Minutes of the EC meeting

Government of India
Ministry of Commerce & Industry
Department of Commerce
E&MDA Division

Udyog Bhawan, New Delhi
Dated: 24th September 2019

Office Memorandum

Subject: Minutes of the meeting of the Empowered-Committee to consider proposals for assistance under the Market Access Initiative (MAI) Scheme.

The undersigned is directed to forward herewith the minutes of the meeting of the Empowered Committee of MAI, held at 4:00 PM on 3rd September, 2019, under the chairmanship of Dr. Anup Wadhawan, Commerce Secretary, to consider proposals for assistance under the MAI Scheme, for information and necessary action.

(Rajeev Kumar)
Under Secretary (E&MDA)
011-2306 1764

To,

1. The Secretary, Ministry of External Affairs
2. The Secretary, Ministry of MSME
3. The CEO, Niti Aayog
4. Shri Alok Vardhan Chaturvedi DG, DGFT
5. Shri Shashank Priya, AS&FA, DOC
6. The Director, IIFT
7. Shri Bhupinder Singh Bhalla, JS, DoC
8. Shri Sanjay Chadha, AS, DOC
9. Shri Shyamal Misra, JS, DoC
10. Shri Keshav Chandra, JS, DOC
11. Ms. Nidhi Mani Tripathi, JS, DOC
12. Shri Darpan Jain, JS, DoC
13. Smt. Rupa Dutta, Economic Advisor, DoC
14. Ms. Aditi Das Raut, Trade Advisor, M/o Textiles

Copy to:

1. Shri Paban K. Borthakur, APEDA
2. Shri Chandrakta Banerjee, DG, CII
3. Shri R. Selvam, ED, CLE
4. Dr. Ajay Sahai, DG, FIEO
5. Shri Gagan Sabharwal, Senior Director, Global Trade Development, NASSCOM
6. Shri Vikas Malhotra, GM, ITPO
7. Shri Suranjan Gupta, ED, EEPC
8. Shri Sabyasachi Ray, ED, GJEPC
9. Shri V. Mehta, DG, ACMA
10. Shri Ravi Uday Bhaskar, DG, Pharmexcil
11. Shri S.G. Bharadi, ED, Chemexcil
12. Shri Sribash Dasmohapatra, ED, Plastic EPC
13. Dr. Mahesh Y Reddy, SG, PHDCCI
14. Shri S. R. Gaikwad, ED, PDEXCIL
15. ED, Capexil
16. Shri Sanjay Kumar, ED, Carpet EPC
17. Dr. Rajeev Singh, Director General, ICC
18. Shri Mohit Singla, Chairman, TPCI
Minutes of the Meetings of the Empowered Committee of MAI, held on 3rd September, 2019

The Empowered Committee (EC) of MAI met on 3rd September, 2019 to discuss the following agenda items:

i. Proposals seeking changes in the events, approved by the EC in its meeting held on 28th February, 2019;
ii. Proposals, moved as per deliberations held in the EC meeting dated 28th February, 2019;
iii. Proposals for activities, other than events;
iv. New proposals; and
v. Proposals seeking ex-post-facto approval of the EC.

The list of participants is at Annexure-I.

2. Joint Secretary, MAI, Department of Commerce welcomed the participants to the meeting. He made a brief presentation on the MAI Scheme, its evolution over the years, efforts made by the Department to streamline the Scheme and the major constraints, including limitation of resources in meeting the aspirations of the trade and industry. Thereafter, the proposals listed in the agenda were taken up for consideration one by one.

3. The EC approved the proposals listed in the agenda with the following modifications:

   I. Proposals seeking changes in the events, approved by the EC in its meeting held on 28th February, 2019:

   a. Participation in the 2nd China International Import Expo: DG, FIEO informed the EC that India is participating in the event as “Guest Country of Honour” with a bigger country pavilion of the size of 256 sq mtr compared to earlier plan of 136 sq mtr. He further informed that additional activities, like Seminar/ B2B meetings, screening of Indian movies, cultural activities and wider publicity are also proposed for the
event, for which additional funding to the tune of Rs.71.50 lakh (over and above Rs.187.50 lakh already recommended by the Sub-Committee) would be required. He also requested that the assistance related to country pavilion may be exempted from the normal 65%:35% ratio. After considering the matter in detail, the Empowered Committee approved the following MAI assistance for the FIEO/ICC participation in the China International Import Expo:

(i) Participation of 95 Indian exporters in the Expo: Rs.142.50 lakh at the ratio of 65%:35%;
(ii) Construction of Country Pavilion (256 sq. mtr): Rs.75 lakh at the ratio of 90%:10%; and
(iii) Publicity, Seminar, Cultural Activities, Screening of Indian Movies: Rs.30 lakh at the ratio of 90%:10%.

b. Subject to above modification, EC approved the proposals listed in the agenda.

II. Proposals, moved as per deliberations held in the EC meeting dated 28th February, 2019: EC approved the proposals listed in the agenda.

III. Proposals for activities, other than events:

a. ED, EEPC mentioned that some of the proposed training programmes would be classroom based and some lab based and that due to insufficient capacity of labs, it may not be possible to train 100 exporters in each lab. The proposal of EEPC was put on hold and EEPC was advised to submit a detailed revised proposal.

b. EC approved the remaining proposals listed in the agenda, with the following directions:

(i) The capacity building programmes/export seminars/export awareness programmes/ training should be done with utmost seriousness, so that meaningful outcome comes out of these programmes.
(ii) Training materials, literatures, handbooks, etc may be disseminated as well as distributed among the participants/trainees, preferably in advance of the commencement of training.
(iii) A focussed approach should be adopted to train the participants, which should include case study and practical/hands on sessions.

(iv) At the end of a programme, knowledge of the trainees/participants should be tested and on successful completion, a certificate of completion should be given.

IV. **New proposals:** EC approved the proposals listed in the agenda.

V. **Proposals seeking ex-post-facto approval of the EC:** EC took note of the fact that the proposals listed in the agenda have been approved on file and accordingly, ex-post-facto approved these proposals.

4. Funding and other details are indicated at Annexure-II.

5. The meeting ended with vote of thanks to the Chair.

****
Department of Commerce
E&MID Division

List of Participants

[Meeting of the Empowered Committee of MAI held on 03.09.2019]

1. Dr. Anup Wadhawan, Commerce Secretary ................. in Chair
2. Shri Shashank Priya, AS&FA, DoC
3. Shri Sanjay Chadha, AS, DoC
4. Shri Rajneesh, JS( E&MID), DoC
5. Shri Keshav Chandra, JS, DoC
6. Shri K. V. Nagi Reddy, Dir., DoC
7. Shri Prakash Nevatia, Dir., DoC
8. Shri U. C. Shukla, Dir., O/o DC, MSME
9. Ms. Padma Ganesh, DS (Engg), DoC
10. Shri Anurag Sehgal, DS, DoC
11. Shri S. K. Ranjan, DS, DoC
12. Shri Senthil Nathan S., DS, DoC
13. Shri Kulwant Rana, DS, NITI Aayog
14. Shri Rajeev Kumar, US( E&MID), DoC
15. Ms. Pinky Gupta, SO(E&MID), DoC
16. Shri Abhijit Das, Head, CWTOS, IIFT
17. Dr. Pooja Lakhanpal, Associate Professor, IIFT
18. Dr. Ajay Sahai, DG & CEO, FIEO
19. Shri Ashish Jain, Jt. DDG, FIEO
20. Shri S. S. Nayyar, GM, APEDA
21. Shri Prabu Palraj, DD, NCDC
22. Dr. K. T. Channeshappa, ED, NCDC
23. Shri Vikas Malhotra, GM, ITPO
24. Shri R. Selvam, ED, CLE
25. Shri Shri Sanjay Kumar, ED, Carpet EPC
26. Shri P. K. Arora, Asstt. Dir., Carpet EPC
27. Ms. Susmmita Das, Dir., ICC
28. Shri Bodhi Mukherjee, JD, ICC
29. Dr. Abhay Sinha, Sr. Dir., Pharmexcil
30. Shri K.K. Duggal, Dir., GJEPC
31. Shri Sridhar Iyengar, Dir., GJEPC
32. Shri S. R. Dewan, RD, Plexconcil
33. Shri Kamal Khurana, Secy., PHDCCI
34. Shri Rakesh Kumar Sangrai, JS, PHDCCI
35. Shri Haridas Pantheeradi, Dir., CII
36. Shri Kapil Gupta, Jt. DG, TPCI
37. Shri Suranjan Gupta, ED, EEPC
38. Ms. Pallavi Saha, Sr. DD, EEPC
39. Dr. J. P. Tiwari, RD, Chemexcil,
40. Shri Amit Mukherjee, Dy. ED, ACMA
41. Shri Lokesh Raina, Sr. Dir., ACMA
42. Shri Naresh K. Chutani, Capexil
43. Shri Sunil Kumar, EO, Capexil
44. Ms. Renuka Pahuja, Mgr., NASSCOM

*****
### Department of Commerce

#### I. Proposals for change of approved events

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Agency</th>
<th>Event / Activity name</th>
<th>Date of the Event</th>
<th>No. of Indian Exhibitors / Foreign Buyers</th>
<th>MAI assistance approved by EC (Rs. in lakhs)</th>
<th>Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Carpet EPC</td>
<td>India Carpet Expo, Varanasi</td>
<td>16-19 Oct., 2019</td>
<td>200 / 200+</td>
<td>350.00</td>
<td>M/o Textiles / EP(Textiles)</td>
</tr>
<tr>
<td>2</td>
<td>Carpet EPC</td>
<td>India Carpet Expo, New Delhi</td>
<td>15-18 Mar., 2020</td>
<td>200 / 200+</td>
<td>350.00</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>FIEO</td>
<td>2nd China International Import Expo</td>
<td>5-10 Nov., 2019</td>
<td>95</td>
<td>247.50</td>
<td>FT(NEA)</td>
</tr>
<tr>
<td>4</td>
<td>Capexil</td>
<td>Sharjah International Book Fair in place of Abu Dhabi International Book Fair</td>
<td>30 Oct., 2019 to 9 Nov., 2019</td>
<td>20</td>
<td>20.00</td>
<td>FT(Africa) and EP(CAP)</td>
</tr>
<tr>
<td>5</td>
<td>CLE</td>
<td>Fashion world Tokyo in place of BSM in Mexico* Oct., 2019</td>
<td></td>
<td>25</td>
<td>37.50</td>
<td>EP(LSG) and FT(NEA)</td>
</tr>
<tr>
<td>6</td>
<td>FIEO</td>
<td>19th Bauen &amp; Energie Wien 2020, Austria in place of 5th Industry Days, Hungary</td>
<td>Feb., 2020</td>
<td>30</td>
<td>67.50</td>
<td>EP (CAP) &amp; FT (Europe)</td>
</tr>
<tr>
<td>7</td>
<td>ITPO / ICC</td>
<td>Fiera Del Levante, Bari(Italy) in place of Asian Gifts and Houseware Show 2019</td>
<td>Sept. 2019</td>
<td>30</td>
<td>67.50</td>
<td>FT(Europe)</td>
</tr>
<tr>
<td>8</td>
<td>PHDCCI</td>
<td>Nepal 5P International Expo, Kathmandu in place of 25th Iran print &amp; pack, Tehran</td>
<td>6-8 Dec., 2019</td>
<td>50</td>
<td>55.00</td>
<td>FT(SA)</td>
</tr>
<tr>
<td>9</td>
<td>Chemexcil</td>
<td>Indian Chemical &amp; Cosmetic Exhibition in Argentina (35) followed by BSM in Brazil (20) and Peru (20)</td>
<td>Dec., 2019</td>
<td>35</td>
<td>89.30</td>
<td>EP(CAP)</td>
</tr>
<tr>
<td>10</td>
<td>GJEPC</td>
<td>India USA Gem and Jewellery RBSM in Mumbai in place of India Jewellery Week, UAE</td>
<td>10-12 Sep. 2019</td>
<td>30 / 50</td>
<td>31.00</td>
<td>EP(G&amp;J)</td>
</tr>
</tbody>
</table>

| Total | | | | | 1315.30 | |

#### II. New Proposals moved by the EPCs as per EC decision

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Agency</th>
<th>Event / Activity name</th>
<th>Date of the Event</th>
<th>No.</th>
<th>MAI assistance approved by EC (Rs. in lakhs)</th>
<th>Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>ACMA</td>
<td>Autotech Egypt &amp; 2 Days BSM in Morocco,</td>
<td>Dec-19</td>
<td>15</td>
<td>19.50</td>
<td>EP(Engg)</td>
</tr>
<tr>
<td>S. No.</td>
<td>Agency</td>
<td>Event / Activity name</td>
<td>Date of the Event</td>
<td>No. of Indian Exhibitors / Foreign Buyers</td>
<td>MAI assistance approved by EC (Rs. in lakhs)</td>
<td>Division</td>
</tr>
<tr>
<td>--------</td>
<td>--------</td>
<td>-----------------------</td>
<td>-------------------</td>
<td>------------------------------------------</td>
<td>--------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>12</td>
<td>ACMA</td>
<td>Erbil Auto Show, Iraq</td>
<td>Mar-20</td>
<td>15</td>
<td>15.00</td>
<td>EP(Engg)</td>
</tr>
<tr>
<td>13</td>
<td>ICC</td>
<td>Interschutz 2020, Germany</td>
<td>Sept., 2020</td>
<td>50</td>
<td>112.50</td>
<td>EP(Engg)/FT(Europe)</td>
</tr>
<tr>
<td>14</td>
<td>Pharmexcil</td>
<td>Asia Pharma Expo 2020, Bangladesh, Feb.2020</td>
<td>20</td>
<td>22.00</td>
<td>EP(Pharma)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>212.75</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### III. Proposals for activities, other than events, recommended by Commodity Div.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Agency</th>
<th>Event / Activity name</th>
<th>Date of the Event</th>
<th>No. of Indian Exhibitors / Foreign Buyers</th>
<th>MAI assistance approved by EC (Rs. in lakhs)</th>
<th>Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>EEPC</td>
<td>Capacity building of exporters – 24 Training programs in 15 cities</td>
<td>82.00</td>
<td>46.80</td>
<td>0.00</td>
<td>Deferred EP(Engg)</td>
</tr>
<tr>
<td>17</td>
<td>ACMA</td>
<td>Workshop on Project management at New Delhi, Chennai, Pune, Jamshedpur</td>
<td>15.00</td>
<td>9.75</td>
<td>9.75</td>
<td>EP(Engg)</td>
</tr>
<tr>
<td>18</td>
<td>Plastic EPC</td>
<td>Export Seminars in India(12 seminars with 50 participants each)</td>
<td>23.00</td>
<td>14.95</td>
<td>14.95</td>
<td>EP(CAP)</td>
</tr>
<tr>
<td>19</td>
<td>Pharmexcil</td>
<td>Seminar on Capacity Building of Exports (24 programmes)</td>
<td>78.00</td>
<td>50.00</td>
<td>50.00</td>
<td>EP(Pharma)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>74.70</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### IV. New Proposals

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Agency</th>
<th>Event / Activity name</th>
<th>Date of the Event</th>
<th>No. of Indian Exhibitors / Foreign Buyers</th>
<th>MAI assistance approved by EC (Rs. in lakhs)</th>
<th>Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>APEDA</td>
<td>India International Cooperative Trade Fair (IICTF), India</td>
<td>Oct., 2019</td>
<td>65</td>
<td>150</td>
<td>115.00</td>
</tr>
<tr>
<td>21</td>
<td>NASSCOM</td>
<td>Proposal for Assistance for curating Germanic and French Markets</td>
<td>-</td>
<td>-</td>
<td>300.00</td>
<td>TPD</td>
</tr>
<tr>
<td>23</td>
<td>ICC</td>
<td>Stakeholder meeting with Bangladesh for enhancing trade and commerce</td>
<td>Oct., 2019</td>
<td>30</td>
<td>100</td>
<td>55.00</td>
</tr>
<tr>
<td>25</td>
<td>CII</td>
<td>India-WANA Regional Conclave in Cairo</td>
<td>6-7 Nov., 2019</td>
<td>50</td>
<td>-</td>
<td>49.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>618.50</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S. No.</td>
<td>Agency</td>
<td>Event / Activity name</td>
<td>Date of the Event</td>
<td>No. of Indian Exhibitors / Foreign Buyers</td>
<td>MAI assistance approved by EC (Rs. in lakhs)</td>
<td>Division</td>
</tr>
<tr>
<td>--------</td>
<td>--------</td>
<td>-----------------------</td>
<td>-------------------</td>
<td>------------------------------------------</td>
<td>---------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>1</td>
<td>CII/SEPC/ESC EPC/TEPC</td>
<td>Pacific Alliance Business Matchmaking 2019</td>
<td>19-23 Aug., 2019</td>
<td>60</td>
<td>148.20</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>ITPO</td>
<td>Participation of India as an Honoured Country at the 84th Edition of Thessaloniki International Trade Fair</td>
<td>Sept., 2019</td>
<td>50</td>
<td>143.00</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>ICC</td>
<td>Organising &quot;INDIA PAVILION&quot; and &quot;BUYER SELLER MEETING&quot; at &quot;CANADA GAS AND LNG 2019&quot;</td>
<td>21/05/2019 To 23/05/2019</td>
<td>30</td>
<td>63.00</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>ITPO</td>
<td>IGA Perth Royal Show, 2019</td>
<td>28 Sept., 2019 to 05 Oct., 2019</td>
<td>20</td>
<td>36.00</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>ICC</td>
<td>BSM at Big 5 Solar, UAE</td>
<td>Nov., 2019</td>
<td>25</td>
<td>43.75</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>433.95</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Grand Total</strong></td>
<td></td>
<td></td>
<td><strong>2655.20</strong></td>
<td></td>
</tr>
</tbody>
</table>