₹40.00 lakhs under para 7.1.2 of the MAI guidelines (₹35.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls	52.00	35.00
2	Organizing expenditure including publicity, interpreters and other related expenses	5.00	5.00
3	Other organizing expenses	1.50	Not sought by EEPC
	<b>Total Expenditure</b>	<b>58.50</b>	<b>40.00</b>

**Item No. 46: Proposal of EEPC for organizing India pavilion in Automechanika, Dubai 2014, UAE during 3-5 June 2014.**

- 4.46.1 The total estimated cost of the project for 2014-15 is ₹147.50 lakhs. The total MAI assistance sought for 2014-15 is ₹94.25 lakhs.
- 4.46.2 The proposed activities to be undertaken under the project is to organize India pavilion in Automechanika Middle East 2012, Dubai, UAE during 3.5 June 2014. EEPC is planning to participate in the event with 40 Indian participants. Specific targeted benefit after completion of the project is to enhance Indian Engineering exports by participating in the event at Dubai which is the third most important re-export centre in the world after Hong Kong and Singapore considering import/re-import ratio. Automechanika Dubai offers a unique spectrum of products from the fields of automotive parts, car washing, workshop and filling- station equipment, IT products and services, accessories and tuning. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.46.3 EP(Engg) Division, DOC has recommended the proposal.
- 4.46.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹94.25 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 40 Indian exporters.
- 4.46.5 EC approved the proposal with MAI assistance of ₹94.25 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 40 Indian exporters other than Indian exhibitors participating under ACMA as the same event is also being participated by ACMA. The component-wise detail is as below:



**Estimated Expenditure**

Sl. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls	135.00	87.75
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	10.00	6.50
3	Other organizing expenses	2.50	Not sought by EEPC
	<b>Total</b>	<b>147.50</b>	<b>94.25</b>

**Item No. 47: Proposal of EEPC for organizing Indian Engineering Exhibition (INDEE), at Poznan, Poland during 3-6 June 2014.**

- 4.47.1 The total estimated cost of the project for 2014-15 is ₹385.00 lakhs. The total MAI assistance sought for 2014-15 is ₹300.00 lakhs.
- 4.47.2 The proposed activities to be undertaken under the project is to organize Indian Engineering Exhibition (INDEE), at Poznan, Poland during 3-6 June 2014. EEPC is planning to participate in the event with 85 Indian participants. Specific targeted benefit after completion of the project is to provide a boost to the existing level of engineering exports and investments from India to Poland. In more concrete terms, it will help the exporters, particularly from the SME sector to take advantage of the opportunities that exist in that country. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.47.3 EP(Engg) Division, DOC has recommended the proposal.
- 4.47.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹270.00 lakhs under para 7.1.2 of the MAI guidelines (₹250.00 lakhs for venue and ₹ 20.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 85 Indian exporters.**
- 4.47.5 **EC approved the proposal with MAI assistance of ₹270.00 lakhs under para 7.1.2 of the MAI guidelines (₹250.00 lakhs for venue and ₹ 20.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 85 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

Sl. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls, translation & other related organizing expenses	350.00	250.00
2	Publicity etc and publication	25.00	20.00
3	Other organizing expenses	10.00	Not sought by EEPC
	<b>Total</b>	<b>385.00</b>	<b>270.00</b>

**Item No. 48: Proposal of EEPC for organizing India pavilion in ITMA Asia + CITME 2014, at Shanghai, China during 16-20 June 2014.**

- 4.48.1 The total estimated cost of the project for 2014-15 is ₹47.75 lakhs. The total MAI assistance sought for 2014-15 is ₹36.80 lakhs.
- 4.48.2 The proposed activities to be undertaken under the project is to organize India pavilion in ITMA Asia + CITME 2014, at Shanghai, China during 16-20 June 2014. EEPC is planning to participate in the event with 10 Indian participants. Specific targeted benefit after completion of the project is to provide good opportunity for Indian exporters to showcase their products and capabilities and enhance their business prospects in the time of global slowdown. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.48.3 EP (Engg) Division, DoC has recommended the proposal.
- 4.48.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹62.00 Lakhs under para 7.1.2 of the MAI guidelines (₹57.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 25 Indian exporters.**
- 4.48.5 **EC approved the proposal with MAI assistance of ₹62.00 Lakhs under para 7.1.2 of the MAI guidelines (₹57.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

Sl. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls, translation & other related organizing expenses	42.00	57.00
2	Publicity etc and publication	4.00	5.00
3	Other organizing expenses	1.75	Not sought by EEPC
	<b>Total</b>	<b>47.75</b>	<b>62.00</b>

**Item No. 49: Proposal of EEPC for organizing Indian Engineering Exhibition (INDEE), at Nairobi, Kenya during September 2014.**

- 4.49.1 The total estimated cost of the project for 2014-15 is ₹385.00 lakhs. The total MAI assistance sought for 2014-15 is ₹300.00 lakhs.
- 4.49.2 The proposed activities to be undertaken under the project is to organize Indian Engineering Exhibition (INDEE), at Nairobi, Kenya during September 2014. EEPC is planning to participate in the event with 85 Indian participants. Specific targeted benefit after completion of the project is to provide a boost to the existing level of engineering exports and investments from India to Kenya. In more concrete terms, it will help the exporters, particularly from the SME sector to take advantage of the opportunities that exist in that country. Kenya is an important market in the East African block and is also a gateway to the other adjoining countries. Kenya is also one

of the leading importers of engineering goods. INDEE is expected to provide boost to the existing level of engineering exports and invest from India to Kenya. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.49.3 EP (Engg) Division, DOC has recommended the proposal.
- 4.49.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹300.00 lakhs under para 7.1.2 of the MAI guidelines (₹280.00 lakhs for venue and ₹ 20.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 100 Indian exporters.
- 4.49.5 EC approved the proposal with MAI assistance of ₹300.00 lakhs under para 7.1.2 of the MAI guidelines (₹280.00 lakhs for venue and ₹ 20.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 100 Indian exporters including Agri & farm equipment exhibitors. The component-wise detail is as below:

**Estimated Expenditure**

Sl. No.	Heads	(₹ In Lakhs)	
		Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls, translation & other related organizing expenses	350.00	280.00
2	Publicity etc and publication	25.00	20.00
3	Other organizing expenses	10.00	Not sought by EEPC
	<b>Total</b>	<b>385.00</b>	<b>300.00</b>

**Item No. 50: Proposal of EEPC for organizing India pavilion at the Big 5 2014 at Dubai, UAE during November 2014.**

- 4.50.1 The total estimated cost of the project for 2014-15 is ₹152.50 lakhs. The total MAI assistance sought for 2014-15 is ₹97.50 lakhs.
- 4.50.2 The proposed activities to be undertaken under the project are to organize India pavilion at the Big5 2012 at Dubai, UAE during November 2014. EEPC is planning to participate in the event with 30 Indian participants. The exact date of the event has not been mentioned by the Council. Specific targeted benefit after completion of the project is to provide the exhibitors with the opportunity to conduct serious business with their counterparts. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.50.3 EP(Engg) Division, DoC has recommended the proposal.
- 4.50.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines (₹85.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to EEPC ensuring participation of 30 Indian exporters.
- 4.50.5 EC approved the proposal with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines (₹85.00 lakhs for venue and ₹ 5.00 lakhs for other

admissible expenses) subject to EEPC ensuring participation of 30 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

Sl. No.	Heads	Estimated Expenditure	(₹ In Lakhs)
			MAI assistance recommended
1	Space rent and erection of stalls	140.00	85.00
2	Organizing expenditure including publicity, interpreter other related expenses	10.00	5.00
3	Other organizing expenses	2.50	Not sought by EEPC
	<b>Total</b>	<b>152.50</b>	<b>90.00</b>

**Item No. 51: Proposal of EEPC for organizing India Engineering Sourcing Show 2015, 'India Show' at Mumbai during January 2015.**

4.51.1 The total estimated cost of the project for 2014-15 is ₹646.00 lakhs. The total MAI assistance sought for 2014-15 is ₹500.10 lakhs.

4.51.2 The proposed activities to be undertaken under the project is to organize India Engineering Sourcing Show 2015 'India Show' at Mumbai during January 2015. 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. Specific targeted benefit after completion of the project is to assist doubling engineering exports in 2014-15. It provides a unique opportunity to the exporters of engineering goods and services to align with the best in the world. The Indian companies particularly from SME sector will have much better opportunity to showcase their strength and expertise and foreign delegates will also have the first hand opportunities to experience Indian expertise. In this event buyer from LAC, CIS, ASEAN+2, Africa as well as European countries invited. Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.

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

4.51.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 Lakhs under para 7.1.8 and para 4.4 of the MAI guidelines subject to EEPC ensuring participation of 300 Indian exporters and 450 foreign buyers.**

4.51.4 **EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.8 and para 4.4 of the MAI guidelines subject to EEPC ensuring participation of 300 Indian exporters and 450 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

Sl. No.	Heads	Estimated Expenditure	(₹ In Lakhs)
			MAI Assistance Recommended
1	Venue cost including organizing expenditure	210.00	189.00
2	Publicity through print and electronic media	170.00	153.00
3	Cost of catalogues and other materials including database procurement, translation & interpreter	9.00	8.10

	charges		
4	Hotel and air fare for foreign delegates for RBSM	150.00	150.00
5	Others	107.00	Not sought by EEPC
	<b>Total</b>	<b>646.00</b>	<b>500.10</b>
<b>Total MAI assistance restricted to</b>			<b>500.00</b>

**Item No. 52: Proposal of EEPC for organizing Indian Engineering Exhibition (INDEE), at Myanmar during 12-14 March 2014.**

- 4.52.1 The total estimated cost of the project for 2013-14 is ₹395.00 lakhs. The total MAI assistance sought for 2013-14 is ₹296.00 lakhs.
- 4.52.2 The proposed activities to be undertaken under the project is to organize Indian Engineering Exhibition (INDEE), at Myanmar during 12-14 March 2014. EEPC is planning to participate in the event with 100 Indian participants. Specific targeted benefit after completion of the project is to provide a boost to the existing level of engineering exports and investments from India to Poland. In more concrete terms, it will help the exporters, particularly from the SME sector to take advantage of the opportunities that exist in that country. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.52.3 EP(Engg) Division, DOC has recommended the proposal.
- 4.52.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹240.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 100 Indian exporters.**
- 4.52.5 **EC approved the proposal with MAI assistance of ₹240.00 lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 100 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Space rent and erection of stalls,	150.00	97.50
2	Branding of India Pavilion, Event Management, films, publications, interpreters, theme pavilion, business centre facilities, audio visual equipments and other related organizing expenditure	170.00	110.50
3	Publicity campaign including print & electronic media, outdoor advertising, publication etc.	50.00	32.00
4	Organizing expenses	15.00	Not sought by EEPC
5	Others	10.00	Not sought by EEPC
	<b>Total</b>	<b>395.00</b>	<b>240.00</b>

**Item No. 53: Proposal of Pdexcil for Promotion of Indian Fabrics and home furnishing in RBSM at Ahmadabad, Gujarat during September / October 2014.**

- 4.53.1 The total estimated cost of the project for 2014-15 is ₹198.00 lakhs. The total MAI assistance sought for 2014-15 is ₹178.20 lakhs.
- 4.53.2 The proposed activities to be undertaken under the project is to organising Promotion of Indian Fabrics and home furnishing in RBSM at Ahmadabad, Gujarat during September / October 2014 with 130 foreign delegates number of Indian exporters and exact dates of the event are not mentioned by Pdexcil. Specific targeted benefit after completion of the project is to create a platform for positive Buyer – Seller interaction between manufacturers and prominent foreign buyers by displaying and showcasing product of 100% cotton fabric for clothing and home textile manufactured. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.53.3 M/o Textiles has recommended the proposal.
- 4.53.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹125.00 lakhs under para 7.1.8 of the MAI guidelines subject to Pdexcil ensuring participation of 100 foreign buyers.**
- 4.53.5 **EC approved the proposal with MAI assistance of ₹125.00 lakhs under para 7.1.8 of the MAI guidelines subject to Pdexcil ensuring participation of 100 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance recommended
1	Airfare and hotel charges of total 80 foreign delegates (Africa, Asia including South East Asia, Bangladesh & Sri Lanka )	60.00	60.00
2	Airfare and hotel charges of total 50 foreign delegates from USA & South America	50.00	50.00
3	Venue cost including stall construction & rental	55.00	15.00
4	Cost of catalogue and other materials	4.00	
5	Publicity cost of the event	30.00	
6	Marketing and coordinating expenses	15.00	
	<b>Total</b>	<b>214.00</b>	<b>125.00</b>

**Item No. 54: Proposal of HEPC for organizing National level participation in Hong Kong International Hometextile Fair at Hong Kong during April 2014.**

- 4.54.1 The total estimated cost of the project for 2014-15 is ₹212.42 lakhs. The total MAI assistance sought for 2014-15 is ₹143.57 lakhs.
- 4.54.2 The proposed activities to be undertaken under the project is to organize National level participation in Hong Kong International Hometextile Fair at Hong Kong during April 2014. The Council is planning to participate in the event with 45 participants. The exact date has not been mentioned by Council. HEPC would obtain raw space directly



from the fair authorities and develop a Indian Handwoven pavilion in order to create the Brand Image of Indian Handwovens at a grand scale. Benefiting more exporters across the country covering wide range of products, providing more opportunity to tap the market potential, increase in export turnover thereby achieving the prescribed export target. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.54.3 EP (Textile) Division, DOC & Ministry of Textiles has recommended the proposal.
- 4.54.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 lakhs under para 7.1.2 of the MAI guidelines (₹110.00 lakhs for venue and ₹ 10.00 lakhs for other admissible expenses) subject to HEPC ensuring participation of 50 Indian exporters.**
- 4.54.5 **EC approved the proposal with MAI assistance of ₹120.00 lakhs under para 7.1.2 of the MAI guidelines (₹110.00 lakhs for venue and ₹ 10.00 lakhs for other admissible expenses) subject to HEPC ensuring participation of 50 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenses raw space	155.00	110.00
2	Construction charges	35.42	
3	Publicity cost (hoardings, advertisements in print & electronic media, souvenirs, display systems, posters etc.)	11.00	10.00
4	Cost of catalogues and brochures	5.50	
5	Translation & interpreter charges	5.50	
	<b>Total</b>	<b>212.42</b>	<b>120.00</b>

**Item No. 55: Proposal of HEPC for organizing India Home Furnishing Fair 2014 at Osaka, Japan during July 2014.**

- 4.55.1 The total estimated cost of the project for 2014-15 is ₹107.00 lakhs. The total MAI assistance sought for 2014-15 is ₹72.30 lakhs.
- 4.55.2 The proposed activities to be undertaken under the project is to organize India Home Furnishing Fair 2014 at Osaka, Japan during July 2014. The Council is planning to participate in the event with 25 participants. The exact date has not been mentioned by Council. HEPC would obtain raw space directly from the fair authorities and develop a Indian Handwoven pavilion in order to create the Brand Image of Indian Handwovens at a grand scale. Benefiting more exporters across the country covering wide range of products, providing more opportunity to tap the market potential, increase in export turnover thereby achieving the prescribed export target. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.55.3 EP (Textile) Division, DOC & Ministry of Textiles has recommended the proposal.

- 4.55.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹68.00 lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 25 Indian exporters.
- 4.55.5 EC approved the proposal with MAI assistance of ₹68.00 lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenses raw space	96.00	62.00
3	Publicity cost (hoardings, advertisements in print & electronic media, souvenirs, display systems, posters etc.)	5.00	6.00
4	Cost of catalogues and brochures	1.00	
5	Translation & interpreter charges	5.00	
	<b>Total</b>	<b>107.00</b>	<b>68.00</b>

**Item No. 56: Proposal of HEPC for organizing India International Handwoven Fair (RBSM) at Chennai during March 2015.**

- 4.56.1 The total estimated cost of the project for 2014-15 is ₹346.80 lakhs. The total MAI assistance sought for 2014-15 is ₹272.49 lakhs.
- 4.56.2 The proposed activities to be undertaken under the project is to organize India International Handwoven Fair (RBSM) at Chennai during March 2014. The Council is planning to invite 168 foreign buyers. To provide adequate information on exporting of handloom products. To facilitate the display of the products developed across the country by small and medium enterprises. To showcase the versatility of Indian Handwoven textiles from different region by just viewing the portal, to facilitate indentifying right manufacturers / suppliers. To sustain India's booming and vibrant economy. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.56.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.56.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹250.00 lakhs under para 7.1.8 of the MAI guidelines subject to HEPC ensuring participation of 300 Indian exporters and 150 foreign buyers.
- 4.56.5 EC approved the proposal with MAI assistance of ₹250.00 lakhs under para 7.1.8 of the MAI guidelines subject to HEPC ensuring participation of 300 Indian exporters and 168 foreign buyers. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including construction of stalls, designing, event management expenses etc	165.00	105.25

2	To and fro travel expenses + accommodation charges for buyers from abroad <b>(34 from USA / LAC region and 134 from other countries)</b>	134.50	<b>134.50</b>
3	Publicity cost	33.00	<b>10.25</b>
4	Translation and interpreter charges	3.30	
5	Cost of catalogue and other promotion materials	11.00	
	<b>Total</b>	<b>346.80</b>	<b>250.00</b>

**Item No. 57: Proposal of SRTEPC for organising combined Indian Textiles & Clothing Exhibition (INTEXPO) at Colombia during March 2015.**

- 4.57.1 The total estimated cost of the project for 2014-15 is ₹192.00 lakhs. The total MAI assistance sought for 2014-15 is ₹ 124.80 lakhs.
- 4.57.2 The proposed activities to be undertaken under the project to organize combined Indian Textiles & Clothing Exhibition (INTEXPO) at Colombia during March 2015. The Council is planning to participate with 32 Indian participants each at Bogota City & Medellin City in the event. The exact date of the event is not mentioned by Council. The entire range of Indian Textiles & Clothing including fiber, yarn, fabrics, made-ups, home textiles, accessories and garments will be displayed at the exhibition. Organizing participation of Indian companies in to showcase the entire range of Indian Textiles & Clothing. Organize one-to-one business meetings with specially selected buyers in Iran and participating Indian exhibitors. Improve the image of Indian textiles and substantial growth of MMF textile exports from India. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.57.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.57.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 40 Indian exporters.**
- 4.57.5 **EC approved the proposal with MAI assistance of ₹120.00 lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 40 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost at Bogota City & Medellin City	90.00	96.00
2	Organizing expenses, Booth constructions with furniture, equipments and accessories, IT/WI-FI, backdrops, signage etc. 50 stalls each at Bogota City & Medellin City	60.00	
3	Publicity and advertisements cost of Banners and posters, flyers, catalogues, special news papers and contact promotions	38.00	24.00
4	Translators / interpreters	4.00	
	<b>Total</b>	<b>192.00</b>	<b>120.00</b>

**Item No. 58: Proposal of SRTEPC for organising combined Indian Textiles & Clothing Exhibition (INTEXPO) at Morocco during November 2014.**

- 4.58.1 The total estimated cost of the project for 2014-15 is ₹103.00 lakhs. The total MAI assistance sought for 2014-15 is ₹ 66.95 lakhs.
- 4.58.2 The proposed activities to be undertaken under the project to organize combined Indian Textiles & Clothing Exhibition (INTEXPO) at Morocco during November 2014. The Council is planning to participate with 32 Indian participants in the event. The entire range of Indian Textiles & Clothing including fiber, yarn, fabrics, made-ups, home textiles, accessories and garments will be displayed at the exhibition. Organizing participation of Indian companies in to showcase the entire range of Indian Textiles & Clothing. Organize one-to-one business meetings with specially selected buyers in Iran and participating Indian exhibitors. Improve the image of Indian textiles and substantial growth of MMF textile exports from India. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.58.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.58.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹66.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 40 Indian exporters.**
- 4.58.5 The proposal was not approved by EC.**

**Item No. 59: Proposal of SRTEPC for organising combined Indian Textiles & Clothing Exhibition (INTEXPO) at Tehran, Isfahan and Yazd in Iran during June 2014.**

- 4.59.1 The total estimated cost of the project for 2014-15 is ₹220.50 lakhs. The total MAI assistance sought for 2014-15 is ₹ 143.33lakhs.
- 4.59.2 The proposed activities to be undertaken under the project to organize combined Indian Textiles & Clothing Exhibition (INTEXPO) at Tehran, Isfahan and Yazd in Iran during June 2014. The Council is planning to participate with 60 Indian participants each at Tehran, Isfahan and Yazd. The exact date of the event is not mentioned by Council. The entire range of Indian Textiles & Clothing including fiber, yarn, fabrics, made-ups, home textiles, accessories and garments will be displayed at the exhibition. Organizing participation of Indian companies in to showcase the entire range of Indian Textiles & Clothing. Organize one-to-one business meetings with specially selected buyers in Iran and participating Indian exhibitors. Improve the image of Indian textiles and substantial growth of MMF textile exports from India. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.59.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.59.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 60 Indian exporters.**

- 4.59.5 EC approved the proposal with MAI assistance of ₹150.00 lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 60 Indian exporters in all three cities. The component-wise detail is as below:

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost at Tehran, Isfahan and Yazd	92.00	115.00
2	Organizing expenses, Booth constructions with furniture, equipments and accessories, IT/WI-FI, backdrops, signage etc 80 stalls each at Tehran, Isfahan and Yazd	76.00	
3	Publicity and advertisements cost of Banners and posters, flyers, catalogues, special news papers and contact promotions	48.00	35.00
4	Translators / interpreters	4.50	
	<b>Total</b>	<b>220.50</b>	<b>150.00</b>

**Item No. 60: Proposal of Carpet EPC for organizing national level participation in Domotex Asia / China Floor at Shanghai, China during March 2015.**

- 4.60.1 The total estimated cost of the project for 2014-15 is ₹101.75 lakhs. The total MAI assistance sought for 2014-15 is ₹91.58 lakhs.
- 4.60.2 The proposed activities to be undertaken under the project is to organize national level participation in Domotex Asia / China Floor at Shanghai, China during March 2015. The Council is planning to participate in the event with 20-25 registered exporters-members in the fair. The exact date has not been mentioned by Council. The proposal envisages capturing share of handmade carpets in new upcoming Chinese market by organizing participation in international carpet exhibition. Participation in the fair is likely to increase both quantitatively and qualitatively. The activity is likely to generate a business over ₹ 10.00 crores. The unit value realization is expected to improve at least by 10%. Indian Handmade carpet industry as a whole will be benefited. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.60.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.60.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 25 Indian exporters.
- 4.60.5 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 25 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost, and other organizing expenses / administrative expenses	94.25	85.00

	etc.		
2	Publicity	7.50	5.00
	<b>Total</b>	<b>101.75</b>	<b>90.00</b>

**Item No. 61: Proposal of Carpet EPC for organizing India Carpet Expo at Varanasi, Uttar Pradesh during October 2014.**

- 4.61.1 The total estimated cost of the project for 2014-15 is ₹360.00 lakhs. The total MAI assistance sought for 2014-15 is ₹336.50 lakhs.
- 4.61.2 The proposed activities to be undertaken under the project is to organize India Carpet Expo at Varanasi, Uttar Pradesh during October 2014. The Council is planning to invite 200 foreign buyers and 200 Indian exhibitors. The proposal envisages inviting buyers from all over the world who are dealing with Handmade Carpets and other floor coverings which is a focused product for export. The participation in the fair is likely to increase both quantitatively and qualitatively which would enhance job opportunities in rural sector. The fair is likely to generate a business over ₹ 250 crores. The unit value realization is expected to improve at least by 10 %. Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 4.61.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.61.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹300.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters and 200 foreign buyers.**
- 4.61.5 **EC approved the proposal with MAI assistance of ₹300.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters and 200 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Cost of international travelling and hotel stay for 200 buyers (Council requested to accommodate more buyers within the budgeted limit)	125.00	<b>125.00</b>
2	Venue cost, and other organizing / administrative expenses etc.	185.00	<b>175.00</b>
3	Publicity for branding Indian Handmade Carpets and Fair promotion etc.	50.00	
	<b>Total</b>	<b>360.00</b>	<b>300.00</b>

**Item No. 62: Proposal of Carpet EPC for organizing India Carpet Expo at New Delhi during Feb /March 2015.**

- 4.62.1 The total estimated cost of the project for 2014-15 is ₹472.00 lakhs. The total MAI assistance sought for 2014-15 is ₹437.75 lakhs.



- 4.62.2 The proposed activities to be undertaken under the project is to organize India Carpet Expo at New Delhi during Feb / March 2015. The Council is planning to invite 200 foreign buyers and 200 Indian exhibitors. The proposal envisages inviting buyers from all over the world who are dealing with Handmade Carpets and other floor coverings which is a focused product for export. The participation in the fair is likely to increase both quantitatively and qualitatively which would enhance job opportunities in rural sector. The fair is likely to generate a business over ₹ 250 crores. Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 4.62.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.62.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹400.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters and 200 foreign buyers.**
- 4.62.5 **EC approved the proposal with MAI assistance of ₹400.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters and 200 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

		(₹In Lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Cost of international travelling and hotel stay for buyers (Council requested to accommodate more buyers within the budgeted limit)	149.50	150.00
2	Venue cost, and other organizing / administrative expenses etc.	262.50	250.00
3	Publicity for branding Indian Handmade Carpets and Fair promotion etc.	60.00	
	<b>Total</b>	<b>472.00</b>	<b>400.00</b>

**Item No. 63: Proposal of Indian Silk EPC for participation in Hong Kong Gifts & Premium Fair at Hong Kong from 26-30 April, 2014.**

- 4.63.1 The total estimated cost of the project for 2014-15 is ₹142.00 lakhs. The total MAI assistance sought for 2014-15 is ₹127.80 lakhs.
- 4.63.2 The proposed activities to be undertaken under the project is to participation in Hong Kong Gifts & Premium Fair through extensive publicity and promotion extending invitation to buyers across the world to visit the stands of Indian exhibitors and contact promotion programme through BSM with select buyers. Focus products are not mentioned by Council. The Council is planning to participate in the event with 30 participants. Specific targeted benefit after completion of the project is to anticipated growth in exports directly attributable to the project 2013-14:8%, 2014-15:10%, 2015-16:15%. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.63.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.

- 4.63.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 Indian exporters.
- 4.63.5 EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost	99.00	64.00
3	Printing and publicity	10.00	6.00
4	Contact promotion program	10.00	
2	BSM	20.00	
5	Translator and interpreter	3.00	
	<b>Total</b>	<b>142.00</b>	<b>70.00</b>

**Item No. 64: Proposal of Indian Silk EPC for participation in House & Gifts Fair at Sao Paulo, Brazil during August, 2014.**

- 4.64.1 The total estimated cost of the project for 2014-15 is ₹202.00 lakhs. The total MAI assistance sought for 2014-15 is ₹181.80 lakhs.
- 4.64.2 The proposed activities to be undertaken under the project is to participation in House & Gifts Fair of South America for extensive publicity and promotion extending invitation to buyers across the LAC countries to visit the stands of Indian Exhibitors. Focus products are not mentioned by Council. The Council is planning to participate in the event with 30 participants. Specific targeted benefit after completion of the project is to anticipated growth in exports directly attributable to the project 2013-14:8%, 2014-15:10%, 2015-16:15%. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.64.3 EP (Textile) Division, DOC & Ministry of Textiles has recommended the proposal.
- 4.64.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines (₹80.00 lakhs for venue and ₹ 10.00 lakhs for other admissible expenses) subject to ISEPC ensuring participation of 30 Indian exporters.
- 4.64.5 EC approved the proposal with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines (₹80.00 lakhs for venue and ₹ 10.00 lakhs for other admissible expenses) subject to ISEPC ensuring participation of 30 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
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1	Venue cost for 30 participants	125.00	<b>80.00</b>
2	Organising cost	15.00	
3	Printing and publicity	22.00	<b>10.00</b>
4	Contact promotion program	10.00	
5	Thematic projection including product presentation show	25.00	
6	Translator and interpreter	5.00	
	<b>Total</b>	<b>202.00</b>	<b>90.00</b>

**Item No. 65: Proposal of Indian Silk EPC for organising Silk Reverse Buyer Seller Meet and Silk Paradise at New Delhi during October, 2014.**

- 4.65.1 The total estimated cost of the project for 2014-15 is ₹302.00 lakhs. The total MAI assistance sought for 2014-15 is ₹281.00 lakhs.
- 4.65.2 The proposed activities to be undertaken under the project is to organising Silk Reverse Buyer Seller Meet and Silk Paradise at New Delhi during October, 2014, promotion and publicity of the fair and arranging garment presentation to the overseas buyers. Focus products are not mentioned by Council. The Council is planning to participate in the event with 90 participants and numbers of buyers not mentioned. Specific targeted benefit after completion of the project is to the export of silk and silk products will not only arrest declining trend but likely to increase by 20% in the coming years. The exporters are likely to gain releasing more unit value on their products by establishing Brand name. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.65.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.65.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 lakhs under para 7.1.2 of the MAI guidelines (₹90.00 lakhs for venue, ₹ 50.00 lakhs for air fare and hotel accommodation of foreign buyers and ₹ 10.00 lakhs for other admissible expenses) subject to ISEPC ensuring participation of 90 Indian exporters and 50 foreign buyers.**
- 4.65.5 **EC approved the proposal with MAI assistance of ₹150.00 lakhs under para 7.1.2 of the MAI guidelines (₹90.00 lakhs for venue, ₹ 50.00 lakhs for air fare and hotel accommodation of foreign buyers and ₹ 10.00 lakhs for other admissible expenses) subject to ISEPC ensuring participation of 90 Indian exporters and 50 foreign buyers. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including setting up structures for 90 exhibitors	150.00	<b>90.00</b>
2	Organising seminars/conference and RBSM	10.00	
3	Cost of event catalogue, fliers, manuals, invitations and other press publicity material	10.00	
4	Advertisement in foreign magazines and international catalogue, publicity, online adv./website design	30.00	

5	Translation of publicity material for press and interpreted charges required during the show	2.00	10.00
6	Air fare & hotel accommodation for visiting foreign buyers	50.00	50.00
	<b>Total</b>	<b>252.00</b>	<b>150.00</b>

**Item No. 66: Proposal of TEXPROCIL for National level participation in INDEX Fair 2014 at Dubai, UAE during 19-22 May 2014.**

- 4.66.1 The total estimated cost of the project for 2014-15 is ₹134.58 lakhs. The total MAI assistance sought for 2014-15 is ₹87.48 lakhs.
- 4.66.2 The proposed activities to be undertaken under the project is to National level participation in INDEX Fair 2014 at Dubai, UAE during 19-22 May 2014 with 20 Indian exporters. Specific targeted benefit after completion of the project is to increasing India's market share in UAE. An increase from the present level of US\$ 2.17 billion to US\$ 4 billion export to UAE is envisaged in next three years. Promote Brand India image in UAE market, improve confidence amongst importers about Indian supply capabilities and promote joint ventures in home textile sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.66.3 EP (Textile) Division, DOC & Ministry of Textiles has recommended the proposal.
- 4.66.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹62.00 lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exporters.**
- 4.66.5 **EC approved the proposal with MAI assistance of ₹62.00 lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance recommended
1	Venue cost including organising expenses	89.28	58.00
2	Publicity cost for the event	18.60	4.00
3	Cost of the catalogues and other materials	14.30	
4	Organising expenses	12.40	62.00
	<b>Total</b>	<b>134.58</b>	

**Item No. 67: Proposal of TEXPROCIL for National level participation in INTERIOR LIFE STYLE at Tokyo, Japan during 4-6 June, 2014.**

- 4.67.1 The total estimated cost of the project for 2014-15 is ₹169.45 lakhs. The total MAI assistance sought for 2014-15 is ₹110.14 lakhs.
- 4.67.2 The proposed activities to be undertaken under the project is to National level participation in INTERIOR LIFE STYLE at Tokyo, Japan during 4-6 June, 2014 (comprising ambient Japan, Heimtextile Japan and Home Design Japan) and with 25 Indian exporters. Specific targeted benefit after completion of the project is to national level participation is expected to help export from India to Japan increase substantially. Japan has now eliminated duties in all textile items, organizing this event

will benefit the Indian textile industry. Promote Brand India image in Japan. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.67.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.67.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines (₹75.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 25 Indian exporters.**
- 4.67.5 **EC approved the proposal with MAI assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines (₹75.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 25 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance recommended
1	Venue cost including organising expenses	131.75	75.00
2	Publicity cost for the event	18.60	5.00
3	Cost of the catalogues and other materials	6.70	
4	Organising expenses	12.40	80.00
	<b>Total</b>	<b>169.45</b>	

**Item No. 68: Proposal of TEXPROCIL for participation in preview in Seoul, South Korea during September 2014.**

- 4.68.1 The total estimated cost of the project for 2014-15 is ₹101.10 lakhs. The total MAI assistance sought for 2014-15 is ₹65.72 lakhs.
- 4.68.2 The proposed activities to be undertaken under the project is to participation in preview in Seoul, South Korea during September 2014 with 20 Indian exporters. The exact date of the event is not mentioned by Texprocil. Specific targeted benefit after completion of the project is to increase Indian's market share in South Korea. An increase from the present level of US\$ 307 million to US\$ 500 million export to South Korea is envisaged in next three years. Promote Brand India image in South Korean market. Improve confidence amongst importers about Indian supply capabilities. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.68.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.68.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines (₹45.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 25 Indian exporters.**
- 4.68.5 **EC approved the proposal with MAI assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines (₹45.00 lakhs for venue and ₹ 5.00 lakhs for other**

admissible expenses) subject to Texprocil ensuring participation of 25 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance recommended
1	Venue cost including organising expenses	55.80	45.00
2	Publicity cost for the event	18.60	5.00
3	Cost of the catalogues and other materials	14.30	
4	Organising expenses	12.40	
	<b>Total</b>	<b>101.10</b>	<b>50.00</b>

**Item No. 69: Proposal of TEXPROCIL for organizing National level participation in Intertextile Apparel Fabric & Yarn Expo Fair at Shanghai, China during October 2014 & March 2015.**

- 4.69.1 The total estimated cost of the project for 2014-15 is ₹423.08 lakhs. The total MAI assistance sought for 2014-15 is ₹275.00 lakhs.
- 4.69.2 The proposed activities to be undertaken under the project include organising National level participation in Intertextile Apparel Fabric & Yarn Expo Fair at Shanghai, China during October 2014 & March 2015 with at least 40 Indian participants each for October 2014 & March 2015. The exact date of the event has not been mentioned by Texprocil. The main objective is to boost exports and to promote Indian textiles in the Far East market. Texprocil proposed to organize group participation. This is one of the foremost textiles shows, featuring leading global suppliers of Apparel Fabrics and Yarns targeting top brands and importers in China and entire Far Eastern Market. Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.69.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.69.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 lakhs under para 7.1.2 of the MAI guidelines (₹90.00 lakhs for venue and ₹ 10.00 lakhs for other admissible expenses each for October 2014 & March 2015) subject to Texprocil ensuring participation of 50 Indian exporters each in October 2014 & March 2015.
- 4.69.5 EC approved the proposal with MAI assistance of ₹200.00 lakhs under para 7.1.2 of the MAI guidelines (₹90.00 lakhs for venue and ₹ 10.00 lakhs for other admissible expenses each for October 2014 & March 2015) subject to Texprocil ensuring participation of 50 Indian exporters each in October 2014 & March 2015. The component-wise detail is as below:

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Space rental, electricity load etc	160.70	90.00
2	Display accessories at the stalls (shelves, hanger rails,	7.44	



	mannequins, grills etc)		<b>10.00</b>
3	Banners, standees etc to be made and sent from India	3.10	
4	Overseas publicity, advertisement etc	12.40	
5	Organizing expenses	18.60	
6	Translation & interpreter charges	9.30	
	<b>Total for October 2014</b>	<b>211.54</b>	<b>100.00</b>
	<b>Total for March 2015</b>	<b>211.54</b>	<b>100.00</b>

**Item No. 70: Proposal of TEXPROCIL for organising National Level participation in Australian International Sourcing Fair at Melbourne, Australia during November 2014.**

- 4.70.1 The total estimated cost of the project for 2014-15 is ₹587.90 lakhs. The total MAI assistance sought for 2014-15 is ₹382.14 lakhs.
- 4.70.2 The proposed activities to be undertaken under the project include organising National level participation in Australia International Sourcing Fair at Melbourne, Australia during November 2014 with at least 100 participants. Increase from the present level of US\$ 327 million to US\$ 500 million export of T&C to Australia is envisaged in next three years. Increase in India's market share in Australia. Promote Brand India image in Australian consumer market, improve confidence among importers about Indian supply capabilities and promote joint ventures in home textiles and apparel sector. Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.70.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.70.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹300.00 lakhs under para 7.1.2 of the MAI guidelines (₹270.00 lakhs for venue and ₹ 30.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 100 Indian exporters.**
- 4.70.5 **EC approved the proposal with MAI assistance of ₹300.00 lakhs under para 7.1.2 of the MAI guidelines (₹270.00 lakhs for venue and ₹ 30.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 100 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organising expenses	522.00	<b>270.00</b>
2	Publicity cost for the event	29.00	<b>30.00</b>
3	Cost of the catalogues and other material	19.50	
4	Other organizing expenses	17.40	
	<b>Total</b>	<b>587.90</b>	<b>300.00</b>

**Item No. 71: Proposal of TEXPROCIL for organising participation in Colombiatex at Medellin City, Colombia during January, 2015.**

- 4.71.1 The total estimated cost of the project for 2014-15 is ₹113.50 lakhs. The total MAI assistance sought for 2014-15 is ₹73.78 lakhs.

- 4.71.2 The proposed activities to be undertaken under the project is to organising participation in Colombiatex at Medellin City, Colombia during January, 2015 and with 20 Indian exporters. Specific targeted benefit after completion of the project is to the year 2012 export of T&C to Colombia was US\$ 237 million, after such export promotion efforts for the next 3 years, it is expected that exports will increase to US\$ 350 million. Promote Brand India image in Colombian market, improve confidence amongst importers about Indian supply capabilities and promote joint ventures in home textile and apparel sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.71.3 EP (Textile) Division, DOC & Ministry of Textiles have recommended the proposal.
- 4.71.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines (₹45.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 25 Indian exporters.
- 4.71.5 EC directed Texprocil to participate in the event with SRTEPC.
- 4.71.6 EC approved the proposal with MAI assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines (₹45.00 lakhs for venue and ₹ 5.00 lakhs for other admissible expenses) subject to Texprocil ensuring participation of 25 Indian exporters. The component-wise detail is as below:

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance recommended
1	Venue cost including organising expenses	68.20	45.00
2	Publicity cost for the event	18.60	5.00
3	Cost of the catalogues and other materials	14.30	
4	Organising expenses	12.40	
	<b>Total</b>	<b>113.50</b>	<b>50.00</b>

**Item No. 72 to Item No. 90 pertain to MAI proposal of EPCH & AEPC. These proposals will be considered in the next EC meeting.**

## **Agenda Item No. 5**

### **Study Proposal**

**Item No. 1 pertain to MAI proposal of EIC for Creation of a system to respond to TBT notifications of other countries notified to the WTO. The proposal will be considered in the next EC meeting.**

**Item No. 2: Proposal of IIFT for Study on identify the relative contributions of global conditions and domestic policies to the growth of Developing and Emerging Economies (DEEs).**

- 5.2.1 The total estimated cost of the project for 2013-14 is ₹16.50 lakhs. The total MAI assistance sought for 2013-14 is ₹16.50 lakhs.
- 5.2.2 The role of trade in GDP growth, more focus on the prevailing global conditions and changes in trade policies after the global crisis, Indian trade in comparison to DEE's global trade among themselves and with developed economies, suggest policy changes for India to take advantage of the prevailing global condition. Assistance is admissible under para 7.4.3 of the MAI guidelines
- 5.2.3 EPL Division of DOC has recommended the proposal.
- 5.2.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹16.50 Lakhs under para 7.4.3 of the MAI guidelines.**
- 5.2.5 **EA (RD) has informed that this proposal is withdrawn.**

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**List of participants of Empowered Committee Meeting of MAI held on 23.09.2013 in Room No. 47 under the Chairmanship of Shri S.R. Rao, Commerce Secretary, Department of Commerce.**

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|---|-----|----------|
| 1. Shri S. R. Rao, Commerce Secretary                 | --- | Chairman |
| 2. Shri Anup K. Pujari, DGFT                          |     |          |
| 3. Ms. Anita Agnihotri, AS&FA, DOC                    |     |          |
| 4. Shri Arvind Mehta, JS, DOC                         |     |          |
| 5. Shri J. K. Dadoo, JS, DOC                          |     |          |
| 6. Shri Ravi Capoor, JS, DOC                          |     |          |
| 7. Shri S. Pandey, JS, DOC                            |     |          |
| 8. Ms. Monika Garg, JS(Export) M/o Textiles           |     |          |
| 9. Ms. Rupa Dutta, EA, DOC                            |     |          |
| 10. Shri Anurag Prasad, Dir, DOC                      |     |          |
| 11. Ms. Babni Lal, Dir, DOC                           |     |          |
| 12. Shri Santosh Kumar, DS, DOC                       |     |          |
| 13. Shri Ajit B Chavan, DS, DOC                       |     |          |
| 14. Shri Samir Kumar, AEA(NEA), DOC                   |     |          |
| 15. Shri Jagjeet Kumar, US, DOC                       |     |          |
| 16. Shri C.P. Ratnakaran, SO, DOC                     |     |          |
| 17. Shri Vijay Mathur, AEPC                           |     |          |
| 18. Shri H.K.L Magu, AEPC                             |     |          |
| 19. Shri R. P. Klyanpur, Plastic EPC                  |     |          |
| 20. Shri S.R. Dewan, Regional Director, Plastic EPC   |     |          |
| 21. Shri R.P. Rajalingam, HEPC                        |     |          |
| 22. Shri Rana Roy, EEPC                               |     |          |
| 23. Shri Gurinder Singh, JD, EEPC                     |     |          |
| 24. Shri G.P. Mitra, EEPC                             |     |          |
| 25. Shri Amit Mukherjee, ACMA                         |     |          |
| 26. Shri Nicadri Mallick, Sr. Dir, ACMA               |     |          |
| 27. Shri Abhishek Chopra, DD, ACMA                    |     |          |
| 28. Shri Sabyasachi Ray, ED, G&JEPC                   |     |          |
| 29. Shri Bijal Shah, Director, G&JEPC                 |     |          |
| 30. Shri K.K. Duggal, RD, G&JEPC                      |     |          |
| 31. Shri D.K. Sareen, ED, ESC EPC                     |     |          |
| 32. Shri Ramesh Kumar, EC CLE                         |     |          |
| 33. Shri Sanjay Kumar, RD, CLE                        |     |          |
| 34. Shri J.P. Ghate, AIAI, AIAI                       |     |          |
| 35. Shri Unni Krishnan, CM.DO (EM), Coir Board        |     |          |
| 36. Shri S.K. Wadhwa, M/o MSME for Coir Board         |     |          |
| 37. Shri Anil K.R., NCRMI                             |     |          |
| 38. Shri Mehul Tyagi, Assistant Director, FICCI       |     |          |
| 39. Ms Debjani Chowdhury, Advisor, World Trade Center |     |          |
| 40. Shri Shiv Kumar Gupta, ED, CEPC                   |     |          |
| 41. Shri Siddhartha Rajagopal, Texprocil              |     |          |
| 42. Shri K. Raju, Texprocil                           |     |          |
| 43. Shri Rakesh Kumar, ED, EPCH                       |     |          |
| 44. Shri T. V. Narayana Swamy, CEPC                   |     |          |
| 45. Shri R. K. Pathak, TEPC                           |     |          |
| 46. Shri Tarun Dewan, ED, SGEPC                       |     |          |
| 47. Dr. J.P. Tiwari, Chemexcil                        |     |          |
| 48. Shri Raghuveer Kini, ED, Pharmexcil               |     |          |
| 49. Shri Abhay K Sinha, RD, Pharmexcil                |     |          |
| 50. Shri Ashok K. Madhra, ISEPC                       |     |          |
| 51. Shri S. Roy, SRTEPC                               |     |          |
| 52. Shri R.P. Singh, Chief General Manager, MPLUN     |     |          |

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