

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.

*Y. Kumar*  
01/10/2013  
(Jagjeet Kumar)

Under Secretary to the Government of India  
☎ 2306 2044

1. Shri Anup K. Pujari, DGFT
2. Shri D.S. Dhesis, 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 CII for Organising Cambodia, Laos, Myanmar and Vietnam (CLMV) Conclave in India at New Delhi from 26-27 September, 2013.**

- 3.1.1 The total estimated cost of the project for 2013-14 is ₹60.60 lakhs. The total MAI assistance sought for 2013-14 is ₹47.00 lakhs.
- 3.1.2 The proposed activities to be undertaken is focused on CLMV countries, B2B meetings with 60 business participants from India. Specific targeted benefit after completion of the project is to increase export of pharmaceuticals, cotton, leather, animal fodders, tobacco and manmade fabrics to Cambodia, promote import from Cambodia in following field i.e. gemstones, oil and gas wood and wood share scientific and technological capacity in field of priority and interest with Laos, technology transfer in power, infrastructure, transport, transport equipment, ICT healthcare and pharmaceuticals and HRD and training to Myanmar, CII has also recommended the enhance broodier trade, cooperation in services etc. with Myanmar and promoting 'Brand India' with Vietnam. MAI assistance are admissible under para 7.1.8 of the MAI guidelines.
- 3.1.3 FT(EA) 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 ₹41.40 lakhs under para 7.1.8 of the MAI guidelines.
- 3.1.5 **EC accorded its ex-post-facto approval with an assistance of ₹41.40 lakhs under para 7.1.8 of the MAI guidelines. The component-wise detail is as under:**

**Estimated Expenditure:**

(₹ in lakhs)

Sl. No.	Heads	MAI Assistance Approved
1	Venue related cost	13.20
2	Publicity	3.00
3	Printing material	1.20
4	Translation & Interpretation cost	3.00
5	Air fare (for 7 each from CLMV Countries)	21.00
6	Accommodation & local hospitalities (for 7 each from CLMV Countries)	
	<b>Total</b>	<b>41.40</b>

**Item No. 2: Proposal of FICCI for Organising 11<sup>th</sup> Meeting of India – Philippines Joint Working Group on Trade & Investments (JWGT) at Manila, Philippines from 29-30 April, 2013.**

- 3.2.1 The total estimated cost of the project for 2013-14 is ₹10.00 lakhs. The total MAI assistance sought for 2013-14 is ₹6.50 lakhs.
- 3.2.2 Proposed activities to be undertaken under the project are business seminar focusing on enhancing India Philippines Trade & Investments, Buyer Seller Meeting. **Focus products are automobile and spare parts, dairy, BPO & IT & ITES, Agro food processing and 10-15 companies.** Specific targeted benefit after completion is to capitalize on the opportunities available in Philippines by Indian Business, which bring the two nations increasingly closer and would also help in identifying the constraints that are hindrance for trade amongst the two counties. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.2.3 FT(EA) Division, DOC has recommended the proposal.
- 3.2.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹6.50 lakhs under para 7.1.2 of the MAI guidelines.
- 3.2.5 **EC accorded its ex-post-facto approval with an assistance of ₹6.50 lakhs under para 7.1.2 of the MAI guidelines.**

**Item No. 3: Proposal of FICCI for organising Asia Africa Business Forum at New Delhi from 4-6 February, 2014.**

- 3.3.1 The total estimated cost of the project for 2012-13 is ₹225.00 lakhs. The total MAI assistance sought for 2012-13 is ₹150.00 lakhs.
- 3.3.2 The proposed activities to be undertaken under the project is organizing Asia Africa Business Forum at New Delhi during 4-6 February, 2014 Reverse Buyer Seller Meets of Asian & African business delegation in the sectors like dairy, fisheries and Horticulture with 160 African participants, 194 Asian Participants and 423 Indian participants, to project India as the primary economic power leading Asian trade and investment initiatives in agriculture and agribusiness in Africa, increasing India's trade

with African and Asian countries in agriculture and agribusiness. Provide a platform to Indian industry particularly SMEs in the food- processing sector explore business. Assistance has been sought under para 7.1.8 of the MAI guidelines.

- 3.3.3 FT(Africa) Division, DOC has recommended the proposal.
- 3.3.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.3.5 EC accorded its ex-post-facto approval with an assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines. The component-wise detail is as under:**

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Expenditure Head	MAI Assistance Approved
1	Venue cost and organising expenses	90.00
2	Printing, cost of catalogue and other material	
3	Publicity	
4	Translation and Interpreter charges	10.00
	<b>Total</b>	<b>100.00</b>

**Item No. 4: Proposal of FIEO for organising “India Expo” at Karachi, Pakistan during December, 2013.**

- 3.4.1 The total estimated cost of the project for 2013-14 is ₹43.00 lakhs. The total MAI assistance sought for 2013-14 is ₹27.95 lakhs.
- 3.4.2 The proposed activities to be undertaken under the project is organising “India Expo” at Karachi, Pakistan during December, 2013. Specific targeted benefit after completion of the project is around 60 Indian companies from various sectors will be able to showcase their products in the exhibition to Pakistani businessmen. There is a tremendous demand of Indian products in Pakistan. Indian companies will be able to take advantage of the recent trade liberalization directly rather than doing business through third country. Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.4.3 FT(SA) Division, DOC has recommended the proposal.
- 3.4.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹27.95 lakhs under para 7.1.2 of the MAI guidelines.
- 3.4.5 EC accorded its ex-post-facto approval with an assistance of ₹27.95 lakhs under para 7.1.2 of the MAI guidelines. The component-wise detail is as under:**

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Expenditure Head	MAI Assistance Approved
1	Venue cost and organising expenditure	14.30
2	Publicity	13.00
3	Cost of catalogue and other materials	0.65
	<b>Total</b>	<b>27.95</b>

**Item No. 5: Proposal of CII for organizing “India Expo” at Almaty, Kazakhstan from 3-5 September, 2013.**

- 3.5.1 The total estimated cost of the project for 2013-14 is ₹512.00 lakhs. The total MAI assistance sought for 2013-14 is ₹460.80 lakhs.
- 3.5.2 The proposed activities to be undertaken under the project is to organize India Expo, one tone business meetings/BSMs, seminar, business delegation cultural programme, food festival and India evening. Specific targeted after completion of the project is to opening up of new market for export form India, identification of new sectors and increase export to Kazakhstan which represents not only a domestic market people but also provides gateway to the connecting countries.. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.5.3 FT (CIS) 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 ₹460.80 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines with 50-55 Indian exhibitors.
- 3.5.5 EC accorded its ex-post-facto approval with an assistance of ₹460.80 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines with 50-55 Indian exhibitors. The component-wise detail is as under:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	MAI Assistance Approved
1	Venue cost	315.00
2	Publicity expenses including PR agency charges	54.00
3	Printing and stationery (doc pack for delegates, catalogue, promotional mailers etc.)	22.50
4	B2B meetings for exhibitors	60.30
5	Translation and interpreter charges	9.00
	<b>Total</b>	<b>460.80</b>

**Item No. 6: Proposal of FIEO for participation in Tehran International industry exhibition at Tehran, Iran from 6-9 October, 2013.**

- 3.6.1 The total estimated cost of the project for 2013-14 is ₹106.88 lakhs. The total MAI assistance sought for 2013-14 is ₹69.47 lakhs.

- 3.6.2 The proposed activities to be undertaken under the project is organising “India Expo” at Karachi, Pakistan during December, 2013. Specific targeted benefit after completion of the project is around 35 Indian companies dealing in machinery of different sectors shall be able to exhibit their product and the participation would help to explore opportunities to Iran in this sector which can help in utilizing the funds available with UCO Bank. Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.6.3 FT(SA) 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 ₹69.47 lakhs under para 7.1.2 of the MAI guidelines.
- 3.6.5 EC accorded its ex-post-facto approval with an assistance of ₹69.47 lakhs under para 7.1.2 of the MAI guidelines. The component-wise detail is as under:**

**Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Expenditure Head	MAI Assistance Approved
1	Venue cost and organising expenditure	<b>65.00</b>
2	Translation and Interpreter charges	<b>0.57</b>
2	Publicity	<b>3.58</b>
3	Cost of catalogue and other materials	<b>0.32</b>
	<b>Total</b>	<b>69.47</b>

**Item No. 7: Proposal of CII for organizing “Enterprise India Show” at Yangon, Myanmar during November, 2013.**

- 3.7.1 The total estimated cost of the project for 2013-14 is ₹115.00 lakhs. The total MAI assistance sought for 2013-14 is ₹74.75 lakhs.
- 3.7.2 The proposed activities to be undertaken under the project is to organize India Expo, one tone business meetings/BSMs, seminar, business delegation cultural programme, food festival and India evening. Specific targeted after completion of the project is to identification of new sectors for exports, increased export and development of a demand for integrated related sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.7.3 FT(EA) Division, DOC has recommended the proposal.
- 3.7.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹60.65 lakhs under para 7.1.2 of the MAI guidelines.
- 3.7.5 EC accorded its ex-post-facto approval with an assistance of ₹60.65 lakhs under para 7.1.2 of the MAI guidelines. The component-wise detail is as under:**



**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	MAI Assistance Approved
1	Venue cost	43.00
2	Publicity expenses including PR agency charges	10.00
3	Printing and stationery (doc pack for delegates, catalogue, promotional mailers etc.)	7.00
4	Translation and interpreter charges	0.65
	<b>Total</b>	<b>60.65</b>

**Item No. 8: Proposal of ASSOCHAM for participation in Jeddah International Trade Fair at Saudi Arabia from 15-18 December, 2013.**

- 3.8.1 The total estimated cost of the project for 2013-14 is ₹117.00 lakhs. The total MAI assistance sought for 2013-14 is ₹76.05 lakhs.
- 3.8.2 The proposed activities to be undertaken under the project is to organise BSM of Indian delegation with Saudi Arabia exhibitors, providing opportunities to the exhibitors for showcasing Indian products and to arrange B2B meetings between international buyers and Indian exhibitors. Specific targeted after completion of the project is to get entry into Saudi Arabia potential market, identification of new products for export on regular basis, exposure to exhibitors through extensive publicity and media coverage and to generate maximum opportunities for export business. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 3.8.3 FT(WANA) Division, DOC has recommended the proposal.
- 3.8.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹76.05 lakhs with 30 Indian exporters under para 7.1.2 of the MAI guidelines.
- 3.8.5 **EC accorded its ex-post-facto approval with an assistance of ₹76.05 lakhs under para 7.1.2 of the MAI guidelines with 30 Indian exporters. The component-wise detail is as under:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	MAI Assistance Recommended
1	Venue cost for 30 stalls	59.80
2	Printing of brochures/fliers containing details of the event, document and souvenir etc.	4.55
3	Publicity in Indian & Foreign Print Media	10.40
4	Interpreter etc.	1.30
	<b>Total</b>	<b>76.05</b>

**Item No. 9: Proposal of FICCI for organizing “India Show” at Lahore, Pakistan from 14-16 February, 2014.**

- 3.9.1 The total estimated cost of the project for 2012-13 is ₹565.00 lakhs. The total MAI assistance sought for 2012-13 is ₹508.50 lakhs.
- 3.9.2 The proposed activities to be undertaken under the project is organizing “India Show” at Lahore, Pakistan from 14-16 February, 2014. The main objective of the event is to sensitize Pakistan companies about Indian goods and further increase the share of Indian exports to Pakistan. This event would include exhibition showcasing best of India’s sectoral pavilions, B2B meetings and CEO’s Mission. Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.9.3 FT(SA) Division, DOC has recommended the proposal.
- 3.9.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.9.5 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines. The component-wise detail is as under:**

**Estimated Expenditure:**

Sl. No.	Heads	(₹ in lakhs)
		MAI Assistance Approved
1	Venue related cost	340.00
2	Publicity cost	145.00
3	Cost of catalogue including brochure, exhibition manual, exhibitor catalogue, initiation car badges etc.	15.00
	<b>Total</b>	<b>500.00</b>

**Item No. 10: Proposal of FICCI for organizing of FTAs outreach programme.**

- 3.10.1 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.
- 3.10.2 The proposed activities to be undertaken under the project is to outreach workshops on India’s engagement with Free Trade Agreements (FTAs) and WTO Bali Ministerial to be organised in Mumbai, Ahmadabad and Kolkata. Specific targeted after completion of the project is to increase awareness among stakeholders about the benefit and challenges for FTA and state of play at WTO organisation and increase capacities and enable stakeholders to become more participative in the future bilateral/regional multilateral trade negotiations. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.10.3 RMTR Division, DOC has recommended the proposal.
- 3.10.4 CS has accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹12.00 lakhs under para 7.1.8 of the MAI guidelines.



**3.10.5 EC accorded its ex-post-facto approval with an assistance of ₹12.00 lakhs under para 7.1.8 of the MAI guidelines.**

**Item No. 11: Proposal of CII for organizing of FTAs outreach programme.**

3.11.1 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.

3.11.2 The proposed activities to be undertaken under the project is to organize FTA outreach seminars at Chennai, Bangalore and Delhi. Specific targeted after completion of the project is to new set of FTA outreach events, the objective is to focus on service and investment components along with goods part. Since India is one of the leading exports of services, it is important for Indian service sector industry to make use of these FTAs and Endeavour to realize the higher exports. Assistance is admissible under para 7.1.8 of the MAI guidelines.

3.11.3 RMTR Division, DOC has recommended the proposal.

3.11.4 CS has accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹12.00 lakhs under para 7.1.8 of the MAI guidelines.

**3.11.5 EC accorded its ex-post-facto approval with an assistance of ₹12.00 lakhs under para 7.1.8 of the MAI guidelines.**

**Agenda Item No. 4**

Proposals recommended by Sub-Committee

**Item No. 1: Proposal of ICC for organizing Indian participation at Expocomer 2015 during March 2015 at Allapa Convention Centre, Panama.**

4.1.1 The total estimated cost of the project for 2014-15 is ₹63.11lakhs. The total MAI assistance sought for 2014-15 is ₹41.02 lakhs.

4.1.2 The proposed activities to be undertaken under the project is to organize Indian participation at Expocomer 2015 during March 2015 at Allapa Convention Centre, Panama. The ICC is planning to participate in the event with 30 participants. Expocomer 2015 is a Multi-Sector trade exhibition for food items, textiles, construction, technology and services. ICC identified the event to tap the markets in view to penetrate the trend of increasing share of India's export. The proposed event Expocomer 2014 provides ample business opportunities to Indian exhibitors. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.1.3 FT (LAC) Division, DoC has recommended the proposal.

- 4.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.84 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies.
- 4.1.5 EC approved the proposal with MAI assistance of ₹30.84 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies with focused products line exporters. The component-wise detail is as below:

**Estimated Expenditure:**

		(₹In Lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost	43.11	28.04
2	Printing	5.00	2.80
3	Publicity cost for India and foreign print media	10.00	
4	Postage, courier, ISD/STD, local transportation, transportation & Interpreters Charges Misc.	5.00	
	<b>Total</b>	<b>63.11</b>	<b>30.84</b>

**Item No. 2: Proposal of ICC for organizing Indian participation at ALIMENTEC at Bogota, Colombia during 25-28 June 2014.**

- 4.2.1 The total estimated cost of the project for 2014-15 is ₹63.11lakhs. The total MAI assistance sought for 2014-15 is ₹41.02 lakhs.
- 4.2.2 The proposed activities to be undertaken under the project is to organizing Indian participation at ALIMENTEC at Bogota, Colombia during 25-28 June 2014. The ICC is planning to participate in the event with 20-25 participants. ALIMENTEC is a Multi-Sector trade exhibition for food items, textiles, construction, technology and services. ICC identified the event to tap the markets in view to penetrate the trend of increasing share of India's export. The proposed event provides ample business opportunities to Indian exhibitors. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.2.3 FT(LAC) Division, DOC has recommended the proposal.
- 4.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹26.00 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies.
- 4.2.5 EC approved the proposal with MAI assistance of ₹26.00 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies. The component-wise detail is as below:

**Estimated Expenditure:**

		(₹In Lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue & space cost	36.60	23.79
2	Printing	5.00	

3	Publicity cost for India and foreign print media	10.00	2.21
4	Postage, courier, ISD/STD, local transportation, transportation & Interpreters Charges Misc.	5.00	
	<b>Total</b>	<b>56.60</b>	<b>26.00</b>

**Item No. 3: Proposal of ICC for organizing Indian participation at Vietnam International Trade Fair, Vietnam Expo at Ho Chi Minh City, Vietnam during November 2014.**

- 4.3.1 The total estimated cost of the project for 2014-15 is ₹65.00 lakhs. The total MAI assistance sought for 2014-15 is ₹42.25 lakhs.
- 4.3.2 The proposed activities to be undertaken under the project is to organizing Indian participation at Vietnam International Trade Fair, Vietnam Expo at Ho Chi Minh City, Vietnam during November 2014. The ICC is planning to participate in the event with 30 participants. Vietnam Expo is a Multi-Sector trade exhibition for food items, textiles, construction, technology and services. ICC identified the event to tap the markets in view to penetrate the trend of increasing share of India's export. The proposed event provides ample business opportunities to Indian exhibitors. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.3.3 FT(EA) Division, DOC has recommended the proposal.
- 4.3.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹32.17 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies.**
- 4.3.5 **EC approved the proposal with MAI assistance of ₹32.17 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue & space cost	45.00	29.25
2	Printing	5.00	
3	Publicity cost for India and foreign print media	10.00	2.92
4	Postage, courier, ISD/STD, local transportation, transportation & Interpreters Charges Misc.	5.00	
	<b>Total</b>	<b>65.00</b>	<b>32.17</b>

**Item No. 4: Proposal of ICC for organizing Indian participation at India Investrade Cum BSM at Yangon, Myanmar during 23-24 May 2014.**

- 4.4.1 The total estimated cost of the project for 2014-15 is ₹81.00 lakhs. The total MAI assistance sought for 2014-15 is ₹64.25 lakhs.
- 4.4.2 The proposed activities to be undertaken under the project is to organizing Indian participation at India Investrade Cum BSM at Yangon, Myanmar during 23-24 May 2014. The ICC is planning to participate in the event with 45-50 participants.

Networking opportunities via BSMs, making contacts and business with producers manufacturers service and goods suppliers and everything related with the food sector and other allied sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.4.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹37.89 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian companies.**

4.4.5 **EC approved the proposal with MAI assistance of ₹37.89 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian companies. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Cost of venue for display and B2B	38.00	34.45
2	B2B organizing costs	15.00	
3	Printing	8.00	
4	Publicity cost for India and foreign print media	12.00	3.44
	Postage, courier, ISD/STD, local transportation, transportation & Interpreters Charges Misc.	8.00	
	<b>Total</b>	<b>81.00</b>	<b>37.89</b>

**Item No. 5: Proposal of ICC for participation in “Future Mongolia 2014” 19-22 June 2014 at Ulaanbaatar, Mongolia**

4.5.1 The total estimated cost of the project for 2014-15 is ₹89.00 lakhs. The total MAI assistance sought for 2014-15 is ₹68.00 lakhs.

4.5.2 The proposed activities to be undertaken under the project is to organize B2B meetings between prospective buyers and Indian exhibitors, advertisement in the leading newspapers, publicity campaign, direct mailers and press conference etc. for attracting buyers at India pavilion and visitor promotion. The ICC is planning to participate in the event with 22-25 participants. It is expected that business export queries/orders worth over ₹18-20 crore. Joint venture opportunities with foreign investors and Promoting Brand India in Mongolia for Indian products by focused publicity. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.5.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies.**

- 4.5.5 **EC approved the proposal with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue and space cost	64.00	<b>41.60</b>
2	Printing	6.00	
3	Publicity Cost for Indian & Foreign print media	14.00	
4	Postage, courier, ISD/STD, local transport, translation & interpreter charges etc.	5.00	
	<b>Total</b>	<b>89.00</b>	<b>45.00</b>

**Item No. 6: Proposal of ICC for organising India INVESTRADE in Seoul, South Korea from 18-20 October 2014.**

- 4.6.1 The total estimated cost of the project for 2014-15 is ₹99.00 lakhs. The total MAI assistance sought for 2014-15 is ₹74.25 lakhs.
- 4.6.2 The proposed activities to be undertaken under the project is to organize buyer seller meet, exhibition and conference. Focus sectors is Industrial Machinery. The ICC is planning to participate in the event with 45-50 Indian participants. It is expected that business export queries/orders worth over ₹10-15 crore. Promoting Brand India in Seoul, South Korea for Indian products by focused publicity, networking opportunities via BSMs, Marking contacts and business with producers, manufacturers, service and goods suppliers, and everything related with the handicrafts sector and other allied sectors and generate export opportunities and build a platform for the internationalization strategy of companies. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.6.3 FT (NEA) Division, DOC has recommended the proposal.
- 4.6.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹45.17 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian companies and 150 Foreign Buyers.**
- 4.6.5 **EC approved the proposal with MAI assistance of ₹45.17 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian companies and 150 Foreign Buyers. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Organizing expenses for BSM	20.00	13.00
2	Venue cost for BSM	7.00	4.55
3	Organizing expenses for the Exhibition	15.00	9.75
4	Venue cost for the exhibition	7.50	4.87
7	Printing of catalogues and other materials	5.00	3.25

8	Publicity campaign	15.00	9.75
5	Organizing expenses for the conference	15.00	Not admissible
6	Venue cost for the conference	4.50	Not admissible
9	Travel & Stay	10.00	Not admissible
	<b>Total</b>	<b>99.00</b>	<b>45.17</b>

**Item No. 7: Proposal of ICC for organising India INVESTRADE in Colombo, Sri Lanka from 24-26 April, 2014.**

- 4.7.1 The total estimated cost of the project for 2014-15 is ₹98.00 lakhs. The total MAI assistance sought for 2014-15 is ₹73.50 lakhs.
- 4.7.2 The proposed activities to be undertaken under the project is to organize buyer seller meet, exhibition and conference. The ICC is planning to participate in the event with 45-50 Indian participants. Promoting export of commodities under consideration to Sri Lanka, promoting brand India in Sri Lanka for Indian products by focused publicity. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.7.3 FT (SA) Division, DoC has recommended the proposal.
- 4.7.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 55 Indian companies.**
- 4.7.5 **EC approved the proposal with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 55 Indian companies. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Organizing expenses for BSM	25.00	40.00
2	Venue cost for BSM	5.00	
3	Organizing expenses for the Exhibition	15.00	5.00
4	Venue cost for the exhibition	7.50	
5	Organizing expenses for the conference	18.00	
6	Venue cost for the conference	4.50	
7	Printing of catalogues and other materials	5.00	
8	Publicity campaign	13.00	
9	Travel & Stay	5.00	
	<b>Total</b>	<b>98.00</b>	<b>45.00</b>

**Item No. 8: Proposal of ICC for organizing Indian participation at 4<sup>th</sup> Nepal International trade Fair (NITF) during 8-12 March 2015 at Kathmandu.**

- 4.8.1 The total estimated cost of the project for 2014-15 is ₹63.11 lakhs. The total MAI assistance sought for 2014-15 is ₹41.02 lakhs.



- 4.8.2 The proposed activities to be undertaken under the project is to organizing Indian participation at 4<sup>th</sup> Nepal International trade Fair (NITF) during 8-12 March 2015 at Kathmandu. The ICC is planning to participate in the event with 30 participants. Promoting Brand India for Indian products by focused publicity. Contribute to image improvement and brand positioning and launching new products. Handholding of Indian exporters by providing them a platform to interact and help them to understand the country's need. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.8.3 FT (SA) Division, DoC has recommended the proposal.
- 4.8.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹15.00 lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 30 Indian companies.**
- 4.8.5 **The proposal was not approved by EC and is put on hold subject to the outcome of the above fairs.**

**Item No. 9: Proposal of ITPO for organizing India Pavilion at Tripoli International Fair, Tripoli, Libya during 2-12 April 2014.**

- 4.9.1 The total estimated cost of the project for 2014-15 is ₹115.00 lakhs. The total MAI assistance sought for 2014-15 is ₹70.20 lakhs.
- 4.9.2 The proposed activities to be undertaken under the project is to India Pavilion at Tripoli International Fair, Tripoli, Libya during 2-12 April 2014 in about 500 sqm area with 25-30 Indian companies. The product profile of the event is a multi products i.e. agro products, garments, jewellery, leather products, engineering goods, chemicals, pharmaceuticals, handicrafts etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.9.3 FT (Africa) Division, DOC has recommended the proposal.
- 4.9.4 **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 ITPO ensuring participation of 50 Indian Exporters.**
- 4.9.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO 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 construction / decoration for an area of 500 sqm	100.00	65.00
2	a) Pre show promotion / publicity in India	1.00	0.65
	b) Publicity (in host country) including holding seminars / food festival / press meets etc.	4.00	2.60

3	Printing of catalogues / brochures / banners / textiles graphics	1.00	0.65
4	Interpreters /Translator / local staff	2.00	1.10
5	Deputation Cost	7.00	To be borne by ITPO
	<b>Total</b>	<b>115.00</b>	<b>70.00</b>

**Item No. 10: Proposal of ITPO for organizing India Pavilion at Dar-es-Salaam International Fair at Tanzania during June / July 2014.**

- 4.10.1 The total estimated cost of the project for 2014-15 is ₹89.50 lakhs. The total MAI assistance sought for 2014-15 is ₹50.00 lakhs.
- 4.10.2 The proposed activities to be undertaken under the project is to India Pavilion at Dar-es-Salaam International Fair at Tanzania during June / July 2014 in about 400 sqm area with 25-30 Indian companies. Exact date of event have not been mentioned by ITPO It is one of the established platforms available to Indian companies for promoting Indian products in Africa nations, to project inherent strengths of Indian artisans in the global market in a befitting manner. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.10.3 FT (Africa) Division, DOC has recommended the proposal.
- 4.10.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹55.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 40 Indian Exporters.**
- 4.10.5 **EC approved the proposal with MAI assistance of ₹55.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO 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 including construction / decoration for an area of 400 sqm	75.00	50.80
2	c) Pre show promotion / publicity in India	1.00	0.65
	d) Publicity (in host country) including holding seminars / food festival / press meets etc.	4.00	2.60
3	Printing of catalogues / brochures / banners / textiles graphics	0.50	0.30
4	Interpreters /Translator / local staff	1.00	0.65
5	Deputation Cost	8.00	To be borne by ITPO
	<b>Total</b>	<b>89.50</b>	<b>55.00</b>

**Item No. 11: Proposal of ITPO for organizing India Pavilion at Africa Big Seven /Saitex, Johannesburg, South Africa during 30<sup>th</sup> June – 2<sup>nd</sup> July 2014.**

- 4.11.1 The total estimated cost of the project for 2014-15 is ₹151.00 lakhs. The total MAI assistance sought for 2014-15 is ₹92.95 lakhs.

- 4.11.2 The proposed activities to be undertaken under the project is to organize India Pavilion at Africa Big Seven /Saitex, Johannesburg, South Africa during 30<sup>th</sup> June – 2<sup>nd</sup> July 2014 in about 400 sqm area with 25-30 Indian Companies. Exact date of event has not been mentioned by ITPO. The event is proposed to motivate Indian companies to explore market potential of African Economies. Focus product Textiles, Processed food and Engineering products. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.11.3 FT(Africa) Division, DOC has recommended the proposal.
- 4.11.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 40 Indian Exporters.**
- 4.11.5 **EC approved the proposal with MAI assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO 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 including construction / decoration for an area of 400 sqm	110.00	75.00
2	a) Pre show promotion / publicity in India	3.00	5.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	20.00	
3	Shipment and handling clearing of Goods	5.00	
4	Printing of catalogues / brochures / banners / textiles graphics	3.00	
5	Interpreters /Translator / local staff	2.00	To be borne by ITPO
6	Deputation Cost	8.00	
	<b>Total</b>	<b>151.00</b>	<b>80.00</b>

**Item No. 12: Proposal of ITPO for organizing India Pavilion at Saudi Agro Food, Riyadh, Saudi Arabia during September 2014.**

- 4.12.1 The total estimated cost of the project for 2014-15 is ₹118.00 lakhs. The total MAI assistance sought for 2014-15 is ₹72.00 lakhs.
- 4.12.2 The proposed activities to be undertaken under the project is to organize a of the art India pavilion at Saudi Agro Food, Riyadh, Saudi Arabia during September 2014 in about 500sqm area, business seminars and B2B meetings. Number of participants and exact dates for the event has not been mentioned by ITPO. Focus product food processing industry. There are number of companies from MSME sector willing to participate in this fair. Saudi Agro Food is one of the best platforms available to Indian food processing industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.12.3 FT (WANA) Division, DOC has recommended the proposal.
- 4.12.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 lakhs (₹75.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian Exporters.**
- 4.12.5 **EC approved the proposal with MAI assistance of ₹80.00 lakhs (₹75.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO 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 construction / decoration for an area of 500 sqm	100.00	75.00
2	a) Pre show promotion / publicity in India	1.00	5.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	6.00	
3	Printing of catalogues / brochures / banners / textiles graphics	3.00	
4	Interpreters /Translator / local staff	1.00	
5	Deputation Cost	7.00	To be borne by ITPO
	<b>Total</b>	<b>118.00</b>	<b>80.00</b>

**Item No. 13: Proposal of ITPO for organizing India Sourcing Fair at Chile during 2014-15.**

- 4.13.1 The total estimated cost of the project for 2014-15 is ₹518.00 lakhs. The total MAI assistance sought for 2014-15 is ₹398.20 lakhs.
- 4.13.2 The proposed activities to be undertaken under the project is to organize India Sourcing Fair at Chile during 2014-15 in 1000 sqm area, business seminars and B2B meetings. Numbers of participants and exact dates for the event have not been mentioned by ITPO. The focus of the show will be on textiles, Pharma, auto parts and Gem & Jewellery, handicrafts, power transmission equipment, IT etc. the objective of the show is continued projection of India's quality products and technological advancements made in different spheres. The show also aims to provide an ideal platform to Indian entrepreneurs to explore the potential of their products not only in Chile market but also the neighboring countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.13.3 FT (LAC) Division, DOC has recommended the proposal.
- 4.13.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹300.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 150 Indian Exporters.**

**4.13.5 EC approved the proposal with MAI assistance of ₹300.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 150 Indian exporters including Indian Wine companies. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Space rent including construction / decoration for an area of 1000 sqm	350.00	<b>230.00</b>
2	a) Pre show promotion / publicity in India	3.00	<b>70.00</b>
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	125.00	
3	Shipment & Handling Clearing of Goods (both in India & Chile)	15.00	
4	Printing of catalogues / brochures / banners / textiles graphics	5.00	
5	Interpreters /Translator / local staff	5.00	
6	Deputation Cost	15.00	<b>To be borne by ITPO</b>
	<b>Total</b>	<b>518.00</b>	<b>300.00</b>

**Item No. 14: Proposal of ITPO for organizing India Pavilion at SECUTECH International Exhibition for Electronic Security, Info Security, Fire & Safety at Taipei, Taiwan during March 2015.**

4.14.1 The total estimated cost of the project for 2014-15 is ₹138.00 lakhs. The total MAI assistance sought for 2014-15 is ₹85.00 lakhs.

4.14.2 The proposed activities to be undertaken under the project is to organize India Pavilion at SECUTECH International Exhibition for Electronic Security, Info Security, Fire & Safety at Taipei, Taiwan during March 2015 in about 400 sqm area with 25-30 Indian Companies. Exact dates for the event have not been mentioned by ITPO. The event is based on product category of Security, Fire & Safety products. There are a number of companies from MSME sector manufacturing / trading in security equipment who are not able to take benefit of such an established platform due to high cost of participation. To make Indian industry aware of latest technological developments taking place in Security, Fire & Safety supplies industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.14.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 lakhs (₹55.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 30 Indian Exporters.**

4.14.5 **EC approved the proposal with MAI assistance of ₹60.00 lakhs (₹55.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the**

**MAI guidelines subject to ITPO 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	Space rent including construction / decoration for an area of 400 sqm	120.00	55.00
2	a) Pre show promotion / publicity in India	1.00	5.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	6.00	
3	Printing of catalogues / brochures / banners / textiles graphics	3.00	
4	Interpreters /Translator / local staff	1.00	
5	Deputation Cost	7.00	To be borne by ITPO
	<b>Total</b>	<b>138.00</b>	<b>60.00</b>

**Item No. 15: Proposal of ITPO for organizing India Pavilion at Cambodia International Textile & Garment Industrial Exhibition at Phnom Penh, Cambodia during August 2014.**

4.15.1 The total estimated cost of the project for 2014-15 is ₹89.00 lakhs. The total MAI assistance sought for 2014-15 is ₹53.95 lakhs.

4.15.2 The proposed activities to be undertaken under the project is to organize India Pavilion at Cambodia International Textile & Garment Industrial Exhibition at Phnom Penh, Cambodia during August 2014 in about 400 sqm area with 25-30 Indian Companies. Exact dates for the event have not been mentioned by ITPO. The product profile of the event is textile and garment machinery etc. The show also aims to provide an ideal platform to Indian entrepreneurs to explore potential of their products. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.15.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 lakhs (₹45.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 35 Indian Exporters.**

4.15.5 **EC approved the proposal with MAI assistance of ₹50.00 lakhs (₹45.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO 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	Space rent including construction / decoration for an area of 400 sqm	75.00	45.00
2	a) Pre show promotion / publicity in India	1.00	



	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	4.00	<b>5.00</b>
3	Printing of catalogues / brochures / banners / textiles graphics	1.00	
4	Interpreters /Translator / local staff	2.00	
5	Deputation Cost	6.00	<b>To be borne by ITPO</b>
	<b>Total</b>	<b>89.00</b>	<b>50.00</b>

**Item No. 16: Proposal of ITPO for organizing India Pavilion at Food & Hotel Thailand (FHT) at Bangkok, Thailand during September 2014.**

- 4.16.1 The total estimated cost of the project for 2014-15 is ₹129.00 lakhs. The total MAI assistance sought for 2014-15 is ₹78.50 lakhs.
- 4.16.2 The proposed activities to be undertaken under the project is to organize India Pavilion at Food & Hotel Thailand (FHT) at Bangkok, Thailand during September 2014 in about 500 sqm area with 25-30 Indian Companies. Exact dates for the event have not been mentioned by ITPO. The product profile of the event is food processing industry trends and agro food products. There are a number of companies from MSME sector who will be approached for participation in the fair, Food & Hotel Thailand (FHT) one of the best platform available to Indian food processing industry to promote India as a destination for investment in food processing sector, to promote exports of food products from India, to create an awareness of Indian cuisines and help gain acceptance worldwide. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.16.3 FT (ASEAN) Division, DOC has recommended the proposal.
- 4.16.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 lakhs (₹45.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 35 Indian Exporters.**
- 4.16.4 **EC approved the proposal with MAI assistance of ₹50.00 lakhs (₹45.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 35 Indian Exporters. EC also directed ITPO to coordinate with M/o Tourism and Hotel Industries in this event. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Space rent including construction / decoration for an area of 500 sqm	110.00	<b>45.00</b>
2	a) Pre show promotion / publicity in India	1.00	<b>5.00</b>
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	6.00	

3	Printing of catalogues / brochures / banners / textiles graphics	3.00	
4	Interpreters /Translator / local staff	1.00	
5	Deputation Cost	8.00	<b>To be borne by ITPO</b>
	<b>Total</b>	<b>129.00</b>	<b>50.00</b>

**Item No. 17: Proposal of ITPO for organizing India Pavilion at Apteka 2014 International Trade Fair for Pharmaceuticals and related products at Moscow, Russia during December 2014.**

- 4.17.1 The total estimated cost of the project for 2014-15 is ₹137.00 lakhs. The total MAI assistance sought for 2014-15 is ₹83.85 lakhs.
- 4.17.2 The proposed activities to be undertaken under the project is to organize India Pavilion at Apteka 2014 International Trade Fair for Pharmaceuticals and related products at Moscow, Russia during December 2014 in about 400 sqm area with 25-30 Indian Companies. Exact dates for the event have not been mentioned by ITPO. The product profile of the event is food processing industry trends and agro food products. There are a number of companies from MSME sector who will be approached for participation in the fair. The event is based on product category of Pharmaceuticals and related products. To project strengths and capabilities of Indian pharmaceuticals and related products and to make Indian industry aware of latest technological developments taking place in medical supplies industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.17.3 FT (CIS) Division, DOC has recommended the proposal.
- 4.17.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 lakhs (₹45.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 35 Indian Exporters.**
- 4.17.5 **EC deferred consideration of the proposal and directed that the proposal be examined on file by FT(CIS) Division in consultation with EP (Pharma) Division.**

**Item No. 18: Proposal of ITPO: India as Guest Nation at Perth Royal Show at Perth, Australia during September / October 2014.**

- 4.18.1 The total estimated cost of the project for 2014-15 is ₹242.00 lakhs. The total MAI assistance sought for 2014-15 is ₹147.55 lakhs.
- 4.18.2 The proposed activities to be undertaken under the project India as Guest Nation at Perth Royal Show at Perth, Australia during September / October 2014 in about 1000 sqm area. Numbers of participants and exact dates for the event have not been mentioned by ITPO. The product profile is clothing, toys appliances, furniture, home wares, confectionery, food products, footwear etc. The fair authorities are offering India 1000 sqm free space (gross) which will be utilized to project India's image as a country for wide range of products and countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.18.3 The proposal has not been not recommended Concerned Division.
- 4.18.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 lakhs (₹95.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian Exporters.**
- 4.18.5 **EC approved the proposal with MAI assistance of ₹100.00 lakhs (₹95.00 lakhs for venue and ₹5.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to ITPO 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 1000 sqm including construction / decoration and presentation of India pavilion	150.00	95.00
2	a) Pre show promotion / publicity in India	2.00	5.00
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	60.00	
3	Shipment & Handling Clearing of Goods	5.00	
4	Printing of catalogues / brochures / banners / textiles graphics	5.00	
5	Interpreters /Translator / local staff	5.00	
6	Deputation Cost	15.00	To be borne by ITPO
	<b>Total</b>	<b>242.00</b>	<b>100.00</b>

**Item No. 19: Proposal of ITPO for organizing India Pavilion at Jewellx Africa 2014 at Johannesburg, South Africa during August 2014.**

- 4.19.1 The total estimated cost of the project for 2014-15 is ₹131.00 lakhs. The total MAI assistance sought for 2014-15 is ₹79.95 lakhs.
- 4.19.2 The proposed activities to be undertaken under the project is to organize India Pavilion at Jewellx Africa 2014 at Johannesburg, South Africa during August 2014 in about 400 sqm area with 25-30 Indian Companies. Exact dates of event have not been mentioned by ITPO. The event is proposed to motivate Indian companies to explore market potential of African Economies. The event is based on Focus Product basis with the focus on Gem & Jewellery. There are number of companies from MSME sector willing to participate in this fair. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.19.3 FT(Africa) Division, DOC has recommended the proposal.
- 4.19.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian companies.**

**4.19.5 EC approved the proposal with MAI assistance of ₹75.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian companies. The component-wise detail is as below:**

**Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Venue cost including construction / decoration for an area of 400 sqm	100.00	<b>70.00</b>
2	a) Pre show promotion / publicity in India	3.00	<b>5.00</b>
	b) Publicity (in host country) including holding seminars / food festival / press meet etc.	10.00	
3	Shipment and handling clearing of Goods	5.00	
4	Printing of catalogues / brochures / banners / textiles graphics	3.00	
5	Interpreters /Translator / local staff	2.00	
6	Deputation Cost	8.00	
	<b>Total</b>	<b>131.00</b>	<b>75.00</b>

**Item No. 20: Proposal of FIEO for participation in India Sourcing Fair at Dubai International Convention & Exhibition Centre, Dubai, UAE during 28-30 May 2014.**

4.20.1 The total estimated cost of the project for 2014-15 is ₹59.96 lakhs. The total MAI assistance sought for 2014-15 is ₹37.38 lakhs.

4.20.2 The proposed activities to be undertaken under the project is to organize India pavilion under the banner “Made in India” for a total of 300sqm and 30 exporters from India will display their products. Focus sectors are Foods products, Spices, Textiles & RMG, Jewellery, Pharmaceuticals, plastics, Automatic parts, refinery supply and construction materials. As the India Sourcing Fair is the Middle East’s only specialized Fair for India and is a Sourcing Fair for the Indian Products, the Fair will attract a big crowd of buyers from WANA region. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.20.3 The proposal has not recommended by FT(WANA) Division, DOC.

4.20.4 **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 FIEO ensuring participation of 50 Indian exporters.**

4.20.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO 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	50.01	65.00
2	Publicity Cost	6.00	5.00
3	Printing of catalogues / brochures	1.00	
4	Transportation of Printed Material	0.50	
5	Deputation cost of to FIEO officials	2.47	
	<b>Total</b>	<b>59.98</b>	<b>70.00</b>

**Item No. 21: Proposal of FIEO for participation at Riyadh International Convention & Exhibition Centre (RICEC) June, 2014.**

- 4.21.1 The total estimated cost of the project for 2014-15 is ₹110.73 lakhs. The total MAI assistance sought for 2014-15 is ₹68.08 lakhs.
- 4.21.2 The proposed activities to be undertaken under the project is to organize in India Expo with minimum 50 booth with exporters from different products group will display their products and service. The sector covered will be process food, marine product, cashew, spices, automobile, spare parts, jeweler, clothing and fashion accessories, leather shoes and bags pharmaceuticals, health care and education. Foods products, Spices, Textiles & RMG, Jewellery, Pharmaceuticals, plastics, Automatic parts, refinery supply and construction materials. UAE is the trading hub for the entire GCC countries as well as west African countries. Hence, it is absolutely necessary to retain our leadership and increase our share in all these market. Hence it is expected that this programme will help us in maintain the leadership in products and services. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.21.3 The proposal has not recommended by FT(WANA) Division, DOC.
- 4.21.4 **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 FIEO ensuring participation of 50 Indian exporters.**
- 4.21.5 **EC approved the proposal with MAI assistance of ₹63.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO 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	87.75	58.00
2	Publicity Cost	15.50	5.00
3	Printing of catalogues / brochures	1.50	
4	Deputation cost of to FIEO officials	5.98	
	<b>Total</b>	<b>110.73</b>	<b>63.00</b>

**Item No. 22: Proposal of FIEO organizing “National Level” participation in 19<sup>th</sup> Project Lebanon from June 3-6, 2014.**

- 4.22.1 The total estimated cost of the project for 2014-15 is ₹64.70 lakhs. The total MAI assistance sought for 2014-15 is ₹41.90 lakhs.
- 4.22.2 The proposed activities to be undertaken under the project is to organize exhibition. The Council is planning to participate in the event with 25 participants. Around 25 Indian companies from various sectors of construction industry will be able to showcase their products. There is national pavilion of 12 countries in the fair and participation will mark India's presence in the fair. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.22.3 FT(WANA) Division, DOC has recommended the proposal.
- 4.22.4 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 FIEO ensuring participation of 35 Indian exporters.**
- 4.22.4 EC deferred consideration of the proposal and directed that the proposal be examined on file by FT(WANA) Division.**

**Item No. 23: Proposal of FIEO organizing Participation in INDIA EXPO, Melbourne, Australia – June/ July 2014.**

- 4.23.1 The total estimated cost of the project for 2014-15 is ₹154.50 lakhs. The total MAI assistance sought for 2014-15 is ₹100.42 lakhs.
- 4.23.2 The proposed activities to be undertaken under the project is to organizing Participation in INDIA EXPO, Melbourne, Australia – June/ July 2014. The Council is planning to participate in the event with 50 participants. The fair will facilitate participation of 50 exhibitors to showcase their products to the Australian buyers who are looking to source quality products with better prices. Australian expertise is available in a wide range of sectors that can complement Indian industry's needs & requirements. Australia can be a very significant value added partner for Indian businesses in their growth & expansion paths by providing competitive solutions and expertise both in traditional & emerging sectors for Indian businesses. Participation will equip the exhibitor with Market Intelligence. With the focus shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.23.3 FT(Oceania) Division, DOC has recommended the proposal.
- 4.23.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹110.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 65 Indian exporters.**
- 4.23.5 EC approved the proposal with MAI assistance of ₹110.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 65 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 expenditure	140.00	100.00
2	Cost of Catalogues and other materials	4.50	10.00
3	Interpreter	Not sought by FIEO	
4	International publicity	10.00	
	<b>Total</b>	<b>154.50</b>	<b>110.00</b>

**Item No. 24: Proposal of FIEO organizing Participation in INDIA EXPO, Indonesia August-September, 2014.**

- 4.24.1 The total estimated cost of the project for 2014-15 is ₹108.00 lakhs. The total MAI assistance sought for 2014-15 is ₹70.20 lakhs.
- 4.24.2 The proposed activities to be undertaken under the project is to organizing Participation in INDIA EXPO, Melbourne, Australia – June/ July 2014. The Council is planning to participate in the event with 60 participants. The Expo will provide the much need support of the SME sector to reach out to the global audience. Facilitate participation of 60 exhibitors to showcase their products. Participation will equip the exhibitor with Market Intelligence. With the focus shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.24.3 The proposal has not recommended by Territorial Division.
- 4.24.4 **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 FIEO ensuring participation of 60 Indian exporters.**
- 4.24.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO 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 and organizing expenditure	100.00	65.00
2	Cost of Catalogues and other materials	1.00	0.65
3	Interpreter	2.00	1.25
4	International publicity	5.00	3.10
	<b>Total</b>	<b>108.00</b>	<b>70.00</b>

**Item No. 25: Proposal of FIEO organizing participation in Singapore International Deepavali Shopping Festival 2014 at Singapore during September,2014.**

- 4.25.1 The total estimated cost of the project for 2014-15 is ₹132.50 lakhs. The total MAI assistance sought for 2014-15 is ₹86.12 lakhs.
- 4.25.2 The proposed activities to be undertaken under the project is to organizing participation in Singapore International Deepavali Shopping Festival 2014 at Singapore during September, 2014. The Council is planning to participate in the event with 50 participants. Handicrafts, Gifts, Jewellery & bridal, Travel & Tourism, Textiles & sarees, kid's apparels & toys, wellness, spices, coffee and tea, packaged food, costume jewellery, Ayurveda products and a separate bazaar for Singapore based home entrepreneurs. A publicity plan for informing the trade buyers in advance for a one to one meeting during the exhibition is being worked out apart from the budgetary and administrative support from organizers. In addition we plan to publicize the event thru catalogues, banners, backdrops etc. As India & Singapore are striving for FTA, the exhibition would provide a platform for the Govt. & the business of both sides to exchange their views and ideas for strengthening the FTA. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.25.3 The proposal has not recommended by Territorial Division.
- 4.25.4 **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 FIEO ensuring participation of 50 Indian exporters.**
- 4.25.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO 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 organizing expenditure	122.50	<b>65.00</b>
2	Publicity cost	10.00	
3	Cost of Catalogues and other materials	Not sought by FIEO	
4	Interpreter	Not sought by FIEO	
	<b>Total</b>	<b>132.50</b>	<b>70.00</b>

**Item No. 26: Proposal of FIEO organizing participation in Inter- Build Jordan 2014 during 30 September to 3 October 2014.**

- 4.26.1 The total estimated cost of the project for 2014-15 is ₹62.52 lakhs. The total MAI assistance sought for 2014-15 is ₹39.04 lakhs.
- 4.26.2 The proposed activities to be undertaken under the project is to participation in Inter-Build Jordan 2014 during 30 September to 3 October 2014. The Council is planning to participate in the event with 30 participants from Construction Equipment and Materials. The participation in the fair will give an opportunity to Indian exporters to

showcase their quality products and market India as an ideal sourcing destination. The participation will further enhance India's exports not only to Jordan but able to nearest countries. Participation will give an opportunity to meet and establish contacts with buyers for long term business relationships. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.26.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exporters.**

4.26.4 **EC approved the proposal with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO 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	53.62	40.00
2	Publicity cost	4.50	5.00
3	Cost of Catalogues and other materials	1.00	
4	Transportation of printed material	0.50	
5	Interpreter	0.45	
6	Deputation cost of FIEO officials	2.44	
	<b>Total</b>	<b>62.51</b>	<b>45.00</b>

**Item No. 27: Proposal of FIEO organizing India Pavilion at Kenya International Trade Exhibition during 4-6 October 2014 .**

4.27.1 The total estimated cost of the project for 2014-15 is ₹63.56 lakhs. The total MAI assistance sought for 2014-15 is ₹39.69 lakhs.

4.27.2 The proposed activities to be undertaken under the project is to organizing India Pavilion at Kenya International Trade Exhibition during 4-6 October 2014. The Council is planning to participate in the event with 30 participants from Construction Equipment and Materials. The participation in the fair will give an opportunity to Indian exporters to showcase their quality products and market India as an ideal sourcing destination. The participation will further enhance India's exports not only to Kenya but also to whole African Region. Participation will give an opportunity to meet and establish contacts with buyers for long term business relationships. Around 30 exhibitors will be able to showcase their products in the fair to the buyers. Exporters of readymade garments, home décor and textiles, baby and children products, kitchen and household wares, glassware, ceramics sports and fitness, arts and crafts, metal ware etc will be exhibiting their products. The fair will be well publicized. Hoardings at airports, metro, taxis and other important places will be placed. Due to increase in wages in CHINA and quality issues, buyers are now looking for alternative and India is on the priority list. This fair will provide an opportunity to Indian companies to get a foothold in the leading departmental stores in African countries. Buyers will be appraised about Indian products and trade behavior of Indian

companies which will help them in buying from India more easily and frequently. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.27.3 The proposal has not recommended by FT(Africa) Division, DOC.
- 4.27.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exporters.**
- 4.27.5 **EC approved the proposal with MAI assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO 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	55.57	40.00
2	Publicity cost	4.50	5.00
3	Cost of Catalogues and other materials	1.00	
4	Interpreter	Not sought by FIEO	
5	Deputation cost of FIEO officials	2.49	
	<b>Total</b>	<b>63.56</b>	<b>45.00</b>

**Item No. 28: Proposal of FIEO organizing Ethio Chamber International Trade Fair, Ethiopia during November 2014 at Addis Ababa, Ethiopia.**

- 4.28.1 The total estimated cost of the project for 2014-15 is ₹132.00 lakhs. The total MAI assistance sought for 2014-15 is ₹85.80 lakhs.
- 4.28.2 The proposed activities to be undertaken under the project is to organizing Ethio Chamber International Trade Fair, Ethiopia during November 2014 at Addis Ababa, Ethiopia. The Council is planning to participate in the event with 50 participants. Strengthen image of Indian companies in African market in general and in Ethiopia in particular Find new partners for Indian companies. Provide an effective platform for Indian companies to compete with others in African markets. Provide further boost to increase in the exports to these markets. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.28.3 The proposal has not recommended by FT(Africa) Division, DOC.
- 4.28.4 **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 FIEO ensuring participation of 50 Indian exporters.**
- 4.28.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

SI. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenditure	122.00	65.00
2	Publicity cost	10.00	5.00
3	Cost of Catalogues and other materials	Not sought by FIEO	
4	Interpreter & translation	Not sought by FIEO	
	<b>Total</b>	<b>132.00</b>	<b>70.00</b>

**Item No. 29: Proposal of FIEO organizing “National Level participation in “BAKU BUILD” at Baku, Azerbaijan during October 2014.**

- 4.29.1 The total estimated cost of the project for 2014-15 is ₹65.50 lakhs. The total MAI assistance sought for 2014-15 is ₹42.57 lakhs.
- 4.29.2 The proposed activities to be undertaken under the project is to organizing “National Level participation in “BAKU BUILD” at Baku, Azerbaijan during October 2014. The Council is planning to participate in the event with 25 participants. Indian companies will be able to showcase their products for sectors like Hardware & tools, building material & ceramics, sanitary ware, decorative textiles, floorings, paints & coatings, lighting & electrics, doors& locks, wall décor etc- Indian companies will be able to explore and understand this market. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.29.3 FT(CIS) has recommended the proposal.
- 4.29.4 **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 FIEO ensuring participation of 35 Indian exporters.**
- 4.29.5 **EC approved the proposal with MAI assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 35 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

SI. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenditure	62.00	45.00
2	Publicity cost	2.00	5.00
3	Cost of Catalogues and other materials	0.50	
4	Interpreter & translation	1.00	
	<b>Total</b>	<b>65.50</b>	<b>50.00</b>

**Item No. 30: Proposal of FIEO organizing National Level Participation in Tehran International Industry Exhibition” during October, 2014 at Tehran, Iran.**

- 4.30.1 The total estimated cost of the project for 2014-15 is ₹86.50 lakhs. The total MAI assistance sought for 2014-15 is ₹56.22 lakhs.

- 4.30.2 The proposed activities to be undertaken under the project is to organizing National Level Participation in Tehran International Industry Exhibition” during October, 2014 at Tehran, Iran. The Council is planning to participate in the event with 30 participants. Around 30 exhibitors dealing in machinery of different sectors shall be able to exhibit their products The Iranian buyers will be able to familiarize with Indian goods. The participation would help to explore export opportunities to Iran in this sector which can help in utilizing the funds available with UCO bank. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.30.3 The proposal has not recommended by Territorial Division.
- 4.30.4 **FICCI and ASSOCHAM have also submitted the proposals for this show. SC has recommended the proposal of FICCI for consideration of EC with MAI assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines subject to ensuring participation of 70 Indian exporters. SC has recommended the proposal of ASSOCHAM for consideration of EC with MAI assistance of ₹95.00 lakhs under para 7.1.2 of the MAI guidelines subject to ensuring participation of 60 Indian exporters.**
- 4.30.5 **SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exporters.**
- 4.30.6 **EC deferred consideration of the proposal and directed that the proposal be examined on file by FT (SA) Division.**

**Item No. 31: Proposal of FIEO organizing Participation in China Import and Export Fair in China 115th Session (Phase I from April 15-19, 2014) 116th Session (Phase I from October 15-19, 2014).**

- 4.31.1 The total estimated cost of the project for 2014-15 is ₹438.23 lakhs. The total MAI assistance sought for 2014-15 is ₹284.85 lakhs.
- 4.31.2 The proposed activities to be undertaken under the project is to organizing Participation in China Import and Export Fair in China 115th Session (Phase I from April 15-19, 2014) 116th Session (Phase I from October 15-19, 2014). The fair will provide the much need support of the SME sector to reach out to the global audience Facilitate participation of 35 exhibitors with 48 booths in 115<sup>th</sup> and 35 exhibitors with 48 booths in 116<sup>th</sup> Session of the Fair to showcase their products to buyers who are looking to source from country other than China, because of better quality and price Participation will equip the exhibitor with Market Intelligence Due to increase in wages in China an quality issues, buyers are looking for alternatives India may be the answer. Now that the focus is shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.31.3 The proposal has not recommended by Territorial Division.



4.31.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹110.00 lakhs for 115<sup>th</sup> & 116<sup>th</sup> Sessions of Phase I under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exporters in each session.

4.31.5 EC approved the proposal with MAI assistance of ₹110.00 lakhs for 115<sup>th</sup> & 116<sup>th</sup> Sessions of Phase I under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exporters in each session. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenditure	429.53	<b>100.00</b>
2	Cost of Catalogues and other materials	0.70	
3	Interpreter & translation	1.00	
4	International Publicity cost	7.00	
	<b>Total (for 115<sup>th</sup> &amp; 116<sup>th</sup> Session of Phase I)</b>	<b>438.23</b>	<b>110.00</b>

**Item No. 32: Proposal of FIEO organizing Participation in China Import and Export Fair in China 115th Session (Phase 3 from May 01- 05, 2014) 116th Session (Phase 3 from October 31-November 04, 2014).**

4.32.1 The total estimated cost of the project for 2014-15 is ₹253.12 lakhs. The total MAI assistance sought for 2014-15 is ₹164.52 lakhs.

4.32.2 The proposed activities to be undertaken under the project is to organizing Participation in China Import and Export Fair in China 115th Session (Phase 3 from May 01- 05, 2014) 116th Session (Phase 3 from October 31-November 04, 2014). The fair will provide the much need support of the SME sector to reach out to the global audience Facilitate participation of 25 exhibitors with 34 booths in 115th and 25 exhibitors with 34 booths in 116th Session of the Fair to showcase their products to buyers who are looking to source from country other than China, because of better quality and price. Participation will equip the exhibitor with Market Intelligence. Due to increase in wages in China an quality issues, buyers are looking for alternatives India may be the answer. Now that the focus is shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.32.3 The proposal has not recommended by Territorial Division.

4.32.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹110.00 lakhs for 115<sup>th</sup> & 116<sup>th</sup> Sessions of Phase III under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exporters in each session.

4.32.5 EC approved the proposal with MAI assistance of ₹110.00 lakhs for 115<sup>th</sup> & 116<sup>th</sup> Sessions of Phase III under para 7.1.2 of the MAI guidelines subject to

FIEO ensuring participation of 40 Indian exporters in each session. The component-wise detail is as below:

**Estimated Expenditure**

(₹In Lakhs)

SI. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenditure	245.42	100.00
2	Cost of Catalogues and other materials	0.70	10.00
3	Interpreter & translation	1.00	
4	International Publicity cost	6.00	
	<b>Total (for 115<sup>th</sup> &amp; 116<sup>th</sup> Session of Phase III)</b>	<b>253.12</b>	<b>110.00</b>

**Item No. 33: Proposal of FIEO Organizing “India Expo” at Karachi, Pakistan from December, 2014.**

- 4.33.1 The total estimated cost of the project for 2014-15 is ₹45.00 lakhs. The total MAI assistance sought for 2014-15 is ₹29.25 lakhs.
- 4.33.2 The proposed activities to be undertaken under the project is to Organizing “India Expo” at Karachi, Pakistan from December, 2014. Around 50 Indian companies from various sectors will be able to showcase their products in the exhibition to Pakistani businessmen. There is a tremendous demand of Indian products in Pakistan. Indian companies will be able to take advantage of the recent trade liberalization process. Indian and Pakistani business can enter into business negotiations directly rather than doing business through third country. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.33.3 The proposal has not recommended by Territorial Division.
- 4.33.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹29.25 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exporters.**
- 4.33.5 **EC approved the proposal with MAI assistance of ₹29.25 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

SI. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenditure	23.00	14.95
2	Publicity cost	21.00	13.65
3	Cost of Catalogues and other materials	1.00	0.65
	<b>Total</b>	<b>45.00</b>	<b>29.25</b>

**Item No. 34: Proposal of FIEO organizing Participation in Automechanika Kuala Lumpur, Malaysia- March 19-21, 2015.**

- 4.34.1 The total estimated cost of the project for 2014-15 is ₹123.00 lakhs. The total MAI assistance sought for 2014-15 is ₹79.95 lakhs.
- 4.34.2 The proposed activities to be undertaken under the project is to organizing Participation in Automechanika Kuala Lumpur, Malaysia- March 19-21, 2015. The Expo will provide the much need support of the SME sector to reach out to the global audience. Facilitate participation of 50 exhibitors to showcase their products. Participation will equip the exhibitor with Market Intelligence. With the focus shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.34.3 The proposal has not recommended by Territorial Division.
- 4.34.4 **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 FIEO ensuring participation of 50 Indian exporters.**
- 4.34.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure**

(₹In Lakhs)

SI. No.	Heads	Estimated Expenditure	MAI assistance recommended
1	Venue cost including organizing expenditure	115.00	65.00
2	Cost of Catalogues and other materials	1.00	
3	Interpreter charges	2.00	
4	International Publicity cost	5.00	5.00
	<b>Total</b>	<b>123.00</b>	<b>70.00</b>

**Item No. 35 to Item No. 81 pertains to MAI proposal of CII & ASSOCHAM. These proposals will be considered in the next EC meeting.**

**Item No. 82: Proposal of FICCI for outreach programme focusing on CIS Countries at Bangalore and Ludhiana.**

- 4.82.1 The total estimated cost of the project for 2013-14 is ₹8.02 lakhs. The total MAI assistance sought for 2013-14 is ₹8.02 lakhs.
- 4.82.2 The proposed activities to be undertaken under the project are to outreach programme focusing on CIS Countries at Bangalore and Ludhiana and partnership with Ministry of External Affairs and Ministry of Commerce. Focus sectors are Food processing, Agro products, Technology Parks, Fertilizers, Irrigation, Medicines and Formulations etc. The Council is planning to participate in the event with 70-80 Indian companies. Assistance is admissible under para 7.1.8 of the MAI guidelines.

- 4.82.3 The proposal was already “in principle” approved by AS&FA and CS with an assistance of ₹2.83 lakhs. Now FICCI has requested to for enhancing level of assistance to ₹3.00 lakhs for two seminars.
- 4.82.4 FT (CIS) Division, DOC has recommended the proposal.
- 4.82.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹4.00 lakhs for two events (₹2.00 lakhs for Bangalore and ₹2.00 lakhs for Ludhiana) under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian companies in each event.
- 4.82.6 EC approved the proposal with MAI assistance of ₹4.00 lakhs for two events (₹2.00 lakhs for Bangalore and ₹2.00 lakhs for Ludhiana) under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian companies in each event.

**Item No. 83: Proposal of FICCI for organising Reverse Buyer Seller Meet & Publicity Campaign for inviting Foreign Buyers and visit of Foreign Trade Journalist during VASTRA – International Textile & Apparel Fair 2013 at Jaipur from 3-6 October, 2013.**

- 4.83.1 The total estimated cost of the project for 2013-14 is ₹1102.53 lakhs. The total MAI assistance sought for 2013-14 is ₹553.20 lakhs.
- 4.83.2 The proposed activities to be undertaken under the project are to organising Reverse Buyer Seller Meet & Publicity Campaign for inviting Foreign Buyers and visit of Foreign Trade Journalist during VASTRA – International Textile & Apparel Fair 2013 at Jaipur from 3-6 October, 2013. The Council is planning to participate in the event with 500+ Indian exporters and 600 and above foreign buyers/foreign trade journalist from various countries. Specific target sector will be SSIC units as exhibitors of VASTRA 2013 will be mainly from the Small & Medium Sector and planned to highlight business opportunities and provide opportunities for exploring avenues for new business relations, joint ventures, strategic alliances and partnerships worldwide as also ne location for setting up business in India. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.83.3 Ministry of Textiles has recommended the proposal.
- 4.83.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹330.00 lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 220 Indian companies and 425 foreign buyers.
- 4.83.5 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 220 Indian companies and 425 foreign buyers. The component-wise detail is as under:

**Estimated Expenditure:**

(Amount in ₹)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance recommended
1	Venue cost	210.00	136.50
2	Publicity cost	95.00	23.50
3	Cost of catalogue and other materials	10.00	
4	Interpreter & Translation charges (including Tele-calling charges for inviting foreign buyers/journalists)	13.00	
5	Air fare and hotel accommodation for 600 foreign buyers/foreign journalists (85 from USA and 515 from other countries)	524.05	340.00 (Claiming only for 425 foreign buyers)
6	Other components	250.48	Not admissible
	<b>Total</b>	<b>1102.53</b>	<b>500.00</b>

**Item No. 84: Proposal of FICCI for organising “Product show” & Buyer Seller Meet at Iran during December, 2013.**

- 4.84.1 The total estimated cost of the project for 2013-14 is ₹150.00 lakhs. The total MAI assistance sought for 2013-14 is ₹100.00 lakhs.
- 4.84.2 The proposed activities to be undertaken under the project are to organising one to one meeting and B2B session between Indian & Iranian delegation. Focus sectors are Engineering, Food & Agriculture, Machinery & Equipment, RMG and Pharmaceuticals etc. The Council is planning to participate in the event with 45-50 Indian exporters. Specific target after completion of the project is to positive growth in trade for the Engineering, RMG and Pharmaceuticals, growth in export volume for Agricultural Machinery and spare parts. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.84.3 FT(SA) Division, DOC has recommended the proposal.
- 4.84.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹83.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 60 Indian companies.**
- 4.84.5 **EC approved the proposal with MAI assistance of ₹83.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 60 Indian companies. The component-wise detail is as below:**

**Estimated Expenditure:**

(Amount in ₹)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Recommended
1	Venue cost	115.00	75.00
2	Cost of catalogue	5.00	8.00
3	Publicity cost for the event	25.00	
4	Interpreter & Translation charges	5.00	
	<b>Total</b>	<b>150.00</b>	<b>83.00</b>

**Item No. 85: Proposal of FICCI for organizing Product Show, Business conclave & B2B meetings at Yangon, Myanmar during 3-6 May 2014.**

- 4.85.1 The total estimated cost of the project for 2014-15 is ₹265.00 lakhs. The total MAI assistance sought for 2014-15 is ₹265.00 lakhs.
- 4.85.2 The proposed activities to be undertaken under the project organizing Trade Expo, Business conclave & B2B meetings at Yangon, Myanmar during 3-6 May 2014. The Council is planning to participate in the event with 80-100 Indian companies. The proposed activity is aimed at enhancing exports from India. The event would cover 4/5 days and will have Trade expo, business conclave will focus on sectors of cooperation between Indian and CLMV countries and BSM. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.85.3 FT (EA) Division, DOC has recommended the proposal.
- 4.85.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹130.00 lakhs (₹110.00 lakhs for venue and ₹20.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 90 Indian exporters.**
- 4.85.4 **EC approved the proposal with MAI assistance of ₹130.00 lakhs (₹110.00 lakhs for venue and ₹20.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to FICCI 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 and construction	177.00	110.00
2	Printing	14.66	20.00
3	Publicity – India & Myanmar	74.88	
	<b>Total</b>	<b>266.54</b>	<b>130.00</b>

**Item No. 86: Proposal of FICCI for organising India pavilion in Manufacturing Indonesia 2014 at Indonesia during December, 2014.**

- 4.86.1 The total estimated cost of the project for 2014-15 is ₹203.25 lakhs. The total MAI assistance sought for 2014-15 is ₹154.25 lakhs.
- 4.86.2 The proposed activities to be undertaken under the project are to organising India pavilion at Manufacturing Indonesia, Business Conclave and Buyers Seller Meet, exhibition, business seminar and Buyer Seller Meet with sector of cooperation between India & Vietnam. Focus sectors are Infrastructure, Information Technology, Tourism, Agriculture & Food processing, Pharmaceuticals, Healthcare etc. The Council is planning to participate in the event with 40-45 Indian companies. Specific targeted benefit after completion of the project is to showcasing capabilities in Indonesia, promote partnership for an increased investment between our countries



considering that implementation of CECA is due, enhanced networking and business linkages with Indonesia's manufacturing industry, lead to a win-win situation for both the economies by way of promoting trade on both sides in light of India-ASEAN FTA and it would provide an opportunity for interaction between Government and industry representatives from both the countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.86.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 lakhs (₹130.00 lakhs for venue and ₹20.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exporters.

4.86.5 EC approved the proposal with MAI assistance of ₹150.00 lakhs (₹130.00 lakhs for venue and ₹20.00 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to FICCI 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 rent	320.54	130.00
2	Publicity	40.00	20.00
3	Printing cost of the Brochures, flyers etc.	12.00	
4	Travel and stay of FICCI officials	10.00	
	<b>Total</b>	<b>382.54</b>	<b>150.00</b>

**Item No. 87: Proposal of FICCI for Organising Reverse Buyer Seller Meet and Business Conference on Pakistan at New Delhi during February, 2015.**

4.87.1 The total estimated cost of the project for 2014-15 is ₹247.50 lakhs. The total MAI assistance sought for 2014-15 is ₹226.50 lakhs.

4.87.2 The proposed activities to be undertaken under the project is to organising Reverse Buyer Seller Meet and Business Conference on Pakistan at New Delhi during February, 2015, exhibition showcasing India's capabilities in various sectors and high level business delegation. The Council is planning to 50 Pakistan buyers from various sector participating in the event. Specific targeted benefit after completion of the project is develop business opportunity across sectors of mutual interest, enhancing exports, business to business meetings, creating awareness of Indian products and identify impediments to trade and coming up with policy recommendation for enhancing bilateral trade. Assistance is admissible under para 7.1.8 of the MAI guidelines.

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

4.87.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian exporters and 60 Pakistani buyers.

- 4.87.5 EC approved the proposal with MAI assistance of ₹120.00 lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian exporters and 60 Pakistani buyers. The component-wise detail is as below:

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Venue cost	170.00	80.00
2	Publicity	40.00	2.50
3	Air fare and Hotel accommodation for 50 delegates	37.50	37.50
	<b>Total</b>	<b>247.50</b>	<b>120.00</b>

**Item No. 88: Proposal of FICCI for Organising India Exhibition at Kabul, Afghanistan during August, 2014.**

- 4.88.1 The total estimated cost of the project for 2014-15 is ₹250.00 lakhs. The total MAI assistance sought for 2014-15 is ₹225.00 lakhs.
- 4.88.2 The proposed activities to be undertaken under the project is to organising exhibition showcasing best of India's technology, product and processes and Business to Business meetings between Indian and Afghanistan industry players. Focus sectors are Agriculture & Food processing, healthcare, packaging, pharmaceuticals, textiles, plastics and PVC etc. The Council is planning to participate in the event with 50 participants. Specific targeted benefit after completion of the project is facilitating penetration of Indian companies into Afghanistan in various sectors, Business to Business meetings, creating economic linkages between the two countries, creating awareness of Indian products and policy recommendation for enhancing bilateral trade. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.88.3 FT(SA) Division, DOC has recommended the proposal.
- 4.88.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹107.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exporters.
- 4.88.5 EC approved the proposal with MAI assistance of ₹90.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI 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	150.00	80.00
2	Publicity	80.00	10.00
3	Cost of catalogue	20.00	
	<b>Total</b>	<b>250.00</b>	<b>90.00</b>

**Item No. 89: Proposal of FICCI for organising India pavilion in the 14<sup>th</sup> International Exhibition of Tehran Industry at Tehran, Iran during October, 2014.**

- 4.89.1 The total estimated cost of the project for 2014-15 is ₹202.50 lakhs. The total MAI assistance sought for 2014-15 is ₹184.50 lakhs.
- 4.89.2 The proposed activities to be undertaken under the project are to organising one to one B2b meeting and B2B sessions between Indian & Iranian delegation. Focus sectors are Agriculture, Automotive, Iron & Steel, Machines & Equipments, Electronics and Electrical Equipment, Medical Tools & Devices and Chemicals & Machineries, Environment and Mines and Minerals. The Council is planning to participate in the event with 60-70 Indian participants from various sectors. Specific targeted benefit after completion of the project is growth in trade for the Engineering, Engineering components, RMG, Pharmaceuticals, export volume for Agricultural Machinery, Medical equipments, food commodities, Indian textiles and Spare Parts to Iran and facilitating sectoral project specific collaboration and penetration of Indian companies in Iran in the sectors mentioned above to counter the dominance of European & Chinese companies and increasing stature & reach of China in seizing the project. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.89.3 FT(SA) Division, DOC has recommended the proposal.
- 4.89.4 FIEO and ASSOCHAM have also submitted the proposals for this show. SC has recommended the proposal of FIEO for consideration of EC with MAI assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines subject to ensuring participation of 50 Indian exporters. SC has recommended the proposal of ASSOCHAM for consideration of EC with MAI assistance of ₹95.00 lakhs under para 7.1.2 of the MAI guidelines subject to ensuring participation of 60 Indian exporters.**
- 4.89.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 70 Indian exporters.**
- 4.89.6 EC deferred consideration of the proposal and directed that the proposal be examined on file by FT(SA) Division.**

**Item No. 90: Proposal of FICCI for organising India – Africa Business Partnership summit at New Delhi from 11-12 September, 2014.**

- 4.90.1 The total estimated cost of the project for 2014-15 is ₹203.25 lakhs. The total MAI assistance sought for 2014-15 is ₹154.25 lakhs.
- 4.90.2 The proposed activities to be undertaken under the project are to organising exhibition, conference and Buyer Seller Meets. Focus sectors are ICT, Power, Agriculture and Food processing, Infrastructure, Healthcare, Pharmaceuticals, Mining and skills development. The Council is planning to organize the event with 300 Indian delegates and 125 African participants. Specific targeted benefit after completion of the project is to facilitating sectoral project specific collaboration and penetration of Indian companies into Africa in the sectors mentioned above to counter the

dominance of European companies and increasing stature of China in seizing the projects. Assistance is admissible under para 7.1.8 of the MAI guidelines.

4.90.3 FT(Africa) Division, doc has recommended the proposal.

4.90.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 300 Indian exporters and 75 foreign buyers.**

4.90.5 **EC approved the proposal with MAI assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 300 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	Space rent	75.00	<b>40.00</b>
2	Air fare and hotel accommodation for 75 African buyers	56.25	<b>56.25</b>
3	Publicity	57.00	<b>3.75</b>
4	Cost for the event	6.00	
5	Translation and Interpreter charges	9.00	
<b>Total</b>		<b>203.25</b>	<b>100.00</b>

**Item No. 91: Proposal of FICCI for organising Business Mission to Angola and Zimbabwe during April, 2014.**

4.91.1 The total estimated cost of the project for 2014-15 is ₹28.20 lakhs. The total MAI assistance sought for 2014-15 is ₹18.80 lakhs.

4.91.2 The proposed activities to be undertaken under the project are to organising business seminars, one-on-one business meetings, courtesy call to Ministers, Senior Govt. officials in Ministries and other institutions including procurement agencies, regulatory boards, investment authorities etc. Focus sectors are Agriculture, Healthcare, ICT, Infrastructure, Mining, Oil and Gas, Pharmaceuticals, Power and Tourism. The Council is planning to organize the event with 20 Indian delegates and 75 African participants. Specific targeted benefit after completion of the project is to Increase exports from India to Angola and Zimbabwe, enabling Indian companies get first-hand experience of business opportunities in the two countries, and facilitating access to the key regulators and decision makers that can ease and accelerate the entry of Indian companies in the Angolan and Zimbabwean markets. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.91.3 FT(Africa) Division, doc has recommended the proposal.

4.91.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹20.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 35 Indian exporters.**

- 4.91.5 EC approved the proposal with MAI assistance of ₹20.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI 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	Space rent	16.50	<b>18.00</b>
2	Publicity	4.80	<b>2.00</b>
3	Printing of catalogues/ brochures	1.80	
4	Translation and Interpreter charges	5.10	
	<b>Total</b>	<b>28.20</b>	<b>20.00</b>

**Item No. 92: Proposal of FICCI for organizing Business delegation to Uganda and Kenya alongside Uganda International Trade Fair (UG(TF) 2014 during 2-10 October 2014.**

- 4.92.1 The total estimated cost of the project for 2014-15 is ₹27.00 lakhs. The total MAI assistance sought for 2014-15 is ₹18.00 lakhs.
- 4.92.2 The proposed activities to be undertaken under the project organizing Business delegation to Uganda and Kenya alongside Uganda International Trade Fair (UG(TF) 2014 during 2-10 October 2014 with 20 Indian Participants. To explore new business opportunities and help Indian companies to increase their presence internationally. Enhance bilateral trade and investment with the two countries and create awareness about Brand India. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.92.3 FT (AF) Division, DOC has recommended the proposal.
- 4.92.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹20.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 35 Indian exporters.
- 4.92.5 EC approved the proposal with MAI assistance of ₹20.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI 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 like construction of India Pavilion, Audio Visual, backdrop & signages, flower, ushers / temporary staff etc	15.00	<b>18.00</b>
2	Publicity cost for the event (including advertisement, marketing brochures, mailers, invitation cards etc.)	7.50	<b>2.00</b>
3	Printing cost of catalogues and other materials	4.50	
	<b>Total</b>	<b>27.00</b>	<b>20.00</b>

**Item No. 93: Proposal of FICCI for organising Business Mission to Gabon and Sierra Leone from 17-24 November, 2014.**

- 4.93.1 The total estimated cost of the project for 2014-15 is ₹29.10 lakhs. The total MAI assistance sought for 2014-15 is ₹19.40 lakhs.
- 4.93.2 The proposed activities to be undertaken under the project are to organising business seminars, one-on-one business meetings, courtesy call to Ministers, Senior Govt. officials in Ministries and other institutions including procurement agencies, regulatory boards, investment authorities etc. The Council is planning to organize the event with 20 Indian delegates and 75 African participants. Specific targeted benefit after completion of the project is to Increase exports from India to Gabon and Sierra Leone, enabling Indian companies get first-hand experience of business opportunities in the two countries and facilitating access to the key regulators and decision makers that can ease and accelerate the entry of Indian companies in West African markets. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.93.3 FT(Africa) Division, doc has recommended the proposal.
- 4.93.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹17.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 30 Indian exporters.**
- 4.93.5 **EC approved the proposal with MAI assistance of ₹17.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI 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	Space rent	17.10	15.00
2	Publicity cost for the event	5.40	2.00
3	Printing of catalogues/ brochures	1.80	
4	Translation and Interpreter charges	4.80	
	<b>Total</b>	<b>29.10</b>	<b>17.00</b>

**Item No. 94: Proposal of FICCI for organising Namaskar Africa “India Central Africa Business Forum and Exhibition at Democratic, Republic of Congo \*(DRC) during February, 2015.**

- 4.94.1 The total estimated cost of the project for 2014-15 is ₹121.00 lakhs. The total MAI assistance sought for 2014-15 is ₹80.67 lakhs.
- 4.94.2 The proposed activities to be undertaken under the project are to organising India pavilion, B2B meetings between Indian delegation and various regional chambers. Focus sectors and number of participants not mention by organization. Specific targeted benefit after completion of the project is to increasing India’s trade to Central African countries, increase project export from India to Central African countries, facilitate Indian investments into Central Africa region, to showcase India-Central



Africa partnership in the 21<sup>st</sup> century, counter the dominance of Western Countries and also to counter the increasing influence of China in Africa. Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.94.3 FT(Africa) Division, doc has recommended the proposal.

4.94.4 **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 FICCI ensuring participation of 60 Indian exporters.**

4.94.5 **EC approved the proposal with MAI assistance of ₹70.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI 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	80.00	65.00
2	Publicity including buyer mobilization and invitations	20.00	5.00
3	Printing of catalogues/ brochures	6.00	
4	Translation and Interpreter charges	9.00	
5	Pre-event boarding and lodging as well as boarding lodging of FICCI officials	6.00	
	<b>Total</b>	<b>121.00</b>	<b>70.00</b>

**Item No. 95: Proposal of FICCI for organising India pavilion in 48<sup>th</sup> SFAX International Fair 2014 at Tunis, Tunisia during June, 2014.**

4.95.1 The total estimated cost of the project for 2014-15 is ₹224.00 lakhs. The total MAI assistance sought for 2014-15 is ₹145.60 lakhs.

4.95.2 The proposed activities to be undertaken under the project are to organising India pavilion, B2B meetings between Indian delegation and various regional chambers. Focus sectors are Engineering, Engineering components, RMG, Pharmaceuticals and Agriculture. The Council is planning to participate in the event with 25-30 Indian participants from various sectors. Specific targeted benefit after completion of the project is to growth in trade for the Engineering, Engineering components, RMG, Pharmaceuticals, Growth in export volume for Agricultural Machinery and Spare Parts to Tunisia and growth in export volume for fresh fruits and vegetables. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

4.95.4 **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 FICCI ensuring participation of 60 Indian exporters.**

4.95.5 **The proposal was not approved by EC.**

**Item No. 96: Proposal of FICCI for organising India pavilion in Doha Trade Fair 2014 at Doha, Qatar during June, 2014.**

- 4.96.1 The total estimated cost of the project for 2014-15 is ₹227.00 lakhs. The total MAI assistance sought for 2014-15 is ₹147.55 lakhs.
- 4.96.2 The proposed activities to be undertaken under the project are to organising India pavilion, B2B meetings between Indian delegation and various regional chambers. Focus sectors are Engineering, Engineering components, RMG, Pharmaceuticals and Agriculture. The Council is planning to participate in the event with 60 Indian participants from various sectors. Specific targeted benefit after completion of the project is to growth in trade for the Engineering, Engineering components, RMG, Pharmaceuticals, Growth in export volume for Agricultural Machinery and Spare Parts to Qatar & Gulf region and growth in export volume for fresh fruits and vegetables. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.96.3 FT (WANA) Division, DOC has recommended the proposal.
- 4.96.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 60 Indian exporters.**
- 4.96.5 **EC approved the proposal with MAI assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI 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	Space rent	175.00	90.00
2	Publicity including buyer mobilization and invitations	40.00	
3	Printing of catalogues/ brochures	4.00	
4	Translation and Interpreter charges	8.00	10.00
	<b>Total</b>	<b>227.00</b>	<b>100.00</b>

**Item No. 97: Proposal of FICCI for organising Rebuild Libya – Indian Business Exhibition AT Libya during January, 2015.**

- 4.97.1 The total estimated cost of the project for 2014-15 is ₹299.00 lakhs. The total MAI assistance sought for 2014-15 is ₹194.35 lakhs.
- 4.97.2 The proposed activities to be undertaken under the project are to organising India pavilion, B2B meetings between Indian delegation and Libyan delegation. Focus sectors are Engineering, Engineering components, RMG, Pharmaceuticals and Agriculture. The Council is planning to participate in the event with 70 Indian participants from various sectors. Specific targeted benefit after completion of the project is to growth in trade for the Engineering, Engineering components, RMG, Pharmaceuticals, Growth in export volume for Agricultural Machinery and Spare Parts

to Libya, growth in export volume for medical equipment, food commodities, Indian textiles and facilitating sectoral project specific collaboration and penetration of Indian companies in Libya in the sectors mentioned above to counter the dominance of European & Chinese companies and increasing stature & reach of China in seizing the projects. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.97.3 FT(WANA) Division, DOC has recommended the proposal.
- 4.97.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹130.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 70 Indian exporters.**
- 4.97.5 **EC approved the proposal with MAI assistance of ₹130.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 70 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Space rent	225.00	120.00
2	Cost of catalogue and other material	10.00	10.00
3	Publicity cost for the event	55.00	
4	Translation and Interpreter charges	9.00	
	<b>Total</b>	<b>299.00</b>	<b>130.00</b>

**Item No. 98: Proposal of FICCI for organising “India Show” at Saudi Arabia during December, 2014.**

- 4.98.1 The total estimated cost of the project for 2014-15 is ₹596.00 lakhs. The total MAI assistance sought for 2014-15 is ₹536.40 lakhs.
- 4.98.2 The proposed activities to be undertaken under the project are to organising India show, B2B session and business visit and participation by various regional chamber of commerce and industry. Focus sectors are Engineering, Engineering components, RMG, Pharmaceuticals and Agriculture. The Council is planning to participate in the event with 100-120 Indian participants from various sectors. Specific targeted benefit after completion of the project is to growth in export volume in different sectors. Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.
- 4.98.3 FT(WANA) Division, DOC has recommended the proposal.
- 4.98.4 **SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines subject to FICCI ensuring participation of 100-120 Indian exporters.**
- 4.98.5 **EC approved the proposal with MAI assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines subject to FICCI ensuring participation of 100-120 Indian exporters. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 4.4 of the MAI Guidelines @ 90%
1	Space rent	350.00	315.00
2	Cost of catalogue and other material	120.00	108.00
3	Publicity cost for the event	100.00	65.00
4	Translation and Interpreter charges	26.00	23.40
	<b>Total</b>	<b>596.00</b>	<b>511.4</b>
	<b>Maximum MAI Assistance limited to</b>		<b>500.00</b>

**Item No. 99: Proposal of FICCI for organising India pavilion in the Big Show 2015 (12<sup>th</sup> International Exhibition of Building Materials, etc.) at Muscat, Oman during March, 2015.**

- 4.99.1 The total estimated cost of the project for 2014-15 is ₹254.00 lakhs. The total MAI assistance sought for 2014-15 is ₹165.10 lakhs.
- 4.99.2 The proposed activities to be undertaken under the project are to organising India pavilion, B2B meeting and B2B session between Indian delegation and various regional chambers. Focus sectors are Oil & Gas, Concrete, Cement & Stones, Electrical Machinery & Mechanical Equipment, Water & Environment Technology, Transpiration, Processed Food and Equipments etc. The Council is planning to participate in the event with 60 Indian participants. Specific targeted benefit after completion of the project is to growth in export volume in different sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.99.3 FT(WANA) Division, DOC has recommended the proposal.
- 4.99.4 The FICCI has also submitted the proposals for this show. SC has 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 CII ensuring participation of 40 Indian Exporters.
- 4.99.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 60 Indian exporters.
- 4.99.6 EC approved the proposal with MAI assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI 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	Space rent	196.00	90.00
2	Cost of catalogue and other material	42.00	
3	Publicity cost for the event	5.00	
4	Translation and Interpreter charges	11.00	10.00
	<b>Total</b>	<b>254.00</b>	<b>100.00</b>

Item No. 100 to Item No. 113 pertain to MAI proposal of FICCI. These proposals will be considered in the next EC meeting.

## Additional Agenda

Item No. 1 pertain to MAI proposal of CII regarding enhancing participation in Project opportunities in LAC & Caribbean countries. The proposal will be considered in the next EC meeting.

Item No. 2: Proposal of FIEO for organising “India Show” at Moscow, Russia during August/September, 2014.

- 2.1 The total estimated cost of the project for 2014-15 is ₹587.00 lakhs. The total MAI assistance sought for 2014-15 is ₹528.30 lakhs.
- 2.2 The proposed activities to be undertaken under the project is to organising exhibition, seminar on doing business with India and Buyer Seller Meet **The FIEO is planning to participate in the event with 80 participants.** Specific targeted benefits after completion of the project is to make buyers familiar with Indian culture, Indian businessmen from the services sector including tourism shall be invited to popularize the strengths of Indian service sector and Buyer Seller Meet. Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.
- 2.3 FT(CIS) Division, DOC has recommended the proposal.
- 2.4 JS(RC) had informed EC that FT(CIS) Division has choose the FIEO as a lead agency for India Show to be held at Moscow, Russia instead of ASSOCHAM.
- 2.5 **EC approved the proposal with MAI assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines. The component-wise detail is as below:**

**Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 and para 4.4 of the MAI Guidelines @ 90%
1	Venue cost	485.00	436.50
2	Publicity	80.00	72.00
3	Cost of catalogue and other material	12.00	10.80
4	Interpreter & Translation	10.00	9.00
	<b>Total</b>	<b>587.00</b>	<b>528.30</b>
	<b>Maximum MAI grant admissible</b>		<b>500.00</b>

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**List of participants of Empowered Committee Meeting of MAI held on 24.09.2013 in  
Room No. 141 under the Chairmanship of Shri S.R. Rao, Commerce Secretary,  
Department of Commerce.**

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|--|-----|----------|
| 1. Shri S. R. Rao, Commerce Secretary    | --- | Chairman |
| 2. Shri Arvind Mehta, JS, DOC            |     |          |
| 3. Shri Ravi Capoor, JS, DOC             |     |          |
| 4. Shri J.K. Dadoo, JS, DOC              |     |          |
| 5. Shri R.P. Singh, Dir, DOC             |     |          |
| 6. Ms. Babni Lal, Dir, DOC               |     |          |
| 7. Ms. Sangeeta Godbole, Dir, DOC        |     |          |
| 8. Shri Santosh Kumar, DS, DOC           |     |          |
| 9. Shri Samir Kumar, AEA, DOC            |     |          |
| 10. Shri Jagjeet Kumar, US, DOC          |     |          |
| 11. Shri P. Dasgupta, US, DOC            |     |          |
| 12. Ms Deepa Jain, US(ITP), MEA          |     |          |
| 13. Shri Malay Shrivastava , ED, ITPO    |     |          |
| 14. Ms. Meenakshi Singh, OSD, ITPO       |     |          |
| 15. Shri Ashok Kumar, ITPO               |     |          |
| 16. Shri M. Bhoi, ITPO                   |     |          |
| 17. Shri Rajesh Darbari, Advisor, FIEO   |     |          |
| 18. Shri Chandranath Som, FIEO           |     |          |
| 19. Shri Prashant Seth, FIEO             |     |          |
| 20. Shri Gyan Prakash, FICCI             |     |          |
| 21. Shri Manab Majumdar, FICCI           |     |          |
| 22. Ms Saloni Jha, FICCI                 |     |          |
| 23. Shri Dheeraj Pasricha, FICCI         |     |          |
| 24. Shri Anshuman Khanna, FICCI          |     |          |
| 25. Shri Ameet Rumar, DD, FICCI          |     |          |
| 26. Shri Atul Shunghlu, FICCI            |     |          |
| 27. Shri Alok Priya Azad, FICCI          |     |          |
| 28. Shri Gautam Ghosh, FICCI             |     |          |
| 29. Shri Gajendra Badgujar, FICCI        |     |          |
| 30. Shri B. Mukharjee, Dy. Director, ICC |     |          |
| 31. Shri Rakesh, ICC                     |     |          |
| 32. Ms. Parminder Jeet Kaur, ICC         |     |          |

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