

Dated: 7th November, 2014
Udyog Bhawan, New Delhi

MINUTES OF THE MEETING

Subject: Meeting of the Empowered Committee of Market Access Initiative (MAI).

The undersigned is directed to forward the minutes of the meeting of the Empowered Committee of MAI, held on 20th October 2014 under the Chairmanship of Shri Rajeev Kher, Commerce Secretary, Department of Commerce for information and necessary action.


(Santosh Kumar)
Director
☎ 2306 3365

To

1. Shri Pravir Kumar, DGFT
2. Shri Ravi Capoor, Joint Secretary, DOC
3. Shri J.K. Dadoo, Joint Secretary, DOC
4. Shri Rajeev Arora, Joint Secretary, DOC
5. Shri Sumanta Chaudhuri, Joint Secretary, DOC
6. Shri Sudhanshu Pandey, Joint Secretary, DOC
7. Ms. Mukta Shekhar, Director (ITP), MEA
8. Shri R. Ramesh Kumar, ED, CLE
9. Shri Sunil Misra, Director General, IEEMA
10. Shri Bhaskar Sarkar, ED, EEPC
11. Shri Amit Mukherjee, ACMA
12. Shri Raghuveer Kini, ED, Pharmexcil
13. Shri Rajan Klyanpur, ED, Plastic EPC
14. Shri S.G. Bharadi, Acting Executive Director, CHEMEXCIL

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

Minutes of the Empowered Committee of MAI held on 20.10.2014 in Room No. 141 under the Chairmanship of Shri Rajeev Kher, Commerce Secretary.

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.

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.

Agenda Item No. 1

The minutes of the EC meeting of MAI held on 10.12.2013 were confirmed.

Agenda Item No. 2

Status of ongoing projects and projects sanctioned in 2014-15 was noted.

Agenda Item No. 3

Proposals recommended by Sub-Committee meeting held on 29.08.2014

Item No.1: Proposal of IEEMA for organizing RBSM in Electrical & Electronics Sector during ELECRAMA-2016 at Bangalore from 13th to 17th February 2016.

- 3.1.1 The total estimated cost of the project for 2015-16 is ₹731.00 lakhs. The total MAI assistance sought for 2015-16 is ₹552.05 lakhs.
- 3.1.2 The proposed activities to be undertaken under the project are to organize RBSM in Electrical & Electronics Sector during ELECRAMA-2016 at Bangalore from 13th to 17th February 2016. IEEMA is planning to invite 600 foreign buyers from Africa,

ASEAN, CIS, SAARC and Iran. The number of Indian exhibitors participating in the event will be over 800. The event will provide foreign buyers a closer view of the entire Indian electrical equipment industry under one roof; latest products and technology, new specifications and standards; technology partnership opportunities; investment opportunities; supply chain and logistics and vendor capability assessment; professional and peer networking; and knowledge up gradation. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

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

3.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to IEEMA ensuring participation of 800 Indian exhibitors and 600 foreign buyers.

3.1.5 **EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to IEEMA ensuring participation of 800 Indian exhibitors and 600 foreign buyers.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Head	Estimated Expenditure	MAI assistance approved
1	Economy airfare and 3 nights hotel stay for 600 foreign buyers from Africa, ASEAN, CIS, SAARC and Iran {@ an average of INR 90,000}	540.00	450.00
2	Venue - dedicated furnished space in ELECRAMA for RBSM – 2,100 sq.m. @ INR 7,000 per sq.m.	147.00	40.00
3	Publicity costs, including interactive website, printing of brochures, pamphlets, catalogues, directories, folders, etc.	10.00	10.00
4	Translation & interpreter charges	4.00	
5	Organizational Expenses	30.00	Not admissible
	Total	731.00	500.00

Item No. 2: Proposal of Pharmexcil for organizing IPHEX 2015 at Mumbai from 13-15 May 2015.

3.2.1 The total estimated cost of the project for 2015-16 is ₹920.00 lakhs. The total MAI assistance sought for 2015-16 is ₹500.00 lakhs.

3.2.2 The proposed activities to be undertaken under the project is to venue booking for expo-19,000sq. meter, participation mobilization for 400 exhibitors, invitation to the overseas buyers and regulators – total 500 (150 from LAC and 350 from others), to take part in the exhibition, promotion of the expo in international market and in India and organizing press meets, conference. Specific targeted benefit after completion of the project is to export promotion, greater awareness among regulators, business development and brand promotion. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

3.2.3 (Engg/Pharma) Division, DOC has recommended the proposal.

- 3.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 400 Indian exporters and 500 foreign buyers.
- 3.2.5 **EC directed Pharmexcil to obtain a third party evaluation of the event and submit the report along with the outcome report of the event.**
- 3.2.6 **EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 400 Indian exporters and 500 foreign buyers.**

Estimated Expenditure:

			(₹ In Lakhs)	
Sl. No.	Heads	Estimated expenditure	MAI assistance approved	
1	Cost of air fare and accommodation for foreign delegates and regulators (100 from LAC and 400 from others)	400.00	400.00	
2	Venue cost	350.00	80.00	
3	Cost of product catalogue & other material	90.00	10.00	
4	Other organizational costs	80.00	10.00	
Total		920.00	500.00	

Item No. 3: Proposal of Pharmexcil for organizing participation in Expo cum BSM in Focus LAC Region in August 2015 in Peru.

- 3.3.1 The total estimated cost of the project for 2015-16 is ₹405.00 lakhs. The total MAI assistance sought for 2015-16 is ₹364.50 lakhs.
- 3.3.2 The proposed activities to be undertaken under the project are organizing participation in Expo cum BSM in Focus LAC Region in August 2015 in Peru. The Council is planning to participate with 50 Indian exhibitors from India in the event. Exact date of the event is not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to help the Indian exporters to interact with the buyers / FDA officials, distributors from Peru and also neighboring countries. Promote Brand India Pharma in LAC region. Showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.3.3 (Engg/Pharma) Division, DOC has recommended the proposal.
- 3.3.4 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 Pharmexcil ensuring participation of 50 Indian exporters.
- 3.3.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue cost for organizing Expo cum BSM for 3 days – about 50 stalls of 6/9 sqm, venue for technical seminars etc.	200.00	50.00
2	Organizing cost – pavilion construction, buyers mobilization, faculty for technical seminars etc.	120.00	30.00
3	Publicity cost – advertisements in local papers, press meetings etc.	40.00	10.00
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	30.00	5.00
5	Interpreters / cost of translation of conference material etc.	15.00	5.00
	Total	405.00	100.00

Item No. 4: Proposal of Pharmexcil for organizing India Show at CPhI-Worldwide at Madrid, Spain during 13-15, October 2015.

- 3.4.1 The total estimated cost of the project for 2015-16 is ₹788.00 lakhs. The total MAI assistance sought for 2015-16 is ₹500.00 lakhs.
- 3.4.2 The proposed activities to be undertaken under the project is to organizing India Show at CPhI-Worldwide at Madrid, Spain during 13-15, October 2015. The Council is planning to participate with 75 Indian exhibitors from India in the event. Participants would be benefited with their contracts renewed, new contacts established and India Brand is popularized in International market. To help the SMEs of Indian Pharma industry to compete in the international market. Export, greater awareness among regulators, business development and brand promotion. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.4.3 (Engg/Pharma) Division, DOC has recommended the proposal.
- 3.4.4 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 Pharmexcil ensuring participation of 75 Indian exporters.
- 3.4.5 **EC deferred consideration of the proposal and directed that the proposal be examined on file by EP (Pharma) Division.**

Item No. 5: Proposal of Pharmexcil for organizing IPHEX- Africa at Kenya during 8-10 December 2015.

- 3.5.1 The total estimated cost of the project for 2015-16 is ₹425.00 lakhs. The total MAI assistance sought for 2015-16 is ₹382.50 lakhs.
- 3.5.2 The proposed activities to be undertaken under the project is to organizing IPHEX-Africa at Kenya during 8-10 December 2015. The Council is planning to participate with 100 Indian exhibitors and 200 business delegates from India in the event. Organizing business meetings, press meets, conferences, signing of MoUs with Chambers of Association. Export, greater awareness among regulators, business

development and brand promotion in Africa. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 3.5.3 (Engg/Pharma) Division, DOC has recommended the proposal.
- 3.5.4 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 Pharmexcil ensuring participation of 100 Indian exhibitors and 200 business delegates.
- 3.5.5 **EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 Indian exhibitors and 200 business delegates.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue cost	240.00	125.00
2	Organizing costs	110.00	40.00
3	Publicity cost	50.00	25.00
4	Cost of product catalogue & other material	20.00	8.00
5	Translation and interpreter charges	5.00	2.00
	Total	425.00	200.00

Item No. 6: Proposal of Pharmexcil for organizing participation in Arab Health 2016 at Dubai, UAE during January, 2016.

- 3.6.1 The total estimated cost of the project for 2015-16 is ₹207.93 lakhs. The total MAI assistance sought for 2015-16 is ₹135.15 lakhs.
- 3.6.2 The proposed activities to be undertaken under the project is to booking space of about 250 sq. mtr, negotiations with local contractors for erecting of stalls at competitive price, invitation to the members to take part in the exhibition, printing & distribution of show catalogues, organizing press meets, India day celebrations and arranging meeting with Association of other country pavilions like China, Korea, USA etc. The Council is planning to participate with 30 Indian exhibitors from India in the event. The exact date of the event is not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to participants would be benefited with their contracts renewed, new contacts established and India brand is popularized in the international markets. As per feedback received from the participants, some members got business worth US\$5.00 lakhs on the spot. Though this event is more specific for medical devices industry, members of pharmaceuticals sector also participate every year and they get good business leads from visitors coming from neighboring GCC and African countries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.6.3 (Engg/Pharma) Division, DOC has recommended the proposal.

- 3.6.4 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 Pharmexcil ensuring participation of 30 Indian exhibitors.
- 3.6.5 **EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 30 Indian exhibitors. If Pharmexcil will be able to raise the number of Indian participants the MAI assistance will also increase on pro rata basis.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue cost 250 sq meters @ USD 700 per sq. meter @₹60	113.00	40.00
2	Organizing cost – building of stands, furniture, India branding, etc	60.93	14.00
3	Publicity cost – advertisements in local magazine, brand promotion at the venue by keeping the space for keeping our catalogue, e-advertising, signage hoardings at venue etc.	30.00	5.00
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	4.00	1.00
Total		207.93	60.00

Item No. 7: Proposal of Pharmexcil for organizing participation in Expo cum BSM in Focus CIS Region in August 2015 in Russia.

- 3.7.1 The total estimated cost of the project for 2015-16 is ₹270.00 lakhs. The total MAI assistance sought for 2015-16 is ₹243.00 lakhs.
- 3.7.2 The proposed activities to be undertaken under the project is organizing participation in Expo cum BSM in Focus CIS Region in August 2015 in Russia. The Council is planning to participate with 60 Indian exhibitors from India in the event. The exact date of the event is not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to help the Indian exporters to interact with the buyers / FDA officials, distributors from Russia and also neighboring countries. Promote Brand India Pharma in CIS region. Showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.7.3 (Engg/Pharma) Division, DOC has recommended the proposal.
- 3.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 60 Indian exhibitors.
- 3.7.5 **EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 60 Indian exhibitors.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Mai assistance approved
1	Venue cost for organizing Expo cum BSM for 3 days – about 60 stalls of 6/9 sqm, venue for technical seminars etc.	150.00	70.00
2	Organizing cost – pavilion construction, buyers mobilization, faculty for technical seminars etc.	65.00	30.00
3	Publicity cost – advertisements in local papers, press meetings etc.	25.00	10.00
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors etc.	20.00	5.00
5	Interpreters / cost of translation of conference material etc.	10.00	5.00
	Total	270.00	120.00

Item No. 8: Proposal of Pharmexcil for organizing participation in Expo cum BSM in Focus ASEAN Region in March 2016 in Philippines.

- 3.8.1 The total estimated cost of the project for 2015-16 is ₹195.00 lakhs. The total MAI assistance sought for 2015-16 is ₹175.50 lakhs.
- 3.8.2 The proposed activities to be undertaken under the project is organizing participation in Expo cum BSM in Focus ASEAN Region in March 2016 in Philippines. The Council is planning to participate with 50 Indian exhibitors from India in the event. The exact date of the event is not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to help the Indian exporters to interact with the buyers / FDA officials, distributors from Philippines and also neighboring countries. Promote Brand India Pharma in ASEAN region. Showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.8.3 (Engg/Pharma) Division, DOC has recommended the proposal.
- 3.8.4 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 Pharmexcil ensuring participation of 50 Indian exhibitors.
- 3.8.5 EC deferred consideration of the proposal. The Council can submit proposal for Myanmar.**

Item No. 9: Proposal of Plastic EPC for organizing Indian Participation in PLASTPACK EAST AFRICA 2015 at Nairobi, Kenya during 10-12 June 2015.

- 3.9.1 The total estimated cost of the project for 2015-16 is ₹163.00 lakhs. The total MAI assistance sought for 2015-16 is ₹100.75 lakhs.
- 3.9.2 The proposed activities to be undertaken under the project is to organizing Indian Participation in PLASTPACK EAST AFRICA 2015 AT Nairobi, Kenya during 10-21 June 2015 for promotion of Indian Plastic products in Kenya and other East African countries with at least 50 Indian participants. Participation at this event will undoubtedly an opportunity to showcase plastic products and related machinery and

production aids to target audience to this focus area which commands a huge potential for plastics and machinery thereof. Participation at this event, with good offices of EEPIC India for plastic machinery / moulds and dies will facilitate exports from Indian Industry. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

3.9.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exporters.

3.9.5 **EC approved the proposal with MAI assistance of ₹100 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and related organizing expenditure	140.00	91.00
2	Other organizing costs like Publicity campaign-advertisement, brochures etc.	15.00	9.00
3	Deputation of 3 Council officials and other pre event expenses	8.00	To be borne by Plastic EPC
	Total	163.00	100.00

Item No. 10: Proposal of Plastic EPC for organizing CAPINDIA 2015 – International Trade Show for Chemicals & Plastics at India from September / December 2015 (three consecutive days) at Mumbai.

3.10.1 The total estimated cost of the project for 2015-16 is ₹647.00 lakhs. The total MAI assistance sought for 2015-16 is ₹503.00 lakhs.

3.10.2 The proposed activities to be undertaken under the project is to organizing RBSM. Focus sectors are Chemicals and Plastics. The Council is planning to participate in the event with 125 Foreign Delegates and 250 Indian participants. Specific targeted benefit after completion of the project is to perceived over a period of time is to establish India's name as a reliable global player and sourcing hub for chemicals and plastics and making this event a global networking platform. Such an event will result in foreign buyers sourcing their requirements for chemicals and plastics from India and facilitate building strategic business alliances for development of Indian chemicals & plastics industry and its export. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

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

3.10.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹260.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Plastic EPC ensuring participation of 250 Indian exporters and 125 foreign buyers.

- 3.10.5 EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Plastic EPC ensuring participation of 250 Indian exporters and 125 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 cost	250.00	162.50	246.25
2	RBSM venue cost	15.00	9.75	
3	Publicity	150.00	97.50	10.00
4	Printing	25.00	16.25	
5	Air fare and hotel accommodation (125X75,000)	107.00	93.75	
6	Traveling expenses of councils officials	30.00	Not admissible	Not admissible
7	Promotional expenses	35.00	Not admissible	
8	Other expenses	20.00	Not admissible	
9	Inauguration costs	15.00	Not admissible	
	Total	647.00	379.75	350.00

Item No. 11: Proposal of Plastic EPC for organizing Indian Participation in Plastics Vietnam 2015 at Ho Chi Minh City, Vietnam during 23-25 July 2015.

- 3.11.1 The total estimated cost of the project for 2015-16 is ₹163.00 lakhs. The total MAI assistance sought for 2015-16 is ₹100.75 lakhs.
- 3.11.2 The proposed activities to be undertaken under the project is Indian Participation in Plastics Vietnam 2015 at Ho Chi Minh City, Vietnam during 23-25 July 2015 **with** at least 50 Indian participants. Participation at this event will undoubtedly an opportunity to showcase plastic products and related machinery and production aids to target audience to this focus area which commands a huge potential for plastics and machinery thereof. Participation at this event, with good offices of EEPC India for plastic machinery / moulds and dies will facilitate exports form Indian Industry. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.11.3 EP (CAP) Division, DOC has recommended the proposal.
- 3.11.4 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 Plastic EPC ensuring participation of 50 Indian exporters.
- 3.11.5 **EC approved the proposal with MAI assistance of ₹100 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and related organizing expenditure	140.00	91.00
2	Other organizing cost like Publicity Catalogues & publicity materials	15.00	9.00
3	Deputation of 3 Council officials and other pre event expenses	8.00	To be borne by Plastic EPC
	Total	163.00	100.00

Item No. 12: Proposal of Plastic EPC for organizing Indian Participation in Saudi PPPP 2016 (Saudi Print & Pack and Saudi Plastics and Petrochem 2016) at Riyadh, Saudi Arabia from 18-21 January 2016.

3.12.1 The total estimated cost of the project for 2015-16 is ₹198.00 lakhs. The total MAI assistance sought for 2015-16 is ₹123.50 lakhs.

3.12.2 The proposed activities to be undertaken under the project is Indian Participation in Saudi PPPP 2016 (Saudi Print & Pack and Saudi Plastics and Petrochem 2016) at Riyadh, Saudi Arabia from 18-21 January 2016 with at least 50 Indian participants. Participation at this event will undoubtedly an opportunity to showcase plastic products and related machinery and production aids to target audience to this focus area which commands a huge potential for plastics and machinery thereof. Participation at this event, with good offices of EEPIC India for plastic machinery / moulds and dies will facilitate exports form Indian Industry. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

3.12.4 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 Plastic EPC ensuring participation of 50 Indian exporters.

3.12.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and related organizing expenditure	180.00	95.00
2	Other organizing cost like Publicity Catalogues & publicity materials	10.00	5.00
3	Deputation of 3 Council officials and other pre event expenses	8.00	To be borne by Plastic EPC
	Total	198.00	100.00

Item No. 13: Proposal of Plastic EPC for organizing Indian Participation in ASD - Las Vegas, USA during March 2016 and warehousing for 3 to 4 months period.

- 3.13.1 The total estimated cost of the project for 2015-16 is ₹330.00 lakhs. The total MAI assistance sought for 2015-16 is ₹208.00 lakhs.
- 3.13.2 The proposed activities to be undertaken under the project is to organizing Indian Participation in ASD - Las Vegas, USA during March 2016 and warehousing for 3 to 4 months period for promotion of Indian Plastic products in USA and other North & South American Countries with at least 50 Indian participants. The exact date of the event is not mentioned by Council. The main feature of this event is that wholesalers / retailers visiting the show place orders across the counter for ex-stock delivers form the participants. Besides organizing participation, the intention is to facilitate warehousing also so that ex-stock deliveries can be offered. Not only will this result in immediate export returns, but will also fetch a better price and provide a platform to introduce Indian consumer items. **Assistance is admissible under para 7.1.2 & 7.1.1 of the MAI guidelines.**
- 3.13.3 EP (CAP) Division, DOC has recommended the proposal.
- 3.13.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 & 7.1.1 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exporters.
- 3.13.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 & 7.1.1 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and related organizing expenditure	280.00	85.00
2	Other organizing cost like Publicity Catalogues & publicity materials	20.00	5.00
3	Warehousing costs (about 5000sq ft) for three months (under para 7.1.1 of the MAI guidelines 50%)	20.00	10.00
4	Deputation of 4 Council officials	10.00	To be borne by Plastic EPC
	Total	330.00	100.00

Item No. 14: Proposal of CHEMEXCIL for organizing India pavilion in 15th China International Dye Industry, Pigments and Textile Chemicals Exhibition at Shanghai, China from 15-17 April, 2015.

- 3.14.1 The total estimated cost of the project for 2015-16 is ₹362.50 lakhs. The total MAI assistance sought for 2015-16 is ₹235.62 lakhs.
- 3.14.2 The proposed activities to be undertaken under the project is to organizing India pavilion to promote Made in India Brand, and to showcase India's capability to manufacture products as per the international standard and quality at most

competitive prices. **Focus sectors are Textile Chemicals, Intermediate and Dye Industry & Pigment. The Council is planning to participate in the event with 110 Indian Companies.** Specific targeted benefit after completion of the project is that China is leading market for Dyes and Dye intermediates with total global importers of USD4.311 billion. However, India's share is only 2% of China's total import, which provides scope for growth in market share. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 3.14.3 EP (CAP) Division, DOC has recommended the proposal.
- 3.14.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹220.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 110 Indian exporters.
- 3.14.5 **EC approved the proposal with MAI assistance of ₹220.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 110 Indian exporters. EC directed that as a case study, JS (SC) may analyze outcome of participation of the Chemexcil in the previous editions of the event.**

Estimated Expenditure:

		(₹In Lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction of Stalls	340.00	210.00
2	Publicity cost of the event including advertisement in abroad etc.	20.00	9.00
3	Cost of catalogue and other material	2.50	1.00
	Total	362.50	220.00

Item No. 15: Proposal of CHEMEXCIL for organizing India pavilion in Chemspec Europe 2015 Exhibition at Cologne, Germany from 24-25 June, 2015.

- 3.15.1 The total estimated cost of the project for 2015-16 is ₹392.00 lakhs. The total MAI assistance sought for 2015-16 is ₹254.80 lakhs.
- 3.15.2 The proposed activities to be undertaken under the project is to organizing India pavilion to promote Made in India Brand, and to showcase India's capability to manufacture products as per the international standard and quality at most competitive prices. The Council is planning to participate in the event with 50 Indian Companies. Specific targeted benefit after completion of the project is that Europe is major importer of specialty Chemicals, Dyes, Cosmetics, Agrochemicals and Agro Intermediates. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.15.3 EP(CAP) Division, DOC has recommended the proposal.
- 3.15.4 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 Chemexcil ensuring participation of 50 Indian exporters.

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

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction of Stalls	375.00	90.00
2	Publicity cost of the event	15.00	9.00
3	Cost of catalogue and other material	2.00	1.00
	Total	392.00	100.00

Item No. 16: Proposal of CHEMEXCIL for organizing India pavilion in Indian Chemicals and Cosmetics Exhibition at Mexico City, Mexico during July, 2015.

- 3.16.1 The total estimated cost of the project for 2015-16 is ₹86.00 lakhs. The total MAI assistance sought for 2015-16 is ₹55.90 lakhs.

- 3.16.2 The proposed activities to be undertaken under the project is to organizing India pavilion. The Council is planning to participate in the event with 45 Indian Companies. Specific targeted benefit after completion of the project is to the exhibition will bring together all the players in the Chemical Cosmetics, Soaps, Toiletries and Castro Oil on common platform to interact share resources, improve networking with their counterparts in Latin America which would provide future road map/direction of the industries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

- 3.16.4 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 Chemexcil ensuring participation of 50 Indian exporters.

- 3.16.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 50 Indian exporters.

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 construction of Stalls	60.00	39.00	55.00
2	Publicity cost of the event	15.00	9.75	5.00
3	Cost of catalogue and other material	3.00	1.95	
4	Translation and interpreter charges	8.00	5.20	
	Total	86.00	55.90	60.00

Item No. 17: Proposal of CHEMEXCIL for organizing India Pavilion in Farm Chemicals International Exhibition” At United States of America in August, 2015.

- 3.17.1 The total estimated cost of the project for 2015-16 is ₹125.00 lakhs. The total MAI assistance sought for 2015-16 is ₹81.25 lakhs.
- 3.17.2 The proposed activities to be undertaken under the project is to India pavilion to promote Made in India Brand, and to showcase India’s capability to manufacture products as per the international standard and quality at most competitive prices. The Council is planning to participate in the event with 25 Indian companies. Specific targeted benefit after completion of the project is to Exporters have opportunities to Meet face-to-face with new and established business associates from the world’s largest, most lucrative markets, including the United States, Brazil, Colombia, Argentina, Chile, Mexico and many other countries, Identify new market opportunities and business partners from Europe, the Middle East, India and China, Learn about global trends, advances in productivity and technology, and other issues likely to affect their business, Exchange ideas, discuss challenges, and share best practices and insights with others invested in the crop protection industry. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.17.3 EP (CAP) Division, DOC has recommended the proposal.
- 3.17.4 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 Chemexcil ensuring participation of 25 Indian exporters.
- 3.17.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 25 Indian exporters.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	120.00	48.00
2	Publicity cost	3.00	1.00
3	Printing of Catalogues / brochures	2.00	1.00
	Total	125.00	50.00

Item No. 18: Proposal of CHEMEXCIL for organizing India pavilion in Chemexpo Eurasia 2015 Exhibition at Istanbul, Turkey from 9-10 September, 2015.

- 3.18.1 The total estimated cost of the project for 2015-16 is ₹138.50 lakhs. The total MAI assistance sought for 2015-16 is ₹90.02 lakhs.
- 3.18.2 The proposed activities to be undertaken under the project is to organizing India pavilion. **The Council is planning to participate in the event with 40 Indian Companies.** Specific targeted benefit after completion of the project is in the year 2013-14 India’s export to Turkey in this sector have grown by 13.50% and ended at USD 337.47 million. Hence, holding this exhibition will give further momentum and

increase exports to Turkey. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 3.18.3 EP(CAP) Division, DOC has recommended the proposal.
- 3.18.4 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 Chemexcil ensuring participation of 40 Indian exporters.
- 3.18.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 50 Indian exporters.**

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 construction of Stalls	125.00	81.25	90.00
2	Publicity cost of the event	10.00	6.50	10.00
3	Cost of catalogue and other material	1.50	0.97	
4	Translation and interpreter charges	2.00	1.30	
	Total	138.50	90.02	100.00

Item No. 19: Proposal of CHEMEXCIL for organizing 19th Reverse Buyer Seller Meet at Ahmadabad / Mumbai during October, 2015.

- 3.19.1 The total estimated cost of the project for 2015-16 is ₹80.00 lakhs. The total MAI assistance sought for 2015-16 is ₹67.75 lakhs.
- 3.19.2 The proposed activities to be undertaken under the project is to organizing RBSM. Focus sectors are Dyes and Dye intermediates, Organic and Inorganic Chemicals including Agro Chemicals. The Council is planning to organizing the event with 45 Foreign Delegates. Specific targeted benefit after completion of the project is to India's export to some of our leading markets in Africa, CIS, West Asia, ASEAN, LAC, Mid-East, SAARC region have shown positive growth and proposed RBSM will give further momentum and increase exports to these market. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 3.19.3 EP(CAP) Division, DOC has recommended the proposal.
- 3.19.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹67.75 Lakhs under para 7.1.8 of the MAI guidelines subject to Chemexcil ensuring participation of 100 Indian exporters and 45 foreign buyers.
- 3.19.5 **EC deferred consideration of the proposal.**

Item No. 20: Proposal of CHEMEXCIL for organizing Indian Chemicals & Cosmetics Exhibition in Vietnam during November-December 2015 in HoChin Minh City, Vietnam.

- 3.20.1 The total estimated cost of the project for 2015-16 is ₹65.50 lakhs. The total MAI assistance sought for 2015-16 is ₹42.57 lakhs.
- 3.20.2 The proposed activities to be undertaken under the project is to India pavilion to promote Made in India Brand, and to showcase India's capability to manufacture products as per the international standard and quality at most competitive prices. The Council is planning to participate in the event with 50 Indian companies. Specific targeted benefit after completion of the project is to 2013-14 the export of Dyes, Dye Intermediates is US\$ 16.03 million as compared to corresponding period of last year 2012-13 of US\$ 10.04 million, indicating the increase of 59.66%. For the year 2013-14 the export of Inorganic and Organic chemicals incld. Agro Chemicals is US\$ 80.75 million as compared to corresponding period of last year 2012-13 to US\$ 62.80 million, indicating the increase of 28.58%. For the year 2013-14 the export of Cosmetics & Toiletries ,Essential Oils, is US\$ 7.32 million as compared to corresponding period of last year 2012-13 to US\$ 5.89 million, indicating the increase of 24.28% **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.20.3 EP(CAP) Division, DOC has recommended the proposal.
- 3.20.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹42.57 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 50 Indian exporters.
- 3.20.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction of Stalls	45.00	36.68
2	Publicity cost of the event	15.00	9.75
3	Cost of catalogue and other material	2.50	1.62
4	Translation and interpreter charges	3.00	1.95
	Total	65.50	50.00

Item No. 21: Proposal of CHEMEXCIL for organizing India pavilion in 17th China International Agro Chemical and Crop Protection Exhibition at Shanghai, China during March, 2016.

- 3.21.1 The total estimated cost of the project for 2015-16 is ₹99.50 lakhs. The total MAI assistance sought for 2015-16 is ₹64.67 lakhs.
- 3.21.2 The proposed activities to be undertaken under the project is to organizing India pavilion to promote Made in India Brand, and to showcase India's capability to manufacture products as per the international standard and quality at most

competitive prices. Focus sectors are Pesticide, Fertilizer, Spraying Machine, Agricultural Plastic, Sprinkler Machine, Horticultural Grass Mown and Packaging equipment. The Council is planning to participate in the event with 40 Indian Companies. Specific targeted benefit after completion of the project is that China is 3rd largest market for Agrochemicals and Agro Intermediates. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 3.21.3 EP(CAP) Division, DOC has recommended the proposal.
- 3.21.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹64.67 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 40 Indian exporters.
- 3.21.5 **EC approved the proposal with MAI assistance of ₹64.67 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 40 Indian exporters.**

Estimated Expenditure:

			(₹In Lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved	
1	Venue cost including construction of Stalls	93.50	60.77	
2	Publicity cost of the event including advertisement in abroad etc.	4.00	2.60	
3	Cost of catalogue and other material	2.00	1.30	
Total		99.50	64.67	

Item No. 22: Proposal of ACMA for organizing National level participation at Automechanika 2015, at Dubai, UAE during 2-4 June 2015.

- 3.22.1 The total estimated cost of the project for 2015-16 is ₹191.20 lakhs. The total MAI assistance sought for 2015-16 is ₹124.28 lakhs.
- 3.22.2 The proposed activities to be undertaken under the project include organizing National level participation at Automechanika 2015, at Dubai, UAE during 2-4 June 2015 with at least 50 participants. This show will further enhance business linkages and has the potential to bring growth in exports. To catapult the global exports to achieve the export target of US\$ 29 billion by 2020. In order to synergies the efforts of ACMA, governments' support is pivotal to display the strength and capabilities of the Indian Auto Component Manufacturers with their global peers. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.22.3 E&MDA Division, DOC has recommended the proposal.
- 3.22.4 **EPEC has also submitted the proposal for this show. SC has 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 EPEC ensuring participation of 50 Indian exporters. SC also directed that EPEC should take 50 separate participants. (Item No. 52)**

3.22.5 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 ACMA ensuring participation of 50 Indian exporters.

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

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Mai assistance approved
1	Venue cost including organizing expenses	189.45	98.00
2	Cost of the catalogues and other material like posters bromides other branding items	0.75	1.00
3	Cost of Publicity in Middle East through electronic medias, advertisements, magazines, hoardings	1.00	1.00
	Total	191.20	100.00

Item No. 23: Proposal of ACMA for organizing 4 days Tech Expos in Europe in June 2015 with 3-4 select OMEs / Tier 1s in different cities / countries.

3.23.1 The total estimated cost of the project for 2015-16 is ₹200.00 lakhs. The total MAI assistance sought for 2015-16 is ₹130.00 lakhs.

3.23.2 The proposed activities to be undertaken under the project include organizing 4 days Tech Expo in Europe in June 2015 with select OMEs with at least 50 participants. The exact date of the events is not mentioned by ACMA. Organizing 3-4 Tech Expos nears to OMEs venue at Germany, Netherlands & Sweden etc. inviting a whole team for product development, technical, designer and specific commodity buyers to visit the one day event at each venue from respective companies. It will also help the industry to build a positive influence to Global payers with regard to both product development as well as manufacturing excellence within all the stake holders participating at this event. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

3.23.4 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 ACMA ensuring participation of 50 Indian exporters.

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

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses	190.00	95.00
2	Cost of the catalogues and other material like posters bromides other branding items	2.00	2.50

3	Cost of Publicity in Europe through electronic medias, advertisements, magazines, hoardings	8.00	2.50
	Total	200.00	100.00

Item No. 24: Proposal of ACMA for organizing Tech Expo in Egypt 2015 during June 2015.

- 3.24.1 The total estimated cost of the project for 2015-16 is ₹185.00 lakhs. The total MAI assistance sought for 2015-16 is ₹120.00 lakhs.
- 3.24.2 The proposed activities to be undertaken under the project include organizing Tech Expo in Egypt 2015 during June 2015 with at least 50 participants. The exact date of the events is not mentioned by ACMA. Increase in India exports for products of automobiles sector to Egypt and WANA region in general. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.24.3 E&MDA Division, DOC has recommended the proposal.
- 3.24.4 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 ACMA ensuring participation of 50 Indian exporters.
- 3.24.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Mai assistance approved
1	Venue related cost	168.86	90.00
2	Pre show promotion / publicity including buyer mobilization and invitations	10.00	5.00
3	Printing of catalogues / brochures	3.07	2.50
4	Interpreter / translator	3.07	2.50
	Total	185.00	100.00

Item No. 25: Proposal of ACMA for organizing participation in Auto Show in Kazakhstan & one day expo in Russia during October 2015.

- 3.25.1 The total estimated cost of the project for 2015-16 is ₹253.84 lakhs. The total MAI assistance sought for 2015-16 is ₹165.00 lakhs.
- 3.25.2 The proposed activities to be undertaken under the project include organizing participation in Auto Show in Kazakhstan & one day expo in Russia during October 2015 with at least 50 participants. The exact date of the events is not mentioned by ACMA. Increase in India exports for products of automobiles sector to Kazakhstan and CIS region in general. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.25.3 E&MDA Division, DOC has recommended the proposal.

3.25.4 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 ACMA ensuring participation of 50 Indian exporters.

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

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	Mai assistance approved
1	Venue related cost	237.70	90.00
2	Pre show promotion / publicity including buyer mobilization and invitations	10.00	5.00
3	Printing of catalogues / brochures	3.07	2.50
4	Interpreter / translator	3.07	2.50
	Total	253.84	100.00

Item No. 26: Proposal of ACMA for organizing 4 days Indian Auto parts Procurement Exhibition in two cities in Japan during November / December 2015.

3.26.1 The total estimated cost of the project for 2015-16 is ₹300.00 lakhs. The total MAI assistance sought for 2015-16 is ₹195.00 lakhs.

3.26.2 The proposed activities to be undertaken under the project include organizing 4 days Indian Auto parts Procurement Exhibition in two cities in Japan during November / December 2015 with at least 50 participants. The exact date of the events is not mentioned by ACMA. The procurement exhibition will address the growing technological capability of the industry and working towards building the industry form build to print to toward art to print. It will also help the industry to build a positive influence to Global players with regard to both product development as well as manufacturing excellence within all the stake holders participating at this event. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

3.26.4 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 ACMA ensuring participation of 50 Indian exporters.

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

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses	290.00	95.00
2	Cost of the catalogues and other material like posters bromides other branding items	2.00	1.00
3	Cost of Publicity in Japan through electronic medias,	8.00	4.00

	advertisements, magazines, hoardings		
	Total	300.00	100.00

Item No. 27: Proposal of ACMA for organizing participation in Iran Auto Part International Fair at Tehran, Iran during November 2015.

- 3.27.1 The total estimated cost of the project for 2015-16 is ₹73.00 lakhs. The total MAI assistance sought for 2015-16 is ₹47.45 lakhs.
- 3.27.2 The proposed activities to be undertaken under the project include organizing participation in Iran Auto Part International Fair at Tehran, Iran during November 2015 with at least 25 participants. The exact date of the events is not mentioned by ACMA. Increase in India exports for products of automobiles sector to Iran and Middle East region in general. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.27.3 E&MDA Division, DOC has recommended the proposal.
- 3.27.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹47.45 Lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 25 Indian exporters and ACMA as the lead agency.
- 3.27.4 EC approved the proposal with MAI assistance of ₹47.45 Lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 25 Indian exporters and ACMA as the lead agency.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses	65.00	42.25
2	Cost of catalogues and other material	5.00	3.25
3	Cost of publicity in Iran	3.00	1.95
	Total	73.00	47.45

Item No.28: Proposal of EEPCC for organizing India Pavilion in Hannover Fair 2015 at Hannover, Germany during 13-17 April 2015.

- 3.28.1 The total estimated cost of the project for 2015-16 is ₹248.00 lakhs. The total MAI assistance sought for 2015-16 is ₹162.25 lakhs.
- 3.28.2 The proposed activities to be undertaken under the project is to organize India Pavilion in Hannover Fair 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.**

- 3.28.3 EP (Engg) Division, DOC has recommended the proposal.
- 3.28.4 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 EEPC ensuring participation of 50 Indian exporters.
- 3.28.5 EC in-principle approved the proposal. MAI assistance for the event will be decided on file after budgetary allocation for the proposal.**

Item No.29: Proposal of EEPC for organizing Reverse Buyer Seller Meet in India at Mumbai during 13-15 May 2015.

- 3.29.1 The total estimated cost of the project for 2015-16 is ₹68.00 lakhs. The total MAI assistance sought for 2015-16 is ₹59.75 lakhs.
- 3.29.2 The proposed activity to be undertaken under the project is to organize Reverse Buyer in India at Mumbai during 13-15 May 2015. The Council is planning to invite 50 foreign buyers. The Council is planning to organize the Reverse Buyer Seller Meet in Mumbai, India in order to provide an opportunity to the exporters of pharmaceutical machineries. Prominent international buyers from various countries would be invited to attend this RBSM with their Indian counterparts. The India Pavilion will endeavor to showcase India's success stories in the engineering sector, particularly from the SMEs. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 3.29.3 EP (Engg) Division, DOC has recommended the proposal.
- 3.29.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹59.75 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 300 Indian exporters and 50 foreign buyers.
- 3.29.5 EC approved the proposal with MAI assistance of ₹59.75 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 300 Indian exporters and 50 foreign buyers.**

Estimated Expenditure:

(₹ In Lakh)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Hotel & Airfare for foreign delegates for RBSM	50.00	50.00
2	Publicity, Interpreter & mobilization abroad	15.00	9.75
3	Others	3.00	Not sought by EEPC
	Total	68.00	59.75

Item No.30: Proposal of EEPC for organizing India Pavilion in Subcon 2015 at Birmingham, U.K. during 02-04 June 2015.

3.30.1 The total estimated cost of the project for 2015-16 is ₹110.00 lakhs. The total MAI assistance sought for 2015-16 is ₹70.95 lakhs.

3.30.2 The proposed activities to be undertaken under the project are to organize India Pavilion in Subcon 2015 at Birmingham, U.K. during 02-04 June 2015. The Council is planning to participate 30 Indian participants. UK imports around USD 270 billion worth of engineering goods every year of which imports from India is only around USD 3 billion. The India Pavilion will endeavor to showcase India's success stories in the subcontracting sector, particularly from the SMEs. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

3.30.4 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 EEPC ensuring participation of 30 Indian exporters.

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

Estimated Expenditure:

(₹ In Lakh)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Space Rent & erection of stalls	100.00	59.00
2	Stall Decoration, Publicity, Interpreter, Audio-visual equipments and other related expenses	3.00	1.00
3	Shipment of exhibits	5.00	Not admissible
4	Others	2.00	Not sought by EEPC
	Total	110.00	60.00

Item No.31: Proposal of EEPC for organizing India Pavilion in Automechanika Middle East 2015 at Dubai during 02-04 June 2015.

3.31.1 The total estimated cost of the project for 2015-16 is ₹251.00 lakhs. The total MAI assistance sought for 2015-16 is ₹163.45 lakhs.

- 3.31.2 The proposed activities to be undertaken under the project is to organize India Pavilion in Automechanika Middle East 2015 at Dubai during 02-04 June 2015. **The Council is planning to participate 50 Indian participants.** UAE imports of auto parts are in the region of US\$10.1 billion during 2012 whereas India's exports during the same period aggregated to the tune of US\$154.75 million. The division of production processes and outsourcing among global automobile manufacturers has led to a major reorganization of the supply base within the automobile and auto component industry. This new business model being followed by global companies holds tremendous potential for the growth of small and medium enterprises (SMEs) in India. The India Pavilion in the above Show will depict the success stories in the auto sector particularly the SMEs. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.31.3 EP(Engg) Division, DOC has recommended the proposal.
- 3.31.4 **ACMA has also submitted the proposal for this show. SC has 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 ACMA ensuring participation of 50 Indian exporters. (Item No. 16)**
- 3.31.5 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 EEPC ensuring participation of 50 Indian exporters and EEPC as the lead agency.
- 3.31.6 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exporters and EEPC as the lead agency.**

Estimated Expenditure:

			(₹ In Lakh)
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Space Rent & erection of stalls	225.00	95.00
2	Stall Decoration, Publicity, Interpreter, Audio-visual equipments and other related expenses	8.00	5.00
3	Shipment of exhibits	15.00	Not admissible
4	Others	3.00	Not sought by EEPC
	Total	251.00	100.00

Item No.32: Proposal of EEPC for organizing India Engineering Exhibition (INDEE) in Peru during August 2015.

- 3.32.1 The total estimated cost of the project for 2015-16 is ₹405.00 lakhs. The total MAI assistance sought for 2015-16 is ₹312.00 lakhs.
- 3.32.2 The proposed activities to be undertaken under the project is to organize India Exhibition (INDEE) in Peru in August 2015. INDEE has proved itself as a successful tool in promoting India's engineering prowess in the non-traditional markets. EEPC India has organized a total of 28 INDEEs so far since 1977. INDEEs have been successfully executed in countries such as Singapore, Indonesia, Thailand, Kenya,

Nigeria, Sri Lanka, Egypt, Venezuela, UK, Australia, Ethiopia, Brazil, Kazakhstan, Indonesia, Mexico, South Africa, Russia, Malaysia, China, Brazil, Colombia, Thailand, Morocco, Vietnam and Myanmar. The Council is planning to participate 100 Indian participants. Peru imports around USD 18 billion worth of engineering goods of which imports from India is only around USD 350 million. The India Pavilion will endeavour to showcase India's success stories in the engineering sector, particularly from the SMEs. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

3.32.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹225.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 100 Indian exporters.

3.32.5 **EC approved the proposal with MAI assistance of ₹225.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 100 Indian exporters.**

Estimated Expenditure:

Sl. No.	Heads	(₹ In Lakh)	
		Estimated Expenditure	MAI assistance approved
1	Space Rent & erection of stalls	190.00	115.00
2	Branding of India Pavilion, Event Management, Films, Publications, Interpreters, Theme Pavilion, Business Centre facilities, Shipment of exhibits, Audio Visual equipments and other related organizing expenses	170.00	100.00
3	Publicity etc.	30.00	10.00
4	Others	15.00	Not sought by EEPC
	Total	405.00	225.00

Item No.33: Proposal of EEPC for organizing India Engineering Exhibition (INDEE) in Sri Lanka during October 2015.

3.33.1 The total estimated cost of the project for 2015-16 is ₹330.00 lakhs. The total MAI assistance sought for 2015-16 is ₹252.00 lakhs.

3.33.2 The proposed activities to be undertaken under the project is to organize India Engineering Exhibition (INDEE) in Colombo, Sri Lanka during October 2015. INDEE has proved itself as a successful tool in promoting India's engineering prowess in the non-traditional markets. EEPC India has organized a total of 28 INDEEs so far since 1977. INDEEs have been successfully executed in countries such as Singapore, Indonesia, Thailand, Kenya, Nigeria, Sri Lanka, Egypt, Venezuela, UK, Australia, Ethiopia, Brazil, Kazakhstan, Indonesia, Mexico, South Africa, Russia, Malaysia, China, Brazil, Colombia, Thailand, Morocco, Vietnam and Myanmar. An INDEE was organized in Sri Lanka way back in 2000. The Council is planning to participate 100 Indian participants. Sri Lanka imports around USD 6 billion worth of engineering goods every year of which imports from India is less than USD 1.5 billion. INDEE Sri Lanka will endeavour to showcase India's engineering prowess and success stories in the Indian SME sector. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 3.33.3 EP(Engg) Division, DOC has recommended the proposal.
- 3.33.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 100 Indian exporters.
- 3.33.4 EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 100 Indian exporters. EEPC may remain in touch with the concerned Indian Mission for all INDEE events.**

Estimated Expenditure:

Sl. No.	Heads	(₹ In Lakh)	
		Estimated Expenditure	MAI assistance approved
1	Space Rent & erection of stalls	130.00	60.00
2	Branding of India Pavilion, Event Management, Films, Publications, Interpreters, Theme Pavilion, Business Centre facilities, Shipment of exhibits, Audio Visual equipments and other related organizing expenses	160.00	104.00
3	Publicity etc.	25.00	11.00
4	Others	15.00	Not sought by EEPC
	Total	330.00	175.00

Item No.34: Proposal of EEPC for organizing India Pavilion ITMA Milan 2015 at Milan, Italy during 12-19 November 2015.

- 3.34.1 The total estimated cost of the project for 2015-16 is ₹352.50 lakhs. The total MAI assistance sought for 2015-16 is ₹232.00 lakhs.
- 3.34.2 The proposed activities to be undertaken under the project is to organize India Pavilion in ITMA Milan 2015 at Milan, Italy during 12-19 November 2015. The Council is planning to participate 50 Indian participants. Italy imports around USD 1 billion worth of textile machineries every year of which imports from India is only around USD 15 million. The India Pavilion will endeavor to showcase India's success stories in the textile machinery sector, particularly from the SMEs. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.34.3 EP(Engg) Division, DOC has recommended the proposal.
- 3.34.4 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 EEPC ensuring participation of 50 Indian exporters.
- 3.34.5 EC directed EEPC to submit a separate proposal for products.**
- 3.34.6 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exporters. For products transport assistance, EEPC may move separate proposal.**

Estimated Expenditure:

Sl. No.	Heads	(₹ In Lakh)	
		Estimated Expenditure	MAI assistance approved
1	Space Rent & erection of stalls	310.00	95.00
2	Stall Decoration, Publicity, Interpreter, Audio-visual equipments and other related expenses	10.00	5.00
3	Shipment of exhibits	30.00	Not admissible
4	Others	2.50	Not sought by EEPC
	Total	352.50	100.00

Item No.35: Proposal of EEPC for organizing India Pavilion in Iran International Auto Parts 2015 at Teheran, Iran during 19-22 November 2015.

3.35.1 The total estimated cost of the project for 2015-16 is ₹167.00 lakhs. The total MAI sought for 2015-16 is ₹108.75 lakhs.

3.35.2 The proposed activities to be undertaken under the project is to organize India Pavilion in Iran International Auto Parts 2015 at Teheran, Iran during 19-22 November 2015. The Council is planning to participate 50 Indian participants. Iran imports around USD 46 billion worth of automotive components every year of which imports from India is only around USD 15 million. The India Pavilion will endeavour to showcase India's success stories in the automotive component sector, particularly from the SMEs. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

3.35.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹47.45 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 25 Indian exporters.

3.35.5 The proposal was withdrawn by EEPC.

Item No.36: Proposal of EEPC for organizing India Engineering Sourcing Show, India Show at Mumbai/Delhi during January 2016.

3.36.1 The total estimated cost of the project for 2015-16 is ₹660.00 lakhs. The total MAI assistance sought for 2015-16 is ₹500.00 lakhs.

3.36.2 The proposed activities to be undertaken under the project is to organize India Sourcing Show, India Show at Mumbai/Delhi during January 2016. The Council is planning to participate 300 Indian participants. The Council is planning to organize the Indian Engineering Sourcing Show in Mumbai, India in order to provide an opportunity to the exporters of engineering goods and services. The first edition of the show took place in 2012, and since then it has become very popular amongst the Indian engineering exporters, particularly the SMEs. Prominent international buyers from various countries are invited attend this show. The India Pavilion will endeavour

- to showcase India's success stories in the engineering sector, particularly from the SMEs. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 3.36.3 EP(Engg) Division, DOC has recommended the proposal.
- 3.36.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 300 Indian exporters.
- 3.36.5 **EC directed EEPC to obtain a third party evaluation of the event and submit the report along with the outcome report of the event.**
- 3.36.6 **EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 300 Indian exporters.**

Estimated Expenditure:

Sl. No.	Heads	(₹ In Lakh)	
		Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	290.00	261.00
2	Publicity through print & electronic media	250.00	225.00
3	Cost of Catalogues and other materials including Database procurement, Translation & Interpreters cost	20.00	14.00
	Others	100.00	Not sought by EEPC
	Total	660.00	500.00

Item No.37: Proposal of EEPC for organizing India Pavilion in International Hardware Fair 2016 (Practical World) at Cologne, Germany during 06-09 March 2016.

- 3.37.1 The total estimated cost of the project for 2015-16 is ₹272.00 lakhs. The total MAI assistance sought for 2015-16 is ₹178.50 lakhs.
- 3.37.2 The proposed activities to be undertaken under the project is to organize India Pavilion in International Hardware Fair 2016 (Practical World) at Cologne, Germany during 06-09 March 2016. The Council is planning to participate 50 Indian participants. Global imports of Builders Hardware by Germany are in the region of US\$ 3.09 billion during 2012 whereas India's exports during the same period aggregated to the tune of US\$222.45 million. The Builders Hardware Industry in India has achieved significant growth during last three years where SMEs contribution is immense. They have been the mainstay in the growth in production of this sector 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 of the Indian Engineering Industry particularly the SMEs. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.37.3 EP(Engg) Division, DOC has recommended the proposal.

3.37.4 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 EEPC ensuring participation of 50 Indian exporters.

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

Estimated Expenditure:

		(₹ In Lakh)	
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Space Rent & erection of stalls	240.00	95.00
2	Stall Decoration, Publicity, Interpreter, Audio-visual equipments and other related expenses	10.00	5.00
3	Shipment of exhibits	20.00	Not admissible
4	Others	2.00	Not sought by EEPC
Total		272.00	100.00

Item No.38: Proposal of EEPC for organizing India Pavilion in Newcast 2015, Dusseldorf, Germany during 16-20 June 2015.

3.38.1 The total estimated cost of the project for 2015-16 is ₹286.00 lakhs. The total MAI assistance sought for 2015-16 is ₹187.70 lakhs.

3.38.2 The proposed activities to be undertaken under the project are to organize India Pavilion in Newcast 2015, Dusseldorf, Germany during 16-20 June 2015. The Council is planning to participate 50 Indian participants. Global imports of castings by Germany are in the region of US\$152.72 billion during 2012 whereas India's exports during the same period aggregated to the tune of US\$88.48 million. 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. SMEs contribute about 80 % of India's \$12 billion of the foundry industry. 15 per cent are medium-sized players and only five per cent are large units. Expert stakeholders of this sector believe that the average capacity utilization in the overall foundry industry is around 70%. The India Pavilion in the above Show will depict the success stories in the Indian Castings Industry particularly the SMEs. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

3.38.4 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 EEPC ensuring participation of 50 Indian exporters.

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

Estimated Expenditure:

Sl. No.	Heads	Estimated Expenditure	(₹ In Lakh)
			MAI assistance approved
1	Space Rent & erection of stalls	250.00	95.00
2	Stall Decoration, Publicity, Interpreter, Audio-visual equipments and other related expenses	8.00	5.00
3	Shipment of exhibits	25.00	Not admissible
4	Others	3.00	Not sought by EEPD
	Total	286.00	100.00

Item No. 39: Proposal of CLE for organizing Member-participation in MOS Shoes, Moscow-Russia, September 2015 (winter/autumn 2015/2016 collections).

- 3.39.1 The total estimated cost of the project for 2015-16 is ₹74.88 lakhs. The total MAI assistance sought for 2015-16 is ₹ 67.39 lakhs.
- 3.39.2 The proposed activities to be undertaken under the project is to organize Members Participation in MOS Shoes, Moscow-Russia, September 2015 (winter/autumn 2015/2016 collections) The number of Indian exhibitors participating in the event is 20. The exact date of the event is not mentioned by Council. India's exports of leather & leather products to Russia have increased from US\$ 12.01 mn in 2008-09 to US\$ 51.57 mn in 2013-14, growing at a CAGR of %. Considering our market promotion programmes in Russia, we project India's export of leather & leather products to Russia to touch US\$ 80 million by 2016-17, at a CAGR growth of 33.83%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 3.39.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.39.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters.
- 3.39.5 **EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters.**

Estimated Expenditure:

Sl. No.	Heads	Estimated expenditure	(₹ In Lakhs)
			MAI assistance approved
1	Venue & Stall Construction including organizing expenses	54.00	45.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	20.88	15.00
	Total	74.88	60.00

Item No. 40: Proposal of CLE for organizing Two Day Buyer-Seller Meet in Argentina, May 2015.

- 3.40.1 The total estimated cost of the project for 2015-16 is ₹80.00 lakhs. The total MAI assistance sought for 2015-16 is ₹72.00 lakhs.
- 3.40.2 The proposed activity to be undertaken under the project is to organizing Two Day Buyer-Seller Meet in Argentina, May 2015. The number of Indian exhibitors participating in the event is 25. The exact date of the event is not mentioned by Council. Argentina's import of leather & leather products increased from US\$ 437.47 mn in 2008 to US\$ 478.89 mn in 2012, growing at a CAGR of 2.28%. India's export of leather & leather products to Argentina has increased from US\$ 3.84 mn in 2008-09 to US\$ 10.19 mn in 2012-13, growing at a CAGR of 21.55%. During 2013-14, India's export to Argentina touched US\$ 5.35 mn. Considering our market promotion programme in the Argentinean market, we project India's export of leather & leather products to Argentina to touch US\$ 20.00 million by 2016-17, growing at a CAGR of 18.39%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 3.40.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.40.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters.
- 3.40.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	70.00	45.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	10.00	5.00
	Total Cost	80.00	50.00

Item No. 41 : Proposal of CLE for organizing Two Day Buyer-Seller Meets for Leather & Leather Products in South Africa during March 2016.

- 3.41.1 The total estimated cost of the project for 2015-16 is ₹85.00 lakhs. The total MAI assistance sought for 2015-16 is ₹76.50 lakhs.
- 3.41.2 The proposed activities to be undertaken under the project is to organize Two Day Buyer-Seller Meets for Leather & Leather Products in South Africa during March 2016. The number of Indian exhibitors participating in the event is 30. The exact date of the event is not mentioned by Council. India's export of leather & leather products to South Africa has increased from US\$ 22.45 mn in 2008 to US\$ 48.16 mn in 2013-14, growing at a CAGR of 16.49%. Considering our market promotion programme in South Africa, we project India's export of leather products to South Africa to touch

US\$ 90.00 mn by 2016-17, at a CAGR growth of 23.17%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

- 3.41.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.41.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters.
- 3.41.4 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters.**

Estimated Expenditure:

			(₹ In Lakhs)
Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	75.00	55.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	10.00	5.00
Total		85.00	60.00

Item No.42: Proposal of CLE for organizing Members participation in Fashion Access Hong Kong - March 2016 edition.

- 3.42.1 The total estimated cost of the project for 2015-16 is ₹262.25 lakhs. The total MAI assistance sought for 2015-16 is ₹ 236.02 lakhs.
- 3.42.2 The proposed activities to be undertaken under the project is to organize Group participation in Fashion Access Hong Kong - March 2016 edition. The number of Indian exhibitors participating in the event is 50. The exact date of the event is not mentioned by Council. Hong Kong is the 2nd largest importer of leather & leather products in the world. Hong Kong is becoming a significant market for leather & leather products with its imports increasing from US \$ 10000.19 Million in 2008 to US\$ 11223.75 Million in 2012, growing at a CAGR of 2.92%. India's export of leather & leather products to Hong Kong has increased from US\$ 237.74 mn in 2008-09 to US\$ 471.54 mn in 2013-14, growing at a CAGR of 14.67%. Considering our market promotion programmes in Hong Kong, we project India's export of leather products to Hong Kong to touch US\$ 800 million by 2016-17, at a CAGR growth of 19.26%, with the major export coming from the footwear, leather garments and leather goods & accessories sector. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 3.42.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.42.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.

- 3.42.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	249.90	95.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	12.35	5.00
	Total	262.25	100.00

Item No.43 : Proposal of CLE for organizing Buyer-Seller Meet in Toronto, Canada 28-30 September 2015.

- 3.43.1 The total estimated cost of the project for 2015-16 is ₹85.00 lakhs. The total MAI assistance sought for 2015-16 is ₹76.50 lakhs.

- 3.43.2 The proposed activities to be undertaken under the project is to organize Two-Day Buyer-Seller Meet in Toronto, Canada October 2015. The number of Indian exhibitors participating in the event is 30. The exact date of the event is not mentioned by Council. Canada is the 14th largest importer of leather & leather products in the world. India's export of leather & leather products to Canada has increased from US\$ 35.29 million in 2008-09 to US\$ 51.42 million in 2013-14 growing at a CAGR of 7.81%. India presently accounts for a share of less than 2% in Canada's total leather import trade. Hence, there is huge untapped potential which Canada offers for further enhancing India's export of leather garments, leather goods & accessories and footwear. Considering our market promotion programme in the Canadian market, we project India's export of leather & leather products to Canada to increase to US\$ 90.00 million by 2016-17, growing at a CAGR of 20.50%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

- 3.43.3 EP (LSG) Division, DOC has recommended the proposal.

- 3.43.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters.

- 3.43.5 **EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters. EC also accepted the suggestion of MEA to hold the event during the 35th LLHA Show to be held in Toronto, Canada on 28-30 September, 2015.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	75.00	52.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	10.00	8.00
	Total	85.00	60.00

Item No.44 : Proposal of CLE for organizing Participation of Member Exporters in Expo Riva Schuh Fair, Italy, June 2015 and Jan 2016 Editions.

- 3.44.1 The total estimated cost of the project for 2015-16 is ₹384.48 lakhs. The total MAI assistance sought for 2015-16 is ₹346.02 lakhs.
- 3.44.2 The proposed activities to be undertaken under the project is to organize Fair Participation of Member Exporters in Expo Riva Schuh Fair, Italy, June 2015 and Jan 2016 Editions. The number of Indian exhibitors participating in each event is 60. The exact date of the event is not mentioned by Council. Italy is the sixth largest global importer of footwear at US\$ 4932.25 million in 2012 and the third largest importer of Footwear from India. Italy's import of Footwear has increased from US\$ 4810.25 million in 2008 to US\$ 4932.25 million in 2012, growing at a CAGR of 0.62%. India's export of different categories of Footwear to Italy has touched US\$ 183.70 mn in 2013-14. Considering the market promotional programmes in Italy, we project India's export of Footwear to Italy to touch US\$ 350 million by 2016-17, with an expected CAGR growth of 23.90%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 3.44.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.44.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹240.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 60 Indian exporters in each edition.
- 3.44.5 **EC approved the proposal with MAI assistance of ₹240.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 60 Indian exporters in each edition.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	162.00	110.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	30.24	10.00
	Total Cost for one Edition	192.24	120.00
	Total Cost for Two Edition	384.48	240.00

Item No. 45: Proposal of CLE for organizing Two Day Buyer-Seller Meet in UK, August 2015.

- 3.45.1 The total estimated cost of the project for 2015-16 is ₹90.00 lakhs. The total MAI assistance sought for 2015-16 is ₹81.00 lakhs.
- 3.45.2 The proposed activities to be undertaken under the project is to organize Two Day Buyer-Seller Meets for Leather & Leather Products in South Africa during March 2016. The number of Indian exhibitors participating in the event is 25. The exact date of the event is not mentioned by Council. UK is 7th largest importer of leather and leather products in the world and is a potential market for exports of footwear, leather

goods & accessories and leather garments and finished leather. India's export of leather & leather products to UK has increased from US\$ 413.25 mn in 2008-09 to US\$ 661.97 mn in 2013-14, growing at a CAGR of 9.88%. Considering market promotion programme in UK, we project India's export of leather products to UK to touch US\$ 900.00 mn by 2016-17, at a CAGR growth of 10.78%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

3.45.3 EP (LSG) Division, DOC has recommended the proposal.

3.45.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters.

3.45.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	80.00	45.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	10.00	5.00
	Total	90.00	50.00

Item No. 46: Proposal of CLE for organizing Two Day Buyer-Seller Meet for Leather & Leather Products in Dubai during December 2015.

3.46.1 The total estimated cost of the project for 2015-16 is ₹95.00 lakhs. The total MAI assistance sought for 2015-16 is ₹85.50 lakhs.

3.46.2 The proposed activities to be undertaken under the project is to organize Two Day Buyer-Seller Meet for Leather & Leather Products in Dubai during December 2015. The number of Indian exhibitors participating in the event is 30. The exact date of the event is not mentioned by Council. There has been a marked upward trend in India's export of leather products to UAE. UAE particularly Dubai being the major trading hub, facilitating re-exporting to European and CIS countries, organising such promotional events in UAE will not only enhance India's export to UAE but also its overall export. India's export of leather & leather products to UAE has increased from US\$ 85.80 mn in 2008 to US\$ 180.28 mn in 2013-14, growing at a CAGR of 16.01%. Considering our market promotion programmes in UAE, we project India's export of leather products to UAE to touch US\$ 360 million by 2016-17, at a CAGR growth of 25.92%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

3.46.3 EP (LSG) Division, DOC has recommended the proposal.

3.46.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 30 Indian exporters.

- 3.46.5 **EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	85.00	75.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	10.00	5.00
	Total	95.00	80.00

Item No. 47: Proposal of CLE for organizing Members Participation in SPOGA Fair, Germany August - September 2015.

- 3.47.1 The total estimated cost of the project for 2015-16 is ₹132.49 lakhs. The total MAI assistance sought for 2015-16 is ₹119.23 lakhs.

- 3.47.2 The proposed activity to be undertaken under the project is to organize Members Participation in SPOGA Fair, Germany August - September 2015. The number of Indian exhibitors participating in the event is 35. The exact date of the event is not mentioned by Council. Germany is the second largest importer of Saddlery & harness in the world. Out of the global import of Saddlery & Harness valued at US\$ 1224.94 mn in 2012, import by Germany alone accounted for a share of 10.26% valued at US\$ 125.68 mn. Hence, Germany is a key market for Saddlery & Harness products. India's export of Saddlery & Harness to Germany has been increasing over the years; from US\$ 19.67 mn in 2008-09 to US\$ 30.31 million in 2013-14, at a CAGR of 9.03%. Enhancement of our share in Germany will lead to growth in our global share. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

- 3.47.3 EP (LSG) Division, DOC has recommended the proposal.

- 3.47.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exporters.

- 3.47.5 **EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	107.95	60.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	24.54	10.00
	Total	132.49	70.00

Item No.48 : Proposal of CLE for organizing Participation of Member Exporters in MAGIC Show, Las Vegas, August 2015 and February 2016 editions.

- 3.48.1 The total estimated cost of the project for 2015-16 is Rs. 218.32 lakhs. The total MAI assistance sought for 2015-16 is Rs. 196.48 lakhs.
- 3.48.2 The proposed activities to be undertaken under the project is to organize Fair Participation of Member Exporters in MAGIC Show, Las Vegas, August 2015 and February 2016 editions The number of Indian exhibitors participating in each event is 25. The exact date of the event is not mentioned by Council. The USA is the world's largest market for Footwear, Leather Goods & Accessories / Gloves and Leather Garments. India's export of footwear to the USA increased from 163.03 mn in 2008-09 to US\$ 312.21 million in 2013-14, growing at a CAGR of 13.87%. India's export of leather garments and leather goods & accessories to the USA increased from US\$ 177.22 mn in 2008-09 to US\$ 316.24 million in 2013-14, growing at a CAGR of 12.27%. Presently India accounts for a share of less than 1% in USA's import of Footwear and 5.66% in USA's import of Leather Goods and accessories and Leather Garments. Considering the untapped market potential, the Council would like to further intensify the market promotional efforts in this potential market for further enhancing India's export of Footwear, Leather Garments and Leather Goods & Accessories to USA. Considering our market promotion programmes in the USA, we project India's export of Footwear and Leather Garments and Goods to USA to touch US\$ 500 million by 2016-17, at a CAGR growth of 16.99%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 3.48.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.48.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters in each edition.
- 3.48.5 **EC directed CLE to synchronize with AEPC for this event.**
- 3.48.6 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters in each edition.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	104.12	45.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	5.04	5.00
	Total Cost for one Edition	109.16	50.00
	Total Cost for Two Edition	218.32	100.00

Item No.49: Proposal of CLE for organizing Two Day India Leather Show in Spain during March 2016.

- 3.49.1 The total estimated cost of the project for 2015-16 is ₹ 85.00 lakhs. The total MAI assistance sought for 2015-16 is ₹ 76.50 lakhs.
- 3.49.2 The proposed activities to be undertaken under the project is to organize Two Day Buyer Seller Meet in Spain during March 2016. The number of Indian exhibitors participating in the event is 35. The exact date of the event is not mentioned by Council. Spain is the 10th largest importer of leather & leather products in the world. Spain's import of leather and leather products increased from US\$ 4369.92 million in 2008 to US\$ 4607.00 million in 2011, growing at a CAGR of 1.17%. India's export of leather & leather products to Spain increased from US\$ 219.19 mn in 2008-09 to US\$ 307.95 million in 2013-14, growing at a CAGR of 7.03%. Considering our market promotion programmes in Spain, we project India's export of leather & leather products to Spain to touch US\$ 600 million by 2016-17, at a CAGR growth of 24.89%. Assistance is admissible under para 2 (i) Marketing Projects Abroad of the MAI guidelines. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 3.49.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.49.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exporters.
- 3.49.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	75.00	95.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	10.00	5.00
	Total	85.00	100.00

Item No. 50: Proposal of CLE for organizing Two Day India Leather Show in Offenbach, Germany during November 2015.

- 350.1 The total estimated cost of the project for 2015-16 is ₹ 80.00 lakhs. The total MAI assistance sought for 2015-16 is ₹ 72.00 lakhs.
- 3.50.2 The proposed activity to be undertaken under the project is to organize Two Day India Leather Show in Offenbach, Germany during November 2015. The number of Indian exhibitors participating in the event is 35. The exact date of the event is not mentioned by Council. Germany's import of leather and leather products increased from US\$ 9445.52 million in 2008 to US\$ 10855.12 million in 2012, growing at a CAGR of 3.53%. India's export of leather & leather products to Germany increased

from US\$ 508.43 mn in 2008-09 to US\$ 763.55 million in 2013-14, growing at a CAGR of 8.47%. Considering our market promotion programmes in the Germany, we project India's export of leather & leather products to Germany to touch US\$ 1000 million by 2016-17, at a CAGR growth of 9.40%. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

- 3.50.3 EP (LSG) Division, DOC has recommended the proposal.
- 3.50.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹84.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 42 Indian exporters.
- 3.50.5 **MEA suggested that CLE could also organize a special event like India Day on the sidelines of major leather industry related trade fairs that are organized in Germany annually. As these major leather fairs in Germany are visited by a large number of business visitors of Europe, these platforms would be better able to project Indian leather products in the European market.**
- 3.50.6 **EC approved the proposal with MAI assistance of ₹84.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 42 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue & Stall Construction including organizing expenses	70.00	75.00
2	Publicity cost for the Event including cost of catalogues, translation and interpreter charges etc	10.00	9.00
	Total	80.00	84.00

Agenda Item No. 4

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

Item No. 1: Proposal of Pharmexcil for Study on Pharmaceuticals Inspection Convention/Pharmaceuticals Inspection Cooperation Scheme and its implication on Indian Pharma Industry.

- 4.1.1 The total estimated cost of the project for 2014-15 is ₹42.00 lakhs. The total MAI assistance sought for 2014-15 is ₹42.00 lakhs.
- 4.1.2 It will help of factually analyze and estimate to potential for growth India Pharma export by joining PIC/S prescribing standard for medicine manufacturing. It will be conducted by KPMG India within 10 Weeks. Real feedback/analysis would be available for joining the PIC/S and its subsequent impact on India Pharma Exports. Identification of possible hurdles/bottlenecks for upgrading to PIC/S at NRA and industry level, develop option for assisting, financially, the Indian Pharma industry in harmonization and study the difficulties/benefits derived by the International Pharma industry currently complying with PIC/S. **Assistance is admissible under para 7.4.1 of the MAI guidelines.**

- 4.1.3 EP (Pharma) Division, DOC has recommended the proposal.
- 4.1.4 The Sub Committee decided that Pharmexcil may review cost element, Terms of Reference, specific outcomes and timeframes once again to establish reasonability. Pharmexcil may also explore the possibility of inviting more offers from prequalified firms. Subject to these observations, Sub Committee approved the proposal in principle.
- 4.1.5 SC recommended the proposal subject to the observation at para 4.1.4 above.
- 4.1.5 EC approved the proposal subject to the observation at para 4.1.4 above.

Item No. 2: Proposal of CII for Standard Conclave Role of Standards in International Trade, Challenges, Opportunities & Issues.

- 4.2.1 The total estimated cost of the project for 2014-15 is ₹39.60 lakhs. The total MAI assistance sought for 2014-15 is ₹31.68 lakhs.
- 4.2.2 The proposed activity to be undertaken under the project is to 6 Standard Conclaves will be organize in different cities. The cities are Mumbai, Chennai, Bangalore, Ahmadabad, Kolkata and Lucknow. Specific targeted after completion of the project is to better understanding for exporters and manufacturers, Increase Indian export and enhancement of quality. **Assistance is admissible under para 7.4.3 of the MAI guidelines.**
- 4.2.3 TPD Division, DOC has recommended the proposal.
- 4.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹31.68 Lakhs under para 7.4.3 of the MAI guidelines.
- 4.2.5 **EC approved the proposal with MAI assistance of ₹31.68 Lakhs under para 7.4.3 of the MAI guidelines.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI assistance approved
1	Venue cost	15.00	12.00
2	Cost for audio-visual equipment	1.80	1.44
3	Cost for marketing the conclaves	1.80	1.44
4	Publicity	6.00	4.80
5	Printing backdrop, catalogue and other material	3.00	2.40
6	Cost of travel & stay of CII staffs	12.00	9.60
	Total	39.60	31.68

Item No. 3: Proposal of NCTI for HS Classification wise mapping of organization/ Departments.

- 4.3.1 The total estimated cost of the project for 2014-15 is ₹2.24 lakhs. The total MAI assistance sought for 2014-15 is ₹2.24 lakhs.

- 4.3.2 The proposed activity to be undertaken under the project is to Desktop Study, it will compile an exhaustive list of ministries/departments, export promotion institutions, chambers state level organization, industry association etc. across all products (about 11000) at digit HS classification. **Assistance is admissible under para 7.4.1 of the MAI guidelines.**
- 4.3.3 TPD Division, DOC has recommended the proposal.
- 4.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹2.24 Lakhs under para 7.4.1 of the MAI guidelines.
- 4.3.4 **EC approved the proposal with MAI assistance of ₹2.24 Lakhs under para 7.4.1 of the MAI guidelines.**

Agenda Item No. 5

Proposal seeking ex-post-facto approval of EC

Item No. 1: Proposal of IEEMA for organizing RBSM in Electrical and Industrial Electronics sector during ELECRAMA at Mumbai from 20-24 January, 2014.

- 5.1.1 EC approved the proposal with MAI assistance of ₹400.00 Lakhs under para 7.1.8 of the MAI guidelines (₹350.00 lakhs for air fare hotel accommodation and ₹50.00 lakhs for other eligible components) subject to IEEMA ensuring participation of 450 foreign buyers.
- 5.1.2 IEEMA intimated that the total estimated cost of the project has significantly gone up on account of various factors like the shift in venue from Mumbai to Bangalore, depreciation of the rupee (and consequent increase in the air fares) infrastructure cost like hall rental and construction costs, increase in the cost of diesel (entire power supply of the venue is through DG set) etc. Based on the request made by IEEMA, the level of MAI assistance was raised from ₹400.00 lakhs to ₹430.00 lakhs.
- 5.1.3 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹430.00 lakhs under para 7.1.8 of the MAI guidelines.
- 5.1.3 **EC accorded its ex-post-facto approval with an assistance of ₹430.00 lakhs under para 7.1.8 of the MAI guidelines.**

Estimated Expenditure

Sl. No.	Heads	Estimated expenditure	(₹ In Lakhs)
			Revised Assistance Approved
1.	Economy airfare and 3 night hotel stay for 450 foreign buyers (@ an average Rs. 90,000 for 450 foreign buyers – 50 from LAC and 400 from Africa, ASEAN, CIS, SAARC and Iran)	405.00	350.00
2	Publicity costs, including interactive website to enable the buyers to fix appointments, printing of brochures, pamphlets, catalogues,	6.00	3.00

	directories, folders, etc.		
3	Venue; dedicated furnished space in ELECRAMA for RBSM-2,100 sqm @ Rs. 7,000 per sqm.	147.00	70.00
4	Translation and interpreter charges	2.00	7.00
5	Organizational expenses	17.50	
	Total	577.50	430.00

Item No. 2: Proposal of FFAI for the Dry Run Study on International North South Transport Corridor (INSTC).

- 5.2.1 The total estimated cost of the project for 2014-15 is ₹39.81 lakhs. The total MAI assistance sought for 2014-15 is ₹39.81 lakhs.
- 5.2.2 The transport of goods between Indian and the Russian Federation mostly take place through the sea route via Kotka/Rotterdam and St. Petersburg. The sea route is long, expensive and time consuming. An Inter-Government on International North South Transport Corridor was signed by three parties i.e. India, Iran & Russia on 12.09.2000. The agreement on INSTC envisaged construction of corridor by sea, land rail, river routes. **Assistance is admissible under para 7.4.1 of the MAI guidelines.**
- 5.2.3 TPD & FT(CIS) Division, DOC have recommended the proposal.
- 5.2.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹39.815 lakhs under para 7.4.1 of the MAI guidelines.
- 5.2.5 **EC accorded its ex-post-facto approval with an assistance of ₹39.815 lakhs under para 7.4.1 of the MAI guidelines.**

Estimated Expenditure

Sl. No.	Heads	(₹ In Lakhs) Assistance Approved
1	Nhava Sheva – Bandar Abbas – Baku (Ship – Road)	14.375
2	Nhava Sheva – Bandar Abbas – Iran – Bandar Anzali – Astrakhan (Russia)	25.440
	Total	39.815

Item No. 3: Proposal of CII for organizing “India Show” at Hong Kong from 27-29 April, 2014.

- 5.3.1 The total estimated cost of the project for 2014-15 is ₹570.00 lakhs. The total MAI assistance sought for 2014-15 is ₹513.00 lakhs.
- 5.3.2 Organizing “India Show” at Hong Kong from 27-29 April, 2014 and mobilize participation of Indian companies of reputed brand at the proposed ‘India show’. Organization is planning to organize the event with 70-80 Indian participants. **Focus product are automotive, manufacturing & engineering, petroleum & natural gas, healthcare & pharmaceuticals etc.** Specific targeted after completion of the project is to opening up of new market for export from India, identification of new sectors for

exports and increase export to China, which represents not only a domestic market but also provides gateway to the neighboring countries. **Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.**

5.3.3 FT(NEA) Division, DOC has recommended the proposal.

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

5.3.5 **EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Organizing expenses	425.00	382.50
2	PR agency & publicity charges	70.00	63.00
3	Printing and stationery (Doc pack for delegates, catalogue, promotional mailer etc.)	25.00	22.50
4	Translation and interpreter charges	20.00	18.00
5	B2B meeting	30.00	27.00
	Total	570.00	513.00
	MAI assistance restricted to		500.00

Item No. 4: Proposal of FICCI for organizing “India Show” at Tokyo, Japan from 2-4 July, 2014.

5.4.1 The total estimated cost of the project for 2014-15 is ₹720.00 lakhs. The total MAI assistance sought for 2014-15 is ₹648.00 lakhs.

5.4.2 Organizing “India Show” at Tokyo, Japan from 2-4 July, 2014 at INTERPHEX Japan which covers all aspects of Pharmaceutical business. Last year the event attracted 1000 exhibitors and 32000 business visitors. Organization is planning to organize the event with 80-100 Indian participants. Specific targeted benefits after completion of the project to increasing trade of Indian companies with Japan especially in items where Indian gains from India – Japan CEPA such as textiles, pharmaceuticals, chemicals, spices fruits etc, counter the negative trade balance between India – Japan, project India as a new economic power, strengthen the cooperation ties between the two partners in existing and new areas of mutual interest, create awareness of best of Indian technologies, products and share and exchange goods practices in harnessing resource from the Diaspora etc. **Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.**

5.4.3 FT(NEA) Division, DOC has recommended the proposal.

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

- 5.4.5 EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.2 and para 4.4 of the MAI guidelines. Release parameters to be examined on file.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Space rent including buyers lounge construction and decoration of exhibition area, B2B conference, VIP lounge etc.	540.00	486.00
2	Publicity	130.00	117.00
3	Printing of catalogue, brochures invitations etc.	30.00	27.00
4	Interpreter, translation and local staff	20.00	18.00
	Total	720.00	648.00
	MAI assistance restricted to		500.00

Item No. 5: Proposal of Texprocil for organizing “Mini India Show” at Shanghai, China from 3-5 March, 2014.

- 5.5.1 The total estimated cost of the project for 2014-15 is ₹198.40 lakhs. The total MAI assistance sought for 2014-15 is ₹161.82 lakhs.
- 5.5.2 Organizing “Mini India Show” at Shanghai, China from 3-5 March, 2014, this is one of the foremost textile shows, featuring leading global suppliers of Apparel Fabrics & Yarn targeting top brands and importers and China and entire Fair Eastern Market. Creating awareness amongst importers in China and importers from other countries visiting the fair about supply and capabilities of Indian exporters, substantially increasing India’s market share in the Far East market over the next three years is envisaged and promote Brand India image in China. Texprocil is planning to participate in the event with 75 Indian exhibitors. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 5.5.3 FT(NEA) Division, DOC has recommended the proposal.
- 5.5.4 **AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹161.82 lakhs under para 7.1.2 of the MAI guidelines.**
- 5.5.5 **EC accorded its ex-post-facto approval with an assistance of ₹161.82 lakhs under para 7.1.2 of the MAI guidelines.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Space rent including exhibitors booths, buyers lounge, construction and decoration of exhibition area, B2B conference, VIP lounge, India evening, CEO delegation and other necessary arrangements (approx 700 sqm)	130.20	117.18
2	Overseas publicity, advertisement etc.	31.00	27.90

3	Printing of publicity material and brochures	12.40	11.16
4	Translation and interpreter charges	6.20	5.58
5	Professional agency fee for organizing India Show	18.60	Not admissible
	Total	198.40	161.82

Item No. 6: Proposal of FICCI for organizing Reverse Buyer Seller Meet (RBSM) & Publicity Campaign for inviting Foreign Buyers and visit of Foreign Trade Journalists during VASTRA – International Textile & Apparel Fair 2014 at Jaipur from 7-9 October, 2014.

- 5.6.1 The total estimated cost of the project for 2014-15 is ₹1215.88 lakhs. The total MAI assistance sought for 2014-15 is ₹610.70 lakhs.
- 5.6.2 Organizing Reverse Buyer Seller Meet (RBSM) & Publicity Campaign for inviting Foreign Buyers and visit of Foreign Trade Journalists during VASTRA – 2014, International Textile & Apparel Fair 2014 at Jaipur from 7-9 October, 2014. This event targets to bring the best of Indian textiles industry under one roof having **500+ stalls and inviting 485 and above foreign buyers/foreign trade journalists from various countries** to participate in this event. Specific targeted will be SSI units as exhibitors of VASTRA 2014 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.**
- 5.6.3 Ministry of Textiles has recommended the proposal.
- 5.6.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹500.00 lakhs under para 7.1.8 of the MAI guidelines.
- 5.6.5 **EC accorded its ex-post-facto approval with an assistance of ₹500.00 lakhs under para 7.1.8 of the MAI guidelines.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Venue cost	210.00	136.50
2	Publicity cost	95.0	61.75
3	Cost of catalogue and other material	10.00	6.50
4	Translation and interpreters charges (including tele-calling charges for inviting foreign buyers/foreign trade journalists)	13.00	8.45
5	Air fare and hotel accommodation for 710 foreign buyers and foreign trade journalists (35 from American continent, 65 CIS, 150 African, 210 European/ Oceanic & 150 Asian/Look East Policy)	624.05	397.50 (Claiming only for 485 foreign buyers and foreign trade journalists (135 from American continent & 350 from non American continent))
6	Other component	263.83	Not admissible
	Total	1215.88	610.70
		Restricted to	500.00

Item No. 7: Proposal of Consumer Online Foundation for study on the implementation of Track & Trade System bar-coding introduced for Pharma exports.

- 5.7.1 The total estimated cost of the project for 2014-15 is ₹5.00 lakhs. The total MAI assistance sought for 2014-15 is ₹5.00 lakhs.
- 5.7.2 The proposed activity to be undertaken under the project is two most used Sea Port of India, Mumbai and Chennai would be covered for the study, each export consignment would be checked at random for 30 tertiary and 30 secondary packs each for complains and the bar-coding complaints as per GSI standards, with backend linkages would be checked. Real feedback would be available on the implementation of the system introduce for Pharma export and Government can based on the same take a considered view on the continuation or modification etc. of the system. **Assistance is admissible under para 7.4.1 of the MAI guidelines.**
- 5.7.3 TPD & EP(Pharma) Division, DOC has recommended the proposal.
- 5.7.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹5.00 lakhs under para 7.4.1 of the MAI guidelines.
- 5.7.5 **EC accorded its ex-post-facto approval with an assistance of ₹5.00 lakhs under para 7.4.1 of the MAI guidelines.**

Item No. 8: Proposal of CII for organizing India pavilion in the Big 5 Kuwait at Kuwait from 22-24 September, 2014.

- 5.8.1 The total estimated cost of the project for 2014-15 is ₹112.50 lakhs. The total MAI assistance sought for 2014-15 is ₹73.12 lakhs.
- 5.8.2 The proposed activities to be undertaken under the project is organizing India pavilion, exhibiting the Indian brands, technologies capabilities and engineering, service sector etc, publicity campaign prior to and during the exhibition through advertisement in magazines, direct mailers, bill boards, press conference etc. Organization is planning to organize the event with 30 Indian participants. **Focus sectors are construction, building and infrastructure etc.** Specific targeted after completion of the project is to identification of new sectors for exports, increased exports and development of a demand for integrated related sectors. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 5.8.3 FT(WANA) Division, DOC has recommended the proposal.
- 5.8.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines.
- 5.8.5 **EC accorded its ex-post-facto approval with an assistance of ₹50.00 lakhs under para 7.1.2 of the MAI guidelines.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Organizing expenses	97.50	47.00
2	Publicity charges	5.00	3.00
3	Printing and stationery (Doc pack for delegates, catalogue, promotional mailer etc.)	5.00	
4	Translation and interpreter charges	5.00	
	Total	112.50	50.00

Item No. 9: Proposal of FICCI for organizing CIS outreach programme in Lucknow.

- 5.9.1 The total estimated cost of the project for 2014-15 is ₹6.82 lakhs. The total MAI assistance sought for 2014-15 is ₹4.44 lakhs.
- 5.9.2 FICCI has mentioned that Ambassadors of CIS countries would also be invited to address the audience and talk about the potential sectors in their respective countries. FICCI has targeted to arrange **70 to 80 participant** and mentioned the potential sectors for collaboration between India and CIS countries i.e. Food Processing, Agro Products, Machinery & Equipment, Packaging, Fertilizers, Irrigation, Medicines, Formulations, Medicals Devices, Telecom, Technology Parks, E-Governance, IT Training, Business Process, Textile Machinery and Power Generation & Transmission, Oil Refining & Petro-Chemicals. **MAI assistance are admissible under para 7.1.8 of the MAI guidelines.**
- 5.9.3 FT(CIS) Division, DOC has recommended the proposal.
- 5.9.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹2.00 lakhs under para 7.1.8 of the MAI guidelines.
- 5.9.5 **EC accorded its ex-post-facto approval with an assistance of ₹2.00 lakhs under para 7.1.8 of the MAI guidelines.**

Estimated Expenditure

(Amount in ₹)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Approved
1	Venue and other organizing cost	2,65,000	1,72,250
2	Cost of publicity, promotion & communication	2,95,000	1,91,750
3	Printing and related expenses	1,23,000	79,950
	Total	6,83,000	4,43,950
	Restricted as per FT(CIS) recommendation		2,00,000

Item No. 10: Proposal of FICCI for organizing CIS outreach programme in Hyderabad.

- 5.10.1 The total estimated cost of the project for 2014-15 is ₹6.82 lakhs. The total MAI assistance sought for 2014-15 is ₹4.44 lakhs.
- 5.10.2 FICCI has mentioned that Ambassadors of CIS countries would also be invited to address the audience and talk about the potential sectors in their respective

countries. FICCI has targeted to arrange **70 to 80 participant** and mentioned the potential sectors for collaboration between India and CIS countries i.e. Food Processing, Agro Products, Machinery & Equipment, Packaging, Fertilizers, Irrigation, Medicines, Formulations, Medicals Devices, Telecom, Technology Parks, E-Governance, IT Training, Business Process, Textile Machinery and Power Generation & Transmission, Oil Refining & Petro-Chemicals. **MAI assistance are admissible under para 7.1.8 of the MAI guidelines.**

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

5.10.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹2.00 lakhs under para 7.1.8 of the MAI guidelines.

5.10.5 EC accorded its ex-post-facto approval with an assistance of ₹2.00 lakhs under para 7.1.8 of the MAI guidelines.

Estimated Expenditure

(Amount in ₹)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Approved
1	Venue and other organizing cost	2,80,000	1,82,000
2	Cost of publicity, promotion & communication	2,50,000	1,62,500
3	Printing and related expenses	1,10,000	71,500
	Total	6,40,000	4,16,000
	Restricted as per FT(CIS) recommendation		2,00,000

Item No. 11: Proposal of M/s Thermopads Pvt. Ltd. for reimbursement towards testing charges of Engineering products abroad – Sweden, Finland, Canada and US.

5.11.1 The total estimated cost of the project for 2014-15 is ₹10.00 lakhs. The total MAI assistance sought for 2014-15 is ₹10.00 lakhs.

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

5.11.3 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹10.00 lakhs under para 7.3.2 of the MAI guidelines.

5.11.4 EC accorded its ex-post-facto approval with an assistance of ₹10.00 lakhs under para 7.3.2 of the MAI guidelines.

Item No. 12: Proposal of ACMA for study on insight on Chinese Market & identifying Potential Opportunities for Component Export to China.

5.12.1 The total estimated cost of the project for 2014-15 is ₹25.00 lakhs. The total MAI assistance sought for 2014-15 is ₹25.00 lakhs.

5.12.2 The proposed activities to be undertaken under the project is study to evaluate the export opportunity for Indian auto component manufacturers in China. This will involve an assessment of the Chinese auto component market, identify components

with high competitiveness for Indian export and identify potential customers which need to be targeted for these components and initiatives which need to be taken by the Government. ACMA will be happy to assist them with the required research and consulting inputs as per the scope and terms outlines in proposal. **Assistance is admissible under para 7.4.1 of the MAI guidelines.**

- 5.12.3 FT(NEA) Division, DOC has recommended the proposal.
- 5.12.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹25.00 lakhs under para 7.4.1 of the MAI guidelines.
- 5.12.5 **EC accorded its ex-post-facto approval with an assistance of ₹25.00 lakhs under para 7.4.1 of the MAI guidelines.**

Item No. 13: Proposal of EOI, Beijing, China for study on insight on Chinese Market & identifying Potential Opportunities for breakthrough in export of Pharmaceuticals.

- 5.13.1 The total estimated cost of the project for 2014-15 is ₹25.00 lakhs. The total MAI assistance sought for 2014-15 is ₹25.00 lakhs.
- 5.13.2 FT (NEA) Division, DOC has recommended the proposal.
- 5.13.3 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹25.00 lakhs under para 7.4.1 of the MAI guidelines.
- 5.13.4 **EC accorded its ex-post-facto approval with an assistance of ₹25.00 lakhs under para 7.4.1 of the MAI guidelines.**

Item No. 14: Proposal of FICCI for organizing “India Show” in 83rd Izmir International Trade Fair at Turkey from 29th August to 2nd September, 2014.

- 5.14.1 The total estimated cost of the project for 2014-15 is ₹515.00 lakhs. The total MAI assistance sought for 2014-15 is ₹463.50.00 lakhs.
- 5.14.2 The proposed activities to be undertaken under the project is organising India show, showcasing best of India’s technology, products and process, B to B meetings between Indian and Turkish/International companies and exchange of ideas and deliberations primarily focused on exploring potential areas of cooperation between Indian and Turkey. Organization is planning to organize the event with 80 Indian participants. Specific targeted after completion of the project is to development business opportunities across sectors of mutual interest, enhancing export, B to B Meetings and promoting brand India and facilitating further penetration of Indian companies into Turkey and furthering India-Turkish collaboration in and around the region. **Assistance is admissible under para 7.1.2 and para 4.4 of the MAI guidelines.**
- 5.14.3 FT(Europe-II) Division, DOC has recommended the proposal.

- 5.14.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹463.50 lakhs under para 7.4.1 of the MAI guidelines.
- 5.14.5 EC accorded its ex-post-facto approval with an assistance of ₹463.50 lakhs under para 7.4.1 of the MAI guidelines.

Estimated Expenditure

			(Amount in ₹)
Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Approved
1	Venue including organizing expenses Space hiring charges for exhibition, conference, B2B meets, exhibition and stall construction, meeting rooms, registrations, audio-visual, transportation etc.	415.00	373.50
2	Printing of conference & exhibition material including promotion pre event & post event-brochures, flyers, study report, invitation cards, souvenirs, multilingual collaterals, distribution material for conference & exhibition	30.00	27.00
3	Publicity India & Turkey Through print & visual media both in India & turkey over a period of time, during run up to the event hoardings, banners, buntings etc.	70.00	63.00
Total		515.00	463.50

Item No. 15: Proposal of Pharmexcil for organizing RBSM during Vibrant Gujarat 2015 at Ahmadabad during January, 2015.

EC accorded its ex-post-facto approval with an assistance of ₹55.00 lakhs under para 7.1.8 of the MAI guidelines. (Additional Agenda Item No. 6.3.5)

Item No. 16: Proposal of CLE for market study on potential & prospects for future and growth of leather and leather products export 2014-15

- 5.16.1 The total estimated cost of the project for 2014-15 is ₹42.00 lakhs. The total MAI assistance sought for 2014-15 is ₹21.00 lakhs.
- 5.16.2 The study will propose new product profiles for specific markets entry strategies and market penetration, branding and product differentiation and portfolio, product pricing. The study aims to be guide for development, investment and to explore new trade destinations for the export promotion council and the various stakeholders of the Indian Leather Industry. The report will be designed for policy makers, Leather Goods Designers, Leather Products Manufacturers, Raw Material Suppliers and Trade Promotion Councils etc.
- 5.16.3 TPD and EP(LSG) Division, DOC have recommended the proposal.
- 5.16.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹21.00 lakhs under para 7.4.1 of the MAI guidelines.

5.16.5 EC accorded its ex-post-facto approval with an assistance of ₹21.00 lakhs under para 7.4.1 of the MAI guidelines.

Item No. 17: Proposal of SGEPC for study on Strategies for Sport Goods Exports from India.

5.17.1 The total estimated cost of the project for 2014-15 is ₹13.00 lakhs. The total MAI assistance sought for 2014-15 is ₹13.00 lakhs.

5.17.2 The proposed activities undertaken the study will be Analysis of the External Environment, Analysis of the Internal Environment, Strategic Option & Choices and Detailed Business Plan. Specific targeted benefit after completion of the project is to thrust product, markets will be identified through the study, and SGEPC will focus on such products and markets.

5.17.3 TPD and EP (LSG) Division, DOC has recommended the proposal.

5.17.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹13.00 lakhs (₹10.00 lakhs + ₹3.00 lakhs for travel) under para 7.4.1 of the MAI guidelines.

5.17.5 EC accorded its ex-post-facto approval with an assistance of ₹13.00 lakhs (₹10.00 lakhs + ₹3.00 lakhs for travel) under para 7.4.1 of the MAI guidelines.

Item No. 18: Proposal of EEPC for Testing charges of Engineering Products namely “Fire Resistant Steel Roller Shutter (Vertical)” in Malaysia during 2012-13.

5.18.1 The total estimated cost of the project for 2014-15 is ₹2.78 lakhs. The total MAI assistance sought for 2014-15 is ₹2.78 lakhs.

5.18.2 The proposed activities to be undertaken under the project is to Designing, Manufacturing, Testing and Getting certification of Fire Rated Shutter. Specific targeted after completion of the project is to enter into export markets and more focus to GCC, Latin America and Africa. **Assistance is admissible under para 7.3.2 of the MAI guidelines.**

5.18.3 TPD and EP(Engg) Division, DOC have recommended the proposal.

5.18.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹2.78 lakhs under para 7.3.2 of the MAI guidelines.

5.18.5 EC accorded its ex-post-facto with an assistance of ₹2.78 lakhs under para 7.3.2 of the MAI guidelines.

Item No. 19: Proposal of EEPC for study on identifying issue relating to boosting of Defense and Security products/service.

5.19.1 The total estimated cost of the project for 2014-15 is ₹18.35 lakhs. The total MAI assistance sought for 2014-15 is ₹18.35 lakhs.

- 5.19.2 The proposed activities to be undertaken under the project is to establishing Defense sector as a separate vertical covering all the relevant product line, policy recommendations, identification of key segments to promoted for exports and identify their potential and identification of mechanism to address these gaps. Specific targeted after completion of the project is to provide a roadmap to increase manufacturing & exports of Indian defense related products, taking into account the challenge of global market. **Assistance is admissible under para 7.4.1 of the MAI guidelines.**
- 5.19.3 TPD and EP(Engg) Division, DOC has recommended the proposal.
- 5.19.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹18.35 lakhs under para 7.4.1 of the MAI guidelines.
- 5.19.5 EC accorded its ex-post-facto approval with an assistance of ₹18.35 lakhs under para 7.4.1 of the MAI guidelines.**

Item No. 20: Proposal of EOI, Tehran, Iran fro Market Study to explore the cheaper route for the supply of Indian goods to Afghanistan via Chahbahar.

- 5.20.1 The total estimated cost of the project for 2014-15 is ₹5.00 lakhs. The total MAI assistance sought for 2014-15 is ₹5.00 lakhs.
- 5.20.2 EOI, Tehran has been given contract to local company, Saaz-e-Pardazi to study the potential of increasing exports to Afghanistan and CIS countries using Chahbahar route. An amount of ₹10.00 lakhs granted by MEA for Market Expansion Activities has been exhausted, however, some activities still remain to covered for which additional fund of ₹5.00 lakhs is required. This fund has been sought as assistance under Market Study under MAI Scheme.
- 5.20.3 FT(SA) Division, DOC has recommended the proposal.
- 5.20.4 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹5.00 lakhs under para 7.4.1 of the MAI guidelines.
- 5.20.4 EC accorded its ex-post-facto approval with an assistance of ₹5.00 lakhs under para 7.4.1 of the MAI guidelines.**

Additional Agenda Item No. 6

Proposal seeking ex-post-facto approval of EC

Item No. 1: Proposal of FIEO for organizing RBSM coincide with Vibrant Gujarat on 12-13 January 2015.

- 6.1.1 The total estimated cost of the project for 2014-15 is ₹183.20 lakhs. The total MAI assistance sought for 2014-15 is ₹140.50 lakhs.

- 6.1.2 The proposed activities to be undertaken under the project is proposes to organize the event by inviting **90 foreign buyers from ASEAN and African countries and 325 Indian exporters / manufacturers** from engineering (auto parts, brass items, machinery – Pharma, textiles, diesel engine, oil mill and equipments), electrical and electronics, power and energy, pharmaceuticals, plastics, chemicals & petrochemicals, textiles, yarns, dyes & dyestuffs, IT & ITES.. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 6.1.3 **E&MDA Division, DOC has recommended the proposal.**
- 6.1.4 **AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹61.00 lakhs under para 7.1.8 of the MAI guidelines.**
- 6.1.5 **EC accorded its ex-post-facto approval with an assistance of ₹61.00 lakhs under para 7.1.8 of the MAI guidelines.**

Estimated Expenditure

(₹ in Lakhs)

Sl. No.	Expenditure Head	MAI assistance recommended
1	Air Fare and hotel accommodation for foreign buyers	61.00
	Total	61.00

Item No. 2: Proposal of Chemexcil for organizing RBSM coinciding with Vibrant Gujarat 2015 summit at Ahmadabad in 8-9, January 2015.

- 6.2.1 The total estimated cost of the project for 2014-15 is ₹97.50 lakhs. The total MAI assistance sought for 2014-15 is ₹83.67 lakhs.
- 6.2.2 Chemexcil proposes to organize the event by inviting 75 foreign buyers and number of Indian exporters not mentioned by Chemexcil. The main target of the Council is to increase the export of the products coming under the purview of the Council. Focus products for the show is Dyes and Dye Intermediate Chapter No. 32, 29 and Agrochemicals chapter N
- 6.2.3 EP (CAP) Division, DOC has recommended the proposal.
- 6.2.4 **AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹58 lakhs under para 7.1.8 of the MAI guidelines.**
- 6.2.5 **EC accorded its ex-post-facto approval with an assistance of ₹58.00 lakhs under para 7.1.8 of the MAI guidelines.**

Estimated Expenditure

(₹ in Lakhs)

Sl. No.	Expenditure Head	MAI assistance recommended
1	Air Fare and hotel accommodation for foreign buyers	58.00
	Total	58.00

Item No. 3: Proposal of Pharmexcil for organizing RBSM coinciding with Vibrant Gujarat during January 2015.

- 6.3.1 The total estimated cost of the project for 2014-15 is ₹165.00 lakhs. The total MAI assistance sought for 2014-15 is ₹126.50 lakhs.
- 6.3.2 Pharmexcil organizing the Reverse Buyers Seller Meet with 70 Indian exporters and 75 foreign buyers. The senior health ministry official s& registration authorities will be shown good pharmaceutical plant in & around Ahmadabad to enable them to view the developments taken place in the Indian Pharma industry & also to ensure that they carry the positive developments & growth of the Indian Pharma industry. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 6.3.3 EP (Pharma) Division, DOC has recommended the proposal.
- 6.3.4 **AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹55.00 lakhs under para 7.1.8 of the MAI guidelines.**
- 6.3.5 **EC accorded its ex-post-facto approval with an assistance of ₹55.00 lakhs under para 7.1.8 of the MAI guidelines.**

Estimated Expenditure

(₹ in Lakhs)

Sl. No.	Expenditure Head	MAI assistance recommended
1	Air Fare and hotel accommodation for foreign buyers	55.00
	Total	55.00

Item No. 4: Proposal of CLE for organizing 33rd International Footwear Conference (IFC) at Agra from 13-15 November 2015.

- 6.4.1 The total estimated cost of the project for 2014-15 is ₹65.00 lakhs. The total MAI assistance sought for 2014-15 is ₹50.00 lakhs.
- 6.4.2 IFC is organized by the Confederation of Footwear Association (CIFA), which is an organization formed by thirteen Footwear Associations of major Asian Footwear Producing countries including India, China, Vietnam, Japan, Philippines, Korea, Hong Kong, Taiwan, Indonesia, Malaysia and Thailand. This conference presents an opportunity for Indian leather & footwear industry members to meet the important

Members of the Asian footwear industry. Additionally guest speaker are invited to speak on current trends of technology, design, marketing etc., vis-à-vis the footwear industry. This conference therefore serves as a platform to know about the status of global footwear sector and the developments taking place in different footwear producing countries and trends & potential for the future. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

6.4.3 EP (LSG) Division, DOC has recommended the proposal.

6.4.4 **CS has accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹35.00 lakhs under para 7.1.8 of the MAI guidelines.**

6.4.5 **EC accorded its ex-post-facto approval with an assistance of ₹35.00 lakhs under para 7.1.8 of the MAI guidelines for venue and organizing expenses related to B2B meetings / discussions.**

**List of participants for Empowered Committee Meeting of MAI held on
20.10.2014 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 Arvind Mehta, Joint Secretary, DOC
3. Shri J.K. Dadoo, Joint Secretary, DOC
4. Shri Sumanta Chaudhuri, Joint Secretary, DOC
5. Shri Sudhanshu Pandey, Joint Secretary, DOC
6. Shri Santosh Kumar, Director, DOC
7. Shri N. Ramakrishnan, DS, DOC
8. Ms Himani Sharad, DS, DOC
9. Shri Rajeev Kumar, US, DOC
10. Shri A.K. Singh, US, MEA
11. Shri R. Ramesh Kumar, ED. CLE
12. Dr. P.V. Appaji, DG, Pharmexcil
13. Shri Abhay K. Sinha, Pharmexcil
14. Shri S. R. Dewan, Plastic EPC
15. Shri B. Sarkar, ED, EEPC
16. Shri Gurinder, EEPC
17. Shri S. Bharadri, Acting ED, Chemexcil
18. Dr. J.P. Tiwari, Chemexcil
19. Shri Amit Mukherjee, Dy. ED, ACMA
20. Shri Abhishek Chopra, Dy. Dir, ACMA
21. Shri Sunil Mishra, DG, IEEMA
22. Shri Sanjeev Sadana, IEEMA
23. Shri Jayant, IEEMA
