

Minutes of the Empowered Committee of MAI held on 31.10.2011 in Room No. 141 under the Chairmanship of Shri Rahul Khullar, Commerce Secretary, Department of Commerce.

List of participants is annexed.

Welcoming the participants, Chairman observed that henceforth no assistance under MAI scheme would generally be sanctioned for organising conferences and seminars. He also directed the territorial and commodity divisions of DOC to scrutinize the proposals from the point of view of our capacity to export the proposed products in the concerned markets.

Chairman also observed that henceforth only proposals recommended by concerned territorial/commodity division would be considered by EC of MAI and the recommending division should ensure that the number of participants (both Indian exporters and foreign buyers) have been finalized alongwith date and place, besides clearly bringing out the specific products being promoted for export under the project.

Chairman also directed that henceforth, requests for change in the proposal or date / venue of the event, already approved by EC of MAI would generally not be considered and in such cases automatic approval for such events should not be presumed.

Agenda Item No. 1

Confirmation of the minutes of the EC meeting of MAI held on 16.05.2011

The minutes of the EC meeting of MAI held on 16.05.2011, were confirmed.

Agenda Item No. 2

Status of ongoing projects and projects sanctioned in 2011-12

EC was informed that for the year 2011-12, it has already approved a total of 157 projects and studies with total approved MAI assistance being ₹150.16 Crores, which includes MAI support for 8 "India Show's". For the year 2011-12 the budget estimates (BE) for the MAI scheme is ₹149.99 crores.

Agenda Item No. 3

Proposal seeking ex-post-facto approval of EC

Item No. 1: Proposal of ITPO for organising Indian participation in Almaty International Fair at Almaty, Kazakhstan from 13-21 August, 2011.

- 3.1.1 The total estimated cost of the project for 2011-12 is ₹216.76 lakhs.
- 3.1.2 The total MAI assistance sought for 2011-12 is ₹134.85 lakhs.
- 3.1.3 The proposed activities to be undertaken under the project is organising Indian participation in Almaty International Fair at Almaty, Kazakhstan from 13-21 August, 2011 in about 1500 sq mt, to project state of the art presentation and B2B meetings.
- 3.1.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.1.5 Specific targeted benefit after completion of the project is to export promotion organisations like EPCH, APEDA, SRTEPC, HHEC etc. besides, the participation of the small scale sector through NSIC and MSME will also be solicited, in addition a number of private organisations.
- 3.1.6 FT(CIS) Division, DOC has recommended the proposal.
- 3.1.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹134.85 lakhs under para 7.1.2 of the MAI guidelines.
- 3.1.8 EC accorded its ex-post facto approval with an assistance of ₹134.85 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 2: Proposal of IIFT for study: Evaluation of Marketing Development Assistance (MDA) Scheme.

- 3.2.1 The total estimated cost of the project for 2011-12 is ₹9.86 lakhs.
- 3.2.2 The total MAI assistance sought for 2011-12 is ₹9.86 lakhs.
- 3.2.3 The proposed activities to be undertaken under the project is study: Evaluation of Marketing Development Assistance (MDA) Scheme as mandated under RFD for the Department of Commerce.
- 3.2.4 Assistance has been sought under para 7.4.3 and 4.4 of the MAI guidelines.
- 3.2.5 Specific targeted benefit after completion of the project is to performance evaluation of MDA Scheme of MoC will be more objective will strengthen the process of administration of the MDA Scheme.

- 3.2.6 E&MDA Division, DOC has recommended the proposal.
- 3.2.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹9.86 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.
- 3.2.8 EC accorded its ex-post facto approval with an assistance of ₹9.86 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

Item No. 3: Proposal of IIFT for continuing deployment of interns for the year 2011-12 to assists senior officers of DOC.

- 3.3.1 The total estimated cost of the project for 2011-12 is ₹30.03 lakhs.
- 3.3.2 The total MAI assistance sought for 2011-12 is ₹30.03 lakhs.
- 3.3.3 The proposed activities to be undertaken under the project is to continue with deployment of interns of IIFT with senior officers of DOC further period of one year (for FY 2011-12).
- 3.3.4 Assistance has been sought under para 7.4.3 and 4.4 of the MAI guidelines.
- 3.3.5 Specific targeted benefit after completion of the project is to enable the students to get hands – on experience, which will also benefit DOC from the fresh perspective, the interns would bring with them.
- 3.3.6 Trade Promotion Division, DOC has recommended the proposal.
- 3.3.7 AS&FA has accorded his in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹30.03 lakhs under para 7.4.3 and 4.4 of the MAI guidelines.
- 3.3.8 EC accorded its ex-post facto approval with an assistance of ₹30.03 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

Item No. 4: Proposal of IIFT for undertaking study on the “Feasibility of entering into the Free Trade Agreement (FTA) with Iran”.

- 3.4.1 The total expenditure cost of the project for 2010-11 is ₹7.78 lakhs.
- 3.4.2 The total MAI assistance sought for 2010-11 is ₹5.00 lakhs.
- 3.4.3 The proposed activities to be undertaken under the
- 3.4.4 Assistance has been sought under para 7.4.4 of the MAI guidelines.
- 3.4.5 Specific targeted benefit after completion of the project includes guiding the Department / implementing agencies for optimal utilisation of available resources and evaluation of sanctioned projects.

- 3.4.6 FT(WANA) Division, DOC has recommended the proposal and IFD, DOC has advised E&MDA Division for seeking ex-post-facto approval of EC for reimbursement of the expenditure incurred.
- 3.4.7 AS&FA has accorded his in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹5.00 lakhs under para 7.4.4 of the MAI guidelines.
- 3.4.8 EC accorded its ex-post facto approval with an assistance of ₹5.00 lakhs under para 7.4.4 of the MAI guidelines.

Item No. 5: Proposal of FICCI for organising India-Japan Health summit on Pharmaceuticals and Medical Services at Tokyo during December, 2011.

- 3.5.1 The total estimated cost of the project for 2011-12 is ₹82.00 lakhs.
- 3.5.2 The total MAI assistance sought for 2011-12 is ₹48.00 lakhs.
- 3.5.3 The proposed activities to be undertaken under the project include organising India-Japan Health summit on Drugs, Pharmaceuticals with 20-25 Indian and 40-50 Foreign participants (Phase-I).
- 3.5.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.5.5 Specific targeted benefit after completion of the project is facilitating penetration of Indian companies into Japan in drugs, pharmaceuticals and medical services sector through awareness seminars, organized with the help of counterpart chambers in the Japan, Indian Missions, advertisement through print media, etc.
- 3.5.6 FT(NEA) Division, DOC has recommended the proposal.
- 3.5.7 SC requested ITP Division, MEA for their views on the project, based on report from the Indian mission and SC recommended the proposal for consideration of EC with MAI assistance of ₹17.16 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹15.60 + other ₹1.56).
- 3.5.9 EC in its meeting held on 16.05.2011 directed that the proposal may be processed on file by FT (NEA) Division DOC.
- 3.5.10 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹17.16 lakhs under para 7.6 of the MAI guidelines.
- 3.5.11 EC accorded its ex-post facto approval with an assistance of ₹17.16 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹15.60 + other ₹1.56).

Item No. 6: Proposal of FICCI for organising "India Show" at Lagos, Nigeria from 10-12 February, 2012.

- 3.6.1 The total estimated cost of the project for 2011-12 is ₹682.50 lakhs.
- 3.6.2 The total MAI assistance sought for 2011-12 is ₹594.00 lakhs.

- 3.6.3 The proposed activities to be undertaken under the project include organising “India Show” at Lagos, Nigeria from 10-12 February, 2012, showcasing best of India’s technology, products and process. Organising India-West Africa CEO’s Forum and one to one Business meetings, round tables with Regional Economic Grouping of West Africa, sectoral roundtables, food festival showcasing best cuisines of India, cultural show – traditional Indian Dance, Fashion show, live concert and session with Indian Diaspora.
- 3.6.4 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.6.5 Specific targeted benefit after completion of the project includes increasing trade of Indian companies with West African countries, increase project exports from India to West African countries, counter the negative trade balance between India and west Africa, facilitate Indian investment into west African region and to showcase India-West Africa partnership in the 21 century, to project India as a new Economic power to the West African Region, to explore opportunities offered by the West Africa region, create awareness of best of Indian Technologies, products, to counter the dominance of Western Countries and the increasing influence of China in West Africa.
- 3.6.7 FT(Africa) Division, DOC has recommended the proposal.
- 3.6.8 SS&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.
- 3.6.9 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.

Item No. 7: Proposal of FICCI for organizing Business Delegation to Singapore for conference & Buyer Seller Meet on Pharmaceuticals & Traditional Medicine, from 12-13 September, 2011.

- 3.7.1 The total estimated cost of the project for 2011-12 is ₹11.65 lakhs.
- 3.7.2 The total MAI assistance sought for 2011-12 is ₹11.65 lakhs.
- 3.7.3 The proposed activities to be undertaken under the project organizing Business Delegation to Singapore for conference & Buyer Seller Meet on Pharmaceuticals & Traditional Medicine, from 12-13 September, 2011
- 3.7.4 Assistance has been sought under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 3.7.5 Specific targeted benefit after completion of the project is to conference, Buyer Seller Meets would lead to highlighting new areas of cooperation, opportunities for marketing and joint venture tie-ups etc, interact with Singapore business for sourcing different products from India, identifying problems faced by the business of the two countries, while doing business with each other and drawing road map for future collaboration.
- 3.7.6 EP (EA) Division, DOC has recommended the proposal.

- 3.7.7 SS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹8.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.7.8 EC accorded its ex-post facto approval with an assistance of ₹8.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines.

Item No. 8: Proposal of CII for organising the “India Show” during the India Africa Forum Summit-II in Addis Ababa, Ethiopia from 23-27 May, 2011.

- 3.8.1 The total estimated cost of the project for 2010-11 is ₹699.00 lakhs.
- 3.8.2 The total MAI assistance sought for 2010-11 is ₹637.60 lakhs.
- 3.8.3 The proposed activities to be undertaken under the project is organising the “India Show” during the India Africa Forum Summit-II in Addis Ababa, Ethiopia from 23-27 May, 2011, exhibition, one to one business meetings/BSMs, Doing business with India Seminar and India evening and the gala dinner.
- 3.8.4 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.8.5 Specific targeted benefit after completion of the project is opening up of host country market for export India, identification of new sector for exports and provide a meaningful business background to the 2nd IAFS.
- 3.8.6 FT(Africa) Division, DOC has recommended the proposal.
- 3.8.7 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.
- 3.8.8 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.

Item No. 9: Proposal of CII for organising the CII Exim Bank conclave on India Africa project partnership at New Delhi during March, 2012.

- 3.9.1 The total estimated cost of the project for 2010-11 is ₹139.80 lakhs.
- 3.9.2 The total MAI assistance sought for 2010-11 is ₹101.37 lakhs.
- 3.9.3 The proposed activities to be undertaken under the project is organising the CII Exim Bank conclave on India Africa project partnership at New Delhi during March, 2012, BSM, intensive Brand Building Campaign and participation in conference and exhibitions in Africa.
- 3.9.4 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.9.5 Specific targeted benefit after completion of the project is increasing Indian project exports by 10% to countries in Africa, identification of specific projects for Indian

partnership, development of a demand for integrated projects and promoting Brand India in Africa.

- 3.9.6 FT(Africa) Division, DOC has recommended the proposal.
- 3.9.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹85.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.9.8 EC accorded its ex-post facto approval with an assistance of ₹85.00 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 10: Proposal of CII for organising “India Show” at Jakarta, Indonesia during March, 2012.

- 3.10.1 The total estimated cost of the project for 2010-11 is ₹442.00 lakhs.
- 3.10.2 The total MAI assistance sought for 2010-11 is ₹409.50 lakhs.
- 3.10.3 The proposed activities to be undertaken under the project is organising participation of Indian companies of reputed brands at the proposed “India Show”, one to one BSMs, seminars, business delegation, cultural programmed, food festival and India evening with 80-100 Indian participants.
- 3.10.4 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.10.5 Specific targeted benefit after completion of the project is to opening up of new market for export from India, identification of new sectors for exports and increase export to Indonesia, which represents not only a domestic market people but also provides gateway to the connecting countries.
- 3.10.6 FT(EA) Division, DOC has recommended the proposal.
- 3.10.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹250.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.10.8 EC accorded its ex-post facto approval with an assistance of ₹250.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.

Item No. 11: Proposal for payment to Legal Consultants assisting Government of India Anti-Subsidy and countervailing Duty investigations.

- 3.11.1 The total estimated cost of the project for 2010-11 is ₹2.45 lakhs.
- 3.11.2 The total MAI assistance sought for 2010-11 is ₹2.45 lakhs.
- 3.11.3 The proposed activities to be undertaken under the project is assisting (Legal Consultation in preparation of response of Govt. of India) Anti-Subsidy and countervailing duty investigations by M/s Lakshmi Kumaran & Sridharan, M/s ELP consultants and M/s Luthra & Luthra .

- 3.11.4 Assistance has been sought under para 7.3.3 of the MAI guidelines.
- 3.11.5 Specific targeted benefit after completion of the project is to prepare reply on behalf of GOI to questionnaires etc issued by Foreign Government in anti subsidy/CNC investigation cases.
- 3.11.6 EP(Engg/Pharma) Division, DOC has recommended the proposal.
- 3.11.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹2.45 lakhs under para 7.3.3 and 4.4 of the MAI guidelines (M/s Lakshmi Kumaran & Sridharan ₹1.00 lakhs, M/s ELP consultants ₹45,223 and M/s Luthra & Luthra ₹1.00 lakhs as reimbursement of legal consultation fee).
- 3.11.8 EC accorded its ex-post facto approval with an assistance of ₹2.45 lakhs under para 7.3.3 and 4.4 of the MAI guidelines (M/s Lakshmi Kumaran & Sridharan ₹1.00 lakhs, M/s ELP consultants ₹45,223 and M/s Luthra & Luthra ₹1.00 lakhs as reimbursement of legal consultation fee).

Item No. 12: Proposal of IEEMA for organising RBSM in Electrical and Industrial Electronics sector with ELECRAMA 2012 Exhibition at Mumbai from 18-22 January, 2012.

- 3.12.1 The total estimated cost of the project for 2011-12 is ₹298.00 lakhs.
- 3.12.2 The total MAI assistance sought for 2011-12 is ₹298.00 lakhs.
- 3.12.3 The proposed activities to be undertaken under the project include organising RBSM concurrently with ELECRAMA Exhibition.
- 3.12.4 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.12.5 Specific targeted benefit after completion of the project is to promote the Made in India brand for supplying electrical products to identified global regions (Africa, LAC, CIS & ASEAN) and thus to provide a focused thrust to country's exports.
- 3.12.6 E&MDA Division, DOC has recommended the proposal.
- 3.12.7 SC observed that 1000 overseas buyers are too many for only 750 Indian exporters and directed that the MAI assistance be scaled down with IEEMA willing to organize the MAI component with 275 overseas buyers (200 from African region and 75 from the other focus areas including 25 from LAC region).
- 3.12.8 SC recommended the proposal for consideration of EC with an assistance of ₹226.80 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 13.00 lakhs+ other 1.30 lakhs+ 212.50 lakhs air fare and hotel stay for foreign buyers @ ₹ 75,000 and ₹1,00,000 in case of the American Continent).
- 3.12.9 EC in its meeting held on 10.02.2011 approved the proposal with an assistance of ₹226.80 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 13.00 lakhs+ other 1.30 lakhs+ 212.50 lakhs air fare and hotel stay for foreign buyers @ ₹ 75,000 and ₹1,00,000 in case of the American Continent).

- 3.12.10 On a request for additional assistance by IEEMA, EC directed that the request for enhancement of the assistance on account of larger delegation from Africa and LAC region may be examined on file by E&MDA Division, DoC.
- 3.12.11 AS&FA and CS have accorded in-principle approval for the proposal for enhancing the MAI assistance for the project upto ₹289.95 lakhs. Ex-post-facto approval is being sought for assistance of ₹289.95 lakhs under para 7.1.8 of the MAI guidelines. (an additional assistance of ₹63.15 lakhs).
- 3.12.12 EC accorded its ex-post facto approval with an assistance of ₹289.95 lakhs under para 7.1.8 of the MAI guidelines. (An additional assistance of ₹63.15 lakhs)

Item No. 13: Proposal of SRTEPC for organising combined Indian Textiles and Clothing exhibition at Malaysia from 22-24 November, 2011 (alongside INTRADE Malaysia 2011).

- 3.13.1 The total estimated cost of the project for 2010-11 is ₹297.60 lakhs.
- 3.13.2 The total MAI assistance sought for 2010-11 is ₹209.93 lakhs.
- 3.13.3 The proposed activities to be undertaken under the project is to organising combined Indian Textiles and Clothing exhibition at Malaysia from 22-24 November, 2011, alongside International Trade Malaysia (INTRADE Malaysia 2011) Buyer Seller Meet with 200 specially invited buyers from ASEAN countries, one to one business meetings with participating Indian exhibitors and seminar/conference of international buyers, industry-head, foreign dignitaries etc.
- 3.13.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.13.5 Specific targeted benefit after completion of the project is to opening up of new market for export from India, identification of new sectors for exports and increase export to Malaysia, which represents not only a domestic market people but also provides gateway to the connecting countries.
- 3.13.6 FT(EA) Division, DOC and Ministry of Textiles has recommended the proposal.
- 3.13.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹147.22 lakhs under para 7.1.8 of the MAI guidelines.
- 3.13.8 EC accorded its ex-post facto approval with an assistance of ₹147.22 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 14: Proposal of Pharmexcil for organising RBSM and Business conference coinciding with Pharmac 2011 inviting buyers from African countries at Ahmedabad from 17-19 September, 2011.

- 3.14.1 The total estimated cost of the project for 2010-11 is ₹127.50 lakhs.
- 3.14.2 The total MAI assistance sought for 2010-11 is ₹106.50 lakhs.
- 3.14.3 The proposed activities to be undertaken under the project is organising RBSM and Business conference coinciding with Pharmac 2011 inviting buyers from African countries at Ahmedabad from 17-19 September, 2011, a high level delegation consisting of senior health ministry officials, pharma products registration

authorities, press, media, leading importers, distributors, manufacturers from these 10 African countries will be invited for members of Pharmexcil especially from the SME sector who will attend the seminar/conference in Ahmadabad to understand the registration procedures in those countries, targeted participants – 80 to 90 importers, manufacturers, officials/regulators, health ministry officials, media (print & TV) professionals, leading distributors, agents, etc from the pharmaceuticals industry of the selected 10 African countries.

- 3.14.4 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.14.5 Specific targeted benefit after completion of the project is attending the conference/seminar and also meet the important buyers/importers from these countries during the Buyer Seller Meet, the senior health ministry officials & registration authorities will be shown good pharmaceutical plant in & around Ahmadabad to enable them to view the developments taken place in the Indian Pharma industry & also to ensure that they carry the positive development & growth of the Indian Pharma industry.
- 3.14.6 EP(Pharma) Division, DOC has recommended the proposal.
- 3.14.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹106.50 lakhs under para 7.1.8 of the MAI guidelines.
- 3.14.8 EC was informed by the representative of Pharmexcil that the event was not held in September 2011 and Pharmexcil proposes to hold the event at a later stage. EC was also informed that no grant has so far been released for this event.
- 3.14.9 The proposal was not approved by EC.

Item No. 15: Proposal of Pharmexcil for organising RBSM at 63rd Indian Pharmaceutical Congress at Bangalore from 16-18 December, 2011.

- 3.15.1 The total estimated cost of the project for 2010-11 is ₹80.50 lakhs.
- 3.15.2 The total MAI assistance sought for 2010-11 is ₹63.70 lakhs.
- 3.15.3 The proposed activities to be undertaken under the project is organising RBSM in Bangalore, India as one of the partner in 63rd Indian Pharmaceuticals Congress during December, 2011, involving importers, distributors & FDA officials from major/countries with Indian Pharma & ISM potential.
- 3.15.4 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.15.5 Specific targeted benefit after completion of the project is to facilitate trade/business by inviting importers, traders and Drug regulators from all the important regions of the world and arranging the Buyer Seller Meet for about two days, promoting/ Branding Indian Pharma and Indian systems of Medicine and creating confidence to the food & drug authorities of the world by arranging exclusive interactive sessions with Indian/International Drug Regulatory Agencies and Health Ministries for a day, work on the possibilities of creating Harmonized system of regulatory requirements for Indian Pharma and Indian System of Medicine products and create awareness

about Indian capacities in Indian Pharma and Indian System of Medicines, its research and drug development.

- 3.15.6 EP(Pharma) Division, DOC has recommended the proposal.
- 3.15.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹63.70 lakhs under para 7.1.8 of the MAI guidelines.
- 3.15.8 EC accorded its ex-post facto approval with an assistance of ₹63.70 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 16: Proposal of EEPIC for organising India Engineering sourcing Show at Mumbai from 22-24 March, 2012.

- 3.16.1 The total estimated cost of the project for 2010-11 is ₹704.31 lakhs.
- 3.16.2 The total MAI assistance sought for 2010-11 is ₹501.72 lakhs.
- 3.16.3 The proposed activities to be undertaken under the project is to organising India Engineering sourcing Show at Mumbai from 22-24 March, 2012, a unique engineering exhibition spread over an area of 1200 sq mtrs, international Buyer Seller Meet with focus on India sourcing, product presentation, Display and new launches and vendor development activities in Defence/Railways/Ministry of Heave industries.
- 3.16.4 Assistance has been sought under para 7.1.8 and para 4.4 of the MAI guidelines.
- 3.16.5 Specific targeted benefit after completion of the project is to create a unique platform of Engineering SME sector to interact with the big buyers from India and abroad, develop an indigenous market in India for SME sector to overcome the effect of global slowdown, project the capabilities of Indian Engineering manufacturers, suppliers and distributors to the International trade buyers at one place, develop intra- industry trade in India, developing interaction of SME sector with Govt. sector buyers, public sector undertaking and reputed large scale industries from private sector.
- 3.16.6 EP(Engg) Division, DOC has recommended the proposal.
- 3.16.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹495.42 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.
- 3.16.8 Chairman observed that EPCs should not organize their events as “India Show” only to get higher allocation, as “India Show” is different from product specific exhibitions (RBSMs).
- 3.16.9 EC accorded its ex-post facto approval with an assistance of ₹495.42 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.

Item No. 17: Proposal of FIEO for organising “exhibition cum Buyer Seller Meet” in Karachi, Pakistan during August/September, 2011.

- 3.17.1 The total estimated cost of the project for 2010-11 is ₹140.00 lakhs.
- 3.17.2 The total MAI assistance sought for 2010-11 is ₹91.00 lakhs.
- 3.17.3 The proposed activities to be undertaken under the project is organising “exhibition cum Buyer Seller Meet” in Karachi, Pakistan during August/September, 2011.
- 3.17.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.17.5 Specific targeted benefit after completion of the project is to showcase products by about 100 exhibitors from variety of sectors in the exhibition to the buyers from Pakistan; there is a tremendous demand of Indian products in Pakistan. With the successful secretary level talks, it is assumed that the trade will increase with many more products that can be exported to Pakistan.
- 3.17.6 FT(SA) Division, DOC has recommended the proposal.
- 3.17.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹75.07 lakhs under para 7.1.2 of the MAI guidelines.
- 3.17.8 EC was informed by DG, FIEO that the event was not held in September / October 2011 and FIEO proposes to hold the event at later stage. EC directed FIEO to refund the advance grant (1st installment) already released for the project.
- 3.17.9 The proposal was not approved by EC.

Item No. 18: Proposal of FIEO for organising National Level participation in India sourcing Fair at Hong Kong from 20-23 October, 2011.

- 3.18.1 The total estimated cost of the project for 2010-11 is ₹207.00 lakhs.
- 3.18.2 The total MAI assistance sought for 2010-11 is ₹134.55 lakhs.
- 3.18.3 The proposed activities to be undertaken under the project is organising National Level participation in India sourcing Fair at Hong Kong from 20-23 October, 2011, seminar on “How to import from India” to make buyers aware of Indian products and processes and buyer seller meet at the exhibition.
- 3.18.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.18.5 Specific targeted benefit after completion of the project is to provide opportunity to Indian companies to get foothold in the leading departmental stores around the world, Buyer Seller Meet will be organized in which selected exhibitors will be invited to meet the buyers one to one, with samples. This is a great initiative as it takes a long time, sometimes years to even know the name of the relevant buyers, in the large retail chains buyers will be more informed about Indian products and trade behavior of Indian companies which will help them in buying from India more easily and frequently.

- 3.18.6 FT(EA) Division, DOC has recommended the proposal.
- 3.18.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹134.55 lakhs under para 7.1.2 of the MAI guidelines.
- 3.18.8 EC accorded its ex-post facto approval with an assistance of ₹134.55 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 19: Proposal of Cashew EPC for organising Indian participation in EXPONFV in Istanbul, Turkey from 17-19 November, 2011.

- 3.19.1 The total estimated cost of the project for 2010-11 is ₹5.00 lakhs.
- 3.19.2 The total MAI assistance sought for 2010-11 is ₹3.24 lakhs.
- 3.19.3 The proposed activities to be undertaken under the project is organising Indian participation in EXPONFV in Istanbul, Turkey from 17-19 November, 2011.
- 3.19.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.19.5 Specific targeted benefit after completion of the project is export to this region is expected to get a boost and volumes are expected to increase by about 20%.
- 3.19.6 EP(Agri) Division, DOC has recommended the proposal.
- 3.19.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹3.24 lakhs under para 7.1.2 of the MAI guidelines.
- 3.19.8 EC accorded its ex-post facto approval with an assistance of ₹3.24 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 20: Proposal of Cashew EPC for organising Indian participation in Gulfood Expo at Dubai, UAE from 19-22 February, 2012.

- 3.20.1 The total estimated cost of the project for 2010-11 is ₹12.00 lakhs.
- 3.20.2 The total MAI assistance sought for 2010-11 is ₹7.78 lakhs.
- 3.20.3 The proposed activities to be undertaken under the project is organising Indian participation in GULFOOD Expo at Dubai, UAE from 19-22 February, 2012.
- 3.20.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.20.5 Specific targeted benefit after completion of the project is export to this region is expected to get a boost and volumes are expected to increase by about 30%.
- 3.20.6 EP(Agri) Division, DOC has recommended the proposal.

- 3.20.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹7.78 lakhs under para 7.1.2 of the MAI guidelines.
- 3.20.8 EC accorded its ex-post facto approval with an assistance of ₹7.78 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 21: Proposal of Plastic EPC for organising Reverse Trade Delegation/ Buyer Seller Meet to coinciding with Poly India 2011 exhibition at Hyderabad from 9-11 November, 2011.

- 3.21.1 The total estimated cost of the project for 2010-11 is ₹54.00 lakhs.
- 3.21.2 The total MAI assistance sought for 2010-11 is ₹47.00 lakhs.
- 3.21.3 The proposed activities to be undertaken under the project is organising Indian participation in Gulfood Expo at Dubai, UAE from 19-22 February, 2012, inviting Buyers dealing in plastics and provide a platform for one to one interactions and use our mission and other agencies to identify and invite buyers and publicize the event in target countries.
- 3.21.4 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.21.5 Specific targeted benefit after completion of the project is to give exposure for export opportunities to plastic processors in states like Andhra Pradesh. It is expected that there will be about 200 participants at POLY India 2011 who will benefit from the RBSM for which efforts to attract about 40 buyers and a few from overseas media will be made.
- 3.21.6 EP(CAP) Division, DOC has recommended the proposal.
- 3.21.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹47.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.21.8 EC accorded its ex-post facto approval with an assistance of ₹47.00 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 22: Proposal of Plastic EPC for organising India Pavilion in Paper World 2012 at Frankfurt, Germany from 28-31 January, 2012.

- 3.22.1 The total estimated cost of the project for 2010-11 is ₹67.50 lakhs.
- 3.22.2 The total MAI assistance sought for 2010-11 is ₹42.25 lakhs.
- 3.22.3 The proposed activities to be undertaken under the project is organising India Pavilion in Paper World 2012 at Frankfurt, Germany from 28-31 January, 2012
- 3.22.4 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.22.5 Specific targeted benefit after completion of the project is to Paper World, Frankfurt provides a unique opportunity to the exporters of writing instrument & stationery

products to renew their existing business relationship and also for establishing new business contact. Therefore, the India pavilion at Paper World 2012 will be an excellent opportunity to increase our share of exports.

- 3.22.6 EP(CAP) Division, DOC has recommended the proposal.
- 3.22.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹42.25 lakhs under para 7.1.2 of the MAI guidelines.
- 3.22.8 EC accorded its ex-post facto approval with an assistance of ₹42.25 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 23: Proposal of HEPC for organizing 2nd edition of India International Hand-woven fair and RBSM at Chennai during February 2012.

- 3.23.1 The total estimated cost of the project for 2011-12 is ₹ 358.25 lakhs.
- 3.23.2 The total MAI assistance sought for 2011-12 is ₹299.80 lakhs.
- 3.23.3 The proposed activities to be undertaken under the project is organizing 2nd edition of India International Hand-woven fair and RBSM at Chennai during February 2012.
- 3.23.4 Components for which assistance has been sought include venue cost including organizing expenses and construction of stalls, publicity cost, arranging cultural events, putting up theme pavilion, translation and interpreter charges and Misc. expenses.
- 3.23.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.23.6 Specific targeted benefit after completion of the project is to generate interest among trading communities with latest range of hand-woven textiles that would be displayed under one roof.
- 3.23.7 EP(Textiles) Division, DOC and M/o Textiles has recommended the proposal.
- 3.23.8 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹150.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.23.8 EC accorded its ex-post facto approval with an assistance of ₹150.00 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 24: Proposal of G&J EPC for organizing India International Jewellery Show (IJS) Signature, Mumbai during 6-10 January 2012.

- 3.24.1 The total estimated cost of the project for 2011-12 is ₹ 540.95 lakhs.
- 3.24.2 The total MAI assistance sought for 2011-12 is ₹367.37 lakhs.

- 3.24.3 The proposed activities to be undertaken under the project is organising organizing IIJS Signature, Mumbai during 6-10 January 2012.
- 3.24.4 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.24.5 Specific targeted benefit after completion of the project is to conceptualise IIJS to showcase India's ability to produce quality gems and jewellery that will match the lifestyle trends world over. Council is also restructuring its strategies to make IIJS more prominent in the diary of the International buyers/visitors. The number of exhibitors is expected to be about 450.
- 3.24.6 EP (G&J) Division, DOC has recommended the proposal.
- 3.24.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹267.07 lakhs under para 7.1.8 of the MAI guidelines (Venue related cost ₹201.89 + other ₹20.18 + ₹45.00 air fare and hotel stay for foreign buyers).
- 3.24.8 EC directed that the proposal may be processed on file by EP (G&J) Division DOC.
- 3.24.9 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹160.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.24.10 EC accorded its ex-post facto approval with an assistance of ₹160.00 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 25: Proposal of G&J EPC for organizing 'India Show' Basel World during 8-15 March 2012 at Switzerland.

- 3.25.1 The total estimated cost of the project for 2011-12 is ₹ 606.96 lakhs.
- 3.25.2 The total MAI assistance sought for 2011-12 is ₹394.53 lakhs.
- 3.25.3 The proposed activities to be undertaken under the project is organising 'India Show' Basel World during 8-15 March 2012 at Switzerland with participation of 50-80 member exporters.
- 3.25.4 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 3.25.5 Specific targeted benefit after completion of the project is to develop contact with the main buyers form European Jewellery retail chains, buying groups and department stores. To collaborate with European Joint venture partners to enhance competitiveness for Indian jewellery manufacturing companies. To explore business relation with the 60+ branded jewellery companies in Europe viz., BVLGARI, Chopard, Chanel etc.
- 3.25.6 EP (G&J) Division, DOC has recommended the proposal.
- 3.25.7 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.

- 3.25.8 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹220.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.25.9 EC accorded its ex-post facto approval with an assistance of ₹220.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 26: Proposal of NCTI for undertaking study for Trade Data Extraction and Analysis for India-ASEAN FTA.

- 3.26.1 The total estimated cost of the project for 2011-12 is ₹ 3.45 lakhs.
- 3.26.2 The total MAI assistance sought for 2011-12 is ₹3.45 lakhs.
- 3.26.3 The proposed activities to be undertaken under the project is undertaking study for Trade Data Extraction and Analysis for India-ASEAN FTA.
- 3.26.4 Assistance has been sought under para 7.4.4 of the MAI guidelines.
- 3.26.5 Specific targeted benefit after completion of the project is to provide inputs for ongoing work related to India-ASEAN FTA. NCTI has submitted their report which has been accepted by the competent authority.
- 3.26.6 FT (EA) Division, DOC has recommended the proposal.
- 3.26.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹3.45 lakhs under para 7.4.4 of the MAI guidelines.
- 3.26.8 EC accorded its ex-post facto approval with an assistance of ₹3.45 lakhs under para 7.4.4 of the MAI guidelines.

Item No. 27: Proposal of FDCI for organising India Fashion Week at New Delhi during October, 2011.

- 3.27.1 The total estimated cost of the project for 2011-12 is ₹594.30 lakhs.
- 3.27.2 The total MAI assistance sought for 2011-12 is ₹425.66 lakhs.
- 3.27.3 The proposed activities to be undertaken under the project include further promotion of India Fashion Week (IFW) by inviting buyers from the potential countries to promote the exports from Indian Fashion industry. The financial support is sought to invite buyers for the RBSM in India Fashion Week.
- 3.27.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.27.5 Specific targeted benefit after completion of the project is that after completion of the project/events 25% - 30% growth is expected in 2011-12 of Indian designer/orders worth ₹90 crore and ₹75 crore were generated during the India Fashion Week during March / October, 2010 respectively, the objective is to project India's image in international market as a strong customer supplier as per the contemporary styles and trends.

- 3.27.6 EP(Textiles) Division, DOC has recommended the proposal.
- 3.27.7 M/o Textiles has also conveyed their no objection for the project.
- 3.27.8 SC directed FDCI to submit a list of buyers and designers participating in the proposed and also requested for the view of M/o Textiles about their views on the value add for the designer fashion clothing.
- 3.27.10 SC recommended the proposal for consideration of EC with MAI assistance of ₹399.80 lakhs (₹199.60 lakhs each for both the events) under para 7.1.8 of the MAI guidelines (Venue cost 130.59 + others 13.06 + air fare and hotel stay for foreign buyers 56.25).
- 3.27.11 FDCI has since submitted a list of 120 foreign buyers participating in their India Fashion Week event held on 6-10 April 2011. They have also submitted a list of 141 Indian fashion designers participating in the above event.
- 3.27.12 President, FDCI explained the contours of the proposed project to the EC emphasizing that while they are not seeking assistance for the fashion / glamour events, assistance is required for organizing the regular exhibition (RBSM) where the designers display their products to renowned international buyers / retail chains, which result in export orders worth crores. Chairman observed that JS (Exports) M/o Textiles should look into the value addition in terms of exports from the designer costumes and how they figure in the overall textiles sector exports from India, the value for money in terms of the MAI assistance sought besides benefits accruing to the standard Indian designers.
- 3.27.13 EC directed that the proposal may be processed on file by the EP (Textiles Coordination) Division, DOC on receipt of the report from JS(Export) M/o Textiles.
- 3.27.14 AS&FA and CS have accorded in-principle approval for the October 2011 event only. Ex-post-facto approval is being sought for assistance of ₹169.25 lakhs under para 7.1.8 of the MAI guidelines for the October 2011 (Spring Summer) event.
- 3.27.15 EC accorded its ex-post facto approval with an assistance of ₹169.25 lakhs under para 7.1.8 of the MAI guidelines for the October 2011 (Spring Summer) event.

Item No. 28: Proposal of CII for organising India “Agro Tech Expo” at Kabul, Afghanistan during October/November, 2011.

- 3.28.1 The total estimated cost of the project for 2011-12 is ₹280.00 lakhs.
- 3.28.2 The total MAI assistance sought for 2011-12 is ₹182.00 lakhs.
- 3.28.3 The proposed activities to be undertaken under the project is organising participation of Indian companies of reputed brands and present an impressive solo Indian exhibition in Kabul showcasing the Indian agro based brands, technological capabilities and engineering service sector etc, one to one business meetings/BSMs, seminar, CEO, forum, cultural programme and India evening.
- 3.28.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.

- 3.28.5 Specific targeted benefit after completion of the project is opening up of new market for export from India and identification of new sectors for exports.
- 3.28.6 FT(SA) Division, DOC has recommended the proposal.
- 3.28.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹66.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.28.8 EC was informed by the representative of CII that the event was not being held in October / November 2011. EC was also informed that although sanction order for the advance grant (1st installment) has been issued but grants have not been released to CII for the project.
- 3.28.9 The proposal was not approved by EC.

Item No. 29: Proposal of ACMA for organising Indian participation at Otomotive (17th International Automotive supply, components, accessories and service equipment exhibition) at Istanbul, Turkey from 24-27 November, 2011.

- 3.29.1 The total estimated cost of the project for 2011-12 is ₹39.61 lakhs.
- 3.29.2 The total MAI assistance sought for 2011-12 is ₹23.16 lakhs.
- 3.29.3 The proposed activities to be undertaken under the project is organising Indian participation at Otomotive (17th International Automotive supply, components, accessories and service equipment exhibition) at Istanbul, Turkey from 24-27 November, 2011 with 15 Indian exporters.
- 3.29.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.29.5 Specific targeted benefit after completion of the project is to promote joint effort in engaging with Turkey, to encourage individual company visits between Turkey and India to enhance business linkages and to work towards enhancing participation at Trade Shows.
- 3.29.6 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹23.17 lakhs under para 7.1.2 of the MAI guidelines.
- 3.29.7 EC accorded its ex-post facto approval with an assistance of ₹23.17 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 30: Proposal of FICCI for organising India – Pakistan Business Conclave at Mumbai from 26-27 September, 2011.

- 3.30.1 The total estimated cost of the project for 2011-12 is ₹36.00 lakhs.
- 3.30.2 The total MAI assistance sought for 2011-12 is ₹17.55 lakhs.

- 3.30.3 The proposed activities to be undertaken under the project is organising India – Pakistan Business Conclave at Mumbai from 26-27 September, 2011 coinciding with the visit of H.E. Mr. Makhdoom Amin Fahim, Hon'ble Commerce Minister of Pakistan and the accompanying Pakistan Business delegation to India,
- 3.30.4 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 3.30.5 Specific targeted benefit after completion of the project is to facilitate meaningful business between Indian and Pakistani Business, and to understand each other's needs, capabilities and the tremendous potential that lies ahead in various sectors, to showcase Indian capabilities in the various areas where synergy lies between the two countries, to provide unique opportunity to Indian Business to interact with Pakistani Business for sourcing different product from India, to identify problems faced by the two sides either in exports or imports and identify specific project for cooperation.
- 3.30.6 FT(SA) Division, DOC has recommended the proposal.
- 3.30.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹10.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.30.8 EC accorded its ex-post facto approval with an assistance of ₹10.00 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 31: Proposal of FICCI for organising participation in India Malaysia Trade and Investment at Kuala Lumpur, Malaysia from 21-22 November, 2011.

- 3.31.1 The total estimated cost of the project for 2011-12 is ₹11.96 lakhs.
- 3.31.2 The total MAI assistance sought for 2011-12 is ₹11.96 lakhs.
- 3.31.3 The proposed activities to be undertaken under the project is organising participation in India Malaysia Trade and Investment at Kuala Lumpur, Malaysia from 21-22 November, 2011
- 3.31.4 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.31.5 Specific targeted benefit after completion of the project is to tap the benefits of India-Malaysia CECA and to highlight the opportunities arising from India-Malaysia CECA implementation.
- 3.31.6 FT(EA) Division, DOC has recommended the proposal.
- 3.31.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹10.00 lakhs under para 7.1.2 of the MAI guidelines.
- 3.31.8 EC accorded its ex-post facto approval with an assistance of ₹10.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 32: Proposal of ESC EPC for organizing India Show coinciding with INDIASOFT 2012 at Hyderabad during March 2012.

- 3.32.1 The total estimated cost of the project for 2011-12 is ₹600.00 lakhs.
- 3.32.2 The total MAI assistance sought for 2011-12 is ₹475.20 lakhs.
- 3.32.3 The proposed activities to be undertaken under the project include organizing India Show coinciding with INDIASOFT 2012 at Hyderabad during March 2012.
- 3.32.4 Components for which assistance has been sought include Venue & Organizing expenditure, publicity, printing of brochures / fliers / pamphlets / leaflets/standees, Air fare charges and hotel stay of foreign buyer/delegates from non focus regions and coordinators from various countries, Commission Paid to foreign coordinators for selecting the foreign buyers/delegates, Networking Dinner, Event management services, Travelling expensed and hotel accommodation in India for mobilizing participation and organizing the event and Other Misc. expenses such as taxis, VIP guests entertainment, badges, internet connection, security, insurance of exhibits etc.
- 3.32.5 Assistance has been sought under para 7.1.8 and para 4.4 of the MAI guidelines.
- 3.32.6 Specific targeted benefit after completion of the project is positioning India as a global super power in IT, assist in strengthening the brand image of Indian IT capabilities cuisine and culture, helps in the exports of various commodities displayed, creating the image India the dream destination and attracting tourists to visit India which results in huge amount of revenue generation.
- 3.32.7 EP (E&SW) Division, DOC has recommended the proposal.
- 3.32.8 SC was informed by ED, ESC EPC that they had organized this year's event with 350 foreign buyers and 128 exhibitors and the fact that although none of the top exporters exhibited their products but a few them participated in the panel discussions.
- 3.32.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹475.20 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.
- 3.32.10 EC in its meeting held on 16.05.2011 directed that the proposal may be processed on file by EP (E&SW) Division, DOC.
- 3.32.11 AS&FA has accorded his in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹353.00 lakhs under para 7.1.8 of the MAI guidelines.
- 3.32.12 EC accorded its ex-post facto approval with an assistance of ₹353.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.

Item No. 33: Proposal of FIEO for Organising national level participation in 110th session of the China Import and Export Fair (Canton Fair) from 20-23 October, 2011.

- 3.33.1 The total estimated cost of the project for 2011-12 is ₹323.92 lakhs.

- 3.33.2 The total MAI assistance sought for 2011-12 is ₹210.54 lakhs.
- 3.33.3 The proposed activities to be undertaken under the project include participation in Exhibition, organizing symposium on “how to import from India” to make buyers aware of Indian products and process and provide a platform for networking, private Buyer Seller Meet at the Exhibition and extensive publicity of the Indian pavilion to attract more buyers.
- 3.33.4 Components for which assistance has been sought include venue cost, organizing expenses, publicity cost, printing of catalogue/brochures and other material and interpreter/translation charges.
- 3.33.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.33.6 Specific targeted benefit after completion of the project is providing much need support to the SME sector to reach out to the global audience, facilitate participation of approx. 100 exhibitors to showcase their products to buyers who are looking to source from country other than China, due to increase in wages in China and issues related to quality, buyers are looking for alternatives and an opportune time for Indian exporters to make their presence felt at all global platforms.
- 3.33.7 FT (China) Division, DOC has recommended the proposal.
- 3.33.8 DG, FIEO informed that they envisaged the project with the participation of 75 plus Indian exporters in the October event.
- 3.33.9 Earlier EC in its meeting held on 10.02.2011 approved, FIEO’s participation in the April-May 2011 (109th Session) event only with an assistance of ₹ 210.54 lakhs under para 7.1.2 of the MAI guidelines (venue cost ₹204.04 lakhs + ₹ 6.50 lakhs other). EC also directed that an officer of DoC / India Mission may be deputed to get a feedback report on the event for deciding about the next phase.
- 3.33.10 Based on the project report of FIEO and the feedback report of Director (SP) of FT(China) Division, DOC, AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹210.54 lakhs under para 7.1.8 of the MAI guidelines.
- 3.33.11 EC accorded its ex-post facto approval with an assistance of ₹210.50 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 34: Proposal of Tea Board for Organising 5-5-5 approach for Brand Promotion of Indian Tea in respect of brand promotion for the three markets Russia, Kazakhstan and USA during 2011-12.

- 3.34.1 The total estimated cost of the project for 2011-12 is ₹625.00 lakhs.
- 3.34.2 The total MAI assistance sought for 2011-12 is ₹500.00 lakhs.
- 3.34.3 The proposed activities to be undertaken under the project include organizing PR events and Road shows, Advertisement through TV and Print media, tea appreciation sessions, marketing / internet based publicity campaign using

Facebook, twitter, You tube etc. by engaging professional bloggers and tea tasting sessions at Prodexpo exhibition in Moscow (February 2012), Tea Coffee and Cocoa exhibition in Kazakhstan (March 2012) and Winter fancy food show in San Francisco (January 2012).

- 3.34.4 Assistance has been sought under para 7.1.5 and para 7.5.2 of the MAI guidelines.
- 3.34.6 Specific targeted benefit after completion of the project is to building a strong brand image and equity of Indian Tea in Russia and Kazakhstan on sustained basis and improving our volume of packaged Tea exports by 2-3 % EOP. Enhanced knowledge and appreciation of Indian tea leading to greater export of Indian tea to USA.
- 3.34.7 EP (Agri IV) Division, DOC has recommended the proposal.
- 3.34.8 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 7.1.5 and para 7.5.2 of the MAI guidelines.
- 3.34.8 EC accorded its ex-post facto approval with an assistance of ₹500.00 lakhs under para 7.1.5 and para 7.5.2 of the MAI guidelines.

Item No. 35: Proposal of IIFT for Organising Open house sessions with industry associations for facilitating India-Israel FTA negotiations.

- 3.35.1 The total estimated cost of the project for 2011-12 is ₹12.60 lakhs.
- 3.35.2 The total MAI assistance sought for 2011-12 is ₹12.60 lakhs.
- 3.35.3 The proposed activities to be undertaken under the project is organising Open house sessions with industry associations for facilitating India-Israel FTA negotiations at Kolkata, Bangalore, Mumbai and Delhi with a view to firm up India's stand in respect of various sectors and to finalize the aggressive list and sensitive list vis-à-vis Israel and to identify SPB/TBT issues in our trade with Israel.
- 3.35.4 Assistance has been sought under para 7.4.4 of the MAI guidelines.
- 3.35.5 Specific targeted benefit after completion of the project is included open house discussion sessions with the major stakeholders such as the industry representatives, various chamber, policy makers and academicians on the non-tariff measures (NTMs) imposed by Israel (as desktop analyzed by IIFT) which include import licensing, commodity labeling in Hebrew, varied import levy, tariff-rate barriers which Indian exporters have to face in Israel with a view to facilitate India-Israel FTA negotiations.
- 3.35.6 FT(WANA) Division, DOC has recommended the proposal.
- 3.35.11 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹9.00 lakhs under para 7.4.4 of the MAI guidelines.

- 3.35.12 EC was informed by JS(DSD) of FT(WANA) Division, DOC that IIFT is seeking enhanced assistance of ₹ 12.06 lakhs from the approved amount of ₹ 9.00 lakhs to undertake the project.
- 3.35.13 Chairman directed that the proposal should be processed on file by FT(WANA) Division, DOC and did not approve the proposal.

Agenda Item No. 4

Proposals recommended by Sub-Committee of MAI

Item No. 1: Proposal of ITPO for organising Indian Participation at MUBA fair at Basel, Switzerland from 13-22 April, 2012.

- 4.1.1 The total estimated cost of the project for 2012-13 is ₹230.00 lakhs.
- 4.1.2 The total MAI assistance sought for 2012-13 is ₹144.95 lakhs.
- 4.1.3 The proposed activities to be undertaken under the project is to organize Indian pavilion spread over an area of 200 sq mtr, business to consumers (B2C) meeting and exhibition. It will also have thematic presentation on various sectors like tourism, science & technology and Indian food festival, business –to –Business (B2B) meetings which will cover business and economic seminars and cultural events with the support of ICCR and with participation of 80 Indian exhibitors from textiles, apparels, tourism, jewellery and handicrafts etc.
- 4.1.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.1.5 Specific targeted benefit after completion of the project is to project diverse profile of Indian economy with a balanced focus of both traditional and modern India.
- 4.1.6 FT (Europe) Division, DOC has recommended the proposal.
- 4.1.7 SC recommended the proposal for consideration of EC with the assistance of ₹128.70 lakhs under para 7.1.2 of the MAI Guidelines with participation of 80 Indian Exhibitors.
- 4.1.8 EC approved the proposal with the assistance of ₹128.70 lakhs under para 7.1.2 of the MAI Guidelines with participation of 80 Indian Exhibitors.

Item No. 2: Proposal of ITPO for organising 3rd Energy Tech Fair and Enviro – Tech 2012 at Pragati Maidan, New Delhi from 10-12 February, 2012 (“Reverse visit of prominent Foreign Buyer Foreign Trade Journalist”).

- 4.2.1 The total estimated cost of the project for 2011-12 is ₹52.50 lakhs.
- 4.2.2 The total MAI assistance sought for 2011-12 is ₹52.50 lakhs.
- 4.2.3 The proposed activities to be undertaken under the project is to organize RBSM alongside the Energy Tech’ 11 exhibition by inviting select overseas buyers from the

target countries with a view to optimise the business outcome of the fair and promote ENERGYTECH'11 through participation in select leading Energy & Environment fairs worldwide with 30 foreign buyers and journalist from Bangladesh, UAE, Sri Lanka, Indonesia and south Africa.

- 4.2.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.2.5 Specific targeted benefit after completion of the project is continued projection of India's quality products and technological advancement made in energy sector. The whole project will be completed before March, 2012.
- 4.2.6 Trade Promotion Division, DOC has recommended the proposal.
- 4.2.7 SC directed that the 3rd Energy Tech Fair & Enviro – Tech 2012 pertaining to RBSMs to be held at Pragati Maidan, New Delhi on 10-12 February 2012 be merged as one proposal with combined participation of 50 foreign buyers / journalist and 150 Indian exhibitors.
- 4.2.8 SC recommended the combined proposal for consideration of EC with the assistance of ₹47.25 lakhs under para 7.1.8 of the MAI Guidelines.
- 4.2.9 EC approved the proposal with the assistance of ₹47.25 lakhs under para 7.1.8 of the MAI Guidelines.

Item No. 3: Proposal of ITPO for organizing Indian participation National Hardware Show at Las Vegas, USA during 1-3 May 2012.

- 4.3.1 The total estimated cost of the project for 2012-13 is ₹109.89 lakhs.
- 4.3.2 The total MAI assistance sought for 2012-13 is ₹69.25 lakhs.
- 4.3.3 The proposed activities to be undertaken under the project is to organize Indian participation in National Hardware Show Las Vegas, 2012 from 1-3 May 2012 in 4000 sq. ft. Focus product engineering. The number of Indian participants in the event would be 30, as mentioned by ED, ITPO.
- 4.3.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.3.5 Specific targeted benefit after completion of the project is to avail of one of the best platforms for promoting builder's hardware from India to the North American Market and to understand requirement and ever changing needs of global buyers.
- 4.3.6 FT(NAFTA) Division, DOC has recommended the proposal.
- 4.3.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹ 69.25 lakhs under para 7.1.2 of the MAI guidelines.
- 4.3.8 EC approved the proposal with the assistance of ₹69.25 lakhs under para 7.1.2 of the MAI Guidelines.

Item No. 4: Proposal of ITPO for organizing India Pavilion at Summer Fancy Good Show at Washington, USA during 17-19 July 2012.

- 4.4.1 The total estimated cost of the project for 2012-13 is ₹165.00 lakhs.
- 4.4.2 The total MAI assistance sought for 2012-13 is ₹103.35 lakhs.
- 4.4.3 The proposed activities to be undertaken under the project is to organize India Pavilion at Summer Fancy Good Show at Washington, USA during 17-19 July 2012 in about 4000 sq.ft. area. Focus product food processing industry. The number of Indian participants in the event would be 30, as mentioned by ED, ITPO.
- 4.4.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.4.5 Specific targeted benefit after completion of the project is to avail one of the best platforms available to promote India as a destination for investments in food processing sector, to promote exports of food products from India, to understand expectation and requirement of global importers and to create awareness and help acceptance worldwide.
- 4.4.6 FT(NAFTA) Division, DOC has recommended the proposal.
- 4.4.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹103.35 lakhs under para 7.1.2 of the MAI guidelines.
- 4.4.8 The proposal was deferred by EC.

Item No. 5: Proposal of ITPO for organizing India Pavilion at Africa Big Seven /Saitex, Johannesburg, South Africa during July 2012.

- 4.5.1 The total estimated cost of the project for 2012-13 is ₹69.25 lakhs.
- 4.5.2 The total MAI assistance sought for 2012-13 is ₹42.75 lakhs.
- 4.5.3 The proposed activities to be undertaken under the project is to organize India Pavilion at Africa Big Seven /Saitex, Johannesburg, South Africa during July 2012 in about 350 sqm area. Focus product Textiles, Processed food and Engineering products. The number of Indian participants in the event would be 40, as mentioned by ED, ITPO.
- 4.5.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.5.5 Specific targeted benefit after completion of the project is the event is to motivate Indian companies to explore market potential of African Economies.
- 4.5.6 FT(Africa) Division, DOC has recommend the proposal.
- 4.5.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹33.60 lakhs under para 7.1.2 of the MAI guidelines.
- 4.5.8 EC approved the proposal with MAI assistance of ₹33.60 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 6: Proposal of ITPO for organizing India Pavilion at SAARC Fair Maldives, December 2012.

- 4.6.1 The total estimated cost of the project for 2012-13 is ₹92.20 lakhs.
- 4.6.2 The total MAI assistance sought for 2012-13 is ₹57.60 lakhs.
- 4.6.3 The proposed activities to be undertaken under the project is to organize a state of the art India Pavilion at SAARC Fair Maldives, December 2012, business seminars and B2B meetings. The number of Indian participants in the event would be 35 from Handicraft, Textiles and Jewellery sector as mentioned by ED, ITPO.
- 4.6.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.6.5 Specific targeted benefit after completion of the project is to project India's strength and capabilities in diversified sectors in a befitting manner. To promote Indian companies to explore business opportunities in the neighbouring countries also who need capital as well technologies for development.
- 4.6.6 Not recommended by any Territorial/Commodity Division, DOC.
- 4.6.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹ 57.60 lakhs under para 7.1.2 of the MAI guidelines.
- 4.6.8 The proposal was not approved by EC.

Item No. 7: Proposal of ITPO for organizing India Pavilion at Saudi Agro Food, Riyadh, Saudi Arabia during 11-14 November 2012.

- 4.7.1 The total estimated cost of the project for 2012-13 is ₹113.70 lakhs.
- 4.7.2 The total MAI assistance sought for 2012-13 is ₹71.45 lakhs.
- 4.7.3 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion at Saudi Agro Food, Riyadh, Saudi Arabia during 11-14 November 2012 in about 500sqm area, business seminars and B2B meetings. Focus product food processing industry. The number of Indian participants in the event would be 30, as mentioned by ED, ITPO.
- 4.7.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.7.5 Specific targeted benefit after completion of the project is to promote India as a destination for investments in food processing sector, to promote exports of food products from India, to understand expectation and requirements of global importers and to create an awareness of Indian cuisines and gain acceptance worldwide.
- 4.7.6 FT(WANA) Division, Doc has recommend the proposal.
- 4.7.7 SC was informed by FT (WANA) Division, DOC that there is also a request from Indian Ambassador for organizing a mini India Show in Saudi Arabia during September.

- 4.7.8 SC recommended the proposal for consideration of the EC with MAI assistance of ₹70.65 lakhs under para 7.1.2 of the MAI guidelines.
- 4.7.9 EC approved the proposal with MAI assistance of ₹70.65 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 8: Proposal of ITPO for organizing India Pavilion at Sial Food Fair, Paris, France during 21-25 October 2012.

- 4.8.1 The total estimated cost of the project for 2012-13 is ₹349.50 lakhs.
- 4.8.2 The total MAI assistance sought for 2012-13 is ₹137.80 lakhs.
- 4.8.3 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion at Sial Food Fair, Paris, France during 21-25 October 2012 in about 1500sqm area, organize business seminars and B2B meetings. Focus product food processing industry. The number of Indian participants in the event would be 85, as mentioned by ED, ITPO.
- 4.8.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.8.5 Specific targeted benefit after completion of the project is the objective of the event is to project India's capabilities in food industry and promote India as a destination for investments in food processing sector.
- 4.8.6 FT(Europe) Division, DOC has recommended the proposal.
- 4.8.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹137.80 lakhs under para 7.1.2 of the MAI guidelines.
- 4.8.8 The proposal was deferred by EC.

Item No. 9: Proposal of ITPO for organizing India Pavilion at AAPEX Show Las Vegas, USA during November 2012.

- 4.9.1 The total estimated cost of the project for 2012-13 is ₹122.50 lakhs.
- 4.9.2 The total MAI assistance sought for 2012-13 is ₹76.95 lakhs.
- 4.9.3 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion at AAPEX Show Las Vegas, USA during November 2012 in 300 sq.m area with 30, companies, organize business seminars and B2B meetings. Focus product Engineering sector.
- 4.9.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.9.5 Specific targeted benefit after completion of the project is to promote India's strengths and capabilities of Indian auto component industry in a befitting manner. Promote India as a destination for investments in auto industry and to understand latest technological developments taking in the auto market.
- 4.9.6 FT(NAFTA) Division, DOC has recommended the proposal.

- 4.9.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹71.50 lakhs under para 7.1.2 of the MAI guidelines.
- 4.9.8 The proposal was deferred by EC.

Item No. 10: Proposal of ITPO for organizing India Pavilion at Medica-International Trade Fair for Medical Technology, Dusseldorf, Germany during 14-17 November 2012.

- 4.10.1 The total estimated cost of the project for 2012-13 is ₹147.20 lakhs.
- 4.10.2 The total MAI assistance sought for 2012-13 is ₹92.15 lakhs.
- 4.10.3 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion, business seminars and B2B meeting at Medica-International Trade Fair for Medical Technology, Dusseldorf, Germany during 14-17 November 2012 in about 400 sq.m area, The number of Indian participants in the event would be 35, as mentioned by ED, ITPO. Focus product Hospital Supplies and Disposables.
- 4.10.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.10.5 Specific targeted benefit after completion of the project is to promote strengths and capabilities of Indian hospital supplies, to make Indian industry aware of latest technological developments taking place in medical supplies industry.
- 4.10.6 FT(Europe) Division, DOC has recommended the proposal.
- 4.10.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹92.15 lakhs under para 7.1.2 of the MAI guidelines.
- 4.10.8 The proposal was deferred by EC.

Item No. 11: Proposal of ITPO for organizing India Pavilion at Af-I-Artigiano-International handicrafts Fair at Milan, Italy during December 2012.

- 4.11.1 The total estimated cost of the project for 2012-13 is ₹267.10 lakhs.
- 4.11.2 The total MAI assistance sought for 2012-13 is ₹104.45 lakhs.
- 4.11.3 The proposed activities to be undertaken under the project is to organize a state of the art India Pavilion at Af-I-Artigiano-International handicrafts Fair at Milan, Italy during December 2012 in about 1200 sqm area, business seminars and B2B meetings. Focus product Handicrafts. The number of Indian participants in the event would be 110, as mentioned by ED, ITPO.
- 4.11.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.11.5 Specific targeted benefit after completion of the project is to promote India as a global outsourcing hub for handicrafts and giftware, to understand expectation and requirements of global importers.

- 4.11.6 FT(Europe) Division, DOC has recommended the proposal.
- 4.11.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹104.45 lakhs under para 7.1.2 of the MAI guidelines.
- 4.11.8 EC approved the proposal with MAI assistance of ₹104.45 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 12: Proposal of G&J EPC for organizing Indian participation in Hong Kong Gem & Jewellery Fair 2012 from 19-25 September 2012.

- 4.12.1 The total estimated cost of the project for 2012-13 is ₹380.00 lakhs.
- 4.12.2 The total MAI assistance sought for 2012-13 is ₹247.00 lakhs.
- 4.12.3 The proposed activities to be undertaken under the project is to organize Indian participation in Hong Kong Gem & Jewellery Fair 2012 from 19-25 September 2012. The Council is planning to take 1266 sqm for all the 3 sections i.e. gemstones, loose diamonds and finished jewellery. The number of Indian participants in the event would be 90 as mentioned by ED, G&J EPC.
- 4.12.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.12.5 Specific targeted benefit after completion of the project is to tap trade buyers from all over the world market. To target the Chinese market, as China's per capita disposable income rises, jewellery, after real estates and automobiles, has emerged as the third hottest item of consumption in recent times, to promote India as a preferred source for loose stones and finished jewellery, to promote IJS, IJS Signature, Mumbai amongst the visitors from the world.
- 4.12.6 EP (G&J) Division, DOC has recommended the proposal.
- 4.12.7 SC recommended the proposal for consideration of EC with the assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines.
- 4.12.8 EC approved the proposal with the assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 13: Proposal of G&J EPC for organizing Indian participation in Hong Kong Gem & Jewellery Fair 2013 during March 2013.

- 4.13.1 The total estimated cost of the project for 2012-13 is ₹258.00 lakhs.
- 4.13.2 The total MAI assistance sought for 2012-13 is ₹167.70 lakhs.
- 4.13.3 The proposed activities to be undertaken under the project is to organize Hong Kong Gem & Jewellery Fair 2013 during March 2013. The Council is planning to take more than 850sqm with approx 70 Indian exhibitors.
- 4.13.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.13.5 Specific targeted benefit after completion of the project is to tap trade buyers from all over the world market. To target the Chinese market, as China's per capita disposable income rises, jewellery, after real estates and automobiles, has emerged as the third hottest item of consumption in recent times. To promote India as a preferred source for loose stones and finished jewellery. To promote IIJS, IIJS Signature Mumbai amongst the visitors from the world.
- 4.13.6 EP (G&J) Division, DOC has recommended the proposal.
- 4.13.7 SC recommended the proposal for consideration of EC with the assistance of ₹110.00 lakhs under para 7.1.2 of the MAI guidelines.
- 4.13.8 EC approved the proposal with the assistance of ₹110.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 14: Proposal of G&J EPC for organizing Indian participation in Jewellery Arabia 2012 during November 2012 in Bahrain.

- 4.14.1 The total estimated cost of the project for 2012-13 is ₹258.00 lakhs.
- 4.14.2 The total MAI assistance sought for 2012-13 is ₹167.70 lakhs.
- 4.14.3 The proposed activities to be undertaken under the project is to organize Jewellery Arabia 2012 during November 2012. The Council is planning to take more than 700 sqm with approx 70 Exhibitors.
- 4.14.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.14.5 Specific targeted benefit after completion of the project is to benefit from this B2C show where sale is permitted during the show, the end users visiting the show and buy jewellery on spot and consistently attracts over 600 exhibitors from 30 nations whose exhibits range from incredible finished jewellery to luxury time pieces, to precious stones of every size, shape and cut.
- 4.14.6 EP (G&J) Division, DOC has recommended the proposal.
- 4.14.7 SC recommended the proposal for consideration of EC with the assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines.
- 4.14.8 EC approved the proposal with the assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 15: Proposal of G&J EPC for Organizing IIJS Signature 2013 at Mumbai during February 2013.

- 4.15.1 The total estimated cost of the project for 2012-13 is ₹503.10 lakhs.
- 4.15.2 The total MAI assistance sought for 2012-13 is ₹334.71 lakhs.
- 4.15.3 The proposed activities to be undertaken under the project is to organize IIJS Signature 2013 at Mumbai during February 2013. The number of Indian participants

(exporters) in the event would be 400 alongwith 1000 foreign visitors, as mentioned by ED, G&J EPC.

- 4.15.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.15.5 Specific targeted benefit after completion of the project is to showcase India's ability to produce quality gems & jewellery that will match the lifestyle trends world over. Council is also restructuring its strategies to make IIJS more prominent in the diary of the International buyers / visitors.
- 4.15.6 EP (G&J) Division, DOC has recommended the proposal.
- 4.15.7 SC recommended the proposal for consideration of EC with the assistance of ₹160.00 lakhs under para 7.1.8 of the MAI guidelines.
- 4.15.8 EC approved the proposal with the assistance of ₹160.00 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 16: Proposal of G&J EPC for Organizing India International Jewellery Week (IIJW), Mumbai 2012 from 15-18 August 2012.

- 4.16.1 The total estimated cost of the project for 2012-13 is ₹715.00 lakhs.
- 4.16.2 The total MAI assistance sought for 2012-13 is ₹470.00 lakhs.
- 4.16.3 The proposed activities to be undertaken under the project is to organize India International Jewellery Week (IIJW), Mumbai 2012 from 15-18 August 2012. The number of Indian participants (exporters) in the event would be 32 alongwith 100 foreign visitors, as mentioned by ED, G&J EPC.
- 4.16.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.16.5 Specific targeted benefit after completion of the project is to establish India's leadership position in designer value added / high-end jewellery segment by giving strong platform to Indian designers to showcase their collection to the global audience, thereby creating a niche for Indian Gem & Jewellery in Global Market.
- 4.16.6 EP (G&J) Division, DOC has recommended the proposal.
- 4.16.7 SC recommended the proposal for consideration of EC with the assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines.
- 4.16.8 EC approved the proposal with the assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 17: Proposal of G&J EPC for Organizing Indo-Russia Buyer seller Meet at Mumbai during June 2012.

- 4.17.1 The total estimated cost of the project for 2012-13 is ₹75.00 lakhs.
- 4.17.2 The total MAI assistance sought for 2012-13 is ₹54.00 lakhs.

- 4.17.3 The proposed activities to be undertaken under the project is to organize Indo-Russia Buyer seller Meet at Mumbai during June 2012. The number of Indian participants (exporters) in the event would be 30 alongwith 30 foreign visitors, as mentioned by ED, G&J EPC.
- 4.17.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.17.5 Specific targeted benefit after completion of the project is to infuse direct demand for Indian jewellery in the Russian /CIS markets. It has been found that Indian jewellery manufacturers were reasonably successful in creating interest for their products amongst the top Russian companies who had attended the 1st Indo-Russia Jewellery Summit. To further strengthen this effort amongst the leading importers council feels it is a great opportunity to organize the 2nd edition of the summit.
- 4.17.6 EP (G&J) Division, DOC has recommended the proposal.
- 4.17.7 SC recommended the proposal for consideration of EC with the assistance of ₹40.00 lakhs under para 7.1.8 of the MAI guidelines.
- 4.17.8 EC approved the proposal with the assistance of ₹40.00 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 18: Proposal of EEPC for organizing India pavilion in SIMTOS 2012 at Kintex, Korea during 17-22 April 2012.

- 4.18.1 The total estimated cost of the project for 2012-13 is ₹46.00 lakhs.
- 4.18.2 The total MAI assistance sought for 2012-13 is ₹28.60 lakhs.
- 4.18.3 The proposed activities to be undertaken under the project is to organize India pavilion in SIMTOS 2012 at Kintex, Korea during 17-22 April 2012. EEPC is planning to participate in the event with 10 Indian participants.
- 4.18.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.18.5 Specific targeted benefit after completion of the project is SIMTOS is recognized as a renowned exhibition for machine tools. In the year 2010 around 70,500 visitors were in attendance with 459 exhibitors from 27 nations.
- 4.18.6 EP(Engg) Division, DoC has recommended the proposal.
- 4.18.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 30 Indian participants with revised project cost of ₹ 46.00 lakhs and seeking assistance of ₹ 28.60 lakhs under MAI.
- 4.18.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹28.60 Lakhs under para 7.1.2 of the MAI guidelines (as requested by EEPC in revised proposal) subject to EEPC ensuring participation of 30 Indian participants.
- 4.18.9 EC approved the proposal with MAI assistance of ₹28.60 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 30 Indian participants.

Item No. 19: Proposal of EEPC for organizing India pavilion in Hannover Fair, Germany during 23-27 April 2012.

- 4.19.1 The total estimated cost of the project for 2012-13 is ₹210.00 lakhs.
- 4.19.2 The total MAI assistance sought for 2012-13 is ₹133.25 lakhs.
- 4.19.3 The proposed activities to be undertaken under the project is to organize India pavilion in Hannover Fair, Germany during 23-27 April 2012. EEPC is planning to participate in the event with 45 Indian participants.
- 4.19.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.19.5 Specific targeted benefit after completion of the project is organizing India pavilion in 2012 will help a long way in organizing India show in the 2013 edition.
- 4.19.6 EP(Engg) Division, DoC has recommended the proposal.
- 4.19.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹133.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian participants.
- 4.19.8 EC approved the proposal with MAI assistance of ₹133.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian participants.

Item No. 20: Proposal of EEPC for organizing India pavilion in Project Qatar 2012, Doha, Qatar during 6-8 November 2012.

- 4.20.1 The total estimated cost of the project for 2012-13 is ₹53.00 lakhs.
- 4.20.2 The total MAI assistance sought for 2012-13 is ₹32.89 lakhs.
- 4.20.3 The proposed activities to be undertaken under the project is to organize India pavilion in Project Qatar 2012, Doha, Qatar during 6-8 November 2012. EEPC is planning to participate in the event with 20 Indian participants.
- 4.20.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.20.5 Specific targeted benefit after completion of the project is to provide exciting platform for leading international construction industry firms and investors offering top class exposure to premier regional agents, dealers, buyers and distributors.
- 4.20.6 EP(Engg) Division, DoC has recommended the proposal.
- 4.20.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹32.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian participants.
- 4.20.8 EC approved the proposal with MAI assistance of ₹32.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian participants.

Item No. 21: Proposal of EEPC for organizing India pavilion in Automechanika Middle East 2012, Dubai, UAE during 22-24 May 2012.

- 4.21.1 The total estimated cost of the project for 2012-13 is ₹129.50 lakhs.

4.21.2 The total MAI assistance sought for 2012-13 is ₹81.25 lakhs.

4.21.3 The proposed activities to be undertaken under the project is to organize India pavilion in Automechanika Middle East 2012, Dubai, UAE during 22-24 May 2012. EEPC is planning to participate in the event with 40 Indian participants.

4.21.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.21.5 Specific targeted benefit after completion of the project is to enhance Indian Engineering exports by participating in the event at Dubai which is the third most important re-export centre in the world after Hong Kong and Singapore considering import/re-import ratio,.

4.21.6 EP(Engg) Division, DoC has recommended the proposal.

4.21.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 50 Indian exporters with revised project cost of ₹ 129.50 lakhs and seeking assistance of ₹ 81.25 lakhs under MAI.

4.21.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹77.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian participants.

4.21.9 EC approved the proposal with MAI assistance of ₹77.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian participants.

Item No. 22: Proposal of EEPC for organizing India pavilion in China Cycle Show 2012, Shanghai, China during 26-29 April 2012.

4.22.1 The total estimated cost of the project for 2012-13 is ₹23.80 lakhs.

4.22.2 The total MAI assistance sought for 2012-13 is ₹14.30 lakhs.

4.22.3 The proposed activities to be undertaken under the project is to organize India pavilion in China Cycle Show 2012, Shanghai, China during 26-29 April 2012. EEPC is planning to participate in the event with 15 Indian participants.

4.22.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.22.5 Specific targeted benefit after completion of the project is to provide good opportunity for Indian exporters to showcase their products and capabilities and enhance their business prospects in the time of global slowdown.

4.22.6 EP(Engg) Division, DoC has recommended the proposal.

4.22.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹14.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian participants.

4.22.8 The proposal was not approved by EC.

Item No. 23: Proposal of EEPC for organizing India pavilion in ITMA Asia + CITME 2012, at Shanghai, China during 12-16 June 2012.

4.23.1 The total estimated cost of the project for 2012-13 is ₹64.50 lakhs.

- 4.23.2 The total MAI assistance sought for 2012-13 is ₹40.62 lakhs.
- 4.23.3 The proposed activities to be undertaken under the project is to organize India pavilion in ITMA Asia + CITME 2012, at Shanghai, China during 12-16 June 2012. EEPC is planning to participate in the event with 10 Indian participants.
- 4.23.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.23.5 Specific targeted benefit after completion of the project is to provide good opportunity for Indian exporters to showcase their products and capabilities and enhance their business prospects in the time of global slowdown.
- 4.23.6 EP(Engg) Division, DoC has recommended the proposal.
- 4.23.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 20 Indian exporters with revised project cost of ₹ 64.50 lakhs and seeking assistance of ₹ 40.62 lakhs under MAI.
- 4.23.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian participants.
- 4.23.9 The proposal was not approved by EC.

Item No. 24: Proposal of EEPC for organizing India pavilion in AICHEMA 2012 at Frankfurt, Germany during 18-22 June 2012.

- 4.24.1 The total estimated cost of the project for 2012-13 is ₹289.50 lakhs.
- 4.24.2 The total MAI assistance sought for 2012-13 is ₹185.25 lakhs.
- 4.24.3 The proposed activities to be undertaken under the project is to organize India pavilion in AICHEMA 2012 at Frankfurt, Germany during 18.22 June 2012. EEPC is planning to participate in the event with 35 Indian participants.
- 4.24.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.24.5 Specific targeted benefit after completion of the project is to provide good opportunity for Indian exporters to showcase their products and capabilities and enhance their business prospects in the time of global slowdown.
- 4.24.6 EP(Engg) Division, DoC has recommended the proposal.
- 4.24.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 40 Indian exporters with revised project cost of ₹ 289.50 lakhs and seeking assistance of ₹ 185.25 lakhs under MAI.
- 4.24.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹185.25 Lakhs under para 7.1.2 of the MAI guidelines (as request by EEPC in revised proposal) subject to EEPC ensuring participation of 40 Indian participants.

4.24.9 EC approved the proposal with MAI assistance of ₹185.25 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 40 Indian participants.

Item No. 25: Proposal of EEPC for organizing India pavilion at Automechanika 2012, Frankfurt, Germany during 11-16 September 2012.

4.25.1 The total estimated cost of the project for 2012-13 is ₹226.90 lakhs.

4.25.2 The total MAI assistance sought for 2012-13 is ₹144.56 lakhs.

4.25.3 The proposed activities to be undertaken under the project is to organize India pavilion at Automechanika 2012, Frankfurt, Germany during 11-16 September 2012. EEPC is planning to participate in the event with 50 Indian participants.

4.25.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.25.5 Specific targeted benefit after completion of the project is to provide good opportunity for Indian exporters to showcase their products and capabilities and enhance their business prospects in the time of global slowdown.

4.25.6 EP(Engg) Division, DoC has recommended the proposal.

4.25.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹144.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian participants.

4.25.8 EC approved the proposal with MAI assistance of ₹144.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian participants.

Item No. 26: Proposal of EEPC for organizing India pavilion at MEDICA 2012 at Dusseldorf, Germany during 14-17 November 2012.

4.26.1 The total estimated cost of the project for 2012-13 is ₹73.00 lakhs.

4.26.2 The total MAI assistance sought for 2012-13 is ₹46.15 lakhs.

4.26.3 The proposed activities to be undertaken under the project is to organize India pavilion at MEDICA 2012 at Dusseldorf, Germany during 14-17 November 2012. EEPC is planning to participate in the event with 10 Indian participants.

4.26.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.26.5 Specific targeted benefit after completion of the project is to provide good opportunity for Indian exporters to showcase their products and capabilities and enhance their business prospects in the time of global slowdown.

4.26.6 EP(Engg) Division, DoC has recommended the proposal.

4.26.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 20 Indian exporters with revised project cost of ₹ 73.00 lakhs and seeking assistance of ₹ 46.15 lakhs under MAI.

4.26.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian participants.

4.26.9 EC directed that the proposal be examined on file.

Item No. 27: Proposal of EEPC for organizing India pavilion at the Big5 2012 at Dubai, UAE during November 2012.

4.27.1 The total estimated cost of the project for 2012-13 is ₹83.50 lakhs.

4.27.2 The total MAI assistance sought for 2012-13 is ₹52.00 lakhs.

4.27.3 The proposed activities to be undertaken under the project is to organize India pavilion at the Big5 2012 at Dubai, UAE during November 2012. EEPC is planning to participate in the event with 25 Indian participants. The exact date of the event has not been mentioned by the Council.

4.27.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.27.5 Specific targeted benefit after completion of the project is to provide the exhibitors with the opportunity to conduct serious business with their counterparts.

4.27.6 EP(Engg) Division, DoC has recommended the proposal.

4.27.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹52.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 25 Indian participants.

4.27.8 EC approved the proposal with MAI assistance of ₹52.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 25 Indian participants.

Item No. 28: Proposal of EEPC for organizing India pavilion at Middle East Electricity 2013, Dubai, UAE during February 2013.

4.28.1 The total estimated cost of the project for 2012-13 is ₹73.80 lakhs.

4.28.2 The total MAI assistance sought for 2012-13 is ₹46.80 lakhs.

4.28.3 The proposed activities to be undertaken under the project is to organize India pavilion at Middle East Electricity 2013, Dubai, UAE during February 2013. EEPC is planning to participate in the event with 10 Indian participants. The exact date of the event has not been mentioned by the Council.

4.28.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.28.5 Specific targeted benefit after completion of the project is to provide the exhibitors with the opportunity to conduct serious business with their counterparts.

4.28.6 EP(Engg) Division, DoC has recommended the proposal.

4.28.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 20 Indian exporters with revised project cost of ₹ 73.80 lakhs and seeking assistance of ₹ 46.80 lakhs under MAI.

4.28.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian participants.

4.28.9 The proposal was deferred by EC.

Item No. 29: Proposal of EEPC for organizing India pavilion in EuroMold 2012, Frankfurt, Germany during November / December 2012.

4.29.1 The total estimated cost of the project for 2012-13 is ₹39.50 lakhs.

4.29.2 The total MAI assistance sought for 2012-13 is ₹24.37 lakhs.

4.29.3 The proposed activities to be undertaken under the project is to organize India pavilion in EuroMold 2012, Frankfurt, Germany during November / December 2012. EEPC is planning to participate in the event with 10 Indian participants. The exact date of the event has not been mentioned by the Council.

4.29.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.29.5 Specific targeted benefit after completion of the project is to provide the exhibitors with the opportunity to conduct serious business with their counterparts.

4.29.6 EP(Engg) Division, DoC has recommended the proposal.

4.29.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 15 Indian exporters with revised project cost of ₹ 39.50 lakhs and seeking assistance of ₹ 24.37 lakhs under MAI.

4.29.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹24.37 Lakhs under para 7.1.2 of the MAI guidelines (as requested by EEPC in their revised proposal) subject to EEPC ensuring participation of 15 Indian participants.

4.29.9 The proposal was deferred by EC.

Item No. 30: Proposal of TEXPROCIL for organizing National level participation in Texworld Paris Fair at Paris, France during 17-20 April 2012.

4.30.1 The total estimated cost of the project for 2012-13 is ₹268.20 lakhs.

4.30.2 The total MAI assistance sought for 2012-13 is ₹174.33 lakhs.

4.30.3 The proposed activities to be undertaken under the project is to organize National level participation in Texworld Paris Fair at Paris, France during 17-20 April 2012. The Council is planning to participate in the event with 40 participants from all textiles related councils.

4.30.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.30.5 Specific targeted benefit after completion of the project is to expect to help export from India to European Region increase from US\$ 7.6 Billion to US\$ 10 Billion in the next three years.

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

4.30.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹141.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEXPROCIL ensuring participation of 40 Indian exporters.

4.30.8 EC approved the proposal with MAI assistance of ₹141.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEXPROCIL ensuring participation of 40 Indian exporters.

Item No. 31: Proposal of TEXPROCIL for organizing National level participation in Textileprom, Russia during September 2012.

4.31.1 The total estimated cost of the project for 2012-13 is ₹231.75 lakhs.

4.31.2 The total MAI assistance sought for 2012-13 is ₹150.63 lakhs.

4.31.3 The proposed activities to be undertaken under the project is to organize National level participation in Textileprom, Russia during September 2012. The Council is planning to participate in the event with 50 participants from all textiles related councils. The exact date has not been mentioned by Council.

4.31.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.31.5 Specific targeted benefit after completion of the project is to substantially increase exports from India to East European Region and CIS.

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

4.31.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹116.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEXPROCIL ensuring participation of 50 Indian exporters.

4.31.8 EC deferred consideration of the proposal on request of JS (Export Promotion), M/o Textiles.

Item No. 32: Proposal of AEPC for organizing India International Garment Fair & RBSM and publicity campaign at Pragati Maidan, New Delhi during 17-19 July 2012.

4.32.1 The total estimated cost of the project for 2012-13 is ₹665.49 lakhs.

4.32.2 The total MAI assistance sought for 2012-13 is ₹308.40 lakhs.

4.32.3 The proposed activities to be undertaken under the project is to organize India International Garment Fair & RBSM and publicity campaign at Pragati Maidan, New Delhi during 17-19 July 2012. The Council is planning to invite 115 buyers (30 from American Continent and 85 from other region). Number of Indian exhibitors / participants not mentioned.

4.32.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.

4.32.5 Specific targeted benefit after completion of the project is to promote SSI units as exhibitors of the India International Garment Fair is mainly from the small and medium sectors.

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

4.32.7 SC was informed by ED, AEPC that the focus sectors would be RMG and RMG accessories. SC directed that the list of buyers may be submitted by AEPC.

4.32.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹295.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 314 Indian exporters and 115 foreign buyers.

4.32.9 EC approved the proposal with MAI assistance of ₹295.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 314 Indian exporters and 115 foreign buyers.

Item No. 33: Proposal of AEPC for organizing Mega Apparel show at Tokyo in Japan during July 2012.

4.33.1 The total estimated cost of the project for 2012-13 is ₹504.95 lakhs.

4.33.2 The total MAI assistance sought for 2012-13 is ₹454.45 lakhs.

4.33.3 The proposed activities to be undertaken under the project is to organize Mega Apparel show at Tokyo in Japan during July 2012. The exact date of the event is not mentioned by Council. AEPC, SRTEPC, TEXPROCIL will be showcasing India Garments and Accessories, Scarves is a very item of accessories, ladies men's children and infant wear etc with 90 participants.

4.33.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.33.5 Specific targeted benefit after completion of the project is additional exports in textiles and RMG sector, estimated 25% growth in the year 2012-13.

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

4.33.7 SC directed that the number of Indian exhibitors have to be increased in view of our CEPA with Japan and a revised proposal may be submitted by AEPC. AEPC submitted a revised proposal envisaging participation of 100 Indian exporters with revised project cost of ₹ 504.95 lakhs and seeking assistance of ₹ 454.45 lakhs under MAI.

4.33.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹310 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 100 Indian exporters including members of Wooltexpro EPC.

4.33.9 EC approved the proposal with MAI assistance of ₹310 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 100 Indian exporters including members of Wooltexpro EPC.

Item No. 34: Proposal of AEPC for organizing Mega Apparel show at Las Vegas Magic Fair in USA during August 2012 & February 2013.

4.34.1 The total estimated cost of the project for 2012-13 is ₹412.52 lakhs.

4.34.2 The total MAI assistance sought for 2012-13 is ₹268.13 lakhs.

4.34.3 The proposed activities to be undertaken under the project is to organize Mega Apparel show at Las Vegas Magic Fair in USA during August & February 2012. The exact date is not mentioned by Council. The Council is planning to participate with 35 exhibitors (50 booths) for each activity.

4.34.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.34.5 Specific targeted benefit after completion of the project is to increase in expected order that will be booked / growth in each of the forthcoming fairs by at least 20%.

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

4.34.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by AEPC. AEPC submitted a revised proposal envisaging participation of 45 Indian exporters with revised project cost of ₹ 412.52 lakhs and seeking assistance of ₹ 268.13 lakhs under MAI for the two events.

4.34.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹225.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 45 Indian exporters in each of the two events.

4.34.9 The proposal was deferred by EC.

Item No. 35: Proposal of AEPC for organizing RBSM in India Market Week at Apparel Mart in Gurgaon during April, September and November 2012.

4.35.1 The total estimated cost of the project for 2012-13 is ₹64.50 lakhs.

4.35.2 The total MAI assistance sought for 2012-13 is ₹60.30 lakhs.

4.35.3 The proposed activities to be undertaken under the project is to organize RBSM in India Market Week at Apparel Mart in Gurgaon during April, September and November 2012. The exact date is not mentioned by Council. The Council is planning to invite 20 buyers each (10 from American Continent and 10 from other region) for three India market weeks during April, September and November 2012.

4.35.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.

4.35.5 Specific targeted benefit after completion of the project is to book orders worth one crore in the three India market weeks.

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

4.35.7 SC directed AEPC that they should invite buyers from the three regions of LAC, Africa and ASEAN + Korea and submit the list of the foreign buyers.

4.35.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 100 Indian exporters and 20 foreign buyers for each of the three editions (total 300 Indian exporters and 60 foreign buyers).

4.35.9 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 100 Indian exporters and 20 foreign buyers for each of the three editions (total 300 Indian exporters and 60 foreign buyers).

Item No. 36: Proposal of AEPC for organizing BSM at Barcelona & Madrid in Spain during September 2012.

4.36.1 The total estimated cost of the project for 2012-13 is ₹150.25 lakhs.

4.36.2 The total MAI assistance sought for 2012-13 is ₹97.66 lakhs.

4.36.3 The proposed activities to be undertaken under the project is to organize BSM at Barcelona & Madrid in Spain during September 2012. The Council is planning to participate with 35 exhibitors for this event. The exact date is not mentioned by Council.

4.36.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.36.5 Specific targeted benefit after completion of the project is to increase by at least 15% in expected orders that will be booked in each of the forthcoming BSM.

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

4.36.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 35 Indian exporters.

4.36.8 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 35 Indian exporters.

Item No. 37: Proposal of AEPC for organizing Fashion Forecast Seminar during March 2013.

4.37.1 The total estimated cost of the project for 2012-13 is ₹50.00 lakhs.

4.37.2 The total MAI assistance sought for 2012-13 is ₹32.50 lakhs.

4.37.3 The proposed activities to be undertaken under the project is to organize Fashion Forecast Seminar during March 2013. The Council is organizing Fashion Forecast Seminar during March 2013 in Jaipur, Mumbai, Ludhiana, Bangalore, Tirupur, Chennai, Kolkata and Apparel House, Gurgaon. The exact date is not mentioned by Council.

4.37.4 The above activity (holding seminars etc. on Fashion forecasting) is not directly covered under MAI guidelines. However, assistance was approved under para 7.1.6 of the MAI guidelines in the previous year.

4.37.5 Specific targeted benefit after completion of the project is to identify and develop new markets and information pertaining to colour forecast, Design trends, fabric design etc for spring summer 2013. Providing professional training on fashion forecast for the entire Apparel industry. Fashion merchandiser and fashion designer from Export houses get more information about the new market and design colour forecasting.

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

4.37.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.6 of the MAI guidelines.

4.37.8 EC deferred consideration of the proposal.

Item No. 38: Proposal of AEPC for organizing India clothing and Textiles Trade Show in Cape Town and Johannesburg, South Africa during 23-28 February 2013.

4.38.1 The total estimated cost of the project for 2012-13 is ₹377.86 lakhs.

4.38.2 The total MAI assistance sought for 2012-13 is ₹245.60 lakhs.

4.38.3 The proposed activities to be undertaken under the project is to organize India clothing and Textiles Trade Show in Cape Town and Johannesburg, South Africa during 23-28 February 2012. AEPC, SRTEPC, TEXPROCIL will be participating in the BSM with total 50 participants.

4.38.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.38.5 Specific targeted benefit after completion of the project is to increase the order that would be booked in the forthcoming BSM in South Africa, by at least 25%.

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

4.38.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by AEPC. AEPC submitted a revised proposal envisaging participation of 70 Indian exporters with revised project cost of ₹ 377.86 lakhs and seeking assistance of ₹ 245.60 lakhs under MAI for the event.

4.38.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹160.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 70 Indian exporters.

4.38.9 EC approved the proposal with MAI assistance of ₹160.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 70 Indian exporters.

Item No. 39: Proposal of AEPC for organizing Hong Kong Fashion Week, Hong Kong during January 2013.

4.39.1 The total estimated cost of the project for 2012-13 is ₹184.23 lakhs.

4.39.2 The total MAI assistance sought for 2012-13 is ₹119.74 lakhs.

4.39.3 The proposed activities to be undertaken under the project is to organize Hong Kong Fashion Week, Hong Kong during January 2013. The Council is planning to participate with 70 Indian exporters in the event. The exact date is not mentioned by Council.

4.39.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.39.5 Specific targeted benefit after completion of the project is to increase by at least 25% in expected order that will be booked in the forthcoming fair.

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

4.39.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹117.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 70 Indian exporters.

4.39.8 EC approved the proposal with MAI assistance of ₹117.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 70 Indian exporters.

Item No. 40: Proposal of HEPC for organizing National level participation in Heimtextil 2013 at Frankfurt, Germany during January 2013.

4.40.1 The total estimated cost of the project for 2012-13 is ₹411.28 lakhs.

4.40.2 The total MAI assistance sought for 2012-13 is ₹288.92 lakhs.

4.40.3 The proposed activities to be undertaken under the project is to organize National level participation in Heimtextil 2013 at Frankfurt, Germany during January 2013. The Council is planning to participate in the event with 50-60 participants. The exact date has not been mentioned by Council.

4.40.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.40.5 Specific targeted benefit after completion of the project is to provide more opportunity to tap the market potential, increase in market penetration, increase in export turnover of Indian exporters thereby achieving the prescribed export target.

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

4.40.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 60 Indian exporters.

4.40.8 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 60 Indian exporters.

Item No. 41: Proposal of HEPC for organizing India International Handwoven Fair (RBSM) at Chennai during March 2013.

4.41.1 The total estimated cost of the project for 2012-13 is ₹315.75 lakhs.

4.41.2 The total MAI assistance sought for 2012-13 is ₹244.17 lakhs.

4.41.3 The proposed activities to be undertaken under the project is to organize India International Handwoven Fair (RBSM) at Chennai during March 2013. The Council is planning to invite 100 foreign buyers. The number of Indian exhibitors participating in the event has not been mentioned. The exact date has also not been mentioned by Council.

4.41.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.

4.41.5 Specific targeted benefit after completion of the project is to explore possibilities of joint venture in production and marketing with Indian suppliers thereby enhancing competitiveness and establishing long term business relationships.

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

4.41.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹179.00 Lakhs under para 7.1.8 of the MAI guidelines subject to HEPC ensuring participation of 200 Indian exporters and 100 foreign buyers.

4.41.8 EC approved the proposal with MAI assistance of ₹179.00 Lakhs under para 7.1.8 of the MAI guidelines subject to HEPC ensuring participation of 200 Indian exporters and 100 foreign buyers.

Item No. 42: Proposal of HEPC for organizing National level participation in Hong Kong International Hometextile Fair at Hong Kong during April 2012.

4.42.1 The total estimated cost of the project for 2012-13 is ₹166.56 lakhs.

4.42.2 The total MAI assistance sought for 2012-13 is ₹113.70 lakhs.

4.42.3 The proposed activities to be undertaken under the project is to organize National level participation in Hong Kong International Hometextile Fair at Hong Kong during April 2012. The Council is planning to participate in the event with 45 participants. The exact date has not been mentioned by Council.

4.42.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.42.5 Specific targeted benefit after completion of the project is to provide more opportunity to tap the market potential, increase in market penetration, increase in export turnover thereby achieving the prescribed export target.

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

4.42.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 50 Indian exporters.

4.42.8 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 50 Indian exporters.

Item No. 43: Proposal of CLE for organizing two BSMs for leather garments, leather goods and accessories in New York, USA during October 2012 and Los Angeles February 2013.

4.43.1 The total estimated cost of the project for 2012-13 is ₹126.00 lakhs.

4.43.2 The total MAI assistance sought for 2012-13 is ₹113.40 lakhs.

4.43.3 The proposed activities to be undertaken under the project is to organize two BSMs for leather garments and leather goods and accessories in New York, USA during October 2012 and February 2013. Exact date of the event is not mentioned by Council. The Council is planning to participate in the event with 30-35 participants for each BSM.

4.43.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

- 4.43.5 Specific targeted benefit after completion of the project is to project India's export of leather garments and leather goods and accessories to USA to touch US\$ 300 million by 2016-17, with an expected CAGR growth of 11.25%.
- 4.43.6 EP(LSG) Division, DoC has recommended the proposal.
- 4.43.7 SC was informed by ED, CLE that they now propose to hold the two events at different places in USA. While the October 2012 event would be held in New York the February 2013 event is now proposed to be held in Los Angeles.
- 4.43.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹89.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exporters in each event.
- 4.43.9 Chairman observed that Indian leather sector exports to USA is inadequate considering the potential of the US market and directed JS(AW) of EP(LSG) Division, DoC to look into the issue for remedial measures.
- 4.43.10 EC approved the proposal with MAI assistance of ₹89.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exporters in each event.

Item No. 44: Proposal of CLE for organizing participation in MIPEL fair, Italy during September 2012 and March 2013.

- 4.44.1 The total estimated cost of the project for 2012-13 is ₹264.22 lakhs.
- 4.44.2 The total MAI assistance sought for 2012-13 is ₹237.80 lakhs.
- 4.44.3 The proposed activities to be undertaken under the project is to organize participation in MIPEL fair, Italy during September 2012 and March 2013. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 30 participants for each edition.
- 4.44.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.44.5 Specific targeted benefit after completion of the project is to increase India's export of leather garments, leather goods and accessories to Italy which is growing at a CAGR of 21.67% (from US\$ 46.33 million in 2005-06 to US\$ 44.78 million in 2010-11) upto US\$ 120 million by 2016-17.
- 4.44.6 EP(LSG) Division, DoC has recommended the proposal.
- 4.44.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters in each event.
- 4.44.8 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters in each event.

Item No. 45: Proposal of CLE for organizing participation in two day India Leather Show in Spain during March 2013.

4.45.1 The total estimated cost of the project for 2012-13 is ₹85.00 lakhs.

4.45.2 The total MAI assistance sought for 2012-13 is ₹76.50 lakhs.

4.45.3 The proposed activities to be undertaken under the project is to organize Indian participation in two day India Leather Show in Spain during March 2013. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 45-50 participants.

4.45.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.45.5 Specific targeted benefit after completion of the project is to further enhance India's export of leather and leather products, to Spain and increase it upto US\$ 500 million by 2016-17, at a CAGR of 15.54%.

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

4.45.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹64.35 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.

4.45.8 EC approved the proposal with MAI assistance of ₹64.35 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.

Item No. 46: Proposal of CLE for organizing participation in India Leather Show in Montreal, Canada during October 2012.

4.46.1 The total estimated cost of the project for 2012-13 is ₹45.00 lakhs.

4.46.2 The total MAI assistance sought for 2012-13 is ₹40.50 lakhs.

4.46.3 The proposed activities to be undertaken under the project is to organize participation in India Leather Show in Montreal, Canada during October 2012. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 20-25 participants.

4.46.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.46.5 Specific targeted benefit after completion of the project is to increase India's export of leather and leather products to Canada upto US\$ 60.00 million by 2016-17, at a CAGR of 16.37%.

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

4.46.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹34.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters.

4.46.8 EC approved the proposal with MAI assistance of ₹34.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters.

Item No. 47: Proposal of CLE for organizing participation in two days India Leather Show in Germany during November 2012.

4.47.1 The total estimated cost of the project for 2012-13 is ₹88.00 lakhs.

4.47.2 The total MAI assistance sought for 2012-13 is ₹79.20 lakhs.

4.47.3 The proposed activities to be undertaken under the project is to organize participation in two days India Leather Show in Germany during November 2012. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 45-50 participants.

4.47.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.47.5 Specific targeted benefit after completion of the project is to give further impetus to our export and the targeted export from Leather sector to the Germany market is projected to touch US\$900 million by 2016-17, growing at a CAGR of 10.29%.

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

4.47.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹69.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.

4.47.8 EC approved the proposal with MAI assistance of ₹69.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.

Item No. 48: Proposal of CLE for organizing participation in two days India Leather Show in Paris France during September 2012.

4.48.1 The total estimated cost of the project for 2012-13 is ₹75.00 lakhs.

4.48.2 The total MAI assistance sought for 2012-13 is ₹67.50 lakhs.

4.48.3 The proposed activities to be undertaken under the project is to organize participation in two days India Leather Show in Paris France during September 2012. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 45-50 participants.

4.48.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.48.5 Specific targeted benefit after completion of the project is to increase India's export of leather and leather products to France upto US\$ 550 million by 2016-17, at a CAGR of 15.12%.

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

4.48.7 SC was informed by ED, CLE that they proposed to hold the event in September 2012.

4.48.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹59.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.

4.48.10 The proposal was deferred by EC.

Item No. 49: Proposal of CLE for organizing BSM for leather and leather products in Sydney in Australia and Auckland in New Zealand during August 2012.

4.49.1 The total estimated cost of the project for 2012-13 is ₹65.00 lakhs.

4.49.2 The total MAI assistance sought for 2012-13 is ₹58.50 lakhs.

4.49.3 The proposed activities to be undertaken under the project is to organize BSM for leather and leather products in Sydney in Australia and Auckland in New Zealand during August 2012. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 20-25 participants.

4.49.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.49.5 Specific targeted benefit after completion of the project is to further enhance India's export to these two markets, CLE have planned to organize an exclusive BSM in Australia and New Zealand for leather and leather products considering the import potential of Australia and New Zealand market and the scope to.

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

4.49.7 SC was informed by ED, CLE that they proposed to hold the event in August 2012 and the event will be organized at Sydney and Auckland

4.49.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹49.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters in each event.

4.49.9 EC approved the proposal with MAI assistance of ₹49.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters in each event.

Item No. 50: Proposal of CLE for organizing three two day RBSMs in major leather clusters of India inviting potential overseas buyers at Chennai RBSM during 31st January – 3rd February 2013, The Delhi RBSM will be held in July 2012, The Kolkata RBSM will be held on 18-19 February 2013.

4.50.1 The total estimated cost of the project for 2012-13 is ₹97.75 lakhs.

4.50.2 The total MAI assistance sought for 2012-13 is ₹84.54 lakhs.

4.50.3 The proposed activities to be undertaken under the project is to organize two day RBSMs in major leather clusters of India and invite potential overseas buyers. Exact date of the event has not been mentioned by Council. The Council is planning to participate in each of the events with 30 Indian exporters and 30 foreign buyers.

4.50.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.

4.50.5 Specific targeted benefit after completion of the project is to promote the capabilities and developments of Indian leather and leather products industry to overseas buyers and to facilitate B2B meetings between Indian exporters and overseas buyers for sourcing from India, establishing marketing tie-ups, business collaborations and joint venture agreements.

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

4.50.7 SC was informed by ED, CLE that they propose to hold the Chennai RBSM during 31st January – 3rd February 2013 which will be participated by 425 Indian exporters. The Delhi RBSM will be held in July 2012 where 150 Indian exporters are expected to participate. The Kolkata RBSM will be held on 18-19 February 2013 with 60 Indian exporters.

4.50.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹81.45 Lakhs under para 7.1.8 of the MAI guidelines.

4.50.9 EC approved the proposal with MAI assistance of ₹81.45 Lakhs under para 7.1.8 of the MAI guidelines.

Item No. 51: Proposal of ASSOCHAM for organizing India Pavilion at SME Solution Expo-Malaysia in 28-30 June 2012.

4.51.1 The total estimated cost of the project for 2012-13 is ₹78.19 lakhs.

4.51.2 The total MAI assistance sought for 2012-13 is ₹50.82 lakhs.

4.51.3 The proposed activities to be undertaken under the project is to organize India Pavilion at SME Solution Expo-Malaysia in June 28-30 2012. ASSOCHAM is planning to participate in the event with 50 SME exporters.

4.51.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.51.5 Specific targeted benefit after completion of the project is to increase Indian SME exports to Malaysia. Promote Brand India, capacity building and showcasing Indian capabilities in various areas where synergy exists between two countries.

4.51.6 FT(EA) Division, DoC has recommended the proposal.

4.51.7 SC was informed by the representative of ASSOCHAM that the focus sectors are textiles, Agri & food processing and engineering.

4.51.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹49.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exporters.

4.51.9 The proposal was not approved by EC.

Item No.52: Proposal of ASSOCHAM for organizing India Pavilion at 22nd Vietnam International Trade Fair at Hanoi, Vietnam during 4-7 April 2012.

4.52.1 The total estimated cost of the project for 2012-13 is ₹88.05 lakhs.

4.52.2 The total MAI assistance sought for 2012-13 is ₹57.23 lakhs.

- 4.52.3 The proposed activities to be undertaken under the project is to organize India Pavilion at 22nd Vietnam International Trade Fair at Hanoi, Vietnam during 4-7 April 2012. ASSOCHAM is planning to participate in the event with 50 exhibitors.
- 4.52.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.52.5 Specific targeted benefit after completion of the project is to increase Indian SME exports to Vietnam. Promote Brand India, capacity building and showcasing Indian capabilities in various areas where synergy exists between two countries.
- 4.52.6 FT(EA) Division, DoC has recommended the proposal.
- 4.52.7 SC was informed by the representative of ASSOCHAM that the focus sectors are Machinery & equipment, Pharmaceuticals & Chemicals and Agri & food processing.
- 4.52.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹56.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exporters.
- 4.52.8 EC approved the proposal with MAI assistance of ₹56.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exporters.

Item No. 53: Proposal of ASSOCHAM for organizing participation in Indian Agri tech & Good Pavilion in 79th International Agricultural Fair, 2012 at Novi Sad, Serbia during May 2012.

- 4.53.1 The total estimated cost of the project for 2012-13 is ₹98.01 lakhs.
- 4.53.2 The total MAI assistance sought for 2012-13 is ₹63.71 lakhs.
- 4.53.3 The proposed activities to be undertaken under the project is to organize Indian participation in Indian Agri tech & Good Pavilion in 79th International Agricultural Fair, 2012 at Novi Sad, Serbia during May 2012. Exact date and number of participants for the event has not been mentioned by ASSOCHAM.
- 4.53.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.53.5 Specific targeted benefit after completion of the project is to provide exposure to the Indian companies to establish contacts, linkages and to showcase their products to the international buyers during the B2B meeting for export tie up, technology transfer / joint venture, investment opportunities and to set up their associates / alliances abroad.
- 4.53.6 EP (Agri. IV) Division, DoC has recommended the proposal.
- 4.53.7 SC was informed by the representative of ASSOCHAM that the focus sectors are Agricultural machinery and implements.
- 4.53.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹49.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 25 Indian exporters.
- 4.53.9 EC approved the proposal with MAI assistance of ₹49.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 25 Indian exporters.

Item No. 54: Proposal of ASSOCHAM for organizing participation in INDOMEDICA Expo at Jakarta, Indonesia during 26-29 May 2012.

- 4.54.1 The total estimated cost of the project for 2012-13 is ₹71.65 lakhs.
- 4.54.2 The total MAI assistance sought for 2012-13 is ₹46.57 lakhs.
- 4.54.3 The proposed activities to be undertaken under the project is to organize Indian participation in INDOMEDICA Expo at Jakarta, Indonesia during 26-29 May 2012. Number of participants for the event has not been mentioned by ASSOCHAM.
- 4.54.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.54.5 Specific targeted benefit after completion of the project is to provide excellent B2B meeting opportunities where specialized scientific conferences are to be held. It will be the most import sales and marketing event of the year to interact with senior decision makers who are / will be doing business in Asia.
- 4.54.6 FT(EA) Division, DoC has recommended the proposal.
- 4.54.7 SC was informed by the representative of ASSOCHAM that the focus sectors are medical equipments and pharmaceuticals.
- 4.54.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹22.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 25 Indian exporters.
- 4.54.9 The proposal was not approved by EC.

Item No. 55: Proposal of ASSOCHAM for organizing participation at 33rd Bangkok International Fair 2012 at Bangkok, Thailand during 19-24 April 2012.

- 4.55.1 The total estimated cost of the project for 2012-13 is ₹77.00 lakhs.
- 4.55.2 The total MAI assistance sought for 2012-13 is ₹50.05 lakhs.
- 4.55.3 The proposed activities to be undertaken under the project is to organize participation at 33rd Bangkok International Fair 2012 at Bangkok, Thailand during 19-24 April 2012. Number of participants for the event has not been mentioned by ASSOCHAM.
- 4.55.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.55.5 Specific targeted benefit after completion of the project is to capture the potential market of Thailand and its neighbouring countries to boost Indian exports. To achieve Government set target to triple Indian exports. The participants will have good exposure to see latest products of more than 600 companies, their comparative rates of products and to arrange leverage of induction of technology transfer in the existing units to compete globally.
- 4.55.6 FT(EA) Division, DoC has recommended the proposal.
- 4.55.7 SC was informed by the representative of ASSOCHAM that the focus sectors are auto components / accessories, organic compounds and mineral & ores including copper articles.

4.55.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 40 Indian exporters.

4.55.9 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 40 Indian exporters.

Item No. 56: Proposal of ASSOCHAM for organizing participation in Grand Asia Trade Fair (Diwali Festival) at Port Louis, Mauritius during 7-16 October 2012.

4.56.1 The total estimated cost of the project for 2011-12 is ₹78.00 lakhs.

4.56.2 The total MAI assistance sought for 2011-12 is ₹78.00 lakhs.

4.56.3 The proposed activities to be undertaken under the project is to organize participation in Grand Asia Trade Fair (Diwali Festival) at Port Louis, Mauritius during 7-16 October 2012. The ASSOCHAM is planning to participate in the event with 40 manufacturers, exporters, retailers, traders and consumer goods industry like food and agriculture industry, textiles, stylish arts and handicrafts, carpets, fashion, jewellery design, interiors.

4.56.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.56.5 Specific targeted benefit after completion of the project is target Mauritius stable economy with high GDP growth and FTA. To provide an exposure to Indian companies to establish contacts, showcasing their products to international buyers during B2B meetings for export tie-up / contract signing / joint ventures and collaborations.

4.56.6 FT(AF) Division, DoC has recommended the proposal.

4.56.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹38.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 40 Indian exhibitors.

4.56.8 EC approved the proposal with MAI assistance of ₹38.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 40 Indian exhibitors.

Item No. 57: Proposal of ASSOCHAM for organizing India Pavilion at 4th Meditex Bangladesh, Dhaka during 19-21 April 2012.

4.57.1 The total estimated cost of the project for 2012-13 is ₹79.57 lakhs.

4.57.2 The total MAI assistance sought for 2012-13 is ₹79.57 lakhs.

4.57.3 The proposed activities to be undertaken under the project is to organize India Pavilion at 4th Meditex Bangladesh, Dhaka during 19-21 April 2012. ASSOCHAM planning to participate in the event with 35 leading manufacturers / exporters / traders / producers etc.

4.57.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.57.5 Specific targeted benefit after completion of the project is to provide exposure to Indian companies to establish contacts, linkages and to showcase their products to international buyers during B2B meetings for export tie-up / contract signing / technology transfer/ joint venture.

4.57.6 FT(SA) Division, DoC has recommended the proposal.

4.57.7 SC was informed by the representative of ASSOCHAM that the focus sectors are pharmaceuticals, medical equipments and hospitals.

4.57.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 35 Indian participants.

4.57.9 The proposal was deferred by EC.

Item No. 58: Proposal of ASSOCHAM for organising India pavilion 14th Doha Trade Fair at Qatar from 4-13 June, 2012.

4.58.1 The total estimated cost of the project for 2012-13 is ₹74.00 lakhs.

4.58.2 The total MAI assistance sought for 2012-13 is ₹74.00 lakhs.

4.58.3 The proposed activities to be undertaken under the project is to organising India pavilion at 14th Doha Trade Fair in Qatar from 4-13 June, 2012 with 30 Indian leading manufacturers, service industry, exporters etc. list of participants is annexed with their proposal, B2B meetings between international Buyers and Indian exhibitors, to enter into regular export tie-up / business.

4.58.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.58.5 Specific targeted benefit after completion of the project is to provide exposure to Indian companies to establish contacts, linkages and to showcase their products to thousands of international buyer during B2B meetings for export tie-up/contract signing, to accelerate the pace of exports trade & investment, to generate minimum export, trade & investment of minimum ₹25 Crores and signing of many MoU for regular export.

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

4.58.7 SC recommended the proposal for consideration of EC with the assistance of ₹36.46 lakhs under para 7.1.2 of the MAI guidelines.

4.58.8 EC approved the proposal with the assistance of ₹36.46 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 59: Proposal of ASSOCHAM for organising India pavilion 27th International Autumn Trade Fair 2012 at Dubai, UAE from 13-15 December, 2012.

4.59.1 The total estimated cost of the project for 2012-13 is ₹88.00 lakhs.

4.59.2 The total MAI assistance sought for 2012-13 is ₹88.00 lakhs.

4.59.3 The proposed activities to be undertaken under the project is to organize India pavilion in 27th International Autumn Trade Fair 2012 at Dubai, UAE from 13-15 December, 2012 with 35 Indian leading manufacturers, exporters, traders, producer of retail industry etc. list of participants is annexed with their proposal, showcasing

their products in “Indian pavilion” for international buyers and B2B meetings between international Buyers and Indian exhibitors.

- 4.59.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.59.5 Specific targeted benefit after completion of the project is to provide exposure to Indian companies to establish contacts, linkages and to showcase their products to thousands of international buyer during B2B meetings for export tie-up/contract signing to accelerate the pace of exports trade & investment, to generate minimum export business, trade opportunities & investment. Many MoU's are expected to sign for regular supply of exports and business of ₹20 Crores is expected to generate.
- 4.59.6 FT(WANA) Division, DOC has recommended the proposal.
- 4.59.7 SC recommended the proposal for consideration of EC with the assistance of ₹ 50.05 lakhs under para 7.1.2 of the MAI guidelines.
- 4.59.8 The proposal was deferred by EC.

Item No. 60: Proposal of ASSOCHAM for organising India pavilion 45th Cairo International Fair 2012 at Cairo, Egypt from 18-30 March, 2012.

- 4.60.1 The total estimated cost of the project for 2011-12 is ₹92.00 lakhs.
- 4.60.2 The total MAI assistance sought for 2011-12 is ₹92.00 lakhs.
- 4.60.3 The proposed activities to be undertaken under the project is to organising India pavilion 45th Cairo International Fair 2012 at Cairo, Egypt from 18-30 March, 2012 with 50 Indian leading manufacturers product covering food processing machinery, textile, auto etc. list of participants is annexed with their proposal.
- 4.60.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.60.5 Specific targeted benefit after completion of the project is to provide exposure to Indian companies to establish contacts, linkages and to showcase their products to thousands of international buyer during B2B meetings, for export tie-up/contract signing, to accelerate the pace of exports trade & investment, to generate minimum export business, expected to generate export, trade & investment of minimum ₹25 Crores by Indian exhibitors in this mega exhibition with MoU for regular export of products.
- 4.60.6 FT(WANA) Division, DOC has recommended the proposal.
- 4.60.7 SC recommended the proposal for consideration of EC with the assistance of ₹53.30 lakhs under para 7.1.2 of the MAI guidelines.
- 4.60.8 EC approved the proposal with the assistance of ₹53.30 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 61: Proposal of FIEO for organising Indian participation in China Import and Export Fair (CANTON) at China (111th session, Phase-I from 15-19 April, 2012 and Phase-II from 1-5 May, 2012), (112th session, Phase-I from 15-19 October, 2012 and Phase-II from 31 October to 04 November, 2012).

- 4.61.1 The total estimated cost of the project for 2012-13 is ₹641.04 lakhs.
- 4.61.2 The total MAI assistance sought for 2012-13 is ₹416.67 lakhs.
- 4.61.3 The proposed activities to be undertaken under the project is to organize Indian participation in the exhibition, private Buyer Seller Meets at the exhibition and extensive publicity of the Indian pavilion to attract more buyers and participation with 100 exhibitors (50 each in 111th and 112th session).
- 4.61.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.61.5 Specific targeted benefit after completion of the project is to provide the much needed support of the SME sector to reach out to the global audience, showcasing their products to buyers who are looking to source from country other than China, because of better quality and price. Participation will equip the exhibitors with market intelligence, due to increase in wages in China and quality issues, buyers are looking for alternatives and India may be the answer and 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.
- 4.61.6 FT(NEA) Division, DOC has recommended the proposal.
- 4.61.7 SC recommended the proposal for consideration of the EC with the assistance of ₹400.00 lakhs for the two fairs (four events) under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of a total of 160 Indian exporters in the two fairs (four events).
- 4.61.8 Chairman observed that the proposal needs to be re-examined by JS(AKT) of FT(NEA) Division, DoC.
- 4.61.9 EC directed that the proposal be processed on file by FT(NEA) Division, DOC and deferred consideration of the proposal.

Item No. 62: Proposal of FIEO for National level Participation in India sourcing Fair at Johannesburg, South Africa from 28-30 November, 2012.

- 4.62.1 The total estimated cost of the project for 2012-13 is ₹175.00 lakhs.
- 4.62.2 The total MAI assistance sought for 2012-13 is ₹113.75 lakhs.
- 4.62.3 The proposed activities to be undertaken under the project is to organising Indian participation in exhibition and Buyer Seller Meets with 65 Indian exhibitors from textiles, Pharma, Automobiles and Food processing sectors.
- 4.62.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.62.5 Specific targeted benefit after completion of the project is to give an opportunity to Indian exporters to showcase their quality products and market India as an ideal

sourcing destination. The participants will further enhance India's exports not only to South Africa but also to whole Africa region. Participation will give an opportunity to meet and establish contacts with buyers for long term business relationships, showcasing their products in the fair to the buyers, exporters of readymade garments, home decor and textiles etc.

- 4.62.6 Yet to be recommended by any FT(Africa) Division, DOC.
- 4.62.7 SC recommended the proposal for consideration of the EC with the assistance of ₹113.00 lakhs under para 7.1.2 of the MAI guidelines.
- 4.62.8 EC approved the proposal with the assistance of ₹113.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 63: Proposal of FIEO for organizing Indian participation in India sourcing Fair at Miami, USA from 9-11 July, 2012.

- 4.63.1 The total estimated cost of the project for 2012-13 is ₹194.00 lakhs.
- 4.63.2 The total MAI assistance sought for 2012-13 is ₹126.10 lakhs.
- 4.63.3 The proposed activities to be undertaken under the project is to organize Indian participation in India sourcing Fair at Miami, USA from 9-11 July, 2012 with 65 Indian exhibitors.
- 4.63.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.63.5 Specific targeted benefit after completion of the project is showcasing Indian products in the fair to the buyers from USA and Latin American Countries. Indian companies would be able to understand the market trends and would be able to understand the needs of buyers which will help them make customised products.
- 4.63.6 FT(NAFTA) Division, DOC has recommended the proposal.
- 4.63.7 DG, FIEO informed that the new dates for event is 10-12 July 2012.
- 4.63.8 SC recommended the proposal for consideration of the EC with the assistance of ₹126.00 lakhs under para 7.1.2 of the MAI guidelines.
- 4.63.9 EC approved the proposal with the assistance of ₹126.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 64: Proposal of FIEO for organizing Indian participation in India sourcing Fair at Brazil from 7-9 August, 2012.

- 4.64.1 The total estimated cost of the project for 2012-13 is ₹239.00 lakhs.
- 4.64.2 The total MAI assistance sought for 2012-13 is ₹155.35 lakhs.
- 4.64.3 The proposed activities to be undertaken under the project is to organizing Indian participation in India sourcing Fair at Brazil from 7-9 August, 2012, Buyer Seller

Meet with 65 Indian exhibitors from different sectors like readymade garments, home decor and textiles etc.

- 4.64.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.64.5 Specific targeted benefit after completion of the project is showcasing Indian products and market as an ideal sourcing destination, participation will further enhance India's exports not only to Brazil but also to whole Latin American Region. Due to increase in wages in China and quality issues, buyers 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 Latin American countries and buyer will be apprised about Indian products and trade behaviour of Indian companies.
- 4.64.6 FT(LAC) Division, DOC has recommended the proposal.
- 4.64.7 DG, FIEO informed that the new dates for event is 14-16 August 2012.
- 4.64.8 SC recommended the proposal for consideration of the EC with the assistance of ₹155.00 lakhs under para 7.1.2 of the MAI guidelines.
- 4.64.8 EC approved the proposal with the assistance of ₹155.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 65: Proposal of FIEO for organizing Indian participation in Almaty International Fair at Almaty, Kazakhstan during August, 2012.

- 4.65.1 The total estimated cost of the project for 2012-13 is ₹82.00 lakhs.
- 4.65.2 The total MAI assistance sought for 2012-13 is ₹53.30 lakhs.
- 4.65.3 The proposed activities to be undertaken under the project is to organize Indian participation in Almaty International Fair at Almaty, Kazakhstan during August, 2012 and Buyer Seller Meet with 40-45 Indian exhibitors from different sectors like readymade garments, home decor and textiles etc.
- 4.65.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.65.5 Specific targeted benefit after completion of the project is showcasing Indian products and market as an ideal sourcing destination, participation will further enhance India's exports not only to Kazakhstan but also to whole CIS Region, buyers will be apprised about Indian products and trade behaviour of Indian companies which will help them in buying from India more easily and frequently.
- 4.65.6 FT (CIS) Division of DoC has recommended the proposal.
- 4.65.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹53.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 45 Indian exhibitors.
- 4.65.8 The proposal was withdrawn by DG, FIEO.

Item No. 66: Proposal of EPCH for organizing Indian participation in Asia's Fashion Jewellery & Accessories Show at Hong Kong from 21-24 June, 2012.

- 4.66.1 The total estimated cost of the project for 2012-13 is ₹109.10 lakhs.
- 4.66.2 The total MAI assistance sought for 2012-13 is ₹98.19 lakhs.
- 4.66.3 The proposed activities to be undertaken under the project is organizing participation in Asia's Fashion Jewellery & Accessories Show at Hong Kong from 21-24 June, 2012 with 50 Indian exporters.
- 4.66.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.66.5 Specific targeted benefit after completion of the project is enhancing the exports growth and to increase India's share in the world handicrafts exports, provide opportunities to analyse the product range, consumer preferences and invocations and creation of brand image of Indian handicrafts by display of the products in international exhibitions and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages.
- 4.66.6 Office of Development Commissioner (Handicrafts) and Ministry of Textiles has recommended the proposal.
- 4.66.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹91.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.66.8 EC approved the proposal with MAI assistance of ₹91.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines.

Item No. 67: Proposal of EPCH for organizing Indian participation in ASIAN Gifts Premium Household product show at Hong Kong from 20-23 October, 2012.

- 4.67.1 The total estimated cost of the project for 2012-13 is ₹186.30 lakhs.
- 4.67.2 The total MAI assistance sought for 2012-13 is ₹167.67 lakhs.
- 4.67.3 The proposed activities to be undertaken under the project is organizing participation in ASIAN Gifts Premium Household product show at Hong Kong from 20-23 October, 2012 with 70 Indian exporters.
- 4.67.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.67.5 Specific targeted benefit after completion of the project is enhancing the exports growth and to increase India's share in the world handicrafts exports, provide opportunities to analyse the product range, consumer preferences and invocations and creation of brand image of Indian handicrafts by display of the products in international exhibitions and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages.
- 4.67.6 Office of Development Commissioner (Handicrafts) and Ministry of Textiles has recommended the proposal.

- 4.67.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹140.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.67.8 EC approved the proposal with MAI assistance of ₹140.00 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines.

Item No. 68: Proposal of EPCH for Organising Indian Houseware and Decorative Show from 15-18 April, 2012 at India Expo Centre & Mart, Greater Noida.

- 4.68.1 The total estimated cost of the project for 2012-13 is ₹263.50 lakhs.
- 4.68.2 The total MAI assistance sought for 2012-13 is ₹248.40 lakhs.
- 4.68.3 The proposed activities to be undertaken under the project is organising Indian Houseware and Decorative Show from 15-18 April, 2012, Reverse Buyer Seller Meet with 150 overseas buyers and 150 Indian exporters at India Expo Centre & Mart, Greater Noida.
- 4.68.4 Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 4.68.5 Specific targeted benefit after completion of the project is enhancing the exports growth and to increase India's share in the world handicrafts exports, provide opportunities to analyse the product range, consumer preferences and invocations and creation of brand image of Indian handicrafts by display of the products in international exhibitions and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages.
- 4.68.6 Office of Development Commissioner (Handicrafts) and Ministry of Textiles has recommended the proposal.
- 4.68.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹200.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 250 Indian exporters/ exhibitors.
- 4.68.8 EC approved the proposal with MAI assistance of ₹200.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 250 Indian exporters/ exhibitors.

Item No. 69: Proposal of EPCH for organising Indian Flooring, Furnishing and Textiles Show from 15-18 April, 2012 at India Expo Centre & Mart, Greater Noida.

- 4.69.1 The total estimated cost of the project for 2012-13 is ₹241.00 lakhs.
- 4.69.2 The total MAI assistance sought for 2012-13 is ₹228.15 lakhs.
- 4.69.3 The proposed activities to be undertaken under the project is organising Indian Flooring, Furnishing and Textiles Show from 15-18 April, 2012, Reverse Buyer Seller Meet with 150 overseas buyers and 100 Indian exporters at India Expo Centre & Mart, Greater Noida.
- 4.69.4 Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.

- 4.69.5 Specific targeted benefit after completion of the project is enhancing the exports growth and to increase India's share in the world handicrafts exports, provide opportunities to analyse the product range, consumer preferences and invocations and creation of brand image of Indian handicrafts by display of the products in international exhibitions and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages.
- 4.69.6 Office of Development Commissioner (Handicrafts) and Ministry of Textiles has recommended the proposal.
- 4.69.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹200.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 250 Indian exporters/ exhibitors.
- 4.69.8 The proposal was withdrawn by EPCH.

Item No. 70: Proposal of EPCH for organising Indian Fashion Jewellery and Accessories Show from 8-10 July, 2012 at India Expo Centre & Mart, Greater Noida.

- 4.70.1 The total estimated cost of the project for 2012-13 is ₹263.50 lakhs.
- 4.70.2 The total MAI assistance sought for 2012-13 is ₹248.40 lakhs.
- 4.70.3 The proposed activities to be undertaken under the project is organising Indian Fashion Jewellery and Accessories Show from 8-10 July, 2012, Reverse Buyer Seller Meet with 150 overseas buyers and 125 Indian exporters at India Expo Centre & Mart, Greater Noida.
- 4.70.4 Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 4.70.5 Specific targeted benefit after completion of the project is enhancing the exports growth and to increase India's share in the world handicrafts exports, provide opportunities to analyse the product range, consumer preferences and invocations and creation of brand image of Indian handicrafts by display of the products in international exhibitions and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages.
- 4.70.6 Office of Development Commissioner (Handicrafts) and Ministry of Textiles has recommended the proposal.
- 4.70.7 SC recommended the proposal for consideration of the EC with MAI assistance of Rs. 200.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 150 Indian exporters/ exhibitors and reimbursement of Air fare and hotel expenses being limited to 100 overseas buyers.
- 4.70.8 EC approved the proposal with MAI assistance of Rs. 200.00 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 150 Indian exporters/ exhibitors and reimbursement of Air fare and hotel expenses being limited to 100 overseas buyers.

Item No. 71: Proposal of Carpet EPC for organising India Carpet Expo and Reverse Buyer Seller Meet at New Delhi during February/March, 2012.

- 4.71.1 The total estimated cost of the project for 2011-12 is ₹481.50 lakhs.
- 4.71.2 The total MAI assistance sought for 2011-12 is ₹444.98 lakhs.
- 4.71.3 The proposed activities to be undertaken under the project include organising Reverse Buyer Seller Meet with 300 Indian exporters and 135 foreign buyers.
- 4.71.4 Components for which assistance has been sought include space rent, construction of stand and allied works, publicity including print media, fair promotion etc. hotel accommodation to buyers, air tickets to buyer, administrative expense including organising expenses and misc. & unforeseen expenses.
- 4.71.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.71.6 Specific targeted benefit after completion of the project is the participation in the fair is likely to increase Indian exports both quantitatively & qualitatively, generate a business over ₹550.00 crore in the years, the unit value realisation is expected to improve at least by 10% and around 300 exhibitors shall be benefited
- 4.71.7 Ministry of Textiles has recommended the proposal.
- 4.71.8 SC was informed by the representative of Carpet EPC that this event is being organised with MAI assistance for last 5 years and the number of foreign buyers visiting this event is around 300. SC was also informed that the Fair is very popular among the foreign buyers sourcing Carpets form India and majority of foreign buyers are visiting this fair every year. SC was of the view that Carpet EPC should encourage new buyers to explore new markets and try to add new destination for exporting Indian Carpet.
- 4.71.9 SC recommended the proposal for consideration of EC with an assistance of ₹15.57 lakhs under para 7.1.8 of the MAI guidelines (₹ 116.25 lakhs for hotel and air fare of 135 foreign buyers, ₹181.20 lakhs for space rent /stand construction and ₹18.12 lakhs for other eligible components) subject to Carpet EPC ensuring participation of 300 Indian exhibitors and at least 80% being new buyers / companies and rest not having received MAI assistance for 3 times in the past.
- 4.71.10 EC in its meeting held on 08.12.2010 deferred consideration of the proposal with Chairman observing that the venue cost /stall construction expenses for the event was very high and needs to be reworked. ITPO may also not be available for organizing the event.
- 4.71.11 EP(Textiles) Division, DoC has recommended the revised proposal submitted by Carpet EPC seeking MAI assistance of ₹ 327.30 lakhs for reconsideration of EC of MAI. However, M/o Textiles is yet to recommend for reconsideration of the revised proposal.
- 4.71.12 EC approved the proposal with MAI assistance of ₹314.25 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 72: Proposal of Carpet EPC for organizing India Carpet Expo at New Delhi during Feb /March 2013.

- 4.72.1 The total estimated cost of the project for 2012-13 is ₹481.50 lakhs.
- 4.72.2 The total MAI assistance sought for 2012-13 is ₹444.98 lakhs.
- 4.72.3 The proposed activities to be undertaken under the project is to organize India Carpet Expo at New Delhi during Feb / March 2013. The Council is planning to invite 135 foreign buyers (60 from US/Canada and 75 from other countries) and 300 Indian exhibitors. The exact date has not been mentioned by Council.
- 4.72.4 Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 4.72.5 Specific targeted benefit after completion of the project is to increase business both quantitatively and qualitatively. The fair is likely to generate a business over ₹550 crores and the unit value realization is expected to improve atleast by 10%. Around 300 exhibitors shall be benefited.
- 4.72.6 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.
- 4.72.7 SC was informed by Chairman, Carpet EPC that Carpets continue to be under focus product and hence eligible for enhanced level of assistance under priority sector category.
- 4.72.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹390.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 300 Indian exporters and 135 foreign buyers. Foreign buyers having received reimbursement of air fare / hotel accommodation previously will not be paid again.
- 4.72.9 EC approved the proposal with MAI assistance of ₹390.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 300 Indian exporters and 135 foreign buyers. Foreign buyers having received reimbursement of air fare / hotel accommodation previously will not be paid again.

Item No. 73: Proposal of Carpet EPC for organizing participation in Domotex International Trade fair in Hannover, Germany during January 2013.

- 4.73.1 The total estimated cost of the project for 2012-13 is ₹562.50 lakhs.
- 4.73.2 The total MAI assistance sought for 2012-13 is ₹506.25 lakhs.
- 4.73.3 The proposed activities to be undertaken under the project is to organize participation in Domotex International Trade fair in Hannover, Germany during January 2013. The Council is planning to participate in the event with 200 registered exporters-members. The exact date has not been mentioned by Council.
- 4.73.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.73.5 Specific targeted benefit after completion of the project is to increase business both quantitatively and qualitatively. The fair is likely to generate a business over US\$ 100 million. Around 200 exhibitors shall be benefited.

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

4.73.7 SC was informed by Chairman, Carpet EPC that Carpets continue to be under focus product and hence eligible for enhanced level of assistance under priority sector category.

4.73.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 250 Indian exporters including members of other textiles sector EPCs.

4.73.9 EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 250 Indian exporters including members of other textiles sector EPCs.

Item No. 74: Proposal of Carpet EPC for organizing India Carpet Expo at Varanasi, Uttar Pradesh during October 2012.

4.74.1 The total estimated cost of the project for 2012-13 is ₹386.00 lakhs.

4.74.2 The total MAI assistance sought for 2012-13 is ₹358.40 lakhs.

4.74.3 The proposed activities to be undertaken under the project is to organize India Carpet Expo at Varanasi, Uttar Pradesh during October 2012. The Council is planning to invite 120 foreign buyers (50 from US/Canada and 80 from other countries) and 250 Indian exhibitors. The exact date has not been mentioned by Council.

4.74.4 Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.

4.74.5 Specific targeted benefit after completion of the project is to increase business both quantitatively and qualitatively. The fair is likely to generate a business over ₹350 crores in the year and the unit value realization is expected to improve atleast by 10%. Around 250 exhibitors shall be benefited.

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

4.74.7 SC was informed by Chairman, Carpet EPC that Carpets continue to be under focus product and hence eligible for enhanced level of assistance under priority sector category.

4.74.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹282.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 250 Indian exporters and 200 foreign buyers.

4.74.9 Chairman observed that most of the MAI grants for this event is being spent for payment of the rent for the venue, over the years, and Carpet EPC should finalize some alternative to payment of rent for the venue at Varanasi.

4.74.10 EC approved the proposal with MAI assistance of ₹282.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 250 Indian exporters and 200 foreign buyers.

Item No. 75: Proposal of Carpet EPC for organizing participation in Qinghai International Carpet Exhibition at Xining, Qinghai, China during June 2012.

4.75.1 The total estimated cost of the project for 2012-13 is ₹100.45 lakhs.

4.75.2 The total MAI assistance sought for 2012-13 is ₹90.41 lakhs.

4.75.3 The proposed activities to be undertaken under the project is to organize participation in Qinghai International Carpet Exhibition at Xining, Qinghai, China during June 2012. The Council is planning to participate in the event with 20-25 registered exporters-members in the fair. The exact date has not been mentioned by Council.

4.75.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.75.5 Specific targeted benefit after completion of the project is to increase business both quantitatively and qualitatively. The fair is likely to generate a business over US\$ 100 million. Indian handmade carpet industry as a whole will be benefited.

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

4.75.7 SC was informed by Chairman, Carpet EPC that only reimbursement of airfare / hotel stay are being provided for the buyers by the Qinghai International Carpet Exhibition authorities. In view of the above SC decided that the level of assistance for this event would be at the normal level of 65% provided ED, Carpet EPC is able to certify that none of the participating members availed any reimbursement of venue cost / participation expenses (MAI admissible components).

4.75.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹57.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 25 Indian exporters and the requisite certificate as mentioned in para 19.7 above.

4.75.9 The proposal was deferred by EC.

Item No. 76: Proposal of Chemexcil for organizing India pavilion at 13th China International Agrochemical and Crop Protection Exhibition at shanghai, China during 6-8 March 2012.

4.76.1 The total estimated cost of the project for 2011-12 is ₹38.50 lakhs.

4.76.2 The total MAI assistance sought for 2011-12 is ₹25.02 lakhs.

4.76.3 The proposed activities to be undertaken under the project is to organize India pavilion at 13th China International Agrochemical and Crop Protection Exhibition shanghai, China during 6-8 March 2012. Chemexcil is planning to participate in the event with 35 big and small manufacturers from India.

4.76.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.76.5 Specific targeted benefit after completion of the project is to promote "Made in India" brand by putting up Indian pavilion in this show. To exhibit India's capability as supplier of world class products at most competitive prices. To exhibit India's capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters.

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

4.76.7 SC was informed by the representative of Chemexcil that there will be 30 participants in the event at the maximum and they have to revise the number of participants.

4.76.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 30 Indian participants.

4.76.9 EC approved the proposal with MAI assistance of ₹25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 30 Indian participants.

Item No. 77: Proposal of Chemexcil for organizing India Pavilion in Beauty world Middle East at Dubai, UAE during 29-31 May 2012.

4.77.1 The total estimated cost of the project for 2012-13 is ₹43.75 lakhs.

4.77.2 The total MAI assistance sought for 2012-13 is ₹28.44 lakhs.

4.77.3 The proposed activities to be undertaken under the project is to organize India Pavilion in Beauty world Middle East at Dubai, UAE during 29-31 May 2012. Chemexcil is planning to participate in the event with 35 big and small manufacturers from India.

4.77.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.77.5 Specific targeted benefit after completion of the project is to promote "Made in India" brand by putting up Indian pavilion in this show. To exhibit India's capability as supplier of world class products at most competitive prices. To exhibit India's capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters, culminating in generation of export business.

4.77.6 EP(CAP) and FT(WANA) Division, DoC has recommended the proposal.

4.77.7 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 Chemexcil ensuring participation of 35 Indian exporters.

4.77.8 EC approved the proposal with MAI assistance of ₹26.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 35 Indian exporters.

Item No. 78: Proposal of Chemexcil for organizing India Pavilion in Chemspec Europe 2012 at Barcelona, Spain during 13-14 June 2012.

4.78.1 The total estimated cost of the project for 2012-13 is ₹175.00 lakhs.

4.78.2 The total MAI assistance sought for 2012-13 is ₹113.75 lakhs.

4.78.3 The proposed activities to be undertaken under the project is organize India Pavilion in Chemspec Europe 2012 at Barcelona, Spain during 13-14 June 2012. Chemexcil is planning to participate in the event with 30 big and small manufacturers from India.

4.78.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.78.5 Specific targeted benefit after completion of the project is to promote “Made in India” brand by putting up Indian pavilion in this show. To exhibit India’s capability as supplier of world class products at most competitive prices. To exhibit India’s capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters, culminating in generation of export business.

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

4.78.7 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 Chemexcil ensuring participation of 35 Indian exporters.

4.78.8 EC approved the proposal with MAI assistance of ₹107.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 35 Indian exporters.

Item No. 79: Proposal of Chemexcil for organizing India Pavilion in China International Dye Industry, Pigments and textiles Chemicals Exhibitions at Shanghai, China during 11-13 April 2012.

4.79.1 The total estimated cost of the project for 2012-13 is ₹80.00 lakhs.

4.79.2 The total MAI assistance sought for 2012-13 is ₹52.00 lakhs.

4.79.3 The proposed activities to be undertaken under the project is to organize India Pavilion in China International Dye Industry, Pigments and textiles Chemicals Exhibitions at Shanghai, China during 11-13 April 2012. Chemexcil is planning to participate in the event with 35 big and small manufacturers from India.

4.79.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.79.5 Specific targeted benefit after completion of the project is to promote “Made in India” brand by putting up Indian pavilion in this show. To exhibit India’s capability as supplier of world class products at most competitive prices. To exhibit India’s capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters, culminating in generation of export business.

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

4.79.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹52.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 35 Indian exporters.

4.79.8 The representative of Chemexcil wanted a higher allocation for their project as they have increased the number of participants from 35 (originally proposed) to 60 with revised estimated expenditure of ₹143.00 lakhs and seeking MAI assistance of ₹92.95 lakhs.

4.79.9 Chairman observed that pro rata increase in MAI assistance would be provided.

4.79.10 EC approved the proposal with MAI assistance of ₹92.95 Lakhs (venue cost ₹84.50 lakhs and other ₹8.45 lakhs) under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 60 Indian exporters.

Item No. 80: Proposal of Chemexcil for organizing India Pavilion in China International Agrochemical and Crop Protection Exhibition at Shanghai, China, during March 2013.

- 4.80.1 The total estimated cost of the project for 2012-13 is ₹43.50 lakhs.
- 4.80.2 The total MAI assistance sought for 2012-13 is ₹28.27 lakhs.
- 4.80.3 The proposed activities to be undertaken under the project is to organize India Pavilion in China International Agrochemical and Crop Protection Exhibition at Shanghai, China, during March 2013. Chemexcil is planning to participate in the event with 20 members exports from India. The exact date of the event has not mentioned by Chemexcil.
- 4.80.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.80.5 Specific targeted benefit after completion of the project is to promote “Made in India” brand by putting up Indian pavilion in this show. To exhibit India’s capability as supplier of world class products at most competitive prices. To exhibit India’s capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters, culminating in generation of export business.
- 4.80.6 EP(CAP) Division, DoC has recommended the proposal.
- 4.80.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹28.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 30 Indian exporters.
- 4.80.8 The proposal was deferred by EC.

Item No. 81: Proposal of Chemexcil for organizing India Pavilion in Turkchem 2012 Trade Show at Istanbul, Turkey during 11-14 October 2012.

- 4.81.1 The total estimated cost of the project for 2012-13 is ₹60.40 lakhs.
- 4.81.2 The total MAI assistance sought for 2012-13 is ₹39.26 lakhs.
- 4.81.3 The proposed activities to be undertaken under the project is to organize India Pavilion in Turkchem 2012 Trade Show at Istanbul, Turkey during 11-14 October 2012. Chemexcil is planning to participate in the event with 25 big and small manufacturers from India.
- 4.81.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.81.5 Specific targeted benefit after completion of the project is to promote made in India brand by putting up Indian pavilion in this show. To exhibit India’s capability as supplier of world class products at most competitive prices. To exhibit India’s capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters, culminating in generation of export business.
- 4.81.6 EP(CAP) Division, DoC has recommended the proposal.
- 4.81.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹39.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters.
- 4.81.8 EC approved the proposal with MAI assistance of ₹39.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters.

Item No. 82: Proposal of Chemexcil for organizing participation in Farm Chemicals International Exhibition at Mexico during August 2012.

4.82.1 The total estimated cost of the project for 2012-13 is ₹66.00 lakhs.

4.82.2 The total MAI assistance sought for 2012-13 is ₹42.90 lakhs.

4.82.3 The proposed activities to be undertaken under the project is to organize India Pavilion in International Annual Conference for flavor, fragrance and essential oil industry. Exact date for the year 2012 event will announced in due course. The number of participants for the event has not been mentioned by Chemexcil.

4.82.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.82.5 Specific targeted benefit after completion of the project is to promote “Made in India” brand by putting up Indian pavilion in this show. To exhibit India’s capability as supplier of world class products at most competitive prices. To exhibit India’s capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters, culminating in generation of export business.

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

4.82.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹43.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters.

4.82.8 EC approved the proposal with MAI assistance of ₹43.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters.

Item No. 83: Proposal of Chemexcil for organizing India Pavilion in Cosmoprof Bologna, Milano, Italy during March 2013.

4.83.1 The total estimated cost of the project for 2012-13 is ₹100.50 lakhs.

4.83.2 The total MAI assistance sought for 2012-13 is ₹65.32 lakhs.

4.83.3 The proposed activities to be undertaken under the project is to organize India Pavilion in Cosmoprof Bologna, Milano, Italy during March 2013. Exact date for the year 2012 event will announced in due course. Chemexcil is planning to participate in the event with 25 big and small manufacturers from India.

4.83.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.83.5 Specific targeted benefit after completion of the project is to promote “Made in India” brand by putting up Indian pavilion in this show. To exhibit India’s capability as supplier of world class products at most competitive prices. To exhibit India’s capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters, culminating in generation of export business.

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

4.83.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 30 Indian exporters.

4.83.8 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 30 Indian exporters.

Item No. 84: Proposal of FICCI for organizing capacity building programme and RBSM alongside Food World India 2011 at Mumbai during 16-17 November 2011

4.84.1 The total estimated cost of the project for 2011-12 is ₹75.25 lakhs.

4.84.2 The total MAI assistance sought for 2011-12 is ₹56.66 lakhs.

4.84.3 The proposed activities to be undertaken under the project is to organize capacity building program and BSM alongside Food World India 2011 at Mumbai during 16-17 November 2011, to increase the global market access of Indian Food Processing SME's. Mass distribution of Knowledge reports and study material in print as well as soft format to SME exporters. A dedicated project website already launched having details of project including knowledge reports, information on regulations, BSM etc for benefit of Indian SME exporters, would be updated on regular basis.

4.84.4 Assistance has been sought under para 7.2.3, 7.1.8 and para 7.2.1 of the MAI guidelines without providing break-up of the sub-components.

4.84.5 EP (Agri. IV) Division, DoC has recommended the proposal.

4.84.6 The objective of the project is to understand the expectation of the buyers from Indian exporters, understand food safety and regulatory requirements of the country, have face to face discussion with SME food processing units and exporters, promote and showcase our processed food products to the buyers and generate on spot orders and new leads which will fructify into future potential order for the SME food processing companies and exporters.

4.84.7 FICCI has mentioned that specialized training classes would be to train SME food processing companies on Export financing (assessment of credit, pre-shipment and post-shipment finance, procedure and documentation, RBI guidelines) and Shipment of goods (by Sea / Air / Road / Post, procedures, clearing and forwarding agents, electronic data interchange (EDI), system for customs clearance of export shipments).

4.84.8 Specific targeted benefit after completion of the project is to train 80-85 Indian Agri food SME exporters and target to bring around 25-30 international buyers and resource personnel / experts for the programme.

4.84.9 SC observed that only the International airfare and hotel stay cost of 10 foreign delegates (maximum ceiling @ ₹75,000/- per delegate) and venue cost / other admissible expenditure of ₹1.50 lakhs could be considered for assistance under MAI.

4.84.10 SC recommended the proposal for consideration of the EC of MAI with an assistance of ₹9.00 lakhs under para 7.1.8 of the MAI guidelines to FICCI for organising RBSM alongside FoodWorld India 2011 at Mumbai during 16-17 November 2011 (₹. 7.50 lakhs for airfare / hotel stay cost of 10 foreign delegates and ₹ 1.50 lakhs for venue and other admissible expenditure). In view of timelines, E&MDA division will process the case for in-principle approval on file.

4.84.11 The proposal was withdrawn by FICCI.

Item No. 85: Proposal of FICCI for organizing Deepening India-Myanmar Trade & Investment business relations in Myanmar during April / May 2012.

4.85.1 The total estimated cost of the project for 2012-13 is ₹41.25 lakhs.

4.85.2 The total MAI assistance sought for 2012-13 is ₹26.81 lakhs.

4.85.3 The proposed activities to be undertaken under the project is to organize Deepening India-Myanmar Trade & Investment business relations in Myanmar during April / May 2012. FICCI is planning to participate in the event with 20-25 companies. The exact date for the event has not been mentioned by FICCI.

4.85.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.85.5 Specific targeted benefit after completion of the project is to highlight Indian products, branding and advertisement through media- both print and visual, capacity building and technology transfer interaction with the businesses for sourcing different products from India. Identifying problems faces by the businesses of the two countries, while doing business with each other.

4.85.6 FT(EA) Division, DoC has recommended the proposal.

4.85.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹8.75 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 20-25 Indian companies.

4.85.7 EC approved the proposal with MAI assistance of ₹8.75 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 20-25 Indian companies.

Item No. 86: Proposal of FICCI for enhancing trade and investment with focus on infrastructure, including agriculture, IT and IT enable services at Vientiane and Phonm Penh, Cambodia, during October 2012.

4.86.1 The total estimated cost of the project for 2012-13 is ₹75.81 lakhs.

4.86.2 The total MAI assistance sought for 2012-13 is ₹49.27 lakhs.

4.86.3 The proposed activities to be undertaken under the project is enhancing trade and investment with focus on infrastructure, including agriculture, IT and IT enable services at Vientiane and Phonm Penh during October 2012. FICCI is planning to participate in the event with 40-50 companies from sectors like IT & IT enabled services, Infrastructure and pharmaceuticals. The exact date for the event has not been mentioned by FICCI.

4.86.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.86.5 Specific targeted benefit after completion of the project is to increase the awareness of Indian products in these countries particularly in the specified sectors. There is immense potential to further and deepen engagement with both counties.

4.86.6 FT(EA) Division, DoC has recommended the proposal.

4.86.7 SC was informed by the representative of FICCI that they also want to organize an event in Laos with the same budget under the project.

4.86.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹29.10 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI submitting the list of 50 Indian companies before the EC meeting of MAI and ensuring their participation.

4.86.8 EC approved the proposal with MAI assistance of ₹29.10 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI submitting the list of 50 Indian companies before the EC meeting of MAI and ensuring their participation.

Item No. 87: Proposal of SGEPC for organizing participation in ISPO 2013 at Munich, Germany.

4.87.1 The total estimated cost of the project for 2012-13 is ₹260.00 lakhs.

4.87.2 The total MAI assistance sought for 2012-13 is ₹234.00 lakhs.

4.87.3 The proposed activities to be undertaken under the project is to organize participation in ISPO 2013 at Munich, Germany. Exact date of the event has not been mentioned by the Council. The Council is planning to participate in the event with 40 participants.

4.87.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.87.5 Specific targeted benefit after completion of the project is: 5% anticipated growth in exports directly attributable to the project in 2012-13.

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

4.87.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 40 Indian exporters.

4.87.8 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 40 Indian exporters.

Item No. 88: Proposal of SGEPC for organizing participation in Spielwarenmesse International Toy Fair 2013 at Germany.

4.88.1 The total estimated cost of the project for 2012-13 is ₹116.50 lakhs.

4.88.2 The total MAI assistance sought for 2012-13 is ₹104.85 lakhs.

4.88.3 The proposed activities to be undertaken under the project is to organize participation in Spielwarenmesse International Toy Fair 2013 at Nuremberg, Germany. Exact date of the event has not been mentioned by the Council. The Council is planning to participate in the event with 20 participants.

4.88.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

4.88.5 Specific targeted benefit after completion of the project is 5%. anticipated growth in exports directly attributable to the project in 2012-13.

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

4.88.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹99.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 20 Indian exporters.

4.88.8 EC approved the proposal with MAI assistance of ₹99.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 20 Indian exporters.

Item No. 89: Proposal of ISEPC for organising Indian participation in Hong Kong Gift & Premier Fair at Hong Kong from 25-29 April, 2012.

4.89.1 The total estimated cost of the project for 2012-13 is ₹160.00 lakhs.

4.89.2 The total MAI assistance sought for 2012-13 is ₹144.00 lakhs.

4.89.3 The proposed activities to be undertaken under the project is to organize Indian participation in Hong Kong Gift & Premier Fair at Hong Kong from 25-29 April, 2012, promotion & publicity. The number of Indian participants in the event would be 30, as mentioned by ED, ISEPC.

4.89.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.89.5 Specific targeted benefit after completion of the project is the anticipated growth in exports directly attributable to the project in 2012-13: 10%.

4.89.6 EP(Textiles) Division, DOC has recommended the proposal.

4.89.7 SC recommended the proposal for consideration of EC with the assistance of ₹64.00 lakhs under para 7.1.2 of the MAI guidelines.

4.89.8 EC approved the proposal with the assistance of ₹64.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 90: Proposal of SHEFEXIL for setting up of a Task Force of SHEFEXIL to oversee / monitor the matters related to development of the Non Timber Forest Produce (NTFPs) sector.

4.90.1 The total estimated cost of the project for 2012-13 is ₹15.00 lakhs.

4.90.2 The total MAI assistance sought for 2012-13 is ₹15.00 lakhs.

4.90.3 The proposed activities to be undertaken under the project is setting up of a Task Force of SHEFEXIL to oversee / monitor the matters related to development of the Non Timber Forest Produce (NTFPs) sector. Propose a work programme for SHEFEXIL on the basis of and identify other entities and funds sources to be associated with the programme.

4.90.4 Assistance could be considered under para 7.4.3 alongwith para 7.5.2 of the MAI guidelines.

4.90.5 Specific targeted benefit after completion of the project is to organize cultivation / gathering of Non Timber Forest Product (NTFPs). Product and process research to go up the value chain. Identification of partners for the research programmes. Develop a framework for enhancing the competency of SME engaged in this industry in India.

Special focus for North-Eastern states for development of entrepreneurship among potential exporters from the NER.

4.90.6 EP (CAP) Division of DoC has recommended the proposal.

4.90.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹13.50 Lakhs under para 7.4.3 alongwith para 7.5.2 of the MAI guidelines.

4.90.8 EC deferred consideration of the proposal and directed that case be processed on file.

Item No. 91: Proposal of The Clothing Manufacturers Association of India for organizing participation in HKTDC World Boutique, Hong Kong January 2012.

4.91.1 The total estimated cost of the project for 2011-12 is ₹40.99 lakhs.

4.91.2 The total MAI assistance sought for 2011-12 is ₹26.64 lakhs.

4.91.3 The proposed activities to be undertaken under the project is to organize participation in HKTDC World Boutique, Hong Kong January 2012. The CMAI is planning to participate in the event with 12 participants. The exact date has not been mentioned by CMAI.

4.91.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.91.5 Specific targeted benefit after completion of the project is to make India one of the best sourcing countries for the clothing industry of Asia, Europe and USA. HKTDC World Boutique would offer the opportunity to participating companies / brands for showcasing their latest collections.

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

4.91.7 SC was informed by ED, CMAI that their members are not the members of the AEPC and are the leading domestic brands in India, who want to explore foreign markets for promoting their brands (Indian) globally.

4.91.8 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 CMAI ensuring participation of 12 Indian Brands.

4.91.9 EC approved the proposal with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CMAI ensuring participation of 12 Indian Brands.

Item No. 92: Proposal of SRTEPC for organizing participation in INTEXPRO at Kuala Lumpur Malaysia during November 2012.

4.92.1 The total estimated cost of the project for 2012-13 is ₹323.60 lakhs.

4.92.2 The total MAI assistance sought for 2012-13 is ₹226.84 lakhs.

4.92.3 The proposed activities to be undertaken under the project is to organize Indian participation in INTEXPRO at Kuala Lumpur Malaysia during November 2012. The Council is planning to participate in the event with 100 Indian companies and 200 specially selected buyers from ASEAN countries for one-to-one business meeting with participating Indian exhibitors. The exact date is not mentioned by Council.

4.92.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

4.92.5 Specific targeted benefit after completion of the project is to provide a much needed boost for exports to Malaysia. Specially invited ASEAN buyers to visit the combined Indian Exhibition will also brighten the prospect to our trade to ASEAN countries.

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

4.92.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹157.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 110 Indian exporters.

4.92.8 EC approved the proposal with MAI assistance of ₹157.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 110 Indian exporters.

Agenda Item No. 5

Research/Study proposals recommended by Sub-Committee

Item No. 1: Proposal of Infra-I Division, DOC for comprehensive study on the present status of ICDs/CFSS in India, their capacity and bottlenecks.

5.1.1 The total estimated cost of the project for 2012-13 is ₹25.00 lakhs.

5.1.2 The total MAI assistance sought for 2012-13 is ₹25.00 lakhs.

5.1.3 The proposed activities to be undertaken under the project is to conduct the proposed study through external professionals, consultancy firms/consultants having relevant qualification and high experience in undertaking such a study/research work in the field.

5.1.4 Assistance is admissible under MAI guidelines for studies. However since study Sub-Committee under AS&FA has recommended and CS has approved the TOR, may be considered under para 7.4.3 alongwith para 4.4 of the MAI guidelines.

5.1.5 Specific targeted benefit after completion of the project is that it will be helpful in removing the bottlenecks in the existing policy for setting up of ICDs/CFSS in the country.

5.1.6 Infra-I, Division, DOC has recommended the proposal.

5.1.7 SC recommended the proposal for consideration of EC with the assistance of ₹25.00 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines. Subject to tender process being followed and before entrusting the study the technical competence of the party should be properly assessed.

- 5.1.7 EC approved the proposal with the assistance of ₹25.00 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines. Subject to tender process being followed and before entrusting the study the technical competence of the party should be properly assessed.

Item No. 2: Proposal of NCTI for undertaking study on review of India – ASEAN trade in goods agreement with ASEAN.

- 5.2.1 The total estimated cost of the project for 2011-12 is ₹6.00 lakhs. (Total cost of the project for three year is ₹18.00 lakhs).
- 5.2.2 The total MAI assistance sought for 2011-12 is ₹6.00 lakhs (Total MAI assistance sought for the project for three year is ₹18.00 lakhs).
- 5.2.3 The proposed activities to be undertaken under the project is to undertake desktop study to assess India-ASEAN FTA post implementation impact on trade of NTI, NT2 and ST items with ASEAN countries (Malaysia, Thailand, Indonesia and Singapore).
- 5.2.4 Assistance is admissible under para 7.4.4 of the MAI guidelines.
- 5.2.5 Specific targeted benefit after completion of the project is analysing gains flowing out of the agreements. It will also asses products wise key benefits for exporters and analyses cases of import surges on account of circumvention of rules of origin conditions.
- 5.2.6 FT(ASEAN) Division, DOC has recommended the proposal.
- 5.2.7 SC recommended the proposal for consideration of EC with the assistance of ₹6.00 lakhs under para 7.4.4 of the MAI guidelines for the year 2011-12. In principle approval also for total MAI assistance of ₹18.00 lakhs for the three year project, subject to submission of quarterly reports by NCTI.
- 5.2.8 EC approved the proposal with the assistance of ₹6.00 lakhs under para 7.4.4 of the MAI guidelines for the year 2011-12. In principle approval also for total MAI assistance of ₹18.00 lakhs for the three year project, subject to submission of quarterly reports by NCTI.

**List of participants for Empowered Committee Meeting of MAI held on 31.10.2011
in Room No. 141 under the Chairmanship of Shri Rahul Khullar, Commerce
Secretary, Department of Commerce.**

1. Shri Rahul Khullar, Commerce Secretary ... Chairman
2. Shri Rajan S. Katoch, AS&FA, DoC
3. Shri Arvind Mehta, Joint Secretary, DoC
4. Shri Ravi Capoor, Joint Secretary, DoC
5. Shri Anup Wadhawan, Joint Secretary, DoC
6. Shri D.S. Dhesi, Joint Secretary, DoC
7. Shri Sumanta Chaudhuri, Joint Secretary, DoC
8. Shri J.S. Deepak, Joint Secretary, DoC
9. Ms. Radhika Lokesh, Joint Secretary, MEA
10. Shri V. Srinivas, Joint Secretary, M/o Textiles
11. Ms. Mridul Jain, Joint Secretary, DoC
12. Ms. Sangeeta Godbole, Director, DoC
13. Ms. Amrit Raj, Director, DoC
14. Shri V.L. Kantha Rao, Director, DoC
15. Shri Sanoj Kumar Jha, Director, DoC
16. Ms. Sutapa Mazumdar, Director, Planning Commission
17. Shri P. Dasgupta, Under Secretary, DoC
18. Shri S.S. Kumar, Under Secretary, DoC
19. Shri J.P. Dutta, Under Secretary, M/o Textiles
20. Shri Neeraj Gupta, ED, ITPO
21. Shri Ajay Sahai, DG&CEO, FIEO
22. Shri Rajiv Jain, Chairman, GJEPC
23. Shri K.K. Duggal, Regional Director, GJEPC
24. Shri Anurag Dhoot Deputy Director, GJEPC
25. Shri R. Moitra, ED, EEPC
26. Shri B. Sarkar, AED, EEPC
27. Shri Gurvinder Singh, Jt. Director, EEPC
28. Shri Ali Ahmed Khan, ED, CLE
29. Shri Sanjay Kumar, AD, CLE
30. Ms. Beela Rajesh, ED, HEPC
31. Shri Anand Haldankar, ED, ISEPC
32. Shri Siddhartha Rajagopal, ED, Texprocil
33. Shri Vijay Mathur, DSG, AEPC
34. Shri Rakesh Kumar, ED, EPCH
35. Shri R. K. Verma, EPCH
36. Shri R.K. Srivastava, EPCH
37. Shri Sudhir Merchant, Chairman, Shefexil
38. Dr. Debjani Roy, ED, Shefexcil
39. Shri J.P. Tiwari, Regional Director, Chemexcil
40. Shri Virendra Gupta, Senior Director, CII
41. Shri D.S. Rajora, ASSOCHAM
42. Shri S.S. Chawla, ASSOCHAM
43. Shri Rohit Pandit, Director, IEEMA
44. Shri Sudeep Sarkar, Asstt Director, IEEMA
45. Shri Varun Khanna, DGM, NCTI
46. Shri Sanjeev Verma, Financial Advisor, FDCI
47. Shri Rakesh Sangrai, Sr. Manager, FDCI
48. Shri Rahul Mehta, President, CMAI
49. Shri Mohan Sadhwani, ED, CMAI
50. Ms. Manju. K. Prakash, FICCI
51. Shri Rajeev Vijh, Addl. Director, FICCI
