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

Minutes of the MAI Empowered Committee meeting held on 11th September 2012 at 2:30 P.M. in Room No. 141, Udyog Bhawan, New Delhi held under the Chairmanship of Shri S.R. Rao, Commerce Secretary, Department of Commerce, are enclosed for information and necessary action.

(C.P. Ratnakaran)
Section Officer

1. Smt. Anita Agnihotri, AS&FA, DOC
2. Shri Anup K. Pujari, DGFT
3. Shri J.S. Deepak, Additional Secretary, DOC
4. Shri Siddharth, Joint Secretary, DOC
5. Shri Sumant Chaudhuri, Joint Secretary, DOC
6. Shri A.K. Tripathy, Joint Secretary, DOC
7. Shri J.K. Dadoo, Joint Secretary, DOC
8. Shri Anurag Saxena, Joint Secretary, DOC
9. Shri Prabhat Kumar, Joint Secretary (ITP), MEA
10. Shri V. Srinivas, Joint Secretary (Exports), M/o Textiles
11. Shri N.K. Gupta, ED, ITPO
12. Smt. Sujoya Majumdar, Director, Planning Commission
14. Dr. Vijaya Katti, Professor & Chairperson (Research) IIIT
15. Shri R. Maity, ED, EEPC
16. Shri D. Saikumar, ED, CLE
17. Shri Raghuveer Kini, ED, Pharmexcil
18. Ms. Anita Agnihotri, ED, CHEMEXCIL
19. Shri Tapen Chattopadhyay, ED, Capexil
20. Shri Rajen Kalyanpur, ED, Plastic EPC
21. Shri Gautam Ghosh, FICCI
22. Ms. Rani George, Special Secretary, Govt. of Kerala
23. Shri Ajay Sahal, DG & CEO, FIEO
24. Shri A. Sabya Patnaik, ED, G&J EPC
25. Shri Vijay Mathur, Acting SG, AEPC
26. Shri Rakesh Kumar, ED, EPCH
27. Shri Siddhartha Rajagopal, ED, TEXPROCIL
28. Shri E.L. Paulo, ED, SRTEPC
29. Shri Anand Vaidhankar, ED, ISEPC
30. Shri Nazir A. Dar, President, KCCI
31. Shri Virendra Gupta, Sr. Director CII
32. Shri Rohit Pandit, Director, IEEMA
33. Shri N.C. Saha, Director, IIP

Copy to:

1. PPS to/CS
2. JS (AM)
3. JS (MJ)
Minutes of the Empowered Committee of MAI held on 11.09.2012 in Room No. 141 under the Chairmanship of Shri S. R. Rao, Commerce Secretary.

List of participants is annexed.

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

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

**Agenda Item No. 1**

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

**Agenda Item No. 2**

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

**Agenda Item No. 3**

Proposals seeking ex-post-facto approval of EC

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

3.1.1 The total estimated cost of the project for 2010-11 is ₹11.28 lakhs.

3.1.2 The total MAI assistance sought for 2010-11 is ₹11.28 lakhs.

3.1.3 The proposed activities to be undertaken include preparation of a web portal that would furnish all information – quantitative as well as qualitative with respect to the import of different products at eight digit level classification according to ITS(HS) code by India.

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

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

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

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

**Estimated Expenditure**

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

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

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

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

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

3.2.4 M/o Textiles has recommended the proposal.

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

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

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

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

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

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

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

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

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

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

### Estimated Expenditure

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

Minutes of the EC meeting of MAI held on 11.09.2012
4 Cost of catalogues including brochures, exhibition manual, exhibitor catalogue, invitation card, badges etc

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Maximum Admissible assistance</th>
<th>MAI Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost</td>
<td>150.00</td>
<td>97.50</td>
<td>40.00</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost</td>
<td>100.00</td>
<td>25.00</td>
<td>15.00</td>
</tr>
<tr>
<td>3</td>
<td>Cost of catalogues and other material</td>
<td>30.00</td>
<td>19.50</td>
<td>15.00</td>
</tr>
<tr>
<td>4</td>
<td>PR campaign</td>
<td>55.00</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Air fare of international visitors/ agents/chief/guest/dignitaries/invitees/exhibition/speakers/resource</td>
<td>100.00</td>
<td>100.00</td>
<td>80.00</td>
</tr>
<tr>
<td>6</td>
<td>Cultural programme &amp; inaugural function</td>
<td>40.00</td>
<td>Not admissible</td>
<td>Nil</td>
</tr>
<tr>
<td>7</td>
<td>BSM</td>
<td>30.00</td>
<td>Not admissible</td>
<td>Nil</td>
</tr>
<tr>
<td>8</td>
<td>Conducting seminar</td>
<td>25.00</td>
<td>Not admissible</td>
<td>Nil</td>
</tr>
<tr>
<td>9</td>
<td>Local charges</td>
<td>30.00</td>
<td>Not admissible</td>
<td>Nil</td>
</tr>
<tr>
<td>10</td>
<td>Co-ordination and management of the entire event including mementos</td>
<td>30.00</td>
<td>Not admissible</td>
<td>Nil</td>
</tr>
<tr>
<td>Total</td>
<td>590.00</td>
<td>242.00</td>
<td>150.00</td>
<td></td>
</tr>
</tbody>
</table>
Item No. 5: Proposal of EEPC for organizing “India Show” India Engineering Sourcing Fair 2013 at Mumbai from 14-16 March, 2013.

3.5.1 The total estimated cost of the project for 2012-13 is ₹672.00 lakhs.

3.5.2 The total MAI assistance sought for 2012-13 is ₹506.00 lakhs.

3.5.3 The proposed activities to be undertaken under the project is to a unique engineering exhibition spread over an area of 12,000 sq.mtr, international Buyer Seller Meet with focus on India sourcing, product presentation, display.

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

3.5.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines.

3.5.6 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.8 and para 4.4 of the MAI guidelines for components as detailed below.

**Estimated Expenditure**

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


3.6.1 The total estimated cost of the project for 2012-13 is ₹47.25 lakhs.
3.6.2 The total MAI assistance sought for 2012-13 is ₹39.90 lakhs.

3.6.3 The proposed activities to be undertaken under the project is to invite buyer dealing in plastics from round the world to attend the event and provide a platform for one to one interactions, come out with a pre-event brochure and use our missions and other agencies to identify and invite buyers, publicize the event in target countries.

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

3.6.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹39.90 lakhs under para 7.1.8 of the MAI guidelines.

3.6.6 EC accorded its ex-post-facto approval with an assistance of ₹39.90 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost</td>
<td>8.00</td>
<td>5.20</td>
</tr>
<tr>
<td>2</td>
<td>Publicity brochures</td>
<td>4.00</td>
<td>2.60</td>
</tr>
<tr>
<td>3</td>
<td>Publicity cost</td>
<td>7.00</td>
<td>4.55</td>
</tr>
<tr>
<td>4</td>
<td>Translation and interpreter charges</td>
<td>2.00</td>
<td>1.30</td>
</tr>
<tr>
<td>5</td>
<td>Airfare and hotel charges of 30 foreign delegates</td>
<td>26.25</td>
<td>26.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>47.25</strong></td>
<td><strong>39.90</strong></td>
</tr>
</tbody>
</table>

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

3.7.1 The total estimated cost of the project for 2012-13 is ₹94.00 lakhs.

3.7.2 The total MAI assistance sought for 2012-13 is ₹71.60 lakhs.

3.7.3 The proposed activities to be undertaken under the project is to organizing 15th RBSM coinciding with vibrant Gujarat at Gandhinagar, Gujarat from 8-13 January, 2013

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

3.7.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹61.85 lakhs under para 7.1.8 of the MAI guidelines.

3.7.6 EC accorded its ex-post-facto approval with an assistance of ₹61.85 lakhs under para 7.1.8 of the MAI guidelines for components as detailed below.

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost</td>
<td>35.00</td>
<td>22.75</td>
</tr>
<tr>
<td>Sl. No.</td>
<td>Heads</td>
<td>Estimated Expenditure</td>
<td>MAI Assistance Approved</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Space charges and constructions of booths, banners, stands, bunting, iron &amp; ironing boards, steamers, light load, interior decoration</td>
<td>126.56</td>
<td>82.26</td>
</tr>
<tr>
<td>2</td>
<td>Overseas publicity</td>
<td>99.12</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Printing of banners/meter boards/arc, hanging banners giant light box at venue</td>
<td>14.00</td>
<td>17.74</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>239.68</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Estimated Expenditure (₹ In Lakhs)**

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

3.8.1 The total estimated cost of the project for 2012-13 is ₹239.68 lakhs.

3.8.2 The total MAI assistance sought for 2012-13 is ₹137.00 lakhs.

3.8.3 The proposed activities to be undertaken under the project include is to organising participation in Buyer Seller Meet for clothing at New York, USA during January, 2013

3.8.4 Ministry of Textiles has recommended the proposal.

3.8.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines.

3.8.6 EC accorded its ex-post-facto approval with an assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines for components as detailed below.

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

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

(ii) Reverse visit of foreign buyers (MPEXPORTECH) at Indore for packaging products during March 2013.

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

Minutes of the EC meeting of MAI held on 11.09.2012
3.9.2 The total MAI assistance sought for 2012-13 is ₹207.40 lakhs.

3.9.3 The proposed activities to be undertaken under the project is to organize RBSM at Gwalior during January 2013 and at Indore during March 2013.

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

3.9.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹200.00 lakhs under para 7.1.8 of the MAI guidelines for both RBSMs.

3.9.6 EC accorded its ex-post-facto approval with an assistance of ₹200.00 lakhs under para 7.1.8 of the MAI guidelines for both RBSMs for components as detailed below.

### Estimated Expenditure (₹ in Lakhs)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>MAI assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost rent / erecting / commissioning of theme pavilions / stalls / seminars, interactive meet etc</td>
<td>42.00</td>
<td>27.30</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost including cost of catalogues / interpretation charges</td>
<td>30.00</td>
<td>16.45</td>
</tr>
<tr>
<td>3</td>
<td>Air fare and hotel expenses for 75 foreign buyers</td>
<td>56.25</td>
<td>56.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>128.25</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>MAI assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost</td>
<td>45.00</td>
<td>29.25</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost</td>
<td>14.00</td>
<td>8.00</td>
</tr>
<tr>
<td>3</td>
<td>Cost of catalogues and other material</td>
<td>10.00</td>
<td>4.50</td>
</tr>
<tr>
<td>4</td>
<td>Translation and interpretation charges</td>
<td>5.00</td>
<td>2.00</td>
</tr>
<tr>
<td>5</td>
<td>Airfare and hotel expenses for 75 buyers</td>
<td>56.25</td>
<td>56.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>130.25</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Total for two RBSM: **258.50**


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

3.10.2 The total MAI assistance sought for 2012-13 is ₹52.03 lakhs.

3.10.3 The proposed activities to be undertaken under the project include is to organising RBSM during Vibrant Gujarat 2013 summit at Gandhinagar from 8-13 January, 2013.

3.10.4 EP (Engg) Division, DOC has recommended the proposal.
3.10.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹52.00 lakhs under para 7.1.8 of the MAI guidelines.

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

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

**Estimated Expenditure**

**Agenda Item No. 4**

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

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

4.1.1 The total estimated cost of the project for 2013-14 is ₹63.50 lakhs.

4.1.2 The total MAI assistance sought for 2013-14 is ₹39.97 lakhs.

4.1.3 The proposed activities to be undertaken under the project is to organizing India Pavilion in Hannover Messe Fair at Germany from 8-12 April, 2013 with 25 Indian participants. The fair is focusing on products of industrial automation, energy wind etc.

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

4.1.7 SC recommended the proposal for consideration of EC with an assistance of ₹ 39.97 lakhs under para 7.1.2 of the MAI guidelines (₹ 36.72 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.

4.1.8 EC approved the proposal with an assistance of ₹ 39.97 lakhs under para 7.1.2 of the MAI guidelines (₹ 36.72 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.
Item No. 2: Proposal of EEPC for organizing India Pavilion in WETEX 2013, Dubai, UAE during 15-17 April 2013.

4.2.1 The total estimated cost of the project for 2013-14 is ₹51.25 lakhs.

4.2.2 The total MAI assistance sought for 2013-14 is ₹32.50 lakhs.

4.2.3 The proposed activities to be undertaken under the project is to organizing India Pavilion in WETEX 2013, Dubai, UAE during 15-17 April 2013 with 20 Indian participants. The fair is focusing on products of field of water and energy and environment.

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

4.2.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 32.50 lakhs under para 7.1.2 of the MAI guidelines (₹ 29.90 lakhs for space rent and erection of stalls and ₹ 2.60 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.

4.2.6 EC approved the proposal with an assistance of ₹ 39.97 lakhs under para 7.1.2 of the MAI guidelines (₹ 36.72 lakhs for space rent and erection of stalls and ₹ 3.25 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.

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


4.3.1 The total estimated cost of the project for 2013-14 is ₹58.50 lakhs.

4.3.2 The total MAI assistance sought for 2013-14 is ₹37.05 lakhs.

Minutes of the EC meeting of MAI held on 11.09.2012

Page 10
4.3.3 The proposed activities to be undertaken under the project is to organize India pavilion in WIN Part 1- 2013 Istanbul, Turkey during 6-9 June 2013. EEPC is planning to participate in the event with 10 Indian participants. The fair is focusing on engineering items.

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

4.3.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 37.05 lakhs under para 7.1.2 of the MAI guidelines (₹ 34.45 lakhs for space rent and erection of stalls and ₹ 2.60 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.

4.3.6 EC approved the proposal with an assistance of ₹ 37.05 lakhs under para 7.1.2 of the MAI guidelines (₹ 34.45 lakhs for space rent and erection of stalls and ₹ 2.60 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.

### Estimated Expenditure

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

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

4.4.1 The total estimated cost of the project for 2013-14 is ₹95.25 lakhs.

4.4.2 The total MAI assistance sought for 2013-14 is ₹61.10 lakhs.

4.4.3 The proposed activities to be undertaken under the project is to organize India pavilion in Automechanika Middle East 2012, Dubai, UAE during 11-13 June 2013. EEPC is planning to participate in the event with 30 Indian participants. The fair is focusing items on auto and vehicle parts.

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

4.4.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 61.10 lakhs under para 7.1.2 of the MAI guidelines (₹ 55.90 lakhs for space rent and erection of stalls and ₹ 5.20 lakhs for other eligible components) subject to EEPC ensuring participation of 30 exporters.

4.4.6 EC approved the proposal with an assistance of ₹ 61.10 lakhs under para 7.1.2 of the MAI guidelines (₹ 55.90 lakhs for space rent and erection of stalls and ₹ 5.20 lakhs for other eligible components) subject to EEPC ensuring participation of 30 exporters.

### Estimated Expenditure

(₹ In Lakhs)
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space rent and erection of stalls</td>
<td>86.00</td>
<td>55.90</td>
</tr>
<tr>
<td>2</td>
<td>Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses</td>
<td>8.00</td>
<td>5.20</td>
</tr>
<tr>
<td>3</td>
<td>Other organizing expenses</td>
<td>1.25</td>
<td>Not sought by EEPC</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95.25</td>
<td>61.10</td>
</tr>
</tbody>
</table>

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

4.5.1 The total estimated cost of the project for 2013-14 is ₹62.00 lakhs.

4.5.2 The total MAI assistance sought for 2013-14 is ₹39.32 lakhs.

4.5.3 The proposed activities to be undertaken under the project is to organize India pavilion in Saudi Build 2013, Riyadh, Saudi Arabia during 17-20 November 2013. EEPC is planning to participate in the event with 20 Indian participants. The fair is focusing on items for construction technology and building material.

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

4.5.5 SC recommended the proposal for consideration of EC with an assistance of ₹39.32 lakhs under para 7.1.2 of the MAI guidelines (₹36.07 lakhs for space rent and erection of stalls and ₹3.25 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.

4.5.6 EC approved the proposal with an assistance of ₹39.32 lakhs under para 7.1.2 of the MAI guidelines (₹36.07 lakhs for space rent and erection of stalls and ₹3.25 lakhs for other eligible components) subject to EEPC ensuring participation of 25 exporters.

**Estimated Expenditure**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space rent and erection of stalls</td>
<td>55.50</td>
<td>36.07</td>
</tr>
<tr>
<td>2</td>
<td>Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses</td>
<td>5.00</td>
<td>3.25</td>
</tr>
<tr>
<td>3</td>
<td>Other organizing expenses</td>
<td>1.50</td>
<td>Not sought by EEPC</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>62.00</td>
<td>39.32</td>
</tr>
</tbody>
</table>

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

4.6.1 The total estimated cost of the project for 2013-14 is ₹107.80 lakhs.

4.6.2 The total MAI assistance sought for 2013-14 is ₹68.90 lakhs.
4.6.3 The proposed activities to be undertaken under the project is to organize India pavilion in International Hardware Fair 2014 (Practical World), Cologne, Germany during 9-12 March 2014. EEPC is planning to participate in the event with 20 Indian participants. The fair is focusing on building hardware and tools.

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

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

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

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

**Estimated Expenditure for the year 2013-14:**

(₹ in Lakhs)

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

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

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

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

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

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

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

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

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

4.8.1 The total estimated cost of the project for 2013-14 is ₹74.75 lakhs.

4.8.2 The total MAI assistance sought for 2013-14 is ₹47.45 lakhs.

4.8.3 The proposed activities to be undertaken under the project is to organize India pavilion in SUBCON 2013, Birmingham, UK during 4-6 June 2013. EEPC is planning to participate in the event with 10 Indian participants. The fair focuses on latest technology and finest manufacturing services.

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

4.8.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 47.45 lakhs under para 7.1.2 of the MAI guidelines (₹ 43.55 lakhs for space rent and erection of stalls and ₹ 3.90 lakhs for other eligible components) subject to EEPC ensuring participation of 20 exporters.

4.8.6 EC approved the proposal with an assistance of ₹ 47.45 lakhs under para 7.1.2 of the MAI guidelines (₹ 43.55 lakhs for space rent and erection of stalls and ₹ 3.90 lakhs for other eligible components) subject to EEPC ensuring participation of 20 exporters.

### Estimated Expenditure

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

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

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

Minutes of the EC meeting of MAI held on 11.09.2012
4.9.2 The total MAI assistance sought for 2013-14 is ₹506.00 lakhs.

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

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

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

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

### Estimated Expenditure

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

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

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

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

Minutes of the EC meeting of MAI held on 11.09.2012
4.10.3 The proposed activities to be undertaken under the project is to organize India pavilion in Project Qatar 2012, Doha, Qatar during 6-9 May 2013. EEPC is planning to participate in the event with 20 Indian participants. The fair is focusing on construction, electricity and environmental technology.

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

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

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

**Estimated Expenditure**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space rent and erection of stalls</td>
<td>54.00</td>
<td>35.10</td>
</tr>
<tr>
<td>2</td>
<td>Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses</td>
<td>5.00</td>
<td>3.25</td>
</tr>
<tr>
<td>3</td>
<td>Other organizing expenses</td>
<td>1.10</td>
<td>Not sought by EEPC</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60.10</strong></td>
<td><strong>38.35</strong></td>
</tr>
</tbody>
</table>


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

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

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

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

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

4.11.6 EC approved the proposal with an assistance of ₹ 53.40 lakhs under para 7.1.8 of the MAI guidelines (₹30.00 Lakhs for air fare and hotel accommodation, ₹16.25 lakhs for venue cost, ₹ 3.25 lakhs for publicity, ₹ 1.95 lakhs for cost of catalogues and ₹1.95 lakhs translation and interpreter charges) subject to Chemexcil ensuring participation of 50-60 exporters with 35 foreign buyers.

**Estimated Expenditure**

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Air fare and hotel accommodation for 20 delegates</td>
<td>30.00</td>
<td>30.00</td>
<td>30.00</td>
</tr>
<tr>
<td>2</td>
<td>Venue cost</td>
<td>25.00</td>
<td>16.25</td>
<td>16.25</td>
</tr>
<tr>
<td>3</td>
<td>Publicity cost of the event</td>
<td>5.00</td>
<td>3.25</td>
<td>3.25</td>
</tr>
<tr>
<td>4</td>
<td>Organising expenses</td>
<td>12.00</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Cost of catalogue and other material</td>
<td>3.00</td>
<td>1.95</td>
<td>1.95</td>
</tr>
<tr>
<td>6</td>
<td>Translation and interpreter charges</td>
<td>3.00</td>
<td>1.95</td>
<td>1.95</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>78.00</td>
<td>53.40</td>
<td>53.40</td>
</tr>
</tbody>
</table>

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

4.12.1 The total estimated cost of the project for 2013-14 is ₹284.00 lakhs.

4.12.2 The total MAI assistance sought for 2013-14 is ₹184.60 lakhs.

4.12.3 The proposed activities to be undertaken under the project is to Indian pavilion in this show so as to promote "Made in India Brand", to show case India's capability to manufacture products as per the international standard and quality at most competitive prices and with 90 Indian Exports(Small & Medium).

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

4.12.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 184.60 lakhs under para 7.1.2 of the MAI guidelines (₹ 171.60 lakhs for venue cost and ₹ 13.00 lakhs for other eligible components) subject to Chemexcil ensuring participation of 90 Indian exporters.

4.12.6 EC approved the proposal with an assistance of ₹ 184.60 lakhs under para 7.1.2 of the MAI guidelines (₹ 171.60 lakhs for venue cost and ₹ 13.00 lakhs for other eligible components) subject to Chemexcil ensuring participation of 90 Indian exporters.

**Estimated Expenditure**

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

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

Minutes of the EC meeting of MAI held on 11.09.2012
4.13.1 The total estimated cost of the project for 2013-14 is ₹90.00 lakhs.

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

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

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

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

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

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost including construction of stall with Made in India Brand and other organizing expenses</td>
<td>81.00</td>
<td>52.65</td>
<td>45.00</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost of the event including advertisement in abroad etc.</td>
<td>7.00</td>
<td>4.55</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cost of catalogue of exhibition and other materials</td>
<td>2.00</td>
<td>1.30</td>
<td>5.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>90.00</td>
<td>58.50</td>
<td>50.00</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Estimated Expenditure

(₹ In Lakhs)
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible under para 7.1.2 of the MAI guidelines</th>
<th>MAI assistance recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost construction of stall with organising expenses including generating local participants (approx. 20 stalls)</td>
<td>81.00</td>
<td>52.65</td>
<td>50.00</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost of the event including advertisement in abroad</td>
<td>6.25</td>
<td>4.06</td>
<td>7.00</td>
</tr>
<tr>
<td></td>
<td>et.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cost of catalogue of exhibition and other materials</td>
<td>1.00</td>
<td>0.65</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>88.25</strong></td>
<td><strong>57.36</strong></td>
<td><strong>57.00</strong></td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

**Estimated Expenditure**

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

Minutes of the EC meeting of MAI held on 11.09.2012

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost, construction of stalls with Made in India Brand and other material, generating local participants (Total 30 Stalls approx.)</td>
<td>50.00</td>
<td>32.50</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost of the event</td>
<td>3.00</td>
<td>1.95</td>
</tr>
<tr>
<td>3</td>
<td>Cost of catalogue of exhibition and other materials</td>
<td>1.50</td>
<td>0.98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>54.50</strong></td>
<td><strong>35.43</strong></td>
</tr>
</tbody>
</table>


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

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

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

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

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

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

Total: 164.00 106.60 75.00


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

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

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

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

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

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost</td>
<td>280.00</td>
<td>182.00</td>
<td>200.00</td>
</tr>
<tr>
<td>2</td>
<td>Organising cost</td>
<td>120.00</td>
<td>78.00</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Publicity cost</td>
<td>10.00</td>
<td>6.50</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Cost of catalogues and other material</td>
<td>10.00</td>
<td>6.50</td>
<td>50.00</td>
</tr>
<tr>
<td>5</td>
<td>Translation &amp; interpreter charges etc</td>
<td>5.00</td>
<td>3.25</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>425.00</td>
<td>276.25</td>
<td>250.00</td>
</tr>
</tbody>
</table>

**Estimated Expenditure**

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

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

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

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

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

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

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

**Estimated Expenditure for the year 2013-14:**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cost of air fare and accommodation for foreign delegates (100 from American continent and 300 from others)</td>
<td>325.00</td>
<td>325.00</td>
<td>325.00</td>
</tr>
<tr>
<td>2</td>
<td>Venue cost</td>
<td>200.00</td>
<td>130.00</td>
<td>112.00</td>
</tr>
<tr>
<td>3</td>
<td>Cost of product catalogue &amp; other material</td>
<td>90.00</td>
<td>58.50</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Translation and interpreter charges</td>
<td>80.00</td>
<td>52.00</td>
<td>13.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>695.00</td>
<td>565.50</td>
<td>450.00</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost including construction charges</td>
<td>120.00</td>
<td>78.00</td>
<td>70.00</td>
</tr>
<tr>
<td>2</td>
<td>Publicity through print and electronic media prior to the event and during the event, cost of catalogue and other printed material etc.</td>
<td>20.00</td>
<td>13.00</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>140.00</strong></td>
<td><strong>91.00</strong></td>
<td><strong>80.00</strong></td>
</tr>
</tbody>
</table>


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

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

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

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

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

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

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost including construction charges</td>
<td>220.00</td>
<td>143.00</td>
<td>143.00</td>
</tr>
<tr>
<td>2</td>
<td>Publicity through print and electronic media prior to the event and during the event, cost of catalogue and other printed material etc.</td>
<td>20.00</td>
<td>13.00</td>
<td>7.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>240.00</td>
<td>156.00</td>
<td>150.00</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

Estimated Expenditure for the year 2013-14:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost including construction charges</td>
<td>102.00</td>
<td>66.30</td>
<td>70.00</td>
</tr>
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</table>

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space cost @ Euro 370 for 240 sqm</td>
<td>62.16</td>
<td>55.94</td>
<td>55.00</td>
</tr>
<tr>
<td>2</td>
<td>Registration Charges Euro 500 per company</td>
<td>7.00</td>
<td>6.30</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Insurance charges - Euro 90 per company</td>
<td>1.26</td>
<td>1.13</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Stand construction Euro 75 per sqm for 240 sqm</td>
<td>12.60</td>
<td>11.34</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Publicity- publication, fashion show etc</td>
<td>10.50</td>
<td>9.45</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total cost of participation of one edition of MIPEL fair</td>
<td>93.52</td>
<td>84.16</td>
<td>60.00</td>
</tr>
<tr>
<td></td>
<td>Total cost of participation for both edition of MIPEL fair</td>
<td>187.04</td>
<td>168.32</td>
<td>120.00</td>
</tr>
</tbody>
</table>

**Estimated Expenditure**

**Estimated Expenditure**

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

4.25.1 The total estimated cost of the project for 2013-14 is ₹183.50 lakhs.
4.25.2 The total MAI assistance sought for 2013-14 is ₹165.16 lakhs.

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

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

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

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

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

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

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

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

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

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

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

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

**Estimated Expenditure**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance admissible</th>
<th>MAI Assistance recommended</th>
</tr>
</thead>
</table>

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th></th>
<th>Space cost @ US$ 280 for 252 sqm</th>
<th>40.21</th>
<th>36.18</th>
<th>65.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Stand construction @ US$ 102 per sqm for 252 sqm</td>
<td>14.65</td>
<td>13.18</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Event Publicity and other organizing expenses</td>
<td>3.81</td>
<td>3.42</td>
<td>5.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>58.67</strong></td>
<td><strong>52.78</strong></td>
<td><strong>70.00</strong></td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Estimated Expenditure**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance admissible</th>
<th>Assistance Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space cost @ Euro 130 for 180 sqm</td>
<td>16.38</td>
<td>14.74</td>
<td>45.00</td>
</tr>
<tr>
<td>2</td>
<td>Stand construction Euro 100 per sqm for 180 sqm</td>
<td>12.60</td>
<td>11.34</td>
<td>5.00</td>
</tr>
<tr>
<td>3</td>
<td>Other organizing expenses</td>
<td>1.00</td>
<td>0.90</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Publicity expenses</td>
<td>3.50</td>
<td>3.15</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>33.48</strong></td>
<td><strong>30.13</strong></td>
<td><strong>50.00</strong></td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

**Estimated Expenditure**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space cost @ Euro 146 for 180 sqm</td>
<td>18.39</td>
<td>16.55</td>
<td>40.00</td>
</tr>
<tr>
<td>2</td>
<td>Aume fee and electricity (0.60+6.50) Euro per sqm for 180sqm</td>
<td>0.90</td>
<td>Not admissible</td>
<td>5.00</td>
</tr>
<tr>
<td>3</td>
<td>Stand construction Euro 160 per sqm for 180 sqm</td>
<td>20.16</td>
<td>18.14</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Other organizing expenses</td>
<td>1.00</td>
<td>0.90</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Publicity expenses</td>
<td>3.50</td>
<td>3.15</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>43.95</strong></td>
<td><strong>38.74</strong></td>
<td><strong>45.00</strong></td>
</tr>
</tbody>
</table>
Item No. 30: Proposal of G&J EPC for organizing Indian participation in Hong Kong Gem & Jewellery Fair 2013 from 11-17 September 2013.

4.30.1 The total estimated cost of the project for 2013-14 is ₹565.00 lakhs.

4.30.2 The total MAI assistance sought for 2012.13 is ₹367.25 lakhs.

4.30.3 The proposed activities to be undertaken under the project is to organize Indian participation in Hong Kong Gem & Jewellery Fair 2013 from 11-17 September 2013. The Council is planning to take 1266 sqm for all the 3 sections i.e. gemstones, loose diamonds and finished jewellery.

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

4.30.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 140.00 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 100 Indian exporters.

4.30.6 EC approved the proposal with an assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 140.00 lakhs for venue cost and ₹ 10.00 lakhs for other eligible components) subject to G&J EPC ensuring participation of 100 Indian exporters.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost including organizing expenses</td>
<td>4,50,000,00</td>
<td>2,92,50,000</td>
<td>1,40,00,000</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost for the event</td>
<td>1,00,000,00</td>
<td>65,00,000</td>
<td>10,00,000</td>
</tr>
<tr>
<td>3</td>
<td>Cost of the catalogues and other material</td>
<td>10,00,000</td>
<td>6,50,000</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Translation and interpreter charges</td>
<td>5,00,000</td>
<td>3,25000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>5,65,000,00</td>
<td>3,67,25,000</td>
<td>1,50,00,000</td>
</tr>
</tbody>
</table>


4.31.1 The total estimated cost of the project for 2013-14 is ₹362.00 lakhs.

4.31.2 The total MAI assistance sought for 2013-14 is ₹235.30 lakhs.

4.31.3 The proposed activities to be undertaken under the project is to organize Hong Kong Gem & Jewellery Fair 2014 during March 2014. The Council is planning to take more than 1100.50sqm with approx 95 exhibitors. The exact date of the event is not mentioned by Council.

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

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

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


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

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

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

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

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

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

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

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Admissible assistance</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost including organizing expenses</td>
<td>4,50,00,000</td>
<td>2,92,50,000</td>
<td>1,10,00,000</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost for the event</td>
<td>75,00,000</td>
<td>48,75,000</td>
<td>10,00,000</td>
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<tr>
<td>3</td>
<td>Cost of the catalogues and other material</td>
<td>5,00,000</td>
<td>3,25,000</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Translation and interpreter charges</td>
<td>3,00,000</td>
<td>1,95,000</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>5,33,00,000</strong></td>
<td><strong>3,46,45,000</strong></td>
<td><strong>1,20,00,000</strong></td>
</tr>
</tbody>
</table>

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

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

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

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


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

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

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

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

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

### Estimated Expenditure

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

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

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

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

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

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

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

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

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost</td>
<td>5,20,00,000</td>
<td>3,38,00,000</td>
<td>90,00,000</td>
</tr>
</tbody>
</table>

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Air fare for 15 buyers from American Continent @ 1 lakhs per buyers</td>
<td>15.00</td>
<td>15.00</td>
<td>15.00</td>
</tr>
<tr>
<td>2</td>
<td>15 buyers from other countries @ 0.75 lakhs per buyers</td>
<td>11.25</td>
<td>11.25</td>
<td>11.25</td>
</tr>
<tr>
<td>3</td>
<td>Publicity (catalogues and brouchers)</td>
<td>4.00</td>
<td>2.60</td>
<td>2.60</td>
</tr>
<tr>
<td></td>
<td>Total for one India market weeks</td>
<td>30.25</td>
<td>28.85</td>
<td>28.85</td>
</tr>
<tr>
<td></td>
<td>Total for three India market weeks</td>
<td>90.75</td>
<td>86.55</td>
<td>86.55</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

**Estimated Expenditure**  
(₹ In Lakhs)

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

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

4.37.2 The total MAI assistance sought for 2013-14 is ₹194.01 lakhs.
4.37.3 The proposed activities to be undertaken under the project is to organize combined Buyer Seller Meet for Textiles & Clothing at New York, USA during January 2014. The exact date of the event and total number of participants are not mentioned by Council. The Texprocil, SRTEPC and other textile EPC's would also be participating in the BSM.

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

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

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

Estimated Expenditure

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

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

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

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

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

4.38.4 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.
4.38.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 400.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 300.00 for venue cost and ₹ 100.00 lakhs for other eligible components) subject to AEPC ensuring participation of 160 exporters.

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

**Estimated Expenditure**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space charges, space construction, light load, interior decoration,</td>
<td>815.36</td>
<td>529.98</td>
<td>300.00</td>
</tr>
<tr>
<td></td>
<td>space for fashion show and fashion charges, irons and ironing boards,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>steamers, construction equipments etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Publicity (light box, Google campaign)</td>
<td>44.80</td>
<td>29.12</td>
<td>100.00</td>
</tr>
<tr>
<td>3</td>
<td>Interpreter</td>
<td>9.07</td>
<td>5.89</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Printing of catalogues</td>
<td>1.21</td>
<td>0.76</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>DA and air passage for 3 officials coordinator of council</td>
<td>7.00</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Telephone / fax / email</td>
<td>2.00</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Postage mailers</td>
<td>4.50</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>883.94</td>
<td>565.77</td>
<td>400.00</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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*Minutes of the EC meeting of MAI held on 11.09.2012*
Item No. 41: Proposal of AEPC for organizing BSM at Barcelona & Madrid in Spain during September 2013.

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

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

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

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

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

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

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure (₹)</th>
<th>Admissible Assistance</th>
<th>Assistance approved (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost and stall construction</td>
<td>140.00</td>
<td>91.00</td>
<td>91.00</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost for the event</td>
<td>17.50</td>
<td>11.37</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cost for the catalogues and other material</td>
<td>2.46</td>
<td>1.59</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Interpreter charges</td>
<td>1.05</td>
<td>0.68</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Local conveyance, good transportation charges, photocopy couriers charges, computer hire, telephone /fax/ email</td>
<td>3.85</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>DA and accommodation for the one council official</td>
<td>3.36</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>161.27</td>
<td>95.47</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Heads</td>
<td>Estimated Expenditure</td>
<td>Assistance admissible</td>
<td>Assistance approved</td>
</tr>
<tr>
<td>-----</td>
<td>-------------------------------------------</td>
<td>-----------------------</td>
<td>-----------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>1</td>
<td>Space charges, construction of stalls,</td>
<td>210.81</td>
<td>137.02</td>
<td>137.00</td>
</tr>
<tr>
<td></td>
<td>irons and ironing boards, steamers,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>construction equipments etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Interpreter</td>
<td>1.18</td>
<td>0.76</td>
<td>13.00</td>
</tr>
<tr>
<td>3</td>
<td>Publicity (light box, Google Campaign)</td>
<td>18.76</td>
<td>12.19</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Printing of catalogues</td>
<td>2.44</td>
<td>1.58</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Telephone / fax / email</td>
<td>0.50</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>233.69</strong></td>
<td><strong>151.55</strong></td>
<td><strong>150.00</strong></td>
</tr>
</tbody>
</table>

**Estimated Expenditure**

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

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

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

4.43.3 The proposed activities to be undertaken under the project is to organize India clothing and Textiles Trade Show in Cape Town and Johannesburg, South Africa during March 2014. AEPC, SRTEPC, TEXPROCIL will be participating in the BSM with total 70 participants.
4.43.4 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.

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

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

**Estimated Expenditure**

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


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

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

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

4.44.4 Ministry of Textiles has recommended the proposal.

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

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

**Estimated Expenditure**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space rental, electricity load etc. @ Euro 7,600 per stall 40 stalls (12 sq mtr each)</td>
<td>209.76</td>
<td>136.34</td>
<td>140.00</td>
</tr>
</tbody>
</table>

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost including organizing expenses</td>
<td>82.80</td>
<td>53.82</td>
<td>60.00</td>
</tr>
<tr>
<td>2</td>
<td>Publicity cost for the event</td>
<td>27.60</td>
<td>17.94</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cost of the catalogues and other materials</td>
<td>18.80</td>
<td>12.22</td>
<td>5.00</td>
</tr>
<tr>
<td>4</td>
<td>Organising expenses</td>
<td>20.70</td>
<td>13.46</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>149.90</td>
<td>97.44</td>
<td>65.00</td>
</tr>
</tbody>
</table>

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

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

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

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

4.45.4 Ministry of Textiles has recommended the proposal.

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

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

Estimated Expenditure

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

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

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

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

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

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

### Estimated Expenditure

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


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

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

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

4.47.4 Ministry of Textiles has recommended the proposal.

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

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

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
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<td>39.33</td>
<td>39.00</td>
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<td>2</td>
<td>Publicity cost for the event</td>
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<td>10.72</td>
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<tr>
<td>3</td>
<td>Cost of the catalogues and other materials</td>
<td>13.25</td>
<td>8.61</td>
<td>4.00</td>
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<tr>
<td>4</td>
<td>Organising expenses</td>
<td>11.00</td>
<td>7.15</td>
<td></td>
</tr>
<tr>
<td>Sl. No.</td>
<td>Heads</td>
<td>Estimated expenditure</td>
<td>Assistance admissible</td>
<td>Assistance approved</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------</td>
<td>-----------------------</td>
<td>-----------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>1</td>
<td>Venue/coordination cost</td>
<td>50.00</td>
<td>58.50</td>
<td>60.00</td>
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<tr>
<td>2</td>
<td>Printing and publicity</td>
<td>20.00</td>
<td>13.00</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Contact promotion programme</td>
<td>15.00</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Translation and interpreter/misc charges</td>
<td>5.00</td>
<td>3.25</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>BSM/press meet</td>
<td>30.00</td>
<td>19.50</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>160.00</td>
<td>74.75</td>
<td>64.00</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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


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

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

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

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

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

### Estimated Expenditure

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

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

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

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

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

4.50.4 Ministry of Textiles has recommended the proposal.

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

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

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
</table>

Minutes of the EC meeting of MAI held on 11.09.2012
Item No. 51: Proposal of EPCH for organising participation in ASIAN Gift premium household product Show at Hong Kong from 20-23 October, 2013.

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

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

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

4.51.4 Ministry of Textiles has recommended the proposal.

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

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

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

Estimated Expenditure

Item No. 52: Proposal of EPCH for organizing Indian houseware and decorative show and RBSM at Noida from 15-17 April, 2013.
4.52.1 The total estimated cost of the project for 2013-14 is ₹289.00 lakhs.

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

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

4.52.4 Ministry of Textiles has recommended the proposal.

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

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

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

**Estimated Expenditure**


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

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

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

4.53.4 Ministry of Textiles has recommended the proposal.

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

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>75.00</td>
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<td>2</td>
<td>Interiors</td>
<td>37.00</td>
<td>33.30</td>
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<td>3</td>
<td>Publicity cost</td>
<td>7.50</td>
<td>6.75</td>
<td></td>
</tr>
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<td>Cost of catalogues &amp; other material</td>
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<td>5</td>
<td>Translation and interpreter/misc</td>
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<td>charges</td>
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<td></td>
</tr>
<tr>
<td>6</td>
<td>Misc expenses</td>
<td>2.50</td>
<td>Not admissible</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Air fare and hotel accommodation for</td>
<td>137.50</td>
<td>137.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>175 foreign buyers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>265.50</td>
<td>250.45</td>
<td>125.00</td>
</tr>
</tbody>
</table>


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

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

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

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

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

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

### Estimated Expenditure

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Description</th>
<th>Amount (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue arrangement for the event</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>97.50</td>
</tr>
<tr>
<td>2</td>
<td>BSM venue area</td>
<td>30.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19.50</td>
</tr>
<tr>
<td>3</td>
<td>Publicity cost</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>65.00</td>
</tr>
<tr>
<td>4</td>
<td>Cost of the catalogues and other materials</td>
<td>30.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19.50</td>
</tr>
<tr>
<td>5</td>
<td>PR campaign</td>
<td>55.00</td>
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<tr>
<td></td>
<td></td>
<td>Not admissible</td>
</tr>
<tr>
<td>6</td>
<td>BSM cost (Air fare &amp; hotel accommodation)</td>
<td>150.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>150.00</td>
</tr>
<tr>
<td>7</td>
<td>Expenses for cultural programme &amp; inaugural function</td>
<td>40.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Not admissible</td>
</tr>
<tr>
<td>8</td>
<td>Conduction seminar/conference at national/international level</td>
<td>25.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Not admissible</td>
</tr>
<tr>
<td>9</td>
<td>Local hospitality for chief guest. etc.</td>
<td>30.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Not admissible</td>
</tr>
<tr>
<td>10</td>
<td>Co-ordination and management of the entire event including mementos</td>
<td>30.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Not admissible</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>640.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>351.50</td>
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<tr>
<td></td>
<td></td>
<td>175.00</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

**Estimated Expenditure**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Economy airfare and 3 night hotel stay for 450 foreign buyers (@ an average Rs. 85,000 for 450 foreign buyers – 50 from LAC and 400 from Africa, ASEAN.</td>
<td>382.50</td>
<td>350.00 (airfare and hotel stay)</td>
</tr>
</tbody>
</table>
Item No. 56: Proposal of KCCI for organising visit of prominent buyers for Reverse Buyer Seller Meet at Srinagar, Kashmir from 14-17 May, 2013.

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

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

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated expenditure</th>
<th>Assistance admissible</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Air fare and hotel accommodation for 75 foreign buyers</td>
<td>138.87</td>
<td>56.25 (₹75,000 per buyer)</td>
<td>56.25</td>
</tr>
<tr>
<td>2</td>
<td>Space rent &amp; stall decoration</td>
<td>40.50</td>
<td>26.32</td>
<td></td>
</tr>
</tbody>
</table>

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Admissible assistance</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Air Travel/Hotel stay cost of prominent foreign delegation, journalist etc</td>
<td>17,00,000</td>
<td>17,00,000</td>
<td>17,00,000</td>
</tr>
<tr>
<td>2</td>
<td>Publicity &amp; Promotion / advertising cost</td>
<td>2,00,000</td>
<td>1,30,000</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cost of catalogue and other material, literature</td>
<td>1,00,000</td>
<td>65,000</td>
<td>3,00,000</td>
</tr>
<tr>
<td>4</td>
<td>Translation and interpreter charges</td>
<td>2,00,000</td>
<td>1,30,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Expenditure</strong></td>
<td><strong>22,00,000</strong></td>
<td><strong>20,25,000</strong></td>
<td><strong>20,00,000</strong></td>
</tr>
</tbody>
</table>

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

(ii) Outbound delegation to DRC and Malawi during October, 2012.

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

4.58.2 The total MAI assistance sought for 2012-13 is ₹33.00 lakhs.
4.58.3 The proposed activities to be undertaken under the project is to marketing project capability from India, creating a brand identity for Indian project exports in African markets, establishing the first contact with nodal agencies representing industries and business through which concerted campaign could be launched for projecting India's strengths and enhancing the level exchanges on the institutional basis, BSM in African countries, outbound delegation with B2B meetings.

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

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

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

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

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

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

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

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

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

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

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

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

Minutes of the EC meeting of MAI held on 11.09.2012
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Admissible assistance</th>
<th>MAI Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue charges and organising expenses</td>
<td>24.00</td>
<td>15.60</td>
<td>25.00</td>
</tr>
<tr>
<td>2</td>
<td>Publicity</td>
<td>22.00</td>
<td>14.30</td>
<td>10.00</td>
</tr>
<tr>
<td>3</td>
<td>Cost of catalogue</td>
<td>0.80</td>
<td>0.52</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>46.80</strong></td>
<td><strong>30.42</strong></td>
<td><strong>35.00</strong></td>
</tr>
</tbody>
</table>

**Estimated Expenditure**


Minutes of the EC meeting of MAI held on 11.09.2012
4.61.1 The total estimated cost of the project for 2012-13 is ₹474.00 lakhs.

4.61.2 The total MAI assistance sought for 2012-13 is ₹288.60 lakhs.

4.61.3 The proposed activities to be undertaken under the project is to India pavilion will be spread over an area of 6000 sq mtr, companies from various sectors such as information technology, telecommunication, automobiles & components, heavy earth moving vehicles etc., food festival cultural programme/film festival, seminars and India day Celebration.

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

4.61.5 SC recommended the proposal for consideration of EC with an assistance of ₹ 250.00 lakhs under para 7.1.2 of the MAI guidelines (₹ 240 for venue cost and ₹ 10.00 lakhs for other eligible components) subject to minimum 175 exhibitors.

4.61.6 EC deferred consideration of the proposal.

Additional Agenda Item No. 5

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

5.1.1 The total estimated cost of the project for 2013-14 is ₹147.76 lakhs.

5.1.2 The total MAI assistance sought for 2013-14 is ₹96.04 lakhs.

5.1.3 The proposed activities to be undertaken under the project is to EPC plans to participating in the exhibition and plans to take team of Indian exporters specially from the MSME sector, the proposed stall space would be about 4000 sq. meter, promote the exhibits of participating member – exporter by way of inviting potential buyers in their respective stalls, liaison with local Indian mission, chambers of commerce and trade bodies to help identify target importer and organize special inter-active meeting between Indian exporters and foreign buyers.

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

5.1.5 The proposal was deferred by SC.

5.1.6 Representative of Capexcil requested EC to approve this proposal as USA is a huge market for tiles and stones.

5.1.7 EC approved the proposal with an assistance of ₹ 92.75 lakhs under para 7.1.2 of the MAI guidelines (₹ 87.23 for venue cost and ₹ 5.52 lakhs for other eligible components).

Estimated Expenditure:
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Heads</th>
<th>Estimated Expenditure</th>
<th>Assistance approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue cost including construction charges</td>
<td>134.20</td>
<td>87.23</td>
</tr>
<tr>
<td>2</td>
<td>Catalogues and other material</td>
<td>3.50</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Publicity cost</td>
<td>5.00</td>
<td>5.52</td>
</tr>
<tr>
<td>4</td>
<td>Other organizing cost</td>
<td>5.06</td>
<td>Not admissible</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>147.76</strong></td>
<td><strong>92.75</strong></td>
</tr>
</tbody>
</table>

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Annexure

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

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

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