

No. 11/34/2014-E&MDA (EC-18.12.2014)
Government of India
Department of Commerce
E&MDA Division

Dated: 30th December, 2014
Udyog Bhawan, New Delhi

MINUTES OF THE MEETING

Subject: Minutes of the Empowered Committee Meeting of MAI.

The undersigned is directed to forward a copy of minutes of the meeting of the Empowered Committee of MAI, held on 18th December 2014 under the Chairmanship of Shri Rajeev Kher, Commerce Secretary, for information and necessary action.


(Santosh Kumar)
Director
☎ 2306 3365

To,

1. Shri Pravir Kumar, DGFT
2. Shri D.S. Dheshi, Additional Secretary, DOC
3. Shri Sudhanshu Pandey, Joint Secretary, DOC
4. Shri J.K. Dadoo, Joint Secretary, DOC
5. Shri A.K. Tripathy, Joint Secretary, DOC
6. Shri Ravi Capoor, Joint Secretary, DOC
7. Shri Dammu Ravi, Joint Secretary, DOC
8. Dr. Guruprasad Mohapatra, Joint Secretary, DOC
9. Ms. Mukta Shekhar, Director (ITP), MEA
10. Shri D.S. Rawat, SG, ASSOCHAM
11. Shri Deepak Sood, ED & Head-Trade Fairs, CII
12. Shri Sheila Sudhakaran, Assistant Secretary General, FICCI
13. Dr. Sanjay Kumar Chattopadhyay, Professor & Additional Director

- Copy to
1. PPS to CS
 2. PS to AS&FA
 3. PS to JS (AM)

Minutes of Empowered Committee Meeting of MAI held on 18.12.2014 in Room No. 141 under the Chairmanship of Shri Rajeev Kher, Commerce Secretary, Department of Commerce.

List of participants is Annexed.

Chairman welcomed the participants. Initiating the discussions, Chairman gave the following directions:

- (i) IBEF in consultation with EPCs will develop a super-structure, colour-scheme, logo, etc which may be replicated in each event, for promoting Brand India.
- (ii) No proposal for MAI assistance should be considered, if any utilization certificate is pending from the concerned EPC, despite lapse of reasonable period of time after conclusion of the event.
- (iii) Third party inspection should be made mandatory for domestic flagship events.
- (iv) All new markets should be sustained for three years. Thereafter an evaluation should be made and a decision should be taken whether to continue or shift.
- (v) For every event, separate assessment forms for taking feedback from Indian exhibitors and Foreign visitors may be devised by Department of Commerce. These feedback forms should be submitted within one month after the event is over, which may be analyzed by concerned territorial/commodity division. Next year's sanction will be considered on the basis of this evaluation.

The Chairman also showed displeasure on inadequate attention being paid to Latin America, Africa, CIS, CLMV and West Asian countries and advised that in future this will be a guiding factor in considering the proposals.

With the permission of the Chairman, agenda items were considered by the Committee one by one.

Agenda Item No. 1

Proposals recommended by Sub-Committee meeting held on 31.10.2014.

Item No. 1: Proposal of FICCI for organising Reverse Buyer Seller Meet & Publicity Campaign with IMTD India – 2015: Promoting Services Export from India at New Delhi from 5-7 October, 2015.

1.1.1 The total estimated cost of the project for 2015-16 is ₹673.00 lakhs. The total MAI assistance sought for 2015-16 is ₹600.00 lakhs.

1.1.2 The proposed activities to be undertaken under the project is to organising exhibition, inviting buyers to attending CME (Continued Medical Education), B2B meeting and hospital inspection visit. The FICCI is planning to organize the event with 100+ stalls and 500

foreign buyers. Specific targeted benefit after completion of the project is to interact with top doctors and medical expert, create a platform to promote services export from India and share ideas, concerns and unveil future strategies, establish global business contacts and connect and showcasing training capabilities of India in Medical, Pharma and Nursing Sector. Engage with International Partners for imparting Training Courses and short Education programs. Assistance is admissible under para 7.1.8 of the MAI guidelines.

1.1.3 TPD Division, DOC has recommended the proposal.

1.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian exhibitors and 500 foreign buyers.

1.1.5 EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian exhibitors and 500 foreign buyers.

Estimated Expenditure:

(₹In Lakhs)				
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Delegate Travel & Hotel Stay (500 Delegates)	384.00	384.00	300.00
2	Venue related cost	114.00	74.10	50.00
3	Printing	25.00	16.25	
4	Publicity worldwide	150.00	97.50	
	Total	673.00	571.85	350.00

Item No. 2: Proposal of FICCI for organising Reverse Buyer Seller Meet & Publicity Campaign with EIMA AGRIMACH INDIA 2015 at New Delhi from 3-5 December, 2015.

1.2.1 The total estimated cost of the project for 2015-16 is ₹285.00 lakhs. The total MAI assistance sought for 2015-16 is ₹256.50 lakhs.

1.2.2 The proposed activities to be undertaken under the project is to organising exhibition, inviting buyers, B to B meetings and exchange of ideas and deliberations primarily focused on exploring potential areas of cooperation between India and select countries. The FICCI is planning to invite 180 foreign buyers from Africa, America, Europe, Asean and SA. Specific targeted benefit after completion of the project is to prospects for export promotion for Indian manufacturers and to prepare a framework for strengthening Indian domestic Agri equipment market and on other hand also enhancing trade and market penetration of Indian Agri equipment's in untapped potential market. Assistance is admissible under para 7.1.8 of the MAI guidelines.

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

1.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 280 Indian exhibitors and 180 foreign buyers.

1.2.5 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 280 Indian exhibitors and 180 foreign buyers.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Delegate Travel & Hotel Stay (180 Delegates)	140.00	140.00	100.00
2	Venue related cost	80.00	80.00	50.00
3	Printing	15.00	9.75	
4	Publicity	50.00	32.50	
	Total	285.00	234.25	150.00

Item No. 3: Proposal of FICCI for organising India – Africa Agri Business Forum at New Delhi from 10-11 February, 2016.

1.3.1 The total estimated cost of the project for 2015-16 is ₹245.25 lakhs. The total MAI assistance sought for 2015-16 is ₹182.25 lakhs.

1.3.2 The proposed activities to be undertaken under the project is to organising Agri Business sessions, exhibition showcasing best of Indian agri input supplies, pre and post-harvest management technologies, innovations and other agri-products and process and Buyer Seller Meet for Indian industry with their African counterparts. The Organization is planning to organize the event with 200 Indian companies and 75 African participants. Specific targeted benefit after completion of the project is to increasing India's trade with African countries in the agriculture and Agri Business sector, enhancing knowledge sharing, technology transfer, value addition between Indian and Africa, provide a platform to Indian industry particularly SMEs in the food-processing sector to explore business opportunities in Africa and establishing Agri-products manufacturing bases to cater to domestic as well as overseas requirements. Assistance is admissible under para 7.1.8 of the MAI guidelines.

1.3.3 FT(Africa) Division, DOC has recommended the proposal.

1.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 200 Indian exhibitors and 75 African buyers.

1.3.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 200 Indian exhibitors / participants and 75 African buyers / participants.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Air fare & hotel accommodation of 75 African buyers	56.25	56.25	56.25
2	Venue & construction	111.00	72.15	

3	Publicity cost for the event	45.00	29.25	43.75
4	Printing cost of catalogue and other material	15.00	9.75	
5	Translation and interpreter charges	18.00	11.70	
	Total	245.25	179.10	100.00

Item No. 4: Proposal of FICCI for organising India pavilion in BAUMA CONEXPO at Johannesburg, South Africa from 15-18 September, 2015.

- 1.4.1 The total estimated cost of the project for 2015-16 is ₹630.00 lakhs. The total MAI assistance sought for 2015-16 is ₹567.00 lakhs.
- 1.4.2 The proposed activities to be undertaken under the project is to organising exhibition, B to B meeting between Indian and African/International companies. Focus sectors are construction material, real state, and infrastructure, and allied machineries manufacturers, logistics. The Organization is planning to participate in the event with 80 Indian companies. Specific targeted benefit after completion of the project is to develop business opportunity across sector of mutual interest, enhancing exports, creating economic linkages between the two countries and identifying impediments to trade and coming up with policy recommendation for enhancing bilateral trade. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 1.4.3 FT(Africa) Division, DOC has recommended the proposal.
- 1.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 80 Indian exhibitors.
- 1.4.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 80 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue & construction	520.00	338.00	80.00
2	Printing	30.00	19.50	20.00
3	Publicity India & France	80.00	52.00	
	Total	630.00	409.50	100.00

Item No. 5: Proposal of FICCI for organising India pavilion in Namaskar Africa: India – Southern Africa Business Forum & Exhibition at Mozambique from 5-6 November, 2015.

- 1.5.1 The total estimated cost of the project for 2015-16 is ₹204.00 lakhs. The total MAI assistance sought for 2015-16 is ₹136.00 lakhs.
- 1.5.2 The proposed activities to be undertaken under the project is to organising exhibition showcasing best of India's technology, products and process, Indian – southern Africa Business Forum with sectoral business roundtables and one to one Business meetings.

The Organization is planning to participate in the event with 80 Indian companies. Specific targeted benefit after completion of the project is to promoting trade between India & Southern African countries, reducing the trade deficit with the sub-region, increase project exports from India to Southern African countries, to explore opportunities of offered by the Southern Africa region and creates awareness of best of Indian technologies, products. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.5.3 FT(Africa) Division, DOC has recommended the proposal.

1.5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 80 Indian exhibitors.

1.5.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 80 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost and organising	120.00	78.00	75.00
2	Publicity cost for the event	51.00	33.15	5.00
3	Printing cost of catalogue and other material	15.00	9.75	
4	Translation and interpreter charges	18.00	11.70	
	Total	204.00	132.60	80.00

Item No. 6: Proposal of FICCI for organising India pavilion in AGROPRODMASH 2015 at Moscow, Russia during September, 2015.

1.6.1 The total estimated cost of the project for 2015-16 is ₹142.58 lakhs. The total MAI assistance sought for 2015-16 is ₹92.69 lakhs.

1.6.2 The proposed activities to be undertaken under the project is to organising India pavilion, one to one B2B meeting and proposed B2B sessions between Indian Delegation and distributors and dealer. Focus sectors are Food and Agri Machinery, Food commodities & Cereals, Dried Vegetable, Spices, Sugar Confectionary, Spices and Processed foods. The Organization is planning to participate in the event with 50 Indian Companies. Specific targeted benefit after completion of the project is to positive trade growth of Food and Agri Machinery, Food commodities and Cereals etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.6.3 FT(CIS) Division, DOC has recommended the proposal.

1.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors

1.6.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	135.38	88.00	45.00
2	Pre show promotion & publicity including buyer mobilization and invitation	3.07	1.99	5.00
3	Printing of catalogue & brochures	3.07	1.99	
4	Interpret, Translation	1.06	0.69	
	Total	142.58	92.67	50.00

Item No. 7: Proposal of FICCI for organising India pavilion in Vietfood & Beverage and Propack” during “Foodex Vietnam” at Vietnam during September, 2015.

1.7.1 The total estimated cost of the project for 2015-16 is ₹127.22 lakhs. The total MAI assistance sought for 2015-16 is ₹82.69 lakhs.

1.7.2 The proposed activities to be undertaken under the project is to enhancing exports from India, Trade Expo, business conclave will focus on sectors of cooperation between Indian & Malaysia and Buyer Seller Meet. Focus sector is Agriculture & food industry. The Organization is planning to participate in the event with 50-60 Indian companies. Specific targeted benefit after completion of the project is to business conclave, Buyer Seller Meets would lead to highlighting new areas of cooperation, opportunities for marketing and joint venture tie-ups etc, interact with Vietnam businesses for sourcing different products from India, identifying problems faced by businesses of the two countries, while doing business with each other and drawing a road map for future collaboration. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 60 Indian exhibitors.

1.7.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	120.00	78.00	55.00
2	Pre show promotion & publicity including buyer mobilization and invitation	4.30	2.79	5.00
3	Printing of catalogue & brochures	1.00	0.65	

4	Interpret, Translation	1.92	1.25	
	Total	127.22	82.69	60.00

Item No. 8: Proposal of FICCI for organizing India Pavilion at SIAL Middle East 2015, Abu Dhabi, UAE during November 2015.

- 1.8.1 The total estimated cost of the project for 2015-16 is ₹440.50 lakhs. The total MAI assistance sought for 2015-16 is ₹292.00 lakhs.
- 1.8.2 The proposed activities to be undertaken under the project organizing India Pavilion at SIAL Middle East 2015, Abu Dhabi, UAE during November 2015. The FICCI is planning to participate in the event with 50-55 Indian companies. The exact date of the event is not mentioned by FICCI. The exhibitors are mainly from engineering, engineering components, food & agricultural, machinery and equipment, RMG, Pharma etc. The event facilitate sectoral project specific collaboration and penetration of Indian companies in UAE in the sectors mentioned above to counter the dominance of European & Chinese companies and increasing stature & reach of China in seizing the project. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 1.8.3 FT(WANA) Division, DOC has recommended the proposal.
- 1.8.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 65 Indian exhibitors.
- 1.8.5 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 65 Indian exhibitors.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost including space hiring charges, organization expenses	325.00	211.25	65.00
2	Cost of catalogues & other materials	18.00	11.70	5.00
3	Publicity cost for the event	90.00	58.50	
4	Translation / interpreter	7.50	4.87	
	Total	440.50	286.32	70.00

Item No. 9: Proposal of FICCI for organizing India Show in 3rd Saudi Health Exhibition and Conference during May 2015 at Riyadh, Saudi Arabia.

- 1.9.1 The total estimated cost of the project for 2015-16 is ₹555.00 lakhs. The total MAI assistance sought for 2015 -16 is ₹499.50 lakhs.
- 1.9.2 The proposed activities to be undertaken the project is to organize India Show in 3rd Health Exhibition and Conference, Saudi Arabia, May 2015. FICCI is planning to participate in the event with 70-80 Indian Exhibitors. The participation in this event result in the following targeted benefits is positive growth in trade for the general and specialized medicines,

Growth and promotion of Indian medical tourism companies in Saudi Arabia, Growth in export volume for medical equipments, Indian drug exports. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.9.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 80 Indian exhibitors.

1.9.5 EC tentatively approved MAI assistance of Rs. 80.00 lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 80 Indian exhibitors. FICCI may also provide the break-up of exhibitors to FT(WANA) Division which will process the matter for approval of CS.

Estimated Expenditure:

				(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance Recommended
1	Venue cost including space hiring charges, organizational expenses etc.	442.00	287.30	75.00
2	Cost of catalogue and other material (including stationary and photocopy, brochures, badges, delegate profile etc)	21.00	13.65	5.00
3	Publicity cost for the event (including promotional advertisement, website designing, online banners, creation of website etc.)	75.00	48.75	
4	Interpreter / translation cost	12.00	7.80	
	Total	555.00	357.50	80.00

Item No. 10: Proposal of ASSOCHAM for organising India pavilion in Expo Pack at Mexico from 17-20 June, 2015.

1.10.1 The total estimated cost of the project for 2015-16 is ₹173.00 lakhs. The total MAI assistance sought for 2015-16 is ₹112.45 lakhs.

1.10.2 The proposed activities to be undertaken under the project is to exhibition, displaying informative posters, newer opportunities, active participation in the conference and B2B Meetings. The Organization is planning to participate in the event with 50 participants from various sectors. Specific targeted benefit after completion of the project is to increasing Indian exports to Mexico and LAC Region, promoting Brand India, capacity building & showcasing Indian capabilities in various areas where synergy exists between two countries and targeted benefit – increased export over 150 cr. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.10.3 FT(NAFTA) Division, DOC has recommended the proposal.

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

1.10.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors. ASSOCHAM may prepare a detailed action plan in consultation with IIP.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost including organising expenses	160.00	93.00	93.00
2	Cost of catalogue & other material	4.50	2.00	2.00
3	Interpretation & translation	3.50	2.00	2.00
4	Cost of publicity	5.00	3.00	3.00
	Total	173.00	100.00	100.00

Item No. 11: Proposal of ASSOCHAM for organising India pavilion in 20th International Tashkent Healthcare Exhibition at Tashkent, Uzbekistan from 14-19 April, 2015.

1.11.1 The total estimated cost of the project for 2015-16 is ₹139.40 lakhs. The total MAI assistance sought for 2015-16 is ₹90.61 lakhs.

1.11.2 The proposed activities to be undertaken under the project is planned to display products and services and gain first hand insight on Asia's leading healthcare industry outlook and recent developments which can lead to potential business opportunities driving sales and marketing, displaying informative posters with a prime focus on nurturing innovation and business opportunities for stakeholders across the entire value chain of the healthcare industry in Asia, identify newer opportunities to enhance the export of Indian manufactured healthcare products and B2B meetings between international buyers and Indian producers. Focus sectors are Pharmaceuticals, Medical Technological Equipment, Laboratory Equipment Instruments, Electro Medical Equipment/Devices, Diagnostic, Surgical Equipments etc. The Organization is planning to participate in the event with 40 participants from various sectors. Specific targeted benefits after completion of the project is to demonstrate diverse product line in healthcare with an opportunity to develop market base in Central Asia, Middle East and CIS nations. Business opportunities for stakeholders across the entire value chain of the biopharmaceutical industry in Asia ranging from drug discovery to R&D partnerships, clinical trial development, manufacturing etc., enhancing clinical operation efficiency and clinical trial outsourcing opportunities & partnership models in Asia and novel opportunities for India. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.11.3 FT(CIS) Division, DOC has recommended the proposal.

1.11.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.11.5 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost including construction charges	124.50	84.67	84.67
2	Printing of brochures and cost of catalogue	3.00	1.95	1.95
3	Advertising, promotion and publicity	4.00	2.60	2.60
4	Organising expenses including interpreter	1.20	0.78	0.78
5	Expenses towards boarding and lodging, hotel charges, intercity travel	3.00	Not admissible	Not admissible
6	Misc. expense	3.70	Not admissible	Not admissible
	Total	139.40	90.00	90.00

Item No. 12: Proposal of ASSOCHAM for organising India pavilion in “PROJECT QATAR 2015 (12th International Construction, Building Environmental Technology and Material Exhibition) at Doha, Qatar from 4-7 May, 2015.

1.12.1 The total estimated cost of the project for 2015-16 is ₹150.00 lakhs. The total MAI assistance sought for 2015-16 is ₹97.50 lakhs.

1.12.2 The proposed activities to be undertaken under the project is to organising India pavilion, Buyer Seller Meet between Indian delegation and Qatar delegations, providing the opportunities to the exhibitors for showcasing Indian products, new products, technologies and production techniques in the building materials, environmental and water technology, green technology sectors and arranging for much wider platform for B2B meetings between international buyers and Indian exhibitors. Focus sectors are Building Materials, Environmental and Water Technology and Green Technology profiles. The Organization is planning to participate in the event with 65 participants from various sectors. Specific targeted benefits after completion of the project is to prove as a conclave of foreign and Indian exhibitors with an opportunity for networking, creating new awareness among all the international companies to take India as an emerging players in the construction industry and generate maximum opportunities for technology sharing, export business, trade and Investment opportunities etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.12.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 65 Indian exhibitors.

1.12.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 65 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost for 65 stalls	130.00	97.50	95.00
2	Printing of brochures/fliers containing details of the event, document and souvenir etc.	9.00	5.85	5.00
3	Publicity in Indian & Foreign Print Media	7.00	4.55	
4	Courier, Postage, STD, ISD-Telephone, Fax expenses, Local conveyance & language interpreter etc.	4.00	Not admissible	
	Total	150.00	107.90	100.00

Item No. 13: Proposal of ASSOCHAM for organising India pavilion in 3rd FoodPro Bangladesh at Dhaka, Bangladesh from 11-13 September, 2015.

1.13.1 The total estimated cost of the project for 2015-16 is ₹120.35 lakhs. The total MAI assistance sought for 2015-16 is ₹78.23 lakhs.

1.13.2 The proposed activities to be undertaken under the project is to organising India pavilion will provide a platform for B2B meetings between international Buyers and Indian exhibitors. Focus sectors are Food Agro, Food & Beverage process technology, Packing Refrigeration, Ingredients and Additives, Flavors and Fragrances, Food Safety Technology, Automation, Storage and Transport, Dispensing & Vending Machines at Dairy Industry related services. The Organization is planning to participate in the event with 50 stalls from various sectors. Specific targeted benefit after completion of the project is to prove as a conclave of Indian exhibitors with an opportunity for networking B2B opportunity for Indian manufacturers and service industry to tap the potential in Bangladesh and confident that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports, trade & investments. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.13.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

1.13.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost for 55 stalls	110.35	51.10	46.10

2	Printing of brochures/ fliers containing details of the event	3.00	1.30	1.30
3	Publicity in Indian & foreign print media	4.00	2.60	2.60
4	Courier, postage, STD, ISD etc.	3.00	Not admissible	Not admissible
	Total	120.35	55.00	50.00

Item No. 14: Proposal of ASSOCHAM for organising India pavilion in 23rd Belarus Medica and Healthcare International Expo at Minsk, Belarus from 24-27 March, 2016.

1.14.1 The total estimated cost of the project for 2015 is ₹178.00 lakhs. The total MAI assistance sought for 2015-16 is ₹115.70 lakhs.

1.14.2 The proposed activities to be undertaken under the project is to participation in the expo, Buyer Seller Meet, Industrial visit and B2B meetings. Focus sectors is Healthcare products. The Organization is planning to participate in the event with 50 stalls from various sectors. Specific targeted benefits after completion of the project is to increased exports to Belarus, capacity building & showcasing Indian products, developing stronger trade relations with CIS Countries and targeted exports benefits over 150 crores. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.14.3 FT(CIS) Division, DOC has recommended the proposal.

1.14.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.14.5 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost and organising expenses	167.00	108.55	65.00
2	Cost of catalogue and other material	4.50	2.92	2.50
3	Interpreter & translation	6.50	4.22	2.50
	Total	178.00	115.69	70.00

Item No. 15: Proposal of ASSOCHAM for participation in MEDIMA SIBERIA 2015 international Medical Exhibition at Novosibirsk, Russia from 19-21 May, 2015.

1.15.1 The total estimated cost of the project for 2015 is ₹187.00 lakhs. The total MAI assistance sought for 2015-16 is ₹121.55 lakhs.

1.15.2 The proposed activities to be undertaken under the project is to exhibition leading to display of products, catalogues, congress witnessing the presence of renewed senior executives of international companies, presentations and B2B meetings between International buyers and Indian food producers/exporters. Focus sectors are Medical Equipment, Laboratory Equipment Instruments, Electro medical equipment/Devices, Baby Food, Incontinence products, commodities consumer Goods and Cosmetics. The Organization is planning to

participate in the event with 50 stalls from various sectors. Specific targeted benefits after completion of the project is to extract exhibitors from more than 17 countries and visitors from all over East & Central Africa, thus giving exhibitors excellent opportunities in several countries. Excellent B2B meeting opportunities and specialized scientific conference. It will be the most important sales and marketing event of the year to access senior decision makers who will be doing business in Russia. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.15.3 FT(CIS) Division, DOC has recommended the proposal.

1.15.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.15.5 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost including construction charges	172.50	112.12	65.00
2	Printing of brochures and cost of catalogue	3.00	1.95	1.95
3	Advertising, promotion and publicity	4.00	2.60	2.08
4	Organising expenses including interpreter	1.50	0.97	0.97
5	Expenses towards boarding and lodging, hotel charges, intercity travel	3.00	Not admissible	Not admissible
6	Misc. expense	3.00	Not admissible	Not admissible
	Total	187.00	117.64	70.00

Item No. 16: Proposal of ASSOCHAM for participation in ELEKTRO – Electronic Equipment Show at Moscow, Russia from 8-11 June, 2014.

1.16.1 The total estimated cost of the project for 2015-16 is ₹150.00 lakhs. The total MAI assistance sought for 2015-16 is ₹97.50 lakhs.

1.16.2 The proposed activities to be undertaken under the project is to organising India pavilion, Buyer Seller Meets of Indian delegation with Russian businessmen in the electrical machinery and equipments sector, showcasing Indian products, B2B meetings between international buyers and Indian exhibitors. Focus sectors are Electric Equipment, Electric Power Engineering, Cables, Wires, Electricals equipment and materials for electric power production, transmission, distribution and utilization and Modern Lighting facilities and Devices, Wiring products and accessories. The Organization is planning to participate in the event with 60 participants from various sectors. Specific targeted benefits after completion of the project is to prove as a conclave of foreign and Indian exhibitors with an opportunity for networking, enhancing India-Russia trade linkages in electrical machinery and equipments sector and expected to generate maximum export business, trade

opportunities & investment. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.16.3 FT(CIS) Division, DOC has recommended the proposal.

1.16.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.

1.16.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.

Estimated Expenditure:

				(₹In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost for 60 stalls	130.00	84.50	75.00
2	Printing of brochures/fliers containing details of the event, document and souvenir etc.	8.00	5.20	5.00
3	Publicity in Indian & Foreign Print Media	7.00	4.55	
4	Courier, Postage, STD, ISD-Telephone, Fax expenses, Local conveyance & language interpreter etc.	5.00	Not admissible	
	Total	150.00	94.25	80.00

Item No. 17: Proposal of ASSOCHAM for organising India pavilion in 7th Meditex Bangladesh at Dhaka, Bangladesh from 3-5 May, 2015.

1.17.1 The total estimated cost of the project for 2015-16 is ₹127.58 lakhs. The total MAI assistance sought for 2015-16 is ₹82.93 lakhs.

1.17.2 The proposed activities to be undertaken under the project is to India pavilion will provide a platform for B2B meetings between International buyers and Indian exhibitors and industry visit. Focus sectors are Hospital, Medical, Laboratory equipment and related services. The Organization is planning to participate in the event with 55 stalls from various sectors. Specific targeted benefit after completion of the project is to confident that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports, trade investment. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.17.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

1.17.5 EC approved the proposal with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost for 55 stalls	117.59	76.43	50.45
2	Printing of brochures/ fliers containing details of the event	3.00	1.95	1.95
3	Publicity in Indian & foreign print media	4.00	2.60	2.60
4	Courier, postage, STD, ISD etc.	3.00	Not admissible	Not admissible
	Total	132.83	80.98	55.00

Item No. 18: Proposal of ASSOCHAM for participation in 19th Consumer Fair 2015 at Colombo, Sri Lanka from 2-11 April, 2015.

1.18.1 The total estimated cost of the project for 2015-16 is ₹101.00 lakhs. The total MAI assistance sought for 2015-16 is ₹65.65 lakhs.

1.18.2 The proposed activities to be undertaken under the project is to organising participation of companies, showcase and present an attractive & impressive Indian pavilion with India Branded products, organize Buyer Seller Meet of Indian participants with their counterpart. Focus sector are Food processing sector, Electronic & Electrical, Pharmaceuticals Healthcare Products/Ayurvedic & Herbal products, Wellness Sector, Textile Sector, Handicraft Sector and IT & Telecom Sector. The Organization is planning to participate in the event with 50 stalls from various sectors. Specific targeted benefit after completion of the project is capturing the potential market neighboring countries to accelerate the pace of Indian exports to different parts of the world, Identification of new sector for exports of Indian products. Indian exhibitors will have good exposure of intervention technology, new system with exposure to international participating companies & businesspersons for establishing good networking. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.18.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.18.5 EC deferred consideration of the proposal and directed that the proposal may be examined on file by FT (SA) Division, DOC.

Item No. 19: Proposal of ASSOCHAM for organising India pavilion in Sudan Projex at Khartoum, Sudan from 23-26 December, 2015.

1.19.1 The total estimated cost of the project for 2015 is ₹152.00 lakhs. The total MAI assistance sought for 2015-16 is ₹98.80 lakhs.

1.19.2 The proposed activities to be undertaken under the project is to participation in the expo, Buyer Seller Meet, Buyer Seller Meet and B2B meetings. Focus sectors are Engineering,

Building & Construction and Food and Agri. The Organization is planning to participate in the event with 50 stalls from various sectors. Specific targeted benefits after completion of the project is to increased exports to Sudan and Africa, capacity building & showcasing Indian capabilities and targeted exports benefits over 150 crores. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.19.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.19.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Admissible MAI grant @ 65% under para 7.1.2 of the MAI guidelines	MAI Assistance approved
1	Venue cost and organising expenses	140.00	91.00	52.21
2	Cost of catalogue and other material	4.50	2.92	2.92
3	Interpreter & translation	3.50	2.27	2.27
4	Publicity	4.00	2.60	2.60
	Total	152.00	98.79	60.00

Item No. 20: Proposal of ASSOCHAM for participation in 22nd Kazakhstan International Healthcare Exhibition at Almaty, Kazakhstan from 13-15 May, 2015.

1.20.1 The total estimated cost of the project for 2015-16 is ₹189.50 lakhs. The total MAI assistance sought for 2015-16 is ₹123.17 lakhs.

1.20.2 The proposed activities to be undertaken under the project is to exhibition, displaying informative posters, newer opportunities, active participation in the conference and B2B Meetings. Focus products are Medical equipments, Electro Medicine and medical technologies, Laboratory equipment, Diagnostics, Rescue equipment and emergency medical care, furniture for hospitals and health clinics, ICT and Medical Services. The Organization is planning to participate in the event with 50 participants from various sectors. Specific targeted benefit after completion of the project is to forge new business networking and new technology adaptation for increasing the exports of healthcare products, new models for Healthcare R&D, Hospital Engineering/infrastructure, Pharma manufacturing in Asian hub for promotional of exports and partnerships across the Hospitals, Pharmaceuticals companies and other healthcare solution providers. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.20.3 FT(CIS) Division, DOC has recommended the proposal.

1.20.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.20.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Admissible MAI grant @ 65% under para 7.1.2 of the MAI guidelines	MAI Assistance approved
1	Venue cost including construction charges	175.00	113.75	55.00
2	Printing of brochures and cost of catalogue	2.00	1.30	5.00
3	Advertising, promotion and publicity	4.00	2.60	
4	Organising expenses including interpreter	2.50	1.62	
5	Expenses towards boarding and lodging, hotel charges, intercity travel	3.00	Not admissible	Not admissible
6	Misc. expense	3.00	Not admissible	Not admissible
	Total	189.50	119.27	60.00

Item No. 21: Proposal of ASSOCHAM for participation in PROPAK CAPE 2015 at Cape Town, South Africa from 27-29 October, 2015.

1.21.1 The total estimated cost of the project for 2015-16 is ₹150.00 lakhs. The total MAI assistance sought for 2015-16 is ₹97.50 lakhs.

1.21.2 The proposed activities to be undertaken under the project is to organising participation of Indian companies. Organising Buyer Seller Meet of Indian delegation with Exhibitors from South Africa and others participating African and others countries. Showcasing the product in various sector under the categories packaging, processing, printing and plastics etc., the seminars to share experience of the leading institutions and companies of the participating countries in the region's every sector. Focus sectors are Agricultural and Agricultural Machinery, Energy power generation, Electricity and Electrical equipment, Auto Parts, Building construction Equipment, Telecom and IT, mining, manufacturing etc. The Organization is planning to participate in the event with 55 stalls from various sectors. Specific targeted benefit after completion of the project is to prove as a conclave of foreign and Indian exhibitors with an opportunity for networking B2B opportunity for Indian exhibitors and overseas investors, making an impressive display of Indian advancement in industry and technology and expected to generate maximum opportunities for technology sharing, export business, trade and investments opportunities etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.21.3 FT(Africa) Division, DOC has recommended the proposal.

1.21.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

1.21.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost for 55 stalls	100.00	55.00
2	Printing of brochures/ fliers containing details of the event	6.00	2.50
3	Publicity in Indian & foreign print media	7.00	2.50
4	Courier, postage, STD, ISD etc.	6.00	Not admissible
	Total	119.00	60.00

Item No. 22: Proposal of ASSOCHAM for organising India pavilion in Uganda International Medical and lab Expo 2015 at Kampala, Uganda from 16-19 September, 2015.

1.22.1 The total estimated cost of the project for 2015-16 is ₹137.29 lakhs. The total MAI assistance sought for 2015-16 is ₹89.24 lakhs.

1.22.2 The proposed activities to be undertaken under the project is to organising India pavilion will provide a platform for B2B meetings between international Buyers and Indian exhibitors. Focus sectors are Hospital, Medical Equipment, Laboratory Services and other related services. The Organization is planning to participate in the event with 55 stalls from various sectors. Specific targeted benefit after completion of the project is to prove as a conclave of Indian exhibitors with an opportunity for networking B2B opportunity for Indian manufacturers and service industry to tap the potential in Uganda, Neighboring countries, Europe, Middle East and North Africa (MENA) market and confident that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports, trade & investments. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.22.3 FT(Africa) Division, DOC has recommended the proposal.

1.22.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

1.22.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost for 55 stalls	122.29	55.00
2	Printing of brochures/ fliers containing details of the event	5.00	2.50

3	Publicity in Indian & foreign print media	5.00	2.50
4	Courier, postage, STD, ISD etc.	5.00	Not admissible
	Total	137.29	60.00

Item No. 23: Proposal of ASSOCHAM for participation in 3rd World Indian Festival 2015 at Singapore from 25-28 June, 2015.

1.23.1 The total estimated cost of the project for 2015-16 is ₹164.60 lakhs. The total MAI assistance sought for 2015-16 is ₹106.99 lakhs.

1.23.2 The proposed activities to be undertaken under the project is to exhibition, displaying informative posters, newer opportunities, active participation in the conference and B2B Meetings. Focus sectors are Medical Technological Equipment, Laboratory Equipment Instruments, Electro-medical Equipment/Devices, Diagnostics, Baby foods, Incontinence products, commodities consumer Goods and Cosmetics etc. The Organization is planning to participate in the event with 50 stalls from various sectors Specific targeted benefit after completion of the project is to attract exhibitors from various countries and visitors an excellent opportunity to explore opportunities. Excellent B2B meeting opportunities and specialized scientific conference, it will be the most important sales and marketing event of the year to access senior decision makers who will be doing business in ASEAN region. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.23.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian participants.

1.23.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian participants.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost including construction charges	151.50	55.0
2	Printing of brochures and cost of catalogue	2.50	1.50
3	Advertising, promotion and publicity	4.00	2.50
4	Organising expenses including interpreter	1.50	1.00
5	Expenses towards boarding and lodging, hotel charges, intercity travel	2.60	Not admissible
6	Misc. expense	2.50	Not admissible
	Total	164.60	60.00

Item No. 24: Proposal of ASSOCHAM for organising India pavilion in JIMEX – 12th International Machinery & Electrical Exhibition at Jordan from 2-6 June, 2015.

1.24.1 The total estimated cost of the project for 2015 is ₹157.00 lakhs. The total MAI assistance sought for 2015-16 is ₹102.05 lakhs.

1.24.2 The proposed activities to be undertaken under the project is to participation in the expo, Buyer Seller Meet, Buyer Seller Meet and B2B meetings. Focus sectors are Industrial, Construction Machinery, Electrical Machinery, Machine Tools, Automation, Gas Application etc. The Organization is planning to participate in the event with 50 stalls from various sectors. Specific targeted benefits after completion of the project is to increased exports to Jordan, promoting brand India, capacity building & showcasing Indian capabilities, developing stronger trade relations with Jordan and targeted exports benefits over 200 crores. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.24.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.24.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost and organising expenses	145.00	55.00
2	Cost of catalogue and other material	4.50	5.00
3	Interpreter & translation	3.50	
4	Publicity	4.00	
	Total	157.00	60.00

Item No. 25: Proposal of ASSOCHAM for participation in FoodTech 2015 at Plovdiv, Bulgaria during April, 2015.

1.25.1 The total estimated cost of the project for 2015-16 is ₹108.00 lakhs. The total MAI assistance sought for 2015-16 is ₹70.20 lakhs.

1.25.2 The proposed activities to be undertaken under the project is to exhibition leading to display of products, catalogue, Congress witnessing the presence of renowned senior executive of international companies, presentation and B2B meeting between International buyers and Indian food producers/exporters. Focus products are Organic, Bio, Technical Equipments, Goods Safety Equipment, Preservatives, Supply Chain Equipment, Food processing technology Kitchen & Catering Equipment etc. The Organization is planning to participate in the event with 30 stalls from various sectors. Specific targeted benefit after completion of the project is to manifold benefits particularly to boost export of healthcare industry as per Govt. of India policy. Exposure to the Indian companies to establish contacts, linkages and to showcase their products to the international buyers during the B2B meetings for export tie up, technology transfer/joint venture, investment opportunities and to set up their associated alliance abroad. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.25.3 FT(Europe) Division, DOC has recommended the proposal.

1.25.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.25.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost including construction charges	90.50	55.00
2	Printing of brochures and cost of catalogue	2.00	5.00
3	Advertising, promotion and publicity	6.00	
4	Organising expenses including interpreter	2.50	
5	Expenses towards boarding and lodging, hotel charges, intercity travel	3.00	Not admissible
6	Misc. expense	4.00	Not admissible
	Total	108.000	60.00

Item No. 26: Proposal of ASSOCHAM for organising India pavilion in Expo En Verde Ser Mexico 2015 at Mexico from 21-23 November, 2015.

1.26.1 The total estimated cost of the project for 2015-16 is ₹150.00 lakhs. The total MAI assistance sought for 2015-16 is ₹97.50 lakhs.

1.26.2 The proposed activities to be undertaken under the project is to organising India pavilion, Buyer Seller Meets of Indian delegation with exhibitors from Latin America and other participating countries and to arrange for much wider platform for B Russian businessmen in the electrical machinery and equipments sector, showcasing meeting between international buyers and Indian exhibitors. Focus sectors are Construction Material, Solar Energy, Water Solutions, Health and Care products Technology Gadgets etc. The Organization is planning to participate in the event with 55 participants from various sectors. Specific targeted benefits after completion of the project is to prove as a conclave of foreign and Indian exhibitors with an opportunity for networking, enhancing India-Latin American trade linkages and expected to generate maximum export business, trade opportunities & investment. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.26.3 FT(NAFTA) Division, DOC has recommended the proposal.

1.26.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

1.26.5 EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost for 55 stalls	130.00	84.50	60.00
2	Printing of brochures/fliers containing details of the event, document and souvenir etc.	9.00	5.20	5.00
3	Publicity in Indian & Foreign Print Media	7.00	4.55	
4	Courier, Postage, STD, ISD-Telephone, Fax expenses, Local conveyance & language interpreter etc.	4.00	Not admissible	
	Total	150.00	94.25	65.00

Item No. 27: Proposal of ASSOCHAM for organising India pavilion in International Medical and Lab Expo at Kathmandu, Nepal from 3-5 October, 2015.

1.27.1 The total estimated cost of the project for 2015-16 is ₹130.00 lakhs. The total MAI assistance sought for 2015-16 is ₹84.53 lakhs.

1.27.2 The proposed activities to be undertaken under the project is to India pavilion will provide a platform for B2B meetings between International buyers and Indian exhibitors and industry visit. Focus sectors are Hospital, Medical & Laboratory Equipment and other related service. The Organization is planning to participate in the event with 55 stalls from various sectors. Specific targeted benefit after completion of the project is to confident that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports, trade investment. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.27.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

1.27.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost for 55 stalls	119.05	35.00
2	Printing of brochures/ fliers containing details of the event	3.00	5.00
3	Publicity in Indian & foreign pint media	5.00	
4	Courier, postage, STD, ISD etc.	3.00	Not admissible
	Total	130.05	40.00

Item No. 28: Proposal of ASSOCHAM for participation in 21st IRANTEX 2015 at Tehran, Iran from 28-31 October, 2015.

- 1.28.1 The total estimated cost of the project for 2015-16 is ₹362.00 lakhs. The total MAI assistance sought for 2015-16 is ₹235.30 lakhs.
- 1.28.2 The proposed activities to be undertaken under the project is to mobilize participation of the leading companies in the textile sectors, to showcase and present an attractive & impressive Indian Textile Pavilion what best India can offer, to give extensive publicity campaign through print & media, advertisement in newspapers, direct mailers & press conference etc. Focus sectors are Textile Machineries, Sewing Machineries, Embroidery Machineries and Accessories, Apparel Machinery and Accessories. The Organization is planning to participate in the event with 100 stalls from various sectors. Specific targeted benefit after completion of the project is to capture increasingly the potential market of IRAN and it neighboring WEST ASIAN countries to accelerate the pace of Indian exports, to enhance bilateral trade and investment between the two countries, B2B, Buyer Seller Meeting under one roof with the international buyers, traders, businessmen and investors unshared in optimum export orders and the participants would have good exposure and knowledge to witness and see latest products of more than 1200 participating companies in textile sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 1.28.3 FT(SA) Division, DOC has recommended the proposal.
- 1.28.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 100 Indian exhibitors.
- 1.28.5 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 100 Indian exhibitors.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost for 100 stalls	350.00	145.00
2	Printing of brochures/fliers containing details of the event	3.00	1.50
3	Publicity	7.00	2.50
4	Organising expenses including Interpreter and translation charges	2.00	1.00
	Total	362.00	150.00

Item No. 29: Proposal of ASSOCHAM for organising India pavilion in 24th Asia Food Expo at Manila, Philippines from 10-13 September, 2015.

- 1.29.1 The total estimated cost of the project for 2015 is ₹116.00 lakhs. The total MAI assistance sought for 2015-16 is ₹81.25 lakhs.
- 1.29.2 The proposed activities to be undertaken under the project is to participation in the expo, Buyer Seller Meet, Buyer Seller Meet and B2B meetings. The Organization is planning to

participate in the event with 50 stalls from various sectors. Specific targeted benefits after completion of the project is to increased exports to Jordan, promoting brand India, capacity building & showcasing Indian capabilities, developing stronger trade relations with Jordan and targeted exports benefits over 200 crores. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.29.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

1.29.5 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost and organising expenses	116.00	40.00
2	Cost of catalogue and other material	4.50	2.50
3	Interpreter & translation	4.50	2.50
	Total	125.00	45.00

Item No. 30: Proposal of ASSOCHAM for organising India pavilion in Meditex Sri Lanka 2015 at Colombo, Sri Lanka from 17-19 August, 2015.

1.30.1 The total estimated cost of the project for 2015-16 is ₹132.83 lakhs. The total MAI assistance sought for 2015-16 is ₹86.34 lakhs.

1.30.2 The proposed activities to be undertaken under the project is to India pavilion will provide a platform for B2B meetings between International buyers and Indian exhibitors and industry visit. The Organization is planning to participate in the event with 55 stalls from various sectors. Specific targeted benefit after completion of the project is to confident that trade, export and investment will be enormous with minimum export commitment of almost 70 crores to accelerate the pace of exports, trade investment. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.30.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

1.30.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	Admissible MAI grant @ 65% under para 7.1.2 of the MAI guidelines	MAI Assistance approved
1	Venue cost for 55 stalls	115.83	75.29	35.00
2	Printing of brochures/ fliers containing details of the event	7.00	4.55	5.00
3	Publicity in Indian & foreign print media	5.00	3.25	
4	Courier, postage, STD, ISD etc.	5.00	Not admissible	
	Total	132.83	83.09	40.00

Item No. 31: Proposal of ASSOCHAM for organising India pavilion in International Medical and Lab Expo at Thimphu, Bhutan from 9-11 August, 2015.

1.31.1 The total estimated cost of the project for 2015-16 is ₹130.09 lakhs. The total MAI assistance sought for 2015-16 is ₹84.56 lakhs.

1.31.2 The proposed activities to be undertaken under the project is to India pavilion will provide a platform for B2B meetings between International buyers and Indian exhibitors and industry visit. Focus sectors are Hospital, Medical & Laboratory Equipment and other related service. The Organization is planning to participate in the event with 55 stalls from various sectors. Specific targeted benefit after completion of the project is to confident that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports, trade investment. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.31.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

1.31.5 EC approved the proposal with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost for 55 stalls	115.09	15.00
2	Printing of brochures/ fliers containing details of the event	5.00	2.50
3	Publicity in Indian & foreign print media	5.00	2.50
4	Courier, postage, STD, ISD etc.	5.00	Not admissible
	Total	130.09	20.00

Item No. 32: Proposal of CII for organizing India pavilion in PHILAUTO 2015 at Manila, Philippines during May, 2015.

1.32.1 The total estimated cost of the project for 2015-16 is ₹86.35 lakhs. The total MAI assistance sought for 2015-16 is ₹56.13 lakhs.

1.32.2 The proposed activities to be undertaken under the project is to mobilize participation of Indian companies of reputed brands at the proposed Enterprise India pavilion. The Organization is planning to participate in the event with 30 Indian Companies. Specific targeted benefit after completion of the project is to identification of new sectors for exports, increase exports and development of a demand for integrated related sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.32.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

1.32.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue Related cost	68.35	44.43	56.00
2	Publicity charges	10.00	6.50	4.00
3	Printing stationery	8.00	5.20	
	Total	86.35	56.13	60.00

Item No. 33: Proposal of CII for organizing Enterprise India Show at Myanmar during October, 2015.

1.33.1 The total estimated cost of the project for 2015-16 is ₹166.40 lakhs. The total MAI assistance sought for 2015-16 is ₹108.16 lakhs.

1.33.2 The proposed activities to be undertaken under the project is to mobilize participation of Indian companies of reputed brands at the proposed Enterprise India pavilion, organising Seminar/BSMs, cultural programme, food festival and India evening. Focus sectors are IT training and infrastructure, Chemicals/Fertilizers and Oil & Gas exploration. The Organization is planning to participate in the event with 60 Indian Companies. Specific targeted benefit after completion of the project is to identification of new sectors for exports, increase exports and development of a demand for integrated related sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.33.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 60 Indian exhibitors.

1.33.5 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 60 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue Related cost	108.40	70.46	65.00
2	Publicity charges	45.00	29.25	5.00
3	Printing stationery	12.00	7.80	
4	Translation and interpreter charges	1.00	0.65	
	Total	166.40	108.16	70.00

Item No. 34: Proposal of CII for organising India pavilion in Addis Build 2015 at Addis Ababa, Ethiopia during October, 2015.

1.34.1 The total estimated cost of the project for 2015-16 is ₹166.80 lakhs. The total MAI assistance sought for 2015-16 is ₹108.42 lakhs.

1.34.2 The proposed activities to be undertaken under the project is to mobilize participation of Indian companies of reputed brands in India pavilion and exhibiting the Indian brands, technological capabilities and engineering, service sector etc. Focus sectors are Electrical, Mechanical and Civil Engineers, Energy Consultants, Estate Managers, Contractors, Technicians and Builders etc. The organization participating in the event with 50 Indian companies. Specific targeted benefit after completion of the project is to identification of new sector for exports, increased exports and development of a demand for integrated related sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.34.3 FT (Africa) Division, DOC has recommended the proposal.

1.34.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

1.34.5 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	148.80	96.72	85.00
2	Publicity	10.00	6.50	5.00
3	Printing materials	5.00	3.25	
4	Translation & Interpretation	3.00	1.95	
	Total	166.80	108.42	90.00

Item No. 35: Proposal of CII for organising India pavilion in 2nd Agri Tech 2015 at Dar-es-Salaam, Tanzania from 9-11 April, 2015.

- 1.35.1 The total estimated cost of the project for 2015-16 is ₹83.35 lakhs. The total MAI assistance sought for 2015-16 is ₹54.18 lakhs.
- 1.35.2 The proposed activities to be undertaken under the project is to mobilize participation of Indian companies of reputed brands in India pavilion and exhibiting the Indian brands, technological capabilities and engineering, service sector etc. Focus sectors are Greenhouse & Horticulture, Floriculture, Service & Logistics, Organic Agriculture and Other Agriculture. The organization participating in the event with 50 Indian companies. Specific targeted benefit after completion of the project is to identification of new sector for exports, increased exports and development of a demand for integrated related sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 1.35.3 FT (Africa) Division, DOC has recommended the proposal.
- 1.35.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.
- 1.35.5 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	68.35	44.43	85.00
2	Publicity	5.00	3.25	5.00
3	Printing materials	5.00	3.25	
4	Translation & Interpretation	5.00	3.25	
	Total	83.35	54.18	90.00

Item No. 36: Proposal of CII for Enhancing Project Exports from India to African Countries (CII Conclave on India Africa Project Partnership at New Delhi during March, 2016).

- 1.36.1 The total estimated cost of the project for 2015-16 is ₹225.00 lakhs. The total MAI assistance sought for 2015-16 is ₹146.25 lakhs.
- 1.36.2 The proposed activities to be undertaken under the project is to organize RBSM in India, Intensive Brand Building Campaign and participation in conferences and exhibitions, organizing BSM across industry sectors, bring project opportunities from Africa to India, enable India to emerge as a key partner in Africa's development processes by provided competitive and appropriate technologies products and services. CII planning to invite 50 African visitors number of Indian Participants not mention by CII. Exact date of the event is not mentioned by CII. Increase in Indian project Exports by 10% to countries in Africa, identification of specific projects for Indian partnerships, developments of demand for

integrated projects and promoting Brand India in Africa. Assistance is admissible under para 7.1.8 of the MAI guidelines.

1.36.3 FT (Africa) Division, DOC has recommended the proposal.

1.36.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 200 Indian exhibitors and 50 foreign buyers.

1.36.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 200 Indian exhibitors and 50 foreign buyers.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.8 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost	135.00	87.75	15.00
2	Publicity	25.00	16.25	5.00
3	Cost of catalogue and other material	25.00	16.25	
4	Interpreters & Translation equipment	10.00	6.50	
4	International Air fare cost for 50 African visitors	30.00	30.00	30.00
	Total	225.00	156.75	50.00

Item No. 37: Proposal of CII for Enhancing participation of India in Project opportunities in Africa (BSM in Ghana tentatively on 10th November 2015).

1.37.1 The total estimated cost of the project for 2015-16 is ₹29.00 lakhs. The total MAI assistance sought for 2015-16 is ₹18.85 lakhs.

1.37.2 The proposed activities to be undertaken under the project is to organize BSM in Ghana, CII has worked for the past eight years to increase project export from India to African economies. Project the capabilities, range and depth of Indian industry in specific sectors. CII planning to participate with 25-30 Indian Participants from Agriculture & allied services, Healthcare & Pharmaceuticals, infrastructure including energy & power, automobile, mining & minerals, machinery, IT services & training, capacity building skill training and education. Increase in Indian project Exports by 10% to countries in Africa, identification of specific projects for Indian partnerships, developments of demand for integrated projects and promoting Brand India in Africa. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.37.3 FT (Africa) Division, DOC has recommended the proposal.

1.37.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

1.37.5 EC approved the proposal with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	18.00	11.70	17.00
2	Publicity	4.00	2.60	1.70
3	Cost of catalogue and other material	2.00	1.30	1.30
4	Cost of consultant & local manpower	5.00	3.25	Not admissible
	Total	29.00	18.85	20.00

Item No. 38: Proposal of CII for Enhancing participation of India in Project opportunities in Africa (BSM in Senegal tentatively on 13th November 2015).

1.38.1 The total estimated cost of the project for 2015-16 is ₹43.00 lakhs. The total MAI assistance sought for 2015-16 is ₹27.95 lakhs.

1.38.2 The proposed activities to be undertaken under the project is to organize BSM in Senegal, CII has worked for the past eight years to increase project export form India to African economies. Project the capabilities, range and depth of Indian industry in specific sectors. CII planning to participate with 25-30 Indian Participants from Agriculture & allied services, Healthcare & Pharmaceuticals, infrastructure including energy & power, automobile, mining & minerals, machinery, IT services & training, capacity building skill training and education. Increase in Indian project Exports by 10% to countries in Africa, identification of specific projects for Indian partnerships, developments of demand for integrated projects and promoting Brand India in Africa. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.38.3 FT (Africa) Division, DOC has recommended the proposal.

1.38.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

1.38.5 EC approved the proposal with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	22.00	14.30	14.30
2	Publicity	4.00	2.60	2.60
3	Cost of catalogue and other material	2.00	1.30	1.30
4	Interpreter & translation cost	10.00	6.50	1.80
5	Cost of consultant & local manpower	5.00	3.25	Not admissible
	Total	43.00	27.95	20.00

Item No. 39: Proposal of CII for Enhancing participation of India in Project opportunities in Africa (BSM in Egypt tentatively on 21st September 2015).

1.39.1 The total estimated cost of the project for 2015-16 is ₹29.00 lakhs. The total MAI assistance sought for 2015-16 is ₹18.85 lakhs.

1.39.2 The proposed activities to be undertaken under the project is to organize BSM in Egypt, CII has worked for the past eight years to increase project export from India to African economies. Project the capabilities, range and depth of Indian industry in specific sectors. CII planning to participate with 25-30 Indian Participants from Agriculture & allied services, Healthcare & Pharmaceuticals, infrastructure including energy & power, automobile, mining & minerals, machinery, IT services & training, capacity building skill training and education. Increase in Indian project Exports by 10% to countries in Africa, identification of specific projects for Indian partnerships, developments of demand for integrated projects and promoting Brand India in Africa. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.39.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

1.39.5 EC approved the proposal with MAI assistance of ₹20.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	18.00	11.70	16.50
2	Publicity	4.00	2.60	2.20
3	Cost of catalogue and other material	2.00	1.30	1.30
4	Cost of consultant & local manpower	5.00	3.25	Not admissible
	Total	29.00	18.85	20.00

Item No. 40: Proposal of CII for organizing India Pavilion at The Big 5 Kuwait Middle East, Kuwait during September 2015.

1.40.1 The total estimated cost of the project for 2015-16 is ₹151.50 lakhs. The total MAI assistance sought for 2015-16 is ₹98.47 lakhs.

1.40.2 The proposed activities include mobilizing participation of Indian companies of reputed brands at the proposed India Pavilion. Present an impressive India Pavilion in The Big 5 Kuwait exhibiting the Indian Brands, technological capabilities and engineering, service sector etc. Exact date of the event is not mentioned by CII. CII planning to participate with 50 Indian Participants from construction, building, infrastructure. Identification of new sectors for exports, increased exports and development of a demand for integrated sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.40.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring of 50 Indian participants.

1.40.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring of 50 Indian participants.

Estimated Expenditure:

				(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	136.50	88.72	94.00
2	Publicity & Branding Expenses	5.00	3.25	2.00
3	Printing and stationery (Doc. Pack for delegates, catalogue, promotional mailers etc)	5.00	3.25	2.00
4	Interpreter / translation cost	5.00	3.25	2.00
	Total	151.50	98.47	100.00

Item No. 41: Proposal of CII for organizing India Pavilion Middle East Electricity 2016, Dubai, UAE during March 2016.

1.41.1 The total estimated cost of the project for 2015-16 is ₹252.55 lakhs. The total MAI assistance sought for 2015-16 is ₹164.15 lakhs.

1.41.2 The proposed activities include mobilizing new sales leads, demonstrating Indian products and services, raise brand awareness, networking opportunities, there will be extensive publicity campaign prior to and during the exhibition through advertisement in newspapers and magazines, direct mailers, bill boards etc. Exact date of the event is not mentioned by CII. CII planning to participate with 50 Indian Participants from power, lighting, nuclear, new and renewable energy sector. Opening up of new market for export from India and identification of new sectors for exports. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

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

1.41.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

				(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	242.55	157.65	95.00
2	Publicity & Branding Expenses	5.00	3.25	2.50
3	Printing and stationery (Doc. Pack for delegates, catalogue, promotional mailers etc)	5.00	3.25	2.50
	Total	252.55	164.15	100.00

Item No. 42: Proposal of CII for organizing India Pavilion at the Big 5 Saudi, Middle East, Jeddah, Saudi Arabia during March 2016.

1.42.1 The total estimated cost of the project for 2015-16 is ₹212.62 lakhs. The total MAI assistance sought for 2015-16 is ₹138.20 lakhs.

1.42.2 The proposed activities include mobilizing participation of Indian companies of reputed brands at the proposed India Pavilion. Present an impressive India Pavilion in The Big 5 Saudi Arabia exhibiting the Indian Brands, technological capabilities and engineering, service sector etc. Exact date of the event is not mentioned by CII. CII planning to participate with 50 Indian Participants from construction, building, infrastructure. Identification of new sectors for exports, increased exports and development of a demand for integrated sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

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

1.42.5 EC approved the proposal with MAI assistance of ₹160.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 80 Indian exhibitors.

Estimated Expenditure:

				(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue related cost	197.62	128.45	154.00
2	Publicity & Branding Expenses	5.00	3.25	2.00
3	Printing and stationery (Doc. Pack for delegates, catalogue, promotional mailers etc)	5.00	3.25	2.00
4	Interpreter / translation cost	5.00	3.25	2.00
	Total	212.62	138.20	160.00

Item No. 43: Proposal of CII for organizing India-Latin America and Caribbean business conclave for enhancing Indian export and participation in project opportunities in Latin American & Caribbean at New Delhi during April 2015- March 2016

1.43.1 The total estimated cost of the project for 2015-16 is ₹170.00 lakhs. The total MAI assistance sought for 2015-16 is ₹135.00lakhs.

1.43.2 The proposed activities to be undertaken under the project is to explore, identify and create market access opportunities for export of Indian products. Highlight and market project capabilities, range and depth of Indian products. Enable Indian project exporters to enter niche markets with affordable and adaptable technology. Greater market access for Indian goods and services in LAC to increase Indian product export to the region. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.43.3 FT (LAC) Division, DOC has recommended the proposal.

1.43.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 200 Indian exhibitors and 70 foreign buyers.

1.43.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 200 Indian exhibitors / delegates and 70 foreign buyers.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.8 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost	50.00	32.50	25.00
2	Publicity	20.00	13.00	5.00
3	Cost of catalogue and other material	15.00	9.75	
4	Interpreters equipment and translations	15.00	9.75	
5	International air travel cost for 70 LAC participants	70.00	70.00	70.00
	Total	170.00	135.00	100.00

Item No. 44: Proposal of CII for organizing India pavilion in AUTOMECH 2015 at Sao Paulo, Brazil from 7-11 April, 2015.

1.44.1 The total estimated cost of the project for 2015-16 is ₹224.15 lakhs. The total MAI assistance sought for 2015-16 is ₹158.70 lakhs.

1.44.2 The proposed activities to be undertaken under the project is to mobilize participation of Indian companies of reputed brands at the proposed Enterprise India pavilion. The Organization is planning to participate in the event with 40 Indian Companies. Specific targeted benefit after completion of the project is to identification of new sectors for exports, opening up of new market for export from India. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.44.3 FT(LAC) Division, DOC has recommended the proposal.

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

1.44.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue Related cost	232.15	150.89	95.00
2	Printing stationery	5.00	3.25	5.00
3	B to B Meeting	7.00	4.55	Not admissible
	Total	244.15	158.69	100.00

Item No. 45: Proposal of CII for organizing India pavilion in Automechanika Chicago at Chicago, USA from 24-26 April, 2015.

1.45.1 The total estimated cost of the project for 2015-16 is ₹222.15 lakhs. The total MAI assistance sought for 2015-16 is ₹144.40 lakhs.

1.45.2 The proposed activities to be undertaken under the project is to mobilize participation of Indian companies of reputed brands at the proposed Enterprise India pavilion. The Organization is planning to participate in the event with 40 Indian Companies. Specific targeted benefit after completion of the project is to identification of new sectors for exports, opening up of new market for export from India. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.45.3 FT(NAFTA) Division, DOC has recommended the proposal.

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

1.45.5 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 75 Indian exhibitors

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue Related cost	210.15	136.59	145.00
2	Printing stationery	5.00	3.25	5.00
3	B to B Meeting	7.00	4.55	Not admissible
	Total	222.15	144.39	150.00

Item No. 46: Proposal of CII for organizing India pavilion in 11th International Exhibition My Karachi at Karachi, Pakistan during June, 2015.

1.46.1 The total estimated cost of the project for 2015-16 is ₹143.00 lakhs. The total MAI assistance sought for 2015-16 is ₹92.95 lakhs.

1.46.2 The proposed activities to be undertaken under the project is to mobilize participation of Indian companies of reputed brands at the proposed Enterprise India pavilion. The Organization is planning to participate in the event with 55 Indian Companies. Specific targeted benefit after completion of the project is to identification of new sectors for exports, increase exports and development of a demand for integrated related sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.46.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 100 Indian exhibitors.

1.46.4 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 100 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue Related cost	98.00	63.70	190.00
2	Printing & Stationery	10.00	6.50	
3	Publicity	35.00	22.75	10.00
	Total	143.00	92.95	200.00

Item No. 47: Proposal of CII for organizing India pavilion in 14th Power Bangladesh 2015 at Dhaka, Bangladesh during November, 2015.

1.47.1 The total estimated cost of the project for 2015-16 is ₹110.44 lakhs. The total MAI assistance sought for 2015-16 is ₹71.78 lakhs.

1.47.2 The proposed activities to be undertaken under the project is to mobilize participation of Indian companies of reputed brands at the proposed Enterprise India pavilion. The Organization is planning to participate in the event with 40 Indian Companies. Specific targeted benefit after completion of the project is to identification of new sectors for exports, increase exports and development of a demand for integrated related sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.

1.47.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 40 Indian exhibitors.

1.47.4 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 40 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue Related cost	110.44	71.78	55.00
2	Promotion and publicity	5.00	3.25	2.50
3	Printing stationery	5.00	3.25	2.50
	Total	120.44	78.28	60.00

Item No. 48: Proposal of FICCI for organising India Exhibition in Lahore, Pakistan during February, 2016.

1.48.1 The total estimated cost of the project for 2015-16 is ₹350.00 lakhs. The total MAI assistance sought for 2015-16 is ₹311.80 lakhs.

1.48.2 The proposed activities to be undertaken under the project is to organising exhibition showcasing best of India's technology, products and processes, business to business meetings between India and Pakistan industry players and exchange of ideas and deliberations primarily focused on exploring potential areas of cooperation between India and Pakistan. Focus sectors are Agri and Agri machinery, Healthcare & Pharmaceuticals including medical equipment and devices, textiles, petroleum, auto components, plastics, textiles, construction material, paper products and services etc. The Organization is planning to participate in the event with 80 Indian companies. Specific targeted benefit after completion of the project is to develop business opportunity across sectors of mutual interest, enhance export, B2B meetings, creating economic linkages between the two countries, creating awareness of Indian products and identifying impediments to trade and coming up with policy recommendation for enhancing bilateral trade. Assistance is admissible under para 7.1.2 of the MAI guidelines.

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

1.48.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 110 Indian exhibitors.

1.48.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 110 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost	285.00	185.25	180.00
2	Publicity cost for the event	50.00	32.50	
3	Cost of catalogue	15.00	9.75	20.00
	Total	350.00	227.50	200.00

Agenda Item No. 2

Proposal seeking ex-post-facto approval of EC

Item No. 1. Proposal of FICCI for organizing RBSM and Publicity campaign for inviting foreign buyers and visit of foreign trade journalists to India Stonemart 2015 an International Stone Exhibition being held at Jaipur during January 29-1 February 2015.

- 2.1.1 The total estimated cost of the project for 2014-15 is ₹1135.45 lakhs. The total MAI assistance sought for 2014-15 is ₹668.33 lakhs.
- 2.1.2 India Stonemart (ISM), a bi-annual International Stone Exhibition, has been one of the successful initiatives of Centre for Development of Stones (CDOS). The 8th edition of ISM 2015 scheduled during January 29-1 February 2015 at Jaipur is being organized by CDOS jointly with FICCI. RIICO is the principle sponsor of the event. The earlier editions of ISM 2013 have been very successful in terms of participation of domestic and overseas exhibitors and generation of business prospects / enquiries for the stone industry. FICCI planning to invite 500 foreign buyers and foreign trade journalists(95 from American continent, 50 CIS, 50 African, 137 European / Oceanic, 60 Asian / Look East Policy & 108 Middle East). It has contributed towards increasing exports of natural stone from India to various countries, besides strengthening branding of Indian stones. The Indian stone industry, which is pre-dominated by small and medium scale enterprises, will benefit through this RBSM by way of increasing in their share of exports in international market. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 2.1.3 E&MDA Division, DOC has recommended the proposal.
- 2.1.4 SC deferred consideration of the proposal and directed that proposal may be examined on file.
- 2.1.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹200.00 lakhs under para 7.1.8 of the MAI guidelines.
- 2.1.6 EC accorded its ex-post facto approval with MAI assistance of ₹ 200.00 lakhs under para 7.1.8 of the MAI guidelines.**

Estimated Expenditure

(₹ in Lakhs)

Sl. No.	Expenditure Heads	Estimated Expenditure	State contribution (CDOS / RICCO)	MAI Assistance approved
1	Venue Cost	300.00	264.00	Nil
2	Publicity cost	81.75	Nil	15.00
3	Cost of catalogues and other material	20.00	Nil	5.00
4	Translation and interpreters charges (including tele-calling charges for inviting	13.00	Nil	5.00

	foreign buyers / foreign trade journalists)			
5	Air fare and hotel accommodation for 500 foreign buyers and foreign trade journalists(95 from American continent, 50 CIS, 50 African, 137 European / Oceanic, 60 Asian / Look East Policy & 108 Middle East)	444.85	Nil	175.00
6	Other component	275.85	15.00	Not Sought by FICCI
7	Admin cost of CDOS	Nil	40.00	Nil
8	Site development by RIICI	Nil	8.00	Nil
	Total	1135.45	327.00	200.00

Item No. 2: Proposal of FICCI for organising Brand India Pavilion at Algiers International Fair 2015 at Algiers, Algeria during May 2015.

- 2.2.1 The total estimated cost of the project for 2015-16 is ₹315.50 lakhs. The total MAI assistance sought for 2015-16 is ₹209.00 lakhs.
- 2.2.2 The proposed activities to be undertaken under the project is to organizing Brand India Pavilion at Algiers International Fair 2015 at Algiers, Algeria during May 2015. The FICCI is planning to participate in the event with 50-55 Indian companies. The exhibitors are mainly from engineering, engineering components, food & Agriculture, machinery & equipment RMG, Pharmaceutical etc. increasing the export volume of agricultural machinery and spare parts Algeria and fresh fruits and vegetables. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 2.2.3 FT(WANA) Division, DOC has recommended the proposal.
- 2.2.4 SC deferred consideration of the proposal and directed that proposal may be examined on file by FT (WANA) Division, DOC.
- 2.2.5 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹150.00 lakhs under para 7.1.2 of the MAI guidelines.
- 2.2.6 EC accorded its ex-post facto approval with MAI assistance of ₹ 150.00 lakhs under para 7.1.2 of the MAI guidelines.**

Estimated Expenditure:

				(₹In Lakhs)
Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI Assistance approved
1	Venue cost (including space hiring charges, organizational expense etc.)	200.00	130.00	130.00
2	Cost of catalogues and other materials (including stationery and photocopy, brochures, badges, delegated profiles etc.)	18.00	11.70	20.00
3	Publicity cost for the event (including promotional advertisement website designing, online banners, creation of website etc.)	90.00	58.50	
4	Translation / Interpreter	7.50	4.87	
	Total	315.50	205.07	150.00

Item No. 3: Proposal of FICCI for organising Trade delegation to Colombia and Peru for increasing Market Access of Indian products during November – December 2014.

2.3.1 EC in its meeting held on 08.10.2013 approved the proposal with MAI assistance of ₹ 20.00 lakhs to FICCI for taking trade delegation to Colombia and Venezuela in March, 2015 for increasing market access of Indian products. Subsequently, FICCI requested to drop Venezuela and to include Peru as destination in addition to Colombia and also to pre-pon the event to November-December 2014.

2.3.2 AS&FA has approved the proposal and has directed that ex-post facto approval of EC may be solicited.

2.3.3 Ex-post-facto approval of EC is being sought for inclusion of Peru destination in place of Venezuela and pre poning the event.

2.3.4 EC accorded its ex-post-facto approval for inclusion of Peru destination in place of Venezuela and pre poning the event.

Item No.4: Proposal of EEPCC for organizing India Pavilion in Hannover Messe 2015 at Hannover, Germany during 13-17 April 2015.

2.4.1 India is participating in the event as partner country.

2.4.2 The proposed activities to be undertaken under the project is to organize India Pavilion in Hannover Messe 2015 at Hannover, Germany during 13-17 April 2015. The Council is planning to participate 50 Indian participants. Germany is India's largest trading partner in Europe. The engineering industry has been titled the 'engines of growth'. The tremendous impact and influence it has on industrialization and consequently the economy can be clearly seen from the economic scenario the world over. India too has found this industry very responsive and eager to take up any stimulus to growth. Importance of engineering industry in India where SMEs contribution are immense. The new business model being followed by global

companies holds tremendous potential for the growth of small and medium enterprises (SMEs) in India. Small and Medium Enterprises play a vital role for the growth of Indian economy by contributing 45% of the industrial output, 40% of exports, 42 million in employment, create one million jobs every year and produces more than 8000 quality products for the Indian and international markets. As a result, MSMEs are today exposed to greater opportunities for expansion and diversification across the sectors. The India Pavilion in the above Show will depict the success stories in the Indian Engineering Industry particularly the SMEs. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 2.4.3 EP (Engg) Division, DOC has recommended the proposal.
- 2.4.4 EC in its meeting held on 20.10.2014 in-principle approved the proposal.
- 2.4.5 AS&FA and CS have accorded in-principle approval for provisional grant of ₹ 19.90 crores to EEPC and IBEF for the event under para 7.1.2 of the MAI guidelines.
- 2.4.6 EC accorded its ex-post-facto approval with provisional MAI assistance for ₹ 19.90 crores to EEPC and IBEF for the event under para 7.1.2 of the MAI guidelines.**

Item No.5: Proposal of Pharmexcil for organizing Expo-cum-BSM at Myanmar during February 2015.

- 2.5.1 The total estimated cost of the project for 2014-15 is ₹260.00 lakhs. The total MAI assistance sought for 2014-15 is ₹169.00 lakhs.
- 2.5.2 Pharmexcil proposes to organize the event with 80 Indian exhibitors. All of them will have table business meetings with buyers. This event will represent different healthcare / pharma related segments like education, pharma machinery, medical devices, pharma consultants, clinical research organizations, etc. About 30 overseas buyers from neighboring countries will be invited / participating. The cost towards venue is for three halls for BSM Exhibition and conferences. Pharmexcil will be taking Specialist Doctors from Hospitals like Apollo etc. to Myanmar for interaction with local Doctors, regulators and her stakeholders.
- 2.5.3 EP (Pharma) Division, DOC has recommended the proposal.
- 2.5.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹160.00 lakhs for the event under para 7.1.2 of the MAI guidelines.
- 2.5.5 EC accorded its ex-post-facto approval with MAI assistance of Rs. 160.00 lakhs for the event under para 7.1.2 of the MAI guidelines.**

Estimated Expenditure:

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost for organizing Expo-sum-BSM for 3 days – About 20 stalls of 6/9 sq. meter stalls, venue for technical seminars	120.00	123.00

	etc.		
2	Organizing costs – Pavilion construction, buyers mobilization, faculty for technical seminars etc.	70.00	37.00
3	Publicity – Advertisements in local papers, press meetings etc.	30.00	
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors, conference kits etc.	30.00	
5	Interpreters/cost of translation of conference material etc.	10.00	
	Total	260.00	160.00

Agenda Item No. 3

Study proposals recommended by Sub-Committee chaired by AS&FA

Item No. 1: Proposal of Indian Institute of Packaging, Mumbai for packaging trends in EU, US and Japan Markets.

- 3.1.1 The total estimated cost of the project for 2015-16 is ₹50.00 lakhs. The total MAI assistance sought for 2015-16 is ₹25.00 lakhs.
- 3.1.2 The study will be undertaken under two distinct categories 1 Table research (secondary data) 2 Field study (primary data). IIP conducting number of interaction meetings to collect the inputs from the exporters about the requirement of packaging in EU, US and Japan market. Time period of the study be restricted to five months i.e. January 2015 to May 2015 and interim report be submitted by 15th April 2015. Assistance is admissible under para 7.4.3 of the MAI guidelines.
- 3.1.3 TPD Division, DOC has recommended the proposal.
- 3.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹25.00 Lakhs under para 7.4.3 of the MAI guidelines.
- 3.1.5 EC approved the proposal with MAI assistance of ₹25.00 Lakhs under para 7.4.3 of the MAI guidelines.**

Agenda Item No. 4

Additional Agenda

Item No. 1: Proposal of FICCI for organising Reverse Buyer Seller Meet & Publicity Campaign with VASTRA – 2015 at Jaipur from 7-9 October, 2015.

- 4.1.1 The total estimated cost of the project for 2015-16 is ₹1304.38 lakhs. The total MAI assistance sought for 2015-16 is ₹644.30 lakhs.
- 4.1.2 The proposed activities to be undertaken under the project is to organising exhibition, Reverse Buyer Seller Meet, creating platform of interaction with experts, scientists, technocrats, Govt. agencies in textile and garment and publicity campaign. **The FICCI is planning to organize the event with 500+ Indian stalls and 700 foreign buyers.** Specific targeted benefit after completion of the project is to specific targeted sector will be

SSI unit as exhibitors of VASTRA – 2015 will be mainly from the Small & Medium Sector and planned to highlight business opportunity and provide opportunities for exploring avenues for new business relations, joint ventures, strategic alliances and partnerships worldwide as also new location for setting up business in India. It will a platform for interaction with experts and R&D labs for solutions in technology and latest trend. Assistance is admissible under para 7.1.8 of the MAI guidelines.

- 4.1.3 FICCI organized the same event during November 2012, October 2013 and October 2014 with MAI assistance of ₹ 330.00 lakhs, ₹ 500.00 lakhs and ₹ 500.00 lakhs respectively. FICCI organized VASTRA 2012 with 178 Indian exhibitors and 361 foreign buyers from 61 countries. Similarly, 202 Indian exhibitors and 421 foreign buyers from 66 countries participated in the VASTRA 2013.
- 4.1.4 SC deferred consideration of the proposal and directed that proposal may be examined on file by Ministry of Textiles.
- 4.1.5 Ministry of Textiles has recommended the proposal.
- 4.1.6 EC approved the proposal with MAI assistance of ₹375.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 225 Indian exhibitors and 400 foreign buyers.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 of the MAI Guidelines @ 65%	MAI Assistance Approved
1	Venue related cost	250.00	162.50	
2	Delegate Travel & Hotel Stay (500 Delegates)	625.20	402.50	350.00
3	Publicity cost	95.00	61.75	25.00
4	Cost of catalogue and other material	12.00	7.80	
5	Translation and interpreter charges	15.00	9.75	
5	Other components	307.18	Not admissible	
	Total	1304.38	644.30	

List of participants for Empowered Committee Meeting of MAI held on 18.12.2014 in Room No. 141 under the Chairmanship of Shri Rajeev Kher, Commerce Secretary, Department of Commerce

1. Shri Rajeev Kher, Commerce Secretary ... Chairman
2. Shri B.P. Pandey, AS&FA, DOC
3. Shri D.S. Dheshi, Additional Secretary, DOC
4. Shri Arvind Mehta, Joint Secretary, DOC
5. Shri Ravi Capoor, Joint Secretary, DOC
6. Shri Sudhanshu Pandey, Joint Secretary, DOC
7. Shri G.B. Mahapatra, Joint Secretary, DOC
8. Shri Dammu Ravi, Joint Secretary, DOC
9. Dr. L.B. Singhal, Additional DGFT
10. Shri Santosh Kumar, Director, DOC
11. Ms Indrani Kaushal, Director, Ministry of Textiles
12. Shri Rajeev Kumar, US, DOC
13. Ms Dona Ghosh, Dy. DGFT
14. Shri A. K. Singh, US(ITP), MEA
15. Shri Atul Shunglu, FICCI
16. Shri Gajendra Badgular, FICCI
17. Shri Sujoy Dasgupta, FICCI
18. Shri Alok Azad, Deputy Director, FICCI
19. Shri S.S. Chawala, ASSOCHAM
20. Shri D.S. Rajora, ASSOCHAM, ASSOCHAM
21. Shri Deepak Sood, ED, CII
22. Shri Amit Panjwani, Director, CII
23. Shri Ranjit, CII
