

Minutes of the Empowered Committee of MAI Meeting held on 16.05.2011 in Room No 141 at 02:30 p.m. under the Chairmanship of Commerce Secretary

List of participants is annexed

At the outset Chairman observed that in an independent evaluation by AS&FA and Finance Division, DOC, about the utilization of MAI funds by various Export Promotion Organizations revealed some organizations receiving disproportionate grants as compared to the rest. AS&FA, DOC further explained that spillover of funding from the previous years is a cause of concern as it is blocking the space for granting assistance to future export priority projects, in view of past liability. Chairman decided that in future grants sanctioned and not claimed within three months of the completion of the event will not be released. In fact, in such projects the advance grants, if already released, have to be refunded with interest, failing which the organization will be blacklisted for receiving future assistance under MAI.

Chairman also observed that it will be the responsibility of the nodal Joint Secretaries of the "India Shows" to ensure closure of the accounts within three months of the completion of the event.

Agenda Item No. 1

Confirmation of the minutes of the EC meeting of MAI held on 10.02.2011

The minutes of the EC meeting of MAI held on 10.02.2011, were confirmed.

Agenda Item No. 2

Status of ongoing projects and projects sanctioned in 2010-11

EC was informed that during the year 2010-11, a total of 238 projects and studies were approved under MAI Scheme with total sanctioned amount being ₹230.22 crores, which also included 80 projects to be implemented during 2011-12 with total approved assistance of ₹78.92 crores. For the year 2011-12 the budget estimates (BE) for the MAI scheme is ₹149.99 crores.

Agenda Item No. 3

Proposal seeking ex-post-facto approval of EC

Item No. 1: Proposal of FICCI for Enhancing Indian Exports and Investments to Australia & New Zealand from 9-12 May, 2011.

- 3.1.1 The total estimated cost of the project for 2011-12 is ₹39.64 lakhs.
- 3.1.2 The total MAI assistance sought for 2011-12 is ₹25.77 lakhs.
- 3.1.3 The proposed activities to be undertaken under the project is organising the business forum, joint business council meeting, Buyer Seller Meet in Australia and New Zealand, alongside the JMC Meeting between the Government, the JMC meeting will be led by the Commerce & Industry Minister of India, to Australia and New Zealand.
- 3.1.4 Components for which assistance has been sought include venue cost, registration and organising expenses, publicity and contingency.
- 3.1.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.1.6 Specific targeted benefit after completion of the project is to facilitate meaningful business partnerships between Indian and Australia & New Zealand and to understand each other's needs, capabilities and the tremendous potential that lies ahead in various sectors, to showcase Indian capabilities in the various areas where synergy lies, to provide unique opportunity to Indian Business to interact with Australia & New Zealand for sourcing different products from India to identify problems faced by the two sides, while doing business.
- 3.1.7 FT(Oceania) Division, DOC has recommended the proposal.
- 3.1.8 AS&FA and CS have accorded in-principle approval for the proposal.
- 3.1.9 EC accorded its ex-post facto approval with an assistance of ₹ 10.00 lakhs under para 7.1.2 of the MAI guidelines.

Item No. 2: Proposal of FICCI for Organising Trade and Investment Mission to Uruguay and Argentina to Enhance India's Economic Engagement in the Two Mercosur Countries of LAC Region from 1-7 May, 2011.

- 3.2.1 The total estimated cost of the project for 2011-12 is ₹39.30 lakhs.
- 3.2.2 The total MAI assistance sought for 2011-12 is ₹25.85 lakhs.
- 3.2.3 The proposed activities to be undertaken under the project is organising business seminars and Business-to-Business meetings with participation of Indian and Mercosur companies (from Uruguay and Argentina), export and investment

promotion organization, bank etc., organize visit to industrial estates and bonded warehouses in Uruguay and Argentina, strengthen business linkages and facilitate investments & joint ventures by Indian companies in two Mercosur countries – Uruguay and Argentina, Focus sectors (Agribusiness, Chemicals, Pharmaceuticals and Healthcare, IT/ITES, Energy including oil & Gas, Biofuels, Wind and solar, Engineering, minerals/mining, and delegation size is expected to be 10-15 for each country.

- 3.2.4 Components for which assistance has been sought include venue & logistics cost, co-ordination and matchmaking fees, databases creation and management, web promotion, communication, stationeries, catalogues.
- 3.2.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.2.6 Specific targeted benefit after completion of the project is to increased market access for Indian products specially chemicals, pharmaceutical, machinery/equipment, engineering goods and textiles products, better awareness of Indian export and technological capabilities among Mercosur business, increased outbound FDI from India in the 2 LAC countries – Uruguay and Argentina, Enhanced economic engagement between India and the two Mercosur countries.
- 3.2.7 FT(Oceania) Division, DOC has recommended the proposal.
- 3.2.8 AS&FA and CS have accorded in-principle approval for the proposal.
- 3.2.9 EC accorded its ex-post facto approval with an assistance of ₹ 11.58 lakhs under para 7.1.2 of the MAI guidelines (venue related cost 10.53 + others 1.05).

Item No. 3: Proposal of PHARMEXCIL for organising India Pavilion at CPHI 2010 at Paris, France during 5-7 October, 2010.

- 3.3.1 The total estimated cost of the project for 2010-11 is ₹250.95 lakhs.
- 3.3.2 The total MAI assistance sought for 2010-11 is ₹100.00 lakhs.
- 3.3.3 The proposed activities to be undertaken under the project is organising India Pavilion at CPHI 2010 at Paris, France, erection of stalls, printing & distribution of show catalogues, press meets, India day celebrations, arranging meetings with associations of other country pavilions like china, Korea, USA etc.
- 3.3.4 Components for which assistance has been sought include venue cost, organising expenses, publicity cost, cost of catalogues, translation & interpreter Charges.
- 3.3.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 3.3.6 Specific targeted benefit after completion of the project includes participants benefiting with their contracts renewed, new contacts established and India brand is popularized in the international markets.
- 3.3.7 EP (Pharma) Division, DOC has recommended the proposal.
- 3.3.8 AS&FA and CS have accorded in-principle approval for the proposal.

3.3.9 EC accorded its ex-post facto approval with an assistance of ₹100.00 lakhs under para 7.1.2 of the MAI guidelines (venue related cost 75.00 + organizing cost 15.00 + publicity cost 10.00).

Item No. 4: Proposal of TEXPROCIL for reimbursement of expenditure incurred on Independent evaluation of Indian participation in Home Fashion Market Week at New York, USA from 13-17 September, 2010.

3.4.1 The actual expenditure incurred on the project for 2010-11 is ₹5.71 lakhs.

3.4.2 The total MAI assistance sought for 2010-11 is ₹5.71 lakhs.

3.4.3 The proposed activities to be undertaken under the project is undertaking independent evaluation of Indian participation in Home Fashion Market Week at New York, USA from 13-17 September, 2010 organized by TEXPROCIL.

3.4.4 Components for which assistance has been sought include expenditure incurred on the visit of Shri Amitabh Jain, Additional DGFT to New York comprising of hotel stay cost, DA, conveyance, Airfare and telephone charges.

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

3.4.6 Specific targeted benefit after completion of the project includes guiding the Department / implementing agencies for optimal utilisation of available resources and evaluation of sanctioned projects.

3.4.7 IFD, DOC has advised for seeking ex-post-facto approval of EC for reimbursement of the expenditure incurred.

3.4.8 SS&FA and CS have accorded in-principle approval for the proposal.

3.4.9 EC accorded its ex-post facto approval with an assistance of ₹5.71 lakhs under para 7.6 of the MAI guidelines.

Item No. 5: Proposal of RIS for organising Workshop of Rules of Origin for ASEAN + 6

3.5.1 The total estimated cost of the project for 2011-12 is ₹30.19 lakhs.

3.5.2 The total MAI assistance sought for 2011-12 is ₹30.19 lakhs.

3.5.3 The proposed activities to be undertaken under the project is organising workshop on Rules of Origin for ASEAN + 6 at New Delhi.

3.5.4 Components for which assistance has been sought include expenditure incurred airfare, hotel accommodation, conference Tea/Lunch/Dinner for (2 days), transport, conference kit, backdrop, badges, AV equipments, stationary, background material and miscellaneous expenses.

3.5.5 Assistance has been sought under para 7.4.3 and para 4.4 of the MAI guidelines.

- 3.5.6 Specific targeted benefit after completion of the project includes fulfilling the commitment of India and the expertise of RIS in Rules of origin.
- 3.5.7 FT(EA) Division has recommended the proposal.
- 3.5.8 AS&FA and CS have accorded in-principle approval for the proposal.
- 3.5.9 EC accorded its ex-post facto approval with an assistance of ₹ 30.00 lakhs under para 7.4.3 and para 4.4 of the MAI guidelines.

Item No. 6: Proposal of KCCI for organising Kashmir Expo (RBSM) in Srinagar from 14-17 May, 2011 (request for rescheduling the approved event).

- 3.6.1 The total estimated cost of the project for 2011-12 is ₹102.40 lakhs.
- 3.6.2 The total MAI assistance sought for 2011-12 is ₹100.95 lakhs.
- 3.6.3 The proposed activities to be undertaken under the project include organising the visit of buyers and arranging their meeting with the exhibitors to develop business relations and to generate on-the-spot business. Display of products on collective and individual basis will be organized for the benefit of the buyers. Publicity literature will also be displayed and also the display of profiles of suppliers.
- 3.6.4 Components for which assistance has been sought include venue cost, publicity cost for the event, cost of catalogues and other material, travel cost of 100 foreign buyer (buyers coming from USA, Canada, Europe, Australia, New Zealand, Japan, Africa, CIS, Middle East, Singapore and Korea etc.), hotel cost for 100 buyers.
- 3.6.5 Assistance has been sought under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 3.6.6 Specific targeted benefit after completion of the project includes benefit to the Kashmir handicrafts in terms of increased exports from Kashmir and earning of foreign exchange for the country. The programme will also help improving the quality and range of products to meet the requirements of the buyers. Additional production for meeting the export requirement will generate employment in Kashmir. Any production-cum-marketing tie up arrangements made during the programme will help in achieving breakthrough in boosting exports from Kashmir on a continuous basis.
- 3.6.7 Earlier EC in its meeting held on 27.07.2010 approved the proposal for organizing Kashmir Expo at Srinagar in July 2010 with an assistance of ₹79.58 lakhs under para 7.1.8 of the MAI guidelines (level of assistance 65% of the eligible components).
- 3.6.8 However, KCCI could not organize the event due to unfortunate incidents of turbulence and has now requested permission to reschedule the event in 7-10 May 2011. They have already submitted a confirmed list of 35 foreign buyers for the event. Subsequently they have now intimated that they propose to hold the event from 14-17 May, 2011.
- 3.6.9 AS&FA and CS have accorded in-principle approval for rescheduling the event in May, 2011 by KCC&I.

- 3.6.10 EC accorded its ex-post facto approval with an assistance of ₹ 79.58 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines (₹ 16.25 lakhs for venue cost and ₹53.90 lakhs for airfare/hotel stay cost and ₹ 9.43 lakhs for other eligible components).

Item No. 7: Proposal of EPCH for organizing Indian Fashion Jewellery and accessories Show and RBSM, July 2011 at India Expo Centre and Mart (Greater Noida).

- 3.7.1 The total estimated cost of the project for 2011-12 is ₹196.50 lakhs.
- 3.7.2 The total MAI assistance sought for 2011-12 is ₹188.10 lakhs.
- 3.7.3 The proposed activities to be undertaken under the project organizing Indian Fashion Jewellery and accessories Show, July 2011 and RBSM.
- 3.7.4 Components for which assistance has been sought include venue cost including interior and exterior decorations, publicity cost, cost of catalogues and other material, translation and interpreters charges, to & fro airfare for 150 overseas buyers and misc. expenses.
- 3.7.5 Assistance has been sought under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 3.7.6 Specific targeted benefit after completion of the project include harnessing the un-explored and virgin crafts which have never been exposed to the International markets as well as national markets and make an integrated effort to commercialize their production as per the need and requirement of the changing scenario in the world market on the basis of the feedback from the large number of overseas buyers. SC was informed by EPCH representative that the event will be organized with the participation of 200 exhibitors alongwith 300 permanent showrooms at the venue and 150 foreign buyers
- 3.7.7 EP (Textiles) Division, DoC has already recommended the proposal as a part of the composite proposal deliberated by EC in its meeting held on 01.10.2010.
- 3.7.8 Chairman observed that MAI assistance of ₹ 54.00 lakhs being sought by EPCH for payment of venue cost to the India Expo Centre Mart, (a subsidiary of EPCH) at Greater Noida Expressway, where the event is being organized and the cost details have to be examined on file. ED, EPCH explained that they are willing to organize the event at ITPO if the space is available at that point of time and that India Expo Centre Mart is a separate organization not under the administrative control of EPCH. EC was informed that during that period ITPO facilities may not be available and the rates of ITPO are also much higher than that of India Expo Centre Mart. Chairman observed that in that case the event may be approved, but the issue of venue cost be re-examined on file.
- 3.7.9 Subsequently ED, EPCH intimated that India Expo Centre and Mart is neither subsidiary of EPCH nor an associate organization. The EPCH is a company registered under Section 25 like other EPCs. The India Expo Center and Mart is a profit and loss company set-up under the Companies Act. The Board and Management of the both the companies are separate and so with accounts such as income and expenditures. Further it was mentioned that EPCH may organize the

event either at the India Expo Mart or Pragati Maidan as per the availability of the venue and also keeps economics in consideration. Accordingly, Council informed that ITPO rental charges are per sq. mtr. per day ₹ 228/- + service tax per sq. mtr. per day. EPCH have special discounted rental charges @ ₹. 120/- per sq. mtr for organizing an event at India Expo Center and Mart. Therefore, India Expo Center and Mart venue for above Fashion Jewellery and accessories and RBSM is economical to EPCH.

- 3.7.10 AS&FA and CS have accorded in-principle approval for the proposal of EPCH organising the event at Expo Mart, Greater Noida.
- 3.7.11 EC accorded its ex-post facto approval with an assistance of ₹171.90 lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines (₹ 54.00 lakhs for venue cost and ₹112.50 lakhs for airfare/hotel stay cost and ₹ 5.40 lakhs for other eligible components).

Item No. 8: Proposal of EPCH for undertaking Design & Product Development services of Handicrafts products with MAI Assistance.

- 3.8.1 The total estimated cost of the project for 2010-11 is ₹60.17 lakhs.
- 3.8.2 The total MAI assistance sought for 2010-11 is ₹60.17 lakhs.
- 3.8.3 The proposed activities to be undertaken under the project include hiring services of professional foreign designers to adapt and upgrade the product lines which have great potential in world market.
- 3.8.4 Components for which assistance has been sought include designer's fee, accommodation & local hospitality, air travel, misc expenses and consultants/trainers fee.
- 3.8.5 Assistance has been sought under para 7.1.6 and para 7.5.2 of the MAI guidelines.
- 3.8.6 Specific targeted benefit after completion of the project include hiring and employing foreign designers to upgrade the skills of the Indian designers as also producers and exporters in the products group of fashion accessories, needle crafts, festive decorations, natural fiber and eco-friendly crafts and tribal crafts to adapt and upgrade the product lines for Increasing exports of the above handicrafts items where India skill and competence.
- 3.8.7 EP(Textiles) Division, DoC and Ministry of Textiles have recommended the proposal.
- 3.8.8 AS&FA and CS have accorded in-principle approval for the proposal.
- 3.8.9 EC accorded its ex-post facto approval with an assistance of ₹ 54.15 lakhs under para 7.1.6 and para 7.5.2 of the MAI guidelines.

Agenda Item No. 4

Proposals recommended by Sub-Committee of MAI

Item No. 1: Proposal of AEPC for organising Apparel Mega show (Buyer Seller Meet) at Chile & Uruguay (Santiago & Montevideo) during March, 2012.

- 4.1.1 The total estimated cost of the project for 2011-12 is ₹100.60 lakhs.
- 4.1.2 The total MAI assistance sought for 2011-12 is ₹65.00 lakhs.
- 4.1.3 The proposed activities to be undertaken under the project include organising Mega show Buyer Seller Meet at Chile & Uruguay (Santiago & Montevideo) during March, 2012 with 25 participants in each event.
- 4.1.4 Components for which assistance has been sought include space charges and construction of booths, banners, standees, buntings, irons & ironing boards, steamers, light load, interior decoration, interpreters, overseas publicity, cartage, printing of mailers/brochures/catalogue, DA & Air passage of official coordinator of the council telephone/Fax/Email and postage for 100 mailers.
- 4.1.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.1.6 Specific targeted benefit after completion of the project is to organise major event in LAC Region for Indian textiles/apparel exports in the largely untapped market and targeted for promoting Indian product and enhancing image. For the next three years AEPC expects to increase by 10% in each year in exports to Chile & Uruguay.
- 4.1.7 Ministry of Textiles has recommended the proposal.
- 4.1.8 FT (LAC) Division, DOC has recommended the proposal.
- 4.1.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹54.69 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹49.72 + other ₹4.97).
- 4.1.10 Chairman observed that there may be a market for man made fabrics in Chile and Uruguay and directed JS(Exports) M/o Textiles to look into the issue and associate the concerned textiles sector EPCs in the event.
- 4.1.11 EC approved the proposal with MAI assistance of ₹54.69 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹49.72 + other ₹4.97).

Item No. 2: Proposal of AEPC for organising Hong Kong Fashion Week, at Hong Kong during January, 2012.

- 4.2.1 The total estimated cost of the project for 2011-12 is ₹160.41 lakhs (for January, 2012 event).

- 4.2.2 The total MAI assistance sought for 2011-12 is ₹104.26 lakhs (for January, 2012 event).
- 4.2.3 The proposed activities to be undertaken under the project include organising Hong Kong Fashion Week, at Hong Kong during January, 2012.
- 4.2.4 Components for which assistance has been sought include space charge, banners, standees, buntings from India, construction of stalls irons & ironing boards, steamers, construction equipments etc., interpreter charges, publicity, DA & Air passage for 3 officials coordinator of the council, printing of mailers/catalogue and telephone/fax/E-mail.
- 4.2.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.2.6 Specific targeted benefit after completion of the project is to increase at least 25% growth in expected orders that will be booked in each of the forthcoming fairs.
- 4.2.7 Ministry of Textiles has recommended the proposal.
- 4.2.8 SC was informed by ED, AEPC that they proposed to organize the event with 70 participating exporters.
- 4.2.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.81 lakhs under para 7.1.2 of the MAI guidelines (Venue related cost ₹91.65 + other ₹9.16).
- 4.2.10 EC approved the proposal with MAI assistance of ₹100.81 lakhs under para 7.1.2 of the MAI guidelines (Venue related cost ₹91.65 + other ₹9.16).

Item No. 3: Proposal of CII for organising Enterprises India Show at Yangon, Myanmar during 10-13 November 2011.

- 4.3.1 The total estimated cost of the project for 2011-12 is ₹136.00 lakhs.
- 4.3.2 The total MAI assistance sought for 2011-12 is ₹95.40 lakhs.
- 4.3.3 The proposed activities to be undertaken under the project include organising Enterprises India Show at Yangon, Myanmar during 10-13 November 2011.
- 4.3.4 Components for which assistance has been sought include venue cost, publicity expenses, Printing & Stationery (Doc. Pack for delegates, catalogue, promotional mailers etc), Interpreter/translation charges, and India evening.
- 4.3.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.3.6 Specific targeted benefit after completion of the project is to identify new sectors for exports, increased exports and development of a demand for integrated related sectors.
- 4.3.7 FT(EA) Division, DOC has recommended the proposal.
- 4.3.8 Foreign Secretary has also recommended for the proposal.

- 4.3.9 SC was informed by CII representative that they proposed to organize the event with 80 participating exporters / exhibitors. SC recommended for enhancing the level of assistance for venue cost upto 90%.
- 4.3.10 SC recommended the proposal for consideration of EC with MAI assistance of ₹54.45 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines (Venue related cost ₹49.50 + other ₹4.95).
- 4.3.11 Chairman observed that the project was discussed with Foreign Secretary and directed JS (SC) to closely monitor implementation of the project.
- 4.3.12 EC approved the proposal with MAI assistance of ₹54.45 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines (Venue related cost ₹49.50 + other ₹4.95).

Item No. 4: Proposal of EPCH for Participation in International Show at Asian Gift Premium and Household product show in Hong Kong from 20-23 October, 2011.

- 4.4.1 The total estimated cost of the project for 2011-12 is ₹159.00 lakhs.
- 4.4.2 The total MAI assistance sought for 2011-12 is ₹143.10 lakhs.
- 4.4.3 The proposed activities to be undertaken under the project include organizing participation in Asian Gift Premium and Household product show in Hong Kong from 20-23 October, 2011 with 60 Indian participants.
- 4.4.4 Components for which assistance has been sought space/construction, interiors, publicity cost, freighting of goods, translation and interpreter charges, and travel expenses.
- 4.4.5 Assistance has been sought under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.4.6 Specific targeted benefit after completion of the project is enhancing the share of Indian exports in the world handicrafts exports. The larger participation by large exporters with the product display provides opportunities to analysis the product range, consumer preferences and innovations for enhancing export growth as well as demand, motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages.
- 4.4.7 EP(Textiles) Division, DOC and Ministry of Textiles has recommended the proposal.
- 4.4.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹138.51 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue related cost ₹126.36 + others ₹12.15).
- 4.4.9 Chairman enquired about the products covered under handicrafts sector and their HS Code / tariff lines and directed JS(Exports) M/o Textiles to submit a report in this regard.
- 4.4.10 EC approved the proposal with MAI assistance of ₹138.51 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue related cost ₹126.36 + others ₹12.15).

Item No. 5: Proposal of ESC EPC for organizing India Show coinciding with INDIASOFT 2012 at Hyderabad during March 2012.

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

Item No. 6: Proposal of ESC EPC for participation in Hong Kong Electronic Fair 2011 at Hong Kong during 13-16 October, 2011.

- 4.6.1 The total estimated cost of the project for 2011-12 is ₹34.67 lakhs.
- 4.6.2 The total MAI assistance sought for 2011-12 is ₹21.70 lakhs.
- 4.6.3 The proposed activities to be undertaken under the project include organizing participation of Indian electronic companies in the event and launching a publicity drive in the Hong Kong, bringing out a booklet on Indian exhibitors' profiles including

among others, details of Indian Electronics industry, direction of exporters etc., shooting out publicity related mail to South Asian Electronics importers, inviting representatives of the Hong Kong industry and related industry associations to visit Indian pavilion in HKEF and organisation of a networking Buyer Seller Meet during event.

- 4.6.4 Components for which assistance has been sought include organising expenses, publicity cost for the event and cost of the catalogue and other publicity material, translation and interpreter charges and misc. expenses.
- 4.6.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.6.6 Specific targeted benefit after completion of the project is providing a platform to Indian SMEs to tap the enormous potential not only in Hong Kong and other South Asian countries, enabling the Indian SMEs to identify the customers and their requirements in terms of specification, it will also enable them to interact face to face with the prospective customers, arrange product and service profile display, demonstrate their capability profile to the customers, firm up service delivery models and get an idea about the price trends vis-à-vis their products in the middle east market, to promote awareness of India's Electronics industry offerings to IT SMEs/end user industry and thus, help in enhancing India's IT software and services market share to the entire South Asian region.
- 4.6.7 EP(E&SW) Division, DOC has recommended the proposal.
- 4.6.8 SC was informed by ED, ESC EPC that they proposed to organize the event with 20 participating exporters.
- 4.6.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹21.70 lakhs under para 7.1.2 of the MAI guidelines.
- 4.6.10 The proposal was withdrawn by ESC EPC.

Item No. 7: Proposal of ESC EPC for participation of Indian IT software and services companies in Gitex at Dubai, UAE during 17-21 October, 2011.

- 4.7.1 The total estimated cost of the project for 2011-12 is ₹115.25 lakhs.
- 4.7.2 The total MAI assistance sought for 2011-12 is ₹65.49 lakhs.
- 4.7.3 The proposed activities to be undertaken under the project include identify the customers/end-user industry and explore the new market segments to enlarge their market share, publicity campaign through different channels in the local IT industry, launching a publicity drive in the UAE through mails, insertion of profiles of Indian participants in the exhibitors directory, , shooting out publicity related mail to middle east importers, IT services provider firms, earlier contacts in Middle East market, inviting representative of the middle east IT software industry and related industry associations to visit Indian pavilion in GITEX Dubai and organisation of a networking Buyer Seller Meet during event.

- 4.7.4 Components for which assistance has been sought including organising expenses, publicity cost for the event and cost of the catalogue and other publicity material, translation and interpreter charges and misc. expenses.
- 4.7.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.7.6 Specific targeted benefit after completion of the project is participation in Gitex Dubai will provide a platform to Indian SMEs to tap the enormous potential not only in middle east but in WANA region too, it will enable the Indian SMEs to identify the customers and their requirements in terms of specification, get an idea about the price trends vis-à-vis their products in the middle east market, participation will provide them with sufficient inputs to fine tune their export strategy and above all, it will help the Indian IT participants to promote awareness of India's IT services offerings to IT SMEs/end user industry and thus, help in enhancing India's IT software and services market share to the entire Middle East & WANA region.
- 4.7.7 EP(E&SW) Division, DOC has recommended the proposal.
- 4.7.8 SC was informed by ED, ESC EPC that they proposed to organize the event with 40 participating exporters.
- 4.7.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹65.49 lakhs under para 7.1.2 of the MAI guidelines.
- 4.7.10 EC approved the proposal with MAI assistance of ₹65.49 lakhs under para 7.1.2 of the MAI guidelines (Venue related cost ₹63.86 + others ₹1.63).

Item No. 8: Proposal of ESC EPC for Participation of IT software and services companies in Global Outsourcing Forum at New York, USA from 13-14 October, 2011.

- 4.8.1 The total estimated cost of the project for 2011-12 is ₹82.42 lakhs.
- 4.8.2 The total MAI assistance sought for 2011-12 is ₹45.15 lakhs.
- 4.8.3 The proposed activities to be undertaken during the project include identifying the customers/end-user industries and explore new market segments to enlarge their market share, publicity campaign through different channels in the local IT industry, launching a publicity drive in the US through mails, insertion of profiles of Indian participants in the exhibitors directory, shooting out publicity related mail to US importers, IT services provider firms, earlier contacts in US market, inviting representative of the US IT software industry and related industry associations to visit Indian pavilion in outsource world and organisation of a networking Buyer Seller Meet during event.
- 4.8.4 Components for which assistance has been sought include organising expenses, publicity cost for the event and cost of the catalogue sand other publicity material, translation and interpreter charges and misc. expenses.
- 4.8.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.8.6 Specific targeted benefit after completion of the project is participation in Global Outsourcing Forum New York will provide a platform to Indian SMEs to tap the

enormous potential which the US market offers, it will enable the Indian SMEs to identify the customers and their requirements in terms of specification, demonstrate their capability profile to the customers, firm up service delivery models and get an idea about the price trends vis-à-vis their products in the US market, participation in outsource World gives the Indian companies an insight into the US market and provide them with sufficient inputs to fine tune their export strategy and above all, it will help the Indian IT participants to promote awareness of India's IT services offerings to IT SMEs/end user industry at large in the US, and thus, help in enhancing India's IT software and services market share in the US.

- 4.8.7 EP(E&SW) Division, DOC has recommended the proposal.
- 4.8.8 SC was informed by ED, ESC EPC that they proposed to organize the event with 25-30 participating exporters.
- 4.8.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.15 lakhs under para 7.1.2 of the MAI guidelines.
- 4.8.10 EC approved the proposal with MAI assistance of ₹45.15 lakhs under para 7.1.2 of the MAI guidelines (Venue related cost ₹44.36 + others ₹0.79).

Item No. 9: Proposal of ESC EPC for Participation of Indian ICT companies in CeBIT 2012 in Hannover, Germany during 6-10 March 2012.

- 4.9.1 The total estimated cost of the project for 2011-12 is ₹79.45 lakhs.
- 4.9.2 The total MAI assistance sought for 2011-12 is ₹51.64 lakhs.
- 4.9.3 The proposed activities to be undertaken under the project include participation of Indian ICT companies in CeBIT 2012 in Hannover, Germany during 6-10 March 2012.
- 4.9.4 Components for which assistance has been sought include organising expenses, publicity cost for the event and cost of catalogue and other publicity material, translation and interpreter charges and misc. expenses.
- 4.9.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.9.6 Specific targeted benefit after completion of the project is increasing the visibility of the Indian IT software development and innovative IT services /ITES providing capability profiles to prospective IT customers, vendors, representatives of IT services end-user industry from Germany, and other EU countries; enabling Indian exhibitors to assess the overall market dynamics and trend and future prospects; enabling them to network with prospective IR/ICT customers and discuss business opportunities, joint venture, prices, business model etc. and increase their customers base and above all increase in India's export of IT services /ICT products to Germany and EU countries in particular and the global market in general.
- 4.9.7 EP(E&SW) Division, DOC has recommended the proposal.
- 4.9.8 SC was informed by ED, ESC EPC that they proposed to organize the event with 25 participating exporters.

- 4.9.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹51.62 lakhs under para 7.1.2 of the MAI guidelines.
- 4.9.10 EC approved the proposal with MAI assistance of ₹51.62 lakhs under para 7.1.2 of the MAI guidelines (Venue related cost ₹49.11 + others ₹2.51).

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

- 4.10.1 The total estimated cost of the project for 2011-12 is ₹ 540.95 lakhs.
- 4.10.2 The total MAI assistance sought for 2011-12 is ₹367.37 lakhs.
- 4.10.3 The proposed activities to be undertaken under the project is organising organizing IIJS Signature, Mumbai during 6-10 January 2012.
- 4.10.4 Components for which assistance has been sought include venue cost, publicity cost, cost of catalogue and translation and interpreter charges and travel and stay cost of foreign buyers/delegates.
- 4.10.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.10.6 Specific targeted benefit after completion of the project is to conceptualise IIJS to showcase India's ability to produce quality gems and jewellery that will match the lifestyle trends world over. Council is also restructuring its strategies to make IIJS more prominent in the diary of the International buyers/visitors.
- 4.10.7 EP (G&J) Division, DOC has recommended the proposal.
- 4.10.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹267.07 lakhs under para 7.1.8 of the MAI guidelines (Venue related cost ₹201.89 + other ₹20.18 + ₹45.00 air fare and hotel stay for foreign buyers).
- 4.10.9 Chairman enquired about the need for organizing two separate RBSMs at Mumbai in Gem & Jewellery sector, one in November 2011 and the other in January 2012 and why they cannot be merged.
- 4.10.10 EC directed that the proposal may be processed on file by EP (G&J) Division DOC.

Item No. 11: Proposal of G&J EPC for organizing 'India Show' Basel World during 8-15 March 2012 at Switzerland.

- 4.11.1 The total estimated cost of the project for 2011-12 is ₹ 680.50 lakhs.
- 4.11.2 The total MAI assistance sought for 2011-12 is ₹500.00 lakhs.
- 4.11.3 The proposed activities to be undertaken under the project is organising 'India Show' Basel World during 8-15 March 2012 at Switzerland with participation of 50-80 member exporters.

- 4.11.4 Components for which assistance has been sought include venue cost, organizing expenses, publicity cost, cost of catalogue and other material and translation and interpreter charges.
- 4.11.5 Assistance has been sought under para 7.1.2 and para 4.4 of the MAI guidelines.
- 4.11.6 Specific targeted benefit after completion of the project is to develop contact with the main buyers from European Jewellery retail chains, buying groups and department stores. To collaborate with European Joint venture partners to enhance competitiveness for Indian jewellery manufacturing companies. To explore business relation with the 60+ branded jewellery companies in Europe viz., BVLGARI, Chopard, Chanel etc.
- 4.11.7 EP (G&J) Division, DOC has recommended the proposal.
- 4.11.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.
- 4.11.9 EC deferred consideration of the proposal.

Item No. 12: Proposal of G&J EPC for organizing participation in RBSM 3rd edition of Indo-Euro Jewellery Summit at Mumbai during November 2011.

- 4.12.1 The total estimated cost of the project for 2011-12 is ₹102.00 lakhs.
- 4.12.2 The total MAI assistance sought for 2011-12 is ₹60.90 lakhs.
- 4.12.3 The proposed activities to be undertaken under the project is organizing 3rd edition of Indo-Euro Jewellery Summit (RBSM) at Mumbai during November 2011 with 25 foreign buyers.
- 4.12.4 Components for which assistance has been sought include venue cost and organizing expenses, cost of advertisement, promotion and other expenses, publicity cost, airfare and hotel stay cost.
- 4.12.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.12.6 Specific targeted benefit after completion of the project is to provide a platform and play a key role in bringing together buyers and sellers from the world's two greatest democracies. This year major thrust will be on showcasing the top of the line studded jewellery-manufacturing capabilities in India and encourage sourcing to achieve status of becoming a global sourcing destination for quality gems and jewellery. The summit is designed to bring several sponsoring Indian manufacturers together with a group of participating European jewellery retailers in order to forge new business connection.
- 4.12.7 EP(G&J) Division, DOC has recommended the proposal.
- 4.12.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.90 lakhs under para 7.1.8 of the MAI guidelines.

4.12.9 EC approved the proposal with MAI assistance of ₹60.90 lakhs under para 7.1.8 of the MAI guidelines.

Item No. 13: Proposal of G&J EPC for organizing Hong Kong Gem & Jewellery Fair 2012 at Hong Kong during March 2012.

4.13.1 The total estimated cost of the project for 2011-12 is ₹ 220.00 lakhs.

4.13.2 The total MAI assistance sought for 2011-12 is ₹143.00 lakhs.

4.13.3 The proposed activities to be undertaken under the project is organising Hong Kong Gem & Jewellery Fair 2012 at Hong Kong during March 2012.

4.13.4 Components for which assistance has been sought include venue cost including organizing expenses, publicity cost, cost of catalogue and other material and translation and interpreter charges.

4.13.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.

4.13.6 Specific targeted benefit after completion of the project is to tap trade buyers from all over the world market. To target the Chinese market, as china's per capita disposable income rises, jewellery after real estates and automobiles, has emerges as the third hottest item of consumption in recent times. To promote India as the preferred source for loose stones and finished jewellery.

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

4.13.8 SC was informed by ED, G&JEPC that they proposed to organize the event with 64 participating exporters.

4.13.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹143.00 lakhs under para 7.1.2 of the MAI guidelines.

4.13.10 EC approved the proposal with MAI assistance of ₹143.00 lakhs under para 7.1.2 of the MAI guidelines (Venue related cost ₹130.00 + others ₹13.00).

Item No. 14: Proposal of G&J EPC for organizing Jewellery Arabia 2011 during 22-26 November 2011 at Bahrain.

4.14.1 The total estimated cost of the project for 2011-12 is ₹ 258.00 lakhs.

4.14.2 The total MAI assistance sought for 2011-12 is ₹167.70 lakhs.

4.14.3 The proposed activities to be undertaken under the project is organising Jewellery Arabia 2011 during 22-26 November 2011 at Bahrain with participation of 55-60 exhibitors.

4.14.4 Components for which assistance has been sought include venue cost including organizing expenses, publicity cost, cost of catalogue and other material and translation and interpreter charges.

4.14.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.

- 4.14.6 Specific targeted benefit after completion of the project is by organising India Pavilion at Jewellery Arabia will lead to promotion of Indian jewellery in the Middle east and amongst Eminent Jewellery houses who regularly participate in the event . Promotion of IIJS Signature Mumbai 2012 amongst the visitors and getting buyers. Arrange meetings with different agencies for the plan of next years show.
- 4.14.7 EP (G&J) Division, DOC has recommended the proposal.
- 4.14.8 SC was informed by ED, G&JEPC that they proposed to organize the event with 60 participating exporters.
- 4.14.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹167.70 lakhs under para 7.1.2 of the MAI guidelines.
- 4.14.10 EC approved the proposal with MAI assistance of ₹167.70 lakhs under para 7.1.2 of the MAI guidelines (Venue related cost ₹152.75 + others ₹14.95).

Item No. 15: Proposal of HEPC for Setting up of Design Studio at Varanasi, UP.

- 4.15.1 The total estimated cost of the project for 2011-12 is ₹66.00 lakhs.
- 4.15.2 The total MAI assistance sought for 2011-12 is ₹50.00 lakhs.
- 4.15.3 The proposed activities to be undertaken under the project include setting up of Design Studio at Varanasi, UP.
- 4.15.4 Components for which assistance has been sought infrastructure, hardware, software packages, promotional expenses for the first year, salary, office rental, maintenance & administration, communication/fax/internet and consumables.
- 4.15.5 Assistance has been sought under para 7.2.4 of the MAI guidelines.
- 4.15.6 Specific targeted benefit after completion of the project is availability of state-of-art design studio in the export cluster, creating handloom designs & meeting the design requirements of exporters/manufacturers, improved export of Indian handlooms, increased sales activities, stronger marketing activities, an effective way to create new designs and establish new contacts in the international markets, it will enhance the image of Indian hand-woven products in the eyes in the Buying community and it will boost the morale of Indian hand-woven exporters.
- 4.15.7 Office of the Development Commissioner for Handlooms has recommended the proposal.
- 4.15.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹39.09 lakhs under para 7.2.4 of the MAI guidelines.
- 4.15.9 EC deferred consideration of the proposal.

Item No. 16: Proposal of HEPC for Setting up of Design Studio at Sitapur, UP.

- 4.16.1 The total estimated cost of the project for 2011-12 is ₹50.00 lakhs.

- 4.16.2 The total MAI assistance sought for 2011-12 is ₹50.00 lakhs.
- 4.16.3 The proposed activities to be undertaken under the project include setting up of Design Studio at Varanasi, UP.
- 4.16.4 Components for which assistance has been sought infrastructure, hardware, software packages, promotional expenses for the first year, salary, office rental, maintenance & administration , communication/fax/internet and consumables.
- 4.16.5 Assistance has been sought under para 7.2.4 of the MAI guidelines.
- 4.16.6 Specific targeted benefit after completion of the project is availability of state-of-art design studio in the export cluster, creating handloom designs & meeting the design requirements of exporters/manufacturers, improved export of Indian handlooms, increased sales activities, stronger marketing activities, an effective way to create new designs and establish new contacts in the international markets, it will enhance the image of Indian hand-woven products in the eyes in the Buying community and it will boost the morale of Indian hand-woven exporters.
- 4.16.7 Office of the Development Commissioner for Handlooms has recommended the proposal.
- 4.16.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹39.09 lakhs under para 7.2.4 of the MAI guidelines.
- 4.16.9 EC deferred consideration of the proposal.

Item No. 17: Proposal of ISEPC for organising Silk Paradise India Show at Malaysia from 10-13 October, 2011.

- 4.17.1 The total estimated cost of the project for 2011-12 is ₹107.00 lakhs.
- 4.17.2 The total MAI assistance sought for 2011-12 is ₹96.30 lakhs.
- 4.17.3 The proposed activities to be undertaken under the project include organising promotion & publicity.
- 4.17.4 Components for which assistance has been sought venue cost & organising expenses, printing and publicity, advertisement overseas magazines/ publication, translation and interpreter charges, buyer Seller contact programme.
- 4.17.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.17.6 Specific targeted benefit after completion of the project is the anticipated growth in exports directly attributable to the project during 2011-12: 12%, 2012-13: 20%, 2013-14: 20%.
- 4.17.7 EP(Textiles) Division, DOC has recommended the proposal.
- 4.17.8 SC was informed by Director, M/o Textiles that they proposed to organize the event with 45 participating exporters.

- 4.17.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.76 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹41.60 + other ₹4.16).
- 4.17.10 Chairman observed that there may be scope of other textiles sector products in Malaysia and directed JS (Exports) M/o Textiles to explore the possibilities and revise the proposal accordingly.
- 4.17.11 EC deferred consideration of the proposal.

Item No. 18: Proposal of ISEPC for organising participation in Heimtextile Fair at Frankfurt, Germany from 11-14 January, 2012.

- 4.18.1 The total estimated cost of the project for 2011-12 is ₹160.00 lakhs.
- 4.18.2 The total MAI assistance sought for 2011-12 is ₹144.00 lakhs.
- 4.18.3 The proposed activities to be undertaken under the project include organising promotion & publicity and participation in Heimtextile, 2012.
- 4.18.4 Components for which assistance has been sought venue cost & organising expenses, printing and publicity, translation and interpreter charges, contact promotion programme.
- 4.18.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.18.6 Specific targeted benefit after completion of the project is anticipated growth in exports directly attributable to the project during 2011-12: 8%, 2012-13: 15%, 2013-14: 15%.
- 4.18.7 EP(Textiles) Division, DOC has recommended the proposal.
- 4.18.8 SC was informed by Director, M/o Textiles that they proposed to organize the event with 37 participating exporters.
- 4.18.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹85.80 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹78.00 + other ₹7.80).
- 4.18.10 EC approved the proposal with MAI assistance of ₹85.80 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹78.00 + other ₹7.80).

Item No. 19: Proposal of PDEXCIL for organising Reverse Buyers Sellers Meet in Indian Fabrics and Home furnishing at Ahmedabad, Gujarat during 6-7 January 2012.

- 4.19.1 The total estimated cost of the project for 2011-12 is ₹198.00 lakhs.
- 4.19.2 The total MAI assistance sought for 2011-12 is ₹178.20 lakhs.
- 4.19.3 The proposed activities to be undertaken under the project include creating a platform for positive Buyer Seller interaction between manufacturers & prominent foreign buyers by displaying & showcasing products of 100% cotton fabrics for

clothing and home textile manufactured on powerloom, to encourage further investment in the industry.

- 4.19.4 Components for which assistance has been sought include hiring charges of airfare and hotel accommodation, venues cost including stall construction & rental and cost of catalogue and other material and publicity cost for the event.
- 4.19.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.19.6 Specific targeted benefit after completion of the project is to provide a new exposure to Ahmadabad which is the original textile town of India, foreign buyers from, USA, Canada, south America, Europe and other identifies potential countries are expected to visit the region's factories & understand our manufacturing capacity which makes them to do business of worth ₹65 crores & much more, Bangladesh & Sri Lanka though have good textiles based industry, they are dependent on outsourcing of fabrics, Indian powerloom sector especially after modernization their vast requirements and the direct interaction of these buyers/outsourcing agencies with fabrics producers of that region's powerloom sector which will go a long way for better ties & term trade between these countries.
- 4.19.7 EP(Textiles) Division, DOC has recommended the proposal.
- 4.19.8 M/O Textiles supports holding of RBSM and has advised for one to be held in Gujarat and one in Tamilnadu.
- 4.19.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹95.75 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 32.50 + other 3.25+ 60.00 for to and fro air fare for foreign buyers @ ₹. 75,000 and ₹ 1,00,000 in case of the American Continent).
- 4.19.10 EC approved the proposal with MAI assistance of ₹95.75 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 32.50 + others 3.25+ travel and stay cost of foreign buyers 60.00).

Item No. 20: Proposal of PDEXCIL for promotion of Indian Fabrics and Home furnishing in RBSM at Coimbatore, Tamilnadu during 10-12 November 2011.

- 4.20.1 The total estimated cost of the project for 2011-12 is ₹280.00 lakhs.
- 4.20.2 The total MAI assistance sought for 2011-12 is ₹252.00 lakhs.
- 4.20.3 The proposed activities to be undertaken under the project include organising RBSM at Coimbatore, Tamilnadu to promote Indian Fabrics and Home furnishing during October /November 2011 with participation of 170-200 foreign buyers.
- 4.20.4 Components for which assistance has been sought include return air fare including hotel rental and hospitality for buyers from Africa and Asia including, South East Asian countries, Bangladesh and Sri Lanka, return air fare for buyers from South America, Europe, venue cost and other related expenses including stall construction and rental, cost of catalogue and other material, publicity cost for the event and marketing and coordinating expenses.

- 4.20.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.20.6 Specific targeted benefit after completion of the project is to bring foreign buyers from USA, Canada, South America, Europe and other identified potential countries, are expected to visit the regions factories and understand our manufacturing capacity and doing business of ₹75 crores and more. Bangladesh and Sri Lanka though have good textiles based industry; they are dependent on outsourcing of fabrics. Indian powerloom sector especially after modernization is capable of meeting their vast requirements.
- 4.20.7 EP(Textiles) Division DoC has recommended the proposal.
- 4.20.8 M/O Textiles supports holding of RBSM and has advised for one to be held in Gujarat and one in Tamilnadu.
- 4.20.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹201.47 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 42.25 + other 4.22+ 155.00 for to and fro air fare for foreign buyers @ ₹. 75,000 and ₹ 1,00,000 in case of the American Continent).
- 4.20.10 The proposal was not approved by EC.

Item No. 21: Proposal of PDEXCIL for participation in Heimtextile Fair 2012 at Germany from 11-14 January, 2012.

- 4.21.1 The total estimated cost of the project for 2011-12 is ₹308.22 lakhs.
- 4.21.2 The total MAI assistance sought for 2011-12 is ₹277.39 lakhs.
- 4.21.3 The proposed activities to be undertaken under the project include Buyer contact programme, promotion & publicity, participation in Hemtextile, on 11-14 January, 2012 and Buyers Seller Meet with 80 Indian exporters.
- 4.21.4 Components for which assistance has been sought venue cost including organising expensive, construction charges, publicity cost of the event, cost of catalogue & brochures, translation & interpreter charges and Misc. expenses.
- 4.21.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.21.6 Specific targeted benefit after completion of the project is anticipated growth in exports directly attributed to the project in 2011-12 would be around 9.98%, and providing more opportunity to tap the market potential, increase in Market penetration, increase in export turnover thereby achieving the prescribed export target, creation of collective brand image by presence of sizeable number of exhibitors.
- 4.21.7 EP(Textiles) Division, DOC has recommended the proposal.
- 4.21.8 M/O Textiles has also recommended the proposal.
- 4.21.9 SC was informed by representative of PDEXCIL that they proposed to organize the event with 80 participating exporters.

- 4.21.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹173.32 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹157.57 + other ₹15.75).
- 4.21.10 EC approved the proposal with MAI assistance of ₹173.32 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹157.57 + other ₹15.75).

Item No. 22: Proposal of PDEXCIL for organising India Textile Bazaar Show Buyer Seller Meet at Dakar, Senegal on 15 October 2011.

- 4.22.1 The total estimated cost of the project for 2011-12 is ₹250.35 lakhs.
- 4.22.2 The total MAI assistance sought for 2011-12 is ₹225.31 lakhs.
- 4.22.3 The proposed activities to be undertaken under the project include organising Buyer Seller Meet & India Textile Bazaar Show to promote & showcase 100% cotton fabrics & Home Textile products manufactured on power loom to the prominent foreign buyers through the Buyer Seller Meet cum ITB Exhibition and to create a platform for positive buyer seller interaction.
- 4.22.4 Components for which assistance has been sought venue cost including organising expensive, construction charges, publicity cost of the event, cost of catalogue & brochures, translation & interpreter charges and Misc. expenses.
- 4.22.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.22.6 Specific targeted benefit after completion of the project is to display & showcase 100% cotton fabrics & Home Textiles products manufactured on power loom to the prominent foreign buyers through the Buyer Seller Meet cum ITB exhibition to increase the export of power loom fabrics, made-up of 100% cotton as well as blended fabrics, home textiles and technical textiles etc., Anticipated growth in exports directly attributed to the project in 2011-12 would be around 20%.
- 4.22.7 EP(Textiles) Division, DOC has recommended the proposal.
- 4.22.8 M/o Textiles has also recommended the proposal.
- 4.22.9 SC was informed by representative of PDEXCIL that they proposed to organize the event with 500 buyers short listed by the Indian Embassy. SC observed that the event has to be implemented in closed co-ordination with Indian mission and a copy of the participating buyers may be sent before the proposal is deliberated in the EC of MAI.
- 4.22.10 SC recommended the proposal for consideration of EC with MAI assistance of ₹151.29 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹137.54 + other ₹13.75).
- 4.22.11 Chairman observed that there is scope for involving other textiles sectors EPCs in the event and directed JS(Exports) M/o Textiles to explore the possibilities.

4.22.12 EC deferred consideration of the proposal and observed that the revised proposal may be considered in the next EC meeting without considering the three months timeline.

Item No. 23: Proposal of Pharmexcil for organizing RBSM at 8th Conference on Indian Medical Devices and Plastics Disposables industry 2012 at Ahmedabad during February 2012.

4.23.1 The total estimated cost of the project for 2011-12 is ₹45.50 lakhs.

4.23.2 The total MAI assistance sought for 2011-12 is ₹37.00 lakhs.

4.23.3 The proposed activities to be undertaken under the project is organizing RBSM at 8th Conference on Indian Medical Devices and Plastics Disposables industry 2012 at Ahmedabad during February 2012.

4.23.4 Components for which assistance has been sought include airfare and accommodation for 20 foreign delegates, venue cost, publicity cost, cost of printing of catalogues etc. and translation and interpreters charges.

4.23.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.

4.23.6 Specific targeted benefit after completion of the project includes facilitating trade/business by inviting importers, traders and Drug regulators from all the important regions of the world. To capture the untapped potential of future global medical device market and challenges in product development and technology transfer. To create a good network of research laboratories and institutions and capacity building for medical device industry. Overall showcasing Advantage India in various sectors like contract manufacturing, foreign direct investment, biotech park etc.

4.23.7 EP (Pharma) Division, DOC has recommended the proposal.

4.23.8 SC was informed by representative of Pharmexcil that they proposed to organize the event with 70-80 participating exporters.

4.23.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹31.80 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 13.00 + other 1.30+ 17.50 air fare and hotel stay for foreign buyers).

4.23.10 EC approved the proposal with MAI assistance of ₹31.80 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 13.00 + other 1.30+ 17.50 air fare and hotel stay for foreign buyers).

Item No. 24: Proposal of Pharmexcil for organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2011-12 at Hyderabad during February 2012.

4.24.1 The total estimated cost of the project for 2011-12 is ₹110.75 lakhs.

4.24.2 The total MAI assistance sought for 2011-12 is ₹85.55 lakhs.

- 4.24.3 The proposed activities to be undertaken under the project is for organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2011-12 at Hyderabad during February 2012 with participation of 45 foreign delegates.
- 4.24.4 Components for which assistance has been sought include airfare and accommodation for 45 foreign delegates, venue cost, publicity cost, cost of printing of catalogues etc. and translation and interpreters charges.
- 4.24.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.24.6 Specific targeted benefit after completion of the project includes facilitating trade/business by inviting importers, traders and Drug regulators from all the important regions of the world. Promoting/branding Indian Biopharma sector and creating confidence for the food and drug authorities of the world by arranging exclusive interactive sessions with Indian/International Drug Regulatory Agencies and Health Ministries for a day.
- 4.24.7 EP (Pharma) Division, DOC has recommended the proposal.
- 4.24.8 SC was informed by representative of Pharmexcil that they proposed to organize the event with 70-80 participating exporters. SC observed that the focus of the event should be in our immediate neighbourhood with targeted buyers from Sri Lanka, Bangladesh and Nepal.
- 4.24.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹74.50 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 32.50 + other 3.25 + 38.75 air fare and hotel stay for foreign buyers).
- 4.24.10 EC approved the proposal with MAI assistance of ₹74.50 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 32.50 + other 3.25 + 38.75 air fare and hotel stay for foreign buyers).

Item No. 25: Proposal of Pharmexcil for organizing RBSM inviting prominent buyer/FDA officials from African countries, coinciding with Vibrant Gujarat at Ahmedabad during 15-16 January 2012.

- 4.25.1 The total estimated cost of the project for 2011-12 is ₹127.50 lakhs.
- 4.25.2 The total MAI assistance sought for 2011-12 is ₹127.50 lakhs.
- 4.25.3 The proposed activities to be undertaken under the project is for organizing RBSM inviting prominent buyer/FDA officials from African countries, coinciding Gujarat Vibrant during January 2012 with 70-80 importers, manufacturers, officials/regulators, health ministry officials, media (print and TV) professional, leading distributors, agents etc for the pharmaceutical industry of the selected 10 African countries.
- 4.25.4 Components for which assistance has been sought include airfare and accommodation for 90 prominent experts, industry leaders, Indian drug regulators, venue cost and other organizing costs like audio visuals, printing, publicity translators etc.

- 4.25.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.25.6 Specific targeted benefit after completion of the project includes members of Pharmexcil attending the conference/seminar will also meet the important buyers/importers from various countries. To enable them to understand the legislations of these countries and also meet the importers/distributors to enhance their business and increase the Pharma exports from India.
- 4.25.7 EP (Pharma) Division, DOC has recommended the proposal.
- 4.25.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹96.10 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 26.00 + other 2.60 + 67.50 air fare and hotel stay for foreign buyers).
- 4.25.9 The proposal was withdrawn by Pharmexcil.

Item No. 26: Proposal of Pharmexcil for organizing RBSM at 7th Nutraceuticals Summit at Mumbai during February 2012.

- 4.26.1 The total estimated cost of the project for 2011-12 is ₹100.50 lakhs.
- 4.26.2 The total MAI assistance sought for 2011-12 is ₹82.82 lakhs.
- 4.26.3 The proposed activities to be undertaken under the project is organizing RBSM at 7th Nutraceuticals Summit at Mumbai during February 2012 with participation of 60 foreign delegates.
- 4.26.4 Components for which assistance has been sought include airfare and accommodation for 60 foreign delegates, venue cost, publicity cost, cost of printing of catalogues etc. and translation and interpreters charges.
- 4.26.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.26.6 Specific targeted benefit after completion of the project includes facilitating trade/business by inviting importers, traders and drug regulators from all the important regions of the world. Promoting/Branding Indian systems of medicine and creating confidence to the food and drug authorities of the world by arranging exclusive interactive sessions. Work on the possibilities of creating harmonized system of regulatory requirements for Indian system of medicine products. Create awareness about Indian capacities in natural products and Indian systems of medicines, its research and drug development.
- 4.26.7 EP (Pharma) Division, DOC has recommended the proposal.
- 4.26.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹76.10 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 26.00 + other 2.60 + air fare and hotel stay for foreign buyers 47.50).
- 4.26.9 EC approved the proposal with MAI assistance of ₹76.10 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 26.00 + other 2.60 + air fare and hotel stay for foreign buyers 47.50).

Item No. 27: Proposal of Pharmexcil for organizing participation in CPhI India 2011 and business meetings with the invited overseas delegates from Middle East Countries at Mumbai during December 2011.

- 4.27.1 The total estimated cost of the project for 2011-12 is ₹92.50 lakhs.
- 4.27.2 The total MAI assistance sought for 2011-12 is ₹74.15 lakhs.
- 4.27.3 The proposed activities to be undertaken under the project is organizing Pharmexcil Pavilion, arranging exclusive business meetings for the exhibitors with the invited overseas delegates from Middle East Countries at Mumbai during December 2011 with participation of 50 buyers and FDA from Middle East countries.
- 4.27.4 Components for which assistance has been sought include venue cost, organizing cost, cost of airfare and hospitality for 50 overseas buyers/FDA officials from Middle East countries, Publicity cost, cost of product catalogue and translation and interpreter charges.
- 4.27.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.27.6 Specific targeted benefit after completion of the project includes helping the local exporters to interact with genuine buyers and FDA officials from Middle East countries. Showcasing Indian strengths through the exhibition of Indian Pharma exporters. Arranging plant visits to the interested FDA officials.
- 4.27.7 EP (Pharma) Division, DOC has recommended the proposal.
- 4.27.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹55.37 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 16.25 + others 1.62+ air fare and hotel stay for foreign buyers 37.50).
- 4.27.9 EC approved the proposal with MAI assistance of ₹55.37 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 16.25 + others 1.62+ air fare and hotel stay for foreign buyers 37.50).

Item No. 28: Proposal of Pharmexcil for organizing India Pavilion at Arab Health 2012, Dubai, UAE in January 2012.

- 4.28.1 The total estimated cost of the project for 2011-12 is ₹102.00 lakhs.
- 4.28.2 The total MAI assistance sought for 2011-12 is ₹68.00 lakhs.
- 4.28.3 The proposed activities to be undertaken under the project organizing India Pavilion at Arab Health 2012, Dubai, UAE in January 2012.
- 4.28.4 Components for which assistance has been sought include venue cost, organizing cost, Publicity cost and cost of product catalogue.
- 4.28.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.28.6 Specific targeted benefit after completion of the project includes participants benefiting with their contracts renewed, new contacts established and India Brand is

popularised in the international markets. As per the feedback received from the participants, some members got business worth US\$ 5.00 lakh on the spot. Though this event is more specific for Medical devices industry, members of pharmaceuticals sector also participate every year and they get good business leads from visitors coming from neighbouring GCC and African countries.

- 4.28.7 EP (Pharma) Division, DOC has recommended the proposal.
- 4.28.8 The representative of ITPO mentioned that the event is also of importance to ITPO as they would like to organise Indian participation. SC observed that ITPO may join Pharmexcil for ensuring joint participation by exports both the organisations and if required hire allocation could be considered.
- 4.28.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹42.90 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹39.00 + other ₹3.90).
- 4.28.10 EC approved the proposal with MAI assistance of ₹42.90 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹39.00 + other ₹3.90).

Item No. 29: Proposal of SGEPC for organising participation in American International Toy Fair at America during February, 2012.

- 4.29.1 The total estimated cost of the project for 2011-12 is ₹82.50 lakhs.
- 4.29.2 The total MAI assistance sought for 2011-12 is ₹74.25 lakhs.
- 4.29.3 The proposed activities to be undertaken under the project include organising Indian participation in American International Toy Fair 2012 and promotion & publicity.
- 4.29.4 Components for which assistance has been sought include venue/stall related expenditure, publicity cost and cost of catalogue and other materials.
- 4.29.5 Assistance has been sought under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.29.6 Specific targeted benefit after completion of the project is 8% anticipated growth in exports directly attributable to the project.
- 4.29.7 EP(LSG) Division, DOC has recommended the proposal.
- 4.29.8 SC was informed by representative of SGEPC that they proposed to organize the event with 10 participating exporters.
- 4.29.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹61.87 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue cost ₹56.25 + other ₹5.62).
- 4.29.10 EC approved the proposal with MAI assistance of ₹61.87 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue cost ₹56.25 + other ₹5.62).

Item No. 30: Proposal of SGEPC for organising participation in Spielwarenmesse International Toy Fair at Germany during February, 2012.

- 4.30.1 The total estimated cost of the project for 2011-12 is ₹86.50 lakhs.
- 4.30.2 The total MAI assistance sought for 2011-12 is ₹77.85 lakhs.
- 4.30.3 The proposed activities to be undertaken under the project include organising Indian participation in Spielwarenmesse International Toy Fair 2012, promotion & publicity and Buyer Seller Meet.
- 4.30.4 Components for which assistance has been sought include venue/stall related expenditure, publicity cost and cost of catalogue and other materials, translator and interpreter and BSM.
- 4.30.5 Assistance has been sought under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.30.6 Specific targeted benefit after completion of the project is 8% anticipated growth in exports directly attributable to the project.
- 4.30.7 EP(LSG) Division, DOC has recommended the proposal.
- 4.30.8 SC was informed by representative of SGEPC that they proposed to organize the event with 15 participating exporters.
- 4.30.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹69.30 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue cost ₹63.00 + other ₹6.30).
- 4.30.10 EC approved the proposal with MAI assistance of ₹69.30 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue cost ₹63.00 + other ₹6.30).

Item No. 31: Proposal of SGEPC for organising participation in ISPO 2012 at Germany during February, 2012.

- 4.31.1 The total estimated cost of the project for 2011-12 is ₹255.00 lakhs.
- 4.31.2 The total MAI assistance sought for 2011-12 is ₹229.50 lakhs.
- 4.31.3 The proposed activities to be undertaken under the project include organising participation in ISPO 2012, promotion & publicity and Buyer seller Meet.
- 4.31.4 Components for which assistance has been sought include venue/stall related expenditure, publicity cost and cost of catalogue and other materials.
- 4.31.5 Assistance has been sought under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.31.6 Specific targeted benefit after completion of the project is 5% anticipated growth in exports directly attributable to the project.
- 4.31.7 EP(LSG) Division, DOC has recommended the proposal.

- 4.31.8 SC was informed by representative of SGEPC that they proposed to organize the event with 40 participating exporters.
- 4.31.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹222.75 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue cost ₹202.50 + other ₹20.25).
- 4.31.10 EC approved the proposal with MAI assistance of ₹222.75 lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue cost ₹202.50 + other ₹20.25).

Item No. 32: Proposal of TEPC for organising India pavilion in CeBIT 2012 at Hanover, Germany from 6-10 March, 2012.

- 4.32.1 The total estimated cost of the project for 2011-12 is ₹60.00 lakhs.
- 4.32.2 The total MAI assistance sought for 2011-12 is ₹54.00 lakhs.
- 4.32.3 The proposed activities to be undertaken under the project include organising India pavilion, identify trade associations in consultation with Indian Embassies for future contacts who could organize one to one meetings with potential customers, to provide networking opportunities for business development to the Indian delegates, to identify focus products that have potential for exports and need targeted approach for building commercial linkages and develop a database of exportable products and technologies.
- 4.32.4 Components for which assistance has been sought include organising expenses and promotional material.
- 4.32.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.32.6 Specific targeted benefit after completion of the project is to increase exports from India to other countries, contact establishment with local system integrators, establishing B2B linkages by distinct delegates with their counterparts, identification of products for exports and standards followed, market access for the identified products and services and their demand requirement and to find existing sources of imports into this countries.
- 4.32.7 EP(OP&S) Division, DOC has recommended the proposal.
- 4.32.8 SC was informed by representative of TEPC that they proposed to organize the event with 10 participating exporters. SC observed that assistance for only venue cost @ 65% and additional amount of about 10% for other would be considered totalling to ₹30.00 lakhs
- 4.32.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹27.00 + other ₹3.00).
- 4.32.10 EC approved the proposal with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹27.00 + other ₹3.00).

Item No. 33: Proposal of TEPC for organising Indian participation in Futurecom 2011 from 12th -14th September 2011 at Sao Paulo, Brazil.

- 4.33.1 The total estimated cost of the project for 2011-12 is ₹90.00 lakhs.
- 4.33.2 The total MAI assistance sought for 2011-12 is ₹81.00 lakhs.
- 4.33.3 The proposed activities to be undertaken under the project include identify focus products that have potential for exports and need targeted approach for building commercial linkages, to provide networking opportunities for business development to the Indian delegates, extend an invitation to the potential importers to visit India for trade seminars and B2B meetings, facilitate exchange of technology delegations and develop a database of export able products and technologies.
- 4.33.4 Components for which assistance has been sought include organising expenses and promotional material.
- 4.33.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.33.6 Specific targeted benefit after completion of the project is establishment of contacts with local trade associations and later on signing of bilateral agreement, identification of products for exports and standards followed in those countries, establishing B2B linkages by delegates with their counterparts, to find existing sources of imports into these countries market access for the identifies products and technologies and their demand requirement.
- 4.33.7 EP(OP&S) Division, DOC has recommended the proposal.
- 4.33.8 SC was informed by representative of TEPC that they proposed to organize the event with 10 participating exporters. SC observed that assistance for only venue cost @ 65% and additional amount of about 10% for other would be considered totalling to ₹30.00 lakhs
- 4.33.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹27.00 + other ₹3.00).
- 4.33.10 EC approved the proposal with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹27.00 + other ₹3.00).

Item No. 34: Proposal of TEPC for organising India pavilion in Mobile World Congress 2012 at Barcelona during February, 2012.

- 4.34.1 The total estimated cost of the project for 2011-12 is ₹90.00 lakhs.
- 4.34.2 The total MAI assistance sought for 2011-12 is ₹81.00 lakhs.
- 4.34.3 The proposed activities to be undertaken under the project include organising India pavilion, to identify products those have potential for exporters and need targeted approach for building commercial linkages, to provide networking opportunities for business development to the Indian delegates and extend an invitation to the potential importers to visit India for trade seminars and B2B meetings.

- 4.34.4 Components for which assistance has been sought include organising expenses and promotional material.
- 4.34.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.34.6 Specific targeted benefit after completion of the project is enhancing exports from India to other countries, establishment of contact with system integrators, local telecom companies, establishing B2B linkages by distinct delegates with their counterparts, identification of products for exports and standards followed, market access for the identifies products and services and their demand requirement and to find existing sources of imports into this countries.
- 4.34.7 EP(OP&S) Division, DOC has recommended the proposal.
- 4.34.8 SC was informed by representative of TEPC that they proposed to organize the event with 10 participating exporters. SC observed that assistance for only venue cost @ 65% and additional amount of about 10% for other would be considered totalling to ₹30.00 lakhs
- 4.34.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹27.00 + other ₹3.00).
- 4.34.10 EC approved the proposal with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹27.00 + other ₹3.00).

Item No. 35: Proposal of TEPC for organising India pavilion in ITU World Telecom at Geneva from 24-28 October, 2011.

- 4.35.1 The total estimated cost of the project for 2011-12 is ₹75.00 lakhs.
- 4.35.2 The total MAI assistance sought for 2011-12 is ₹67.50 lakhs.
- 4.35.3 The proposed activities to be undertaken under the project include organising India pavilion, to identify products those have potential for exporters and need targeted approach for building commercial linkages, to provide networking opportunities for business development to the Indian delegates and extend an invitation to the potential importers to visit India for trade seminars and B2B meetings.
- 4.35.4 Components for which assistance has been sought include organising expenses and promotional material.
- 4.35.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.35.6 Specific targeted benefit after completion of the project is enhancing exports from India to other countries, establishment of contact with local trade associations and later on signing of agreement, identification exporting opportunities, contacts with system integrators and other making establishing contact with new counterparts, market access for the identifies products and services and their demand requirement.

- 4.35.7 EP(OP&S) Division, DOC has recommended the proposal.
- 4.35.8 SC was informed by representative of TEPC that they proposed to organize the event with 10 participating exporters. SC observed that assistance for only venue cost @ 65% and additional amount of about 10% for other would be considered totalling to ₹30.00 lakhs
- 4.35.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹27.00 + other ₹3.00).
- 4.35.10 EC approved the proposal with MAI assistance of ₹30.00 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹27.00 + other ₹3.00).

Item No. 36: Proposal of TEXPROCIL for organising participation in Australian International Sourcing Fair at Sydney, Australia during 22-24 November 2011.

- 4.36.1 The total estimated cost of the project for 2011-12 is ₹216.50 lakhs.
- 4.36.2 The total MAI assistance sought for 2011-12 is ₹140.73 lakhs.
- 4.36.3 The proposed activities to be undertaken under the project include organising participation in Australia International Sourcing Fair at Sydney, Australia during November 2011 with at least 50 participants.
- 4.36.4 Components for which assistance has been sought include venue cost including organising expenses publicity cost, cost of the catalogues and other material and translation and interpreter charges.
- 4.36.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.36.6 Specific targeted benefit after completion of the project is to increase in India's market share in Australia. An increase from the present level of US\$ 400 million export to Australia. Promote Brand India image in Australian consumer market, improve confidence among importers about Indian supply capabilities and promote joint ventures in home textiles and apparel sector.
- 4.36.7 EP(Textiles) Division, DOC and M/o Textiles has recommended the proposal.
- 4.36.8 SC was informed by the representative of Texprocil that Indian Mission has strongly recommended for Indian participation in the event through Texprocil.
- 4.36.9 SC directed that in view of the competing claims of ITPO and Texprocil regarding the recommendation of Indian Mission in their favour, ITP Division Ministry of External Affairs will obtain the view of the Indian Mission and convey the same for further consideration.
- 4.36.10 CS has approved the proposal to be considered by the EC of MAI.
- 4.36.11 EC approved the proposal with MAI assistance of ₹107.53 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹97.76 + other ₹9.77).

Item No. 37: Proposal of EEPD for organizing India pavilion in International Hardware Fair 2012 (Practical World). Cologne, Germany during 4-7 March 2012.

- 4.37.1 The total estimated cost of the project for 2011-12 is ₹75.19 lakhs.
- 4.37.2 The total MAI assistance sought for 2011-12 is ₹47.12 lakhs.
- 4.37.3 The proposed activities to be undertaken under the project include organizing India pavilion in International Hardware Fair 2012. Cologne, Germany during 4-7 March 2012 with 20 participants.
- 4.37.4 Components for which assistance has been sought include space rent and expenditure incurred on erection of stalls, organizing expenditure including publicity, interpreters and other related expenses.
- 4.37.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.37.6 Specific targeted benefit after completion of the project includes organizing participation in the leading exhibition covering tools, industrial supply (workshop and factory, equipment), fastening and fitting, locks and fitting keys and home improvement (Builders and DIY supply) sectors.
- 4.37.7 EP (Engg) Division, DOC has recommended the proposal.
- 4.37.8 EC approved the proposal with MAI assistance of ₹47.12 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹42.90 + other ₹4.22).

Item No. 38: Proposal of EEPD for organizing India Pavilion in NEWCAST 2011, Düsseldorf, Germany during 28 June – 2 July 2011.

- 4.38.1 The total estimated cost of the project for 2011-12 is ₹188.65 lakhs.
- 4.38.2 The total MAI assistance sought for 2011-12 is ₹121.55 lakhs.
- 4.38.3 The proposed activities to be undertaken under the project include organizing India Pavilion in NEWCAST 2011, Düsseldorf, Germany during 28 June – 2 July 2011 with 24 participants.
- 4.38.4 Components for which assistance has been sought include space rent and expenditure incurred on erection of stalls, stall decoration, publicity, interpreter, audiovisual equipment and other related expenses.
- 4.38.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.38.6 Specific targeted benefit after completion of the project is to organize participation in this leading international trade for precision castings.
- 4.38.7 EP (Engg) Division, DOC has recommended the proposal.
- 4.38.8 EC approved the proposal with MAI assistance of ₹121.55 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹117.00 + other ₹4.55).

Item No. 39: Proposal of CLE for organizing Indian participation in MESS AROUND (footwear and Leather Goods & Accessories International Trade Show) at Paris, France during September, 2011 and January, 2012.

- 4.39.1 The total estimated cost of the project for 2011-12 is ₹77.18 lakhs.
- 4.39.2 The total MAI assistance sought for 2011-12 is ₹69.46 lakhs.
- 4.39.3 The proposed activities to be undertaken under the project is organising Indian Participation in MESS AROUND Fair Leather Show at Paris, France during September, 2011 and January, 2012.
- 4.39.4 Components for which assistance has been sought include space cost & stand construction cost, registration fees and catalogue fees.
- 4.39.5 Assistance has been sought under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.39.6 Specific targeted benefit after completion of the project is the participation accompanied by effective event publicity through carrying out a Buyer outreach campaign targeting the major France Buyers/Importers and advertisements in the leading leather & leather products fashion magazines to publicize the potential of the Indian leather & leather products industry, considering our market promotion programme in French market, project India's export of leather & leather products leading to increase from US\$256.15 million in 2009-10 to US\$ 450.00 million by 2013-14, growing at CAGR of 15.12%.
- 4.39.7 EP (LSG) Division, DOC has recommended the proposal.
- 4.39.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹66.26 lakhs (₹33.13 lakhs each for both the events) under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue cost 60.24 + others 6.02).
- 4.39.9 EC approved the proposal with MAI assistance of ₹66.26 lakhs (₹33.13 lakhs each for both the events) under para 7.1.2 and para 7.5.2 of the MAI guidelines (Venue cost 60.24 + others 6.02).

Item No. 40: Proposal of FDCI for organising India Men's Week at New Delhi during August, 2011.

- 4.40.1 The total estimated cost of the project for 2011-12 is ₹85.00 lakhs.
- 4.40.2 The total MAI assistance sought for 2011-12 is ₹60.50 lakhs.
- 4.40.3 The proposed activities to be undertaken under the project include to further promote the India Men's Week by inviting buyers from the potential countries to promote the exports from Indian Fashion Industry.
- 4.40.4 Components for which assistance has been sought include venue cost, publicity cost, cost of catalogue & other material, translation & interpreter charges, airfare/stay cost and Misc. expenses.
- 4.40.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.

- 4.40.6 Specific targeted benefit after completion of the project is that after completion of the project/events 25% - 30% growth of Indian designer/orders is expected in 2011-12. Exports worth ₹90 crore and ₹75 crore were generated during the India Fashion Week during March and October, 2010 respectively, the objective is to project India's image in international market as a strong customer supplier as per the contemporary styles and trends.
- 4.40.7 EP(Textiles) Division, DOC has recommended the proposal.
- 4.40.8 M/o Textiles has also conveyed their no objection for the project.
- 4.40.9 SC directed FDCI to submit a list of buyers and designers of the recently concluded MAI supported fashion show event. SC also directed FDCI to submit the number of fashion designers participating in the proposed event. FDCI has since submitted a list of 120 foreign buyers participating in their India Fashion Week event held on 6-10 April 2011. They have also submitted a list of 141 Indian fashion designers participating in the above event.
- 4.40.10 SC recommended the proposal for consideration of EC with MAI assistance of ₹43.60 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 26.00 + others 2.60 + air fare and hotel stay for foreign buyers 15.00).
- 4.40.11 The proposal was withdrawn by FDCI.

Item No. 41: Proposal of FDCI for organising India Fashion Week at New Delhi during October, 2011 (Spring summer) and March, 2012 (Autumn winter).

- 4.41.1 The total estimated cost of the project for 2011-12 is ₹594.30 lakhs.
- 4.41.2 The total MAI assistance sought for 2011-12 is ₹425.66 lakhs.
- 4.41.3 The proposed activities to be undertaken under the project include further promotion of India Fashion Week (IFW) by inviting buyers from the potential countries to promote the exports from Indian Fashion industry. The financial support is sought to invite buyers for the RBSM in India Fashion Week.
- 4.41.4 Components for which assistance has been sought venue cost, publicity cost, cost of catalogue & other material, translation & interpreter charges, airfare/stay cost and Misc. expenses.
- 4.41.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.41.6 Specific targeted benefit after completion of the project is that after completion of the project/events 25% - 30% growth is expected in 2011-12 of Indian designer/orders worth ₹90 crore and ₹75 crore were generated during the India Fashion Week during March / October, 2010 respectively, the objective is to project India's image in international market as a strong customer supplier as per the contemporary styles and trends.
- 4.41.7 EP(Textiles) Division, DOC has recommended the proposal.
- 4.41.8 M/o Textiles has also conveyed their no objection for the project.

- 4.41.9 SC directed FDCI to submit a list of buyers and designers participating in the proposed and also requested for the view of M/o Textiles about their views on the value add for the designer fashion clothing.
- 4.41.10 SC recommended the proposal for consideration of EC with MAI assistance of ₹399.80 lakhs (₹199.60 lakhs each for both the events) under para 7.1.8 of the MAI guidelines (Venue cost 130.59 + others 13.06 + air fare and hotel stay for foreign buyers 56.25).
- 4.41.11 FDCI has since submitted a list of 120 foreign buyers participating in their India Fashion Week event held on 6-10 April 2011. They have also submitted a list of 141 Indian fashion designers participating in the above event.
- 4.41.12 President, FDCI explained the contours of the proposed project to the EC emphasizing that while they are not seeking assistance for the fashion / glamour events, assistance is required for organizing the regular exhibition (RBSM) where the designers display their products to renowned international buyers / retail chains, which result in export orders worth crores. Chairman observed that JS (Exports) M/o Textiles should look into the value addition in terms of exports from the designer costumes and how they figure in the overall textiles sector exports from India, the value for money in terms of the MAI assistance sought besides benefits accruing to the standard Indian designers.
- 4.41.13 EC directed that the proposal may be processed on file by the EP (Textiles Coordination) Division, DOC on receipt of the report from JS(Export) M/o Textiles.

Item No. 42: Proposal of ASSOCHAM for organizing participation in Oil & Gas, Ghana 2011, International Exhibition and Conference at Accra, Ghana from 11-13 October, 2011.

- 4.42.1 The total estimated cost of the project for 2011-12 is ₹90.08 lakhs.
- 4.42.2 The total MAI assistance sought for 2011-12 is ₹90.08 lakhs.
- 4.42.3 The proposed activities to be undertaken under the project is organizing participation of 25 Indian leading manufactures/exporters/traders/producers of oil exploring technology, pumps, valves, oil waste treatment, electrical and related industry, etc., showcasing their products in Indian Pavilion for International buyers, B2B meetings between international buyers and Indian exhibitors, advertisement in the leading news papers to attract participation and visitor promotion.
- 4.42.4 Components for which assistance has been sought include space rent, printing of brochures/fliers containing details of the event, document and souvenir etc., publicity in Indian & foreign print media and courier, postage, STD, ISD-Telephone, Fax expenses, local conveyance & language interpreter etc.
- 4.42.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.42.6 Specific targeted benefit after completion of the project is to provide Indian exhibitors an opportunity for networking B2B to tap the potential in Ghana, Neighbouring countries, Europe, Middle East and North Africa (MENA) market, to boost Indian oil exploring technology, pumps, valves, oil waste treatment, electrical

and related industry, to provide exposure to Indian companies to establish contacts, linkages and to showcase their products to International buyers during B2B meetings for export tie-up/contract signing/technology transfer/joint venture.

- 4.42.7 FT(Africa) Division, DOC has recommended the proposal.
- 4.42.10 SC recommended the proposal for consideration of EC with MAI assistance of ₹47.96 lakhs under para 7.1.2 of the MAI guidelines (Venue cost 43.60 + others 4.36).
- 4.42.11 Chairman enquired about the Indian participation in the event and observed that the proposed Indian participation comprising of minor / fringe companies in the Oil and Gas sector need to be re-looked and requested JS(Africa) Division, DOC to assist ASSOCHAM to enlist participation of major Indian oil and gas sector companies in the event.
- 4.42.12 EC deferred consideration of the proposal.

Item No. 43: Proposal of FICCI for organising India-Japan Health summit on Pharmaceuticals and Medical Services at Tokyo during December, 2011.

- 4.43.1 The total estimated cost of the project for 2011-12 is ₹82.00 lakhs.
- 4.43.2 The total MAI assistance sought for 2011-12 is ₹48.00 lakhs.
- 4.43.3 The proposed activities to be undertaken under the project include organising India-Japan Health summit on Drugs, Pharmaceuticals with 20-25 Indian and 40-50 Foreign participants (Phase-I).
- 4.43.4 Components for which assistance has been sought venue cost and organising expensive, publicity cost of the event, cost of catalogue and other material and translation & interpreter charges.
- 4.43.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.43.6 Specific targeted benefit after completion of the project is through awareness seminars, organized with the help of counterpart chambers in the Japan, Indian Missions, advertisement through print media, etc., facilitating penetration of Indian companies into Japan in drugs, pharmaceuticals and medical services sector.
- 4.43.7 FT(NEA) Division, DOC has recommended the proposal.
- 4.43.8 SC requested ITP Division, MEA for their views on the project, based on report from the Indian mission.
- 4.43.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹17.16 lakhs under para 7.1.2 of the MAI guidelines (Venue cost ₹15.60 + other ₹1.56).
- 4.43.10 EC directed that the proposal may be processed on file by FT (NEA) Division DOC.

Item No. 44: Proposal of FICCI for Organising India Africa Business partnership summit at New Delhi during October, 2011.

- 4.44.1 The total estimated cost of the project for 2011-12 is ₹160.00 lakhs.
- 4.44.2 The total MAI assistance sought for 2011-12 is ₹115.00 lakhs.
- 4.44.3 The proposed activities to be undertaken under the project is organising Reverse Buyer Seller Meets of African business delegation in the sectors ICT, power, Roads & Railways, Healthcare, Mining & Metallurgy, Banking & Finance, Housing & construction in India with 300 Indian participants and 250 foreign participants.
- 4.44.4 Components for which assistance has been sought include venue cost & organising expenses, airfare and accommodation, publicity cost, cost of catalogue & other material and translation & interpreter charges.
- 4.44.5 Assistance has been sought under para 7.1.8 of the MAI guidelines.
- 4.44.6 Specific targeted benefit after completion of the project is organizing the event with 300 Indian participants and 250 foreign participants, promotional campaigns through the support of counterpart chambers in the respective countries, Indian Mission, advertisement through print & electronic media etc., facilitating sectoral project specific collaboration and penetration of Indian companies into Africa in the sectors mentioned above to counter the dominance of European companies and increasing stature of China in seizing the projects.
- 4.44.7 FT(Africa) Division, DOC has recommended the proposal.
- 4.44.8 SC was informed by the representative of the FICCI that the focus sectors are healthcare, ICT and infrastructure.
- 4.44.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹73.60 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 26.00 + others 2.60 + air fare and hotel stay for foreign buyers 45.00).
- 4.44.10 EC was informed by the representative of FICCI that they now plan to organize the event in Hyderabad instead of New Delhi.
- 4.44.11 EC approved the proposal with MAI assistance of ₹73.60 lakhs under para 7.1.8 of the MAI guidelines (Venue cost 26.00 + others 2.60 + air fare and hotel stay for foreign buyers 45.00).

Item No. 45: Proposal of FICCI for organizing Business Forum and Buyer Seller Meet in Ho Chi Minh city and Hanoi, Vietnam during 20-23 September 2011.

- 4.45.1 The total estimated cost of the project for 2011-12 is ₹110.46 lakhs.
- 4.45.2 The total MAI assistance sought for 2011-12 is ₹72.92 lakhs.
- 4.45.3 The proposed activities to be undertaken under the project organizing Business Forum and Buyer Seller Meet in Ho Chi Minh city and Hanoi, Vietnam during 20-23 September 2011.
- 4.45.4 Components for which assistance has been sought include venue cost, publicity cost, cost of catalogues and translation and interpreters charges.

- 4.45.5 Assistance has been sought under para 7.1.2 of the MAI guidelines.
- 4.45.6 Specific targeted benefit after completion of the project is leading to a win-win situation for both the economies by way of promoting awareness and further tapping the potential in trade between India and Vietnam. It would provide an opportunity for interaction between Government and industry representatives from both the countries. Enhance networking and business linkages with Vietnam.
- 4.45.7 FT(EA) Division, DOC has recommended the proposal.
- 4.45.8 SC was informed by the representative of the FICCI that the focus sectors are infrastructure, IT and ITES. It was also informed that they envisaged the project with participation of 40 exporters. SC directed FICCI to submit the list of 40 participants.
- 4.45.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹43.56 lakhs under para 7.1.2 of the MAI guidelines (Venue cost 39.60 + others 3.96).
- 4.45.10 EC approved the proposal with MAI assistance of ₹43.56 lakhs under para 7.1.2 of the MAI guidelines (Venue cost 39.60 + others 3.96).

List of participants in the Meeting of the Empowered Committee of MAI held on 16th May, 2011 at 02:30 pm in Room No. 141, Udyog Bhawan.

1. Shri Rahul Khullar ... Chairman
2. Shri Rajan S. Katoch, AS&FA, DOC
3. Shri Arvind Mehta, Joint Secretary, DOC
4. Shri Anup Wadhawan, Joint Secretary, DOC
5. Shri D.S. Dhesi, Joint Secretary, DOC
6. Shri J.S. Deepak, Joint Secretary, DOC
7. Shri V. Srinivas, Joint Secretary, M/o Textiles
8. Mrs. Mridul Jain, Director, DOC
9. Shri Ashok Kumar Arora, Deputy Secretary, DOC
10. Shri Rajeev Kumar, Deputy Secretary (ITP), MEA
11. Shri P. Dasgupta, US, DOC
12. Shri Vimal Kirti Singh, SG, AEPC
13. Shri R. K. Sharma, Director, AEPC
14. Shri Sabyasachi Ray, ED, GJEPC
15. Shri K.K. Duggal, GJEPC
16. Shri R. Maitra, ED, EEPC
17. Shri Anand Haldankar, ED, ISEPC
18. Ms. Beela Rajesh, ED, HEPC
19. Shri Ali Ahmed Khan, ED, CLE
20. Shri Tarun Dewan, Secretary, SGEPC
21. Shri Rakesh Kumar, ED, EPCH
22. Shri D.K. Sareen, ED, ESC EPC
23. Shri Vikas Gupta, Deputy Director, ESC EPC
24. Shri Indra Vikram Singh, PDEXCIL
25. Shri S.K. Sharma, OSD, PDEXCIL
26. Shri Siddhartha Rajagopal, ED, Texprocil
27. Shri K. Raju, TEXPROCIL
28. Shri Raghuveer Kini, Additional Executive Director, Pharmexcil
29. Shri Mahesh Gupta, Regional Officer, Pharmexcil
30. Dr. Manju K. Prakash, ASG, FICCI
31. Shri Gajendra Badgujar, Deputy Director, FICCI
32. Shri Nikhil Sharma, Assistant Director, FICCI
33. Shri Partha Ghosh, Assistant Director, FICCI
34. Shri Ajay Sharma, Director, ASSOCHAM
35. Shri Rajesh Sharma, Deputy Director, ASSOCHAM
36. Shri R.K. Pathak, TEPC
37. Shri Sunil Sethi, President, FDCI
38. Shri Rakesh Sangrai, FDCI
