

MINUTES OF THE MEETING

Subject: Minutes of the Empowered Committee Meeting of MAI.

The undersigned is directed to forward a copy of minutes of the meeting of the Empowered Committee of MAI, held on 22nd October 2014 under the Chairmanship of Shri Rajeev Kher, Commerce Secretary, for information and necessary action.


(Santosh Kumar)
Director
☎ 2306 3365

To

1. Shri Pravir Kumar, DGFT
2. Shri Siddhartha, Joint Secretary, DOC
3. Shri J.K. Dadoo, Joint Secretary, DOC
4. Ms Sunaina Tomar, Joint Secretary (Exports), M/o Textiles
5. Ms. Mukta Shekhar, Director (ITP), MEA
6. Shri Sabyasachi Ray, ED, G&J EPC
7. Shri Tarun Dewan, ED, SGEPC
8. Shri P.K. Sharma, MPLUN Ltd.
9. Shri D.K. Sareen, ED, ESC EPC
10. Shri R.K. Pathak, Secretary, TEPC
11. Shri Puneet Kumar SG, AEPC
12. Shri Dinesh Singh, ED, HEPC
13. Shri Rakesh Kumar, ED, EPCH
14. Shri Shiv Kumar Gupta, ED, Carpet EPC
15. Shri Siddhartha Rajagopal, ED, TEXPROCIL
16. Shri V. Anil Kumar, ED, SRTEPC
17. Shri T. S. Chadha, OED, ISEPC
18. Shri Anil K. R., Director, NCRMI
19. Shri Mushtaq Ahmed, Senior Vice President, KCCI
20. Shri R. K. Gupta, CEO, CDOS

Copy to

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

Minutes of the Empowered Committee of MAI held on 22.10.2014 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.

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

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

- 1.1 The total estimated cost of the project for 2014-15 is ₹1135.45 lakhs. The total MAI assistance sought for 2014-15 is ₹668.33 lakhs.
- 1.2 India Stonemart (ISM), a bi-annual International Stone Exhibition, has been one of the successful initiatives of Centre for Development of Stones (CDOS). The 8th edition of ISM 2015 scheduled during January 29-1 February 2015 at Jaipur is being organized by CDOS jointly with FICCI. RIICO is the principle sponsor of the event. The earlier editions of ISM 2013 have been very successful in terms of participation of domestic and overseas exhibitors and generation of business prospects / enquiries for the stone industry. FICCI planning to invite 500 foreign buyers and foreign trade journalists(95 from American continent, 50 CIS, 50 African, 137 European / Oceanic, 60 Asian / Look East Policy & 108 Middle East). It has contributed towards increasing exports of

natural stone from India to various countries, besides strengthening branding of Indian stones. The Indian stone industry, which is pre-dominated by small and medium scale enterprises, will benefit through this RBSM by way of increasing in their share of exports in international market. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

- 1.3 E&MDA Division, DOC has recommended the proposal.
- 1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 200 Indian exporters and 500 foreign buyers.
- 1.5 **EC deferred consideration of the proposal and directed CDOS/FICCI to submit the complete proposal, clearly projecting the estimated expenditure along with contribution to be made by the State Government. Thereafter the proposal will be examined on file.**

Item No. 2: Proposal of TEPC for organising participation in Communic Asia 2015 at Singapore from 2-5 June, 2015.

- 2.1 The total estimated cost of the project for 2015-16 is ₹84.00 lakhs. The total MAI assistance sought for 2015-16 is ₹54.60 lakhs.
- 2.2 The proposed activities to be undertaken under the project is organising participation in Communic Asia 2015 at Singapore from 2-5 June, 2015, India pavilion is to be constructed in which individual exporter will have booth to showcase their products and negotiate business with the buyers from different countries, to provide networking opportunities for business development to the Indian participants, explore the opportunity lying in the ASEAN+2 market. The council is planning to organize in the event with 25 Indian telecom companies. Enhancing increase of exports from India to ASEAN countries, establishment of contacts with local trade associations and later on signing of agreement, establishing B2B linkages by distinct delegates with their counterparts, identification of products for exports and standards followed and to find existing source of import of raw material and components into this countries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 2.3 EP (E&SW) Division, DOC has recommended the proposal.
- 2.4 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 TEPC ensuring participation of 25 Indian exporters.
- 2.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEPC ensuring participation of 25 Indian exporters.**

Estimated Expenditure:

			(₹ In Lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved	
1	Organising expenses Establishing contacts with trade association for organizations of the conference /meetings etc, networking	82.00	49.00	

	reception, cost of venue, one to one meetings, local transport and logistic		
2	Promotional material Promotional material – country specific brief reports, status of Indian telecom industry, export potential of products, marketing brochure with delegation details, Indian telecom status report, Indian investment opportunities and related policy framework etc.	2.00	1.00
	Total Expenditure	84.00	50.00

Item No. 3: Proposal of TEPC for organising RBSM 2015 scheduled to be held in February 2016 at New Delhi.

- 3.1 The total estimated cost of the project for 2015-16 is ₹75.00 lakhs. The total MAI assistance sought for 2015-16 is ₹75.00 lakhs.
- 3.2 The proposed activities to be undertaken under the project to organize RBSM in New Delhi, India in the month of December 2015. TEPC will invite buyers from different countries and will organize conference and one to one meeting during the RBSM. The council is planning to invite a delegation of 50-60 delegates from different telecom companies from different countries. The exact date of the event is not mentioned by Council. Enhancing increase of exports from India to other countries, establishment of contacts with local trade associations and later on signing of agreement, establishing B2B linkages by distinct delegates with their counterparts, identification of products for exports and standards followed and to find existing source of import of raw material and components into this countries. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 3.3 EP (E&SW) Division, DOC has recommended the proposal.
- 3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹69.75 Lakhs under para 7.1.8 of the MAI guidelines subject to TEPC ensuring participation of 50 Indian exporters and 50 foreign buyers.
- 3.5 **EC approved the proposal with MAI assistance of ₹69.75 Lakhs under para 7.1.8 of the MAI guidelines subject to TEPC ensuring participation of 50 Indian exporters and 50 foreign buyers.**

Estimated Expenditure:

Sl. No.	Heads	₹ In Lakhs	
		Estimated Expenditure	MAI assistance approved
1	Organising expenses Establishing contacts with trade association for organizations of the conference /meetings etc, networking reception, cost of venue, one to one meetings, local transport and logistic	10.00	6.50
2	Air fare and hotel stay	60.00	60.00
3	Promotional material Promotional material – country specific brief reports, status of Indian telecom industry, export potential of products, marketing brochure with delegation details, Indian telecom status report, Indian investment opportunities and related policy framework etc.	5.00	3.25
	Total Expenditure	75.00	69.75

Item No. 4: The proposal of M.P. Laghu Udyog Nigam Ltd. (MPLUN) for Organising Reverse Buyer Seller Meet MPEXPORTECH at Gwalior during January 2016.

- 4.1 The total estimated cost of the project for 2105-16 is ₹201.25 lakhs. The total MAI assistance sought for 2105-16 is ₹186.75 lakhs.
- 4.2 The proposed activities to be undertaken under the project include organizing Reverse Buyer Seller Meet MPEXPORTECH at Gwalior during January 2016. The MPLUN is planning to invite 75 foreign buyers from SAARC, ASEAN & Gulf countries. The number of Indian exhibitors will be 100 from handicrafts, handloom and textiles, stone crafts / building material, Ayurvedic, herbal & pharma products, processed food, small machines tools / spares from MSME. The exact date of the event is not mentioned by MPLUN. Specific targeted benefit after completion of the project is to launch an aggressive focused export promotion measures for quantum jump in the export earnings from the SSI and Cottage sector which is the largest provider of employment in the State of Madhya Pradesh. **Assistance is sought under para 7.1.8 and para 7.5.2 of MAI guidelines.**
- 4.3 E&MDA Division, DOC has recommended the proposal.
- 4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to MPLUN ensuring participation of 100 Indian exporters and 75 foreign buyers.
- 4.5 **EC approved the proposal with MAI assistance of ₹100 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to MPLUN ensuring participation of 100 Indian exporters and 75 foreign buyers. Review of the event be carried out.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance approved
1	Venue / rent and cost of infrastructure	90.00	81.00	40.00
2	Publicity cost for the event	30.00	27.00	3.75
3	Cost of catalogues and other material	20.00	18.00	
4	Translation and interpreter charges	5.00	4.50	
5	Air travel cost for 75 foreign Buyers	56.25	56.25	56.25
	Total	201.25	186.75	100.00

Item No. 5: The proposal of M.P. Laghu Udyog Nigam Ltd. for Organising Reverse Buyer Seller Meet MPEXPORTECH at Indore during March 2016.

- 5.1 The total estimated cost of the project for 2105-16 is ₹206.25 lakhs. The total MAI assistance sought for 2105-16 is ₹191.25 lakhs.
- 5.2 The proposed activities to be undertaken under the project include organizing Reverse Buyer Seller Meet MPEXPORTECH at Gwalior during January 2016. **The MPLUN is planning to invite 75 foreign buyers from SAARC, ASEAN & Gulf countries. The number of Indian exhibitors will be 100 from Pharmaceuticals, Ayurvedic & herbal products, Engineering, processed food, auto & textiles. The exact date of the event is not mentioned by MPLUN.** Specific targeted benefit after completion of the project is

to launch an aggressive focused export promotion measures for quantum jump in the export earnings from the SSI sector which is the largest provider of employment in the State of Madhya Pradesh. **Assistance is sought under para 7.1.8 of MAI guidelines.**

- 5.3 E&MDA Division, DOC has recommended the proposal.
- 5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100 Lakhs under para 7.1.8 of the MAI guidelines subject to MPLUN ensuring participation of 100 Indian exporters and 75 foreign buyers.
- 5.5 **EC approved the proposal with MAI assistance of ₹100 Lakhs under para 7.1.8 of the MAI guidelines subject to MPLUN ensuring participation of 100 Indian exporters and 75 foreign buyers. EC however, directed that response to this event needs to be evaluated and that for this proposal Director (E&MDA)/US (E&MDA), DoC may attend this event.**

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 / rent and cost of infrastructure	95.00	61.75	40.00
2	Publicity cost for the event	30.00	19.50	3.75
3	Cost of catalogues and other material	20.00	13.00	
4	Translation and interpreter charges	5.00	3.25	
5	Air travel cost for foreign Buyers (75X75,000)	56.25	56.25	56.25
	Total	206.25	153.75	100.00

Item No. 6: Proposal of ESC EPC for organizing participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during May 2015.

- 6.1 The total estimated cost of the project for 2015-16 is ₹520.50 lakhs. The total MAI assistance sought for 2015-16 is ₹370.35 lakhs.
- 6.2 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during May 2015. The Council is planning to participate with 75 exporters in the event. The exact date of the event is not mentioned by Council. The show is very important as it covers almost all the important IT sectors and has the following sub components like software development expo, data warehouse and CRM expo, embedded systems expo, RFID expo, direct marketing expo, web and mobile marketing expo, green IT expo, cloud computing expo and Smartphone and mobile expo. Participation in Japan IT week by the Indian companies will help them to build on relationships, demonstrate their products and services. Exhibitions provide SME's and excellent platform for direct marketing of their products. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 6.3 EP (E&SW) Division, DOC has recommended the proposal.

- 6.4 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 ESC EPC ensuring participation of 75 Indian exporters.
- 6.5 **EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 75 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenses	408.00	148.50
2	Cost of Catalogue and other material	2.00	1.00
3	Translation and interpreter charges	1.50	0.50
4	Deputation of ESC officials	4.00	Not admissible
5	Mobilizing of participation in India / airfare and hotel accommodation of 25 participants	104.00	Not admissible
6	Local transportation, telephone, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	1.00	Not admissible
	Total	520.50	150.00

Item No. 7: Proposal of ESC EPC for organizing participation of Indian IT software and services companies in Internet World, UK during June 2015.

- 7.1 The total estimated cost of the project for 2015-16 is ₹298.61 lakhs. The total MAI assistance sought for 2015-16 is ₹173.29 lakhs.
- 7.2 The proposed activities to be undertaken under the project is organizing participation of Indian IT software and services companies in Internet World, UK during June 2015. The Council is planning to participate with 25 exporters in the event. The exact date of the event is not mentioned by Council. The show is very important as it covers almost all the important IT sectors and has the following sub components like software development expo, data warehouse and CRM expo, embedded systems expo, RFID expo, direct marketing expo, web and mobile marketing expo, green IT expo, cloud computing expo and Smartphone and mobile expo. Participation in IT week by the Indian companies will help them to build on relationships, demonstrate their products and services. Exhibitions provide SME's and excellent platform for direct marketing of their products. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 7.3 EP (E&SW) Division, DOC has recommended the proposal.
- 7.4 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 ESC EPC ensuring participation of 25 Indian exporters.
- 7.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 25 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenses	264.60	48.71
2	Cost of Catalogue and other material	0.75	0.48
3	Translation and interpreter charges	1.26	0.81
4	Deputation of ESC officials	2.00	Not admissible
5	Mobilizing of participation in India / airfare and hotel accommodation of 30 participants	29.00	Not admissible
6	Local transportation, telephone, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	1.00	Not admissible
	Total	298.61	50.00

Item No. 8: Proposal of ESC EPC for organizing participation of Indian Electronics & IT software and services companies in Gitex, 2015, Dubai during October 2015.

- 8.1 The total estimated cost of the project for 2015-16 is ₹249.65 lakhs. The total MAI assistance sought for 2015-16 is ₹137.57 lakhs.
- 8.2 The proposed activities to be undertaken under the project is to organize participation of Indian Electronics & IT software and services companies in Gitex, 2015, Dubai during October 2015. The exact date of the event has not been mentioned by Council. The Council is planning to participate with 50 exporters for the event. To network with the potential buyers at the event, identify their specific ICT outsourcing requirements, demonstrate ICT service capability profiles, discuss service delivery models, the price and explore the possibility of business cooperation. It will enable the Indian SMEs to identify the customers and their requirements in terms of specification. It will also provide them with sufficient inputs to fine tune their export strategy. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 8.3 EP (E&SW) Division, DOC has recommended the proposal.
- 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 ESC EPC ensuring participation of 50 Indian exporters.
- 8.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenses	207.70	97.45
2	Cost of Catalogue and other material	2.21	1.43
3	Translation and interpreter charges	1.24	0.80
4	Publicity Cost	0.50	0.32
5	Deputation of ESC officials	4.00	Not admissible

6	Mobilizing expenses and other organizing expenses in India / airfare and hotel accommodation of 50 participants	32.00	Not admissible
7	Local transportation, telephone, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	2.00	Not admissible
	Total	249.65	100.00

Item No. 9: Proposal of ESC EPC for organizing India Soft in India IT show during February, 2016 (4th Edition) at New Delhi.

- 9.1 The total estimated cost of the project for 2015-16 is ₹644.00 lakhs. The total MAI assistance sought for 2015-16 is ₹579.70 lakhs.
- 9.2 The proposed activities to be undertaken under the project is to organizing “India Show” in India IT show at India during February, 2016, conferences session on contemporary topics, awareness campaigns mobilizing participation in India & abroad. Organising exhibition of over 150 Indian ICT companies and hosting 365 global buyers. The exact date of the event and place is not mentioned by Council. Specific targeted benefits after completion of the projects is increase IT services exports from India to remotest corners of earth, increase in revenue generation, sustaining the brand image of India as the best sourcing destination for IT products/services and further developing the image – India. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 9.3 EP (E&SW) Division, DOC has recommended the proposal.
- 9.4 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 ESC EPC ensuring participation of 150 Indian exporters and 365 foreign buyers.
- 9.5 **EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ESC EPC ensuring participation of 150 Indian exporters and 365 foreign buyers. EC directed ECS EPC to provide profile of foreign buyers, including CIS, African and Latin American countries.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost for exhibition and conference setup	140.00	129.30
2	Cost of the catalogue and other material	50.00	25.00
3	Publicity	100.00	50.00
4	Translator	1.00	0.50
5	Air fare charges and hotel accommodation charges of foreign buyers	328.00	295.20
6	Other organizing expenses	25.00	Not admissible
	Total	644.00	500.00

Item No. 10: Proposal of ESC EPC for organizing participation of Indian ICT companies in CeBIT 2016 at Hannover, Germany during March 2016.

- 10.1 The total estimated cost of the project for 2015-16 is ₹248.93 lakhs. The total MAI assistance sought for 2015-16 is ₹121.50 lakhs.

- 10.2 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in CeBIT 2016 at Hannover, Germany during March 2016. The exact date of the event has not been mentioned by Council. The Council is planning to participate with 50 participants for the event. Increasing the visibility of the Indian IT software development and innovative IT services / ITES providing capability profiles to prospective IT customers, end-users, representatives of IY services end-user industry from Germany and other EU countries and countries outside Europe. Enabling Indian exhibitors to assess the overall market dynamics and trend and future prospects. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 10.3 EP (E&SW) Division, DOC has recommended the proposal.
- 10.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exporters.
- 10.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

			(₹ In Lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved	
1	Venue cost and organizing expenses	183.47	97.76	
2	Catalogue and other material	1.00	0.65	
3	Translation and interpreter charges	2.46	1.59	
4	Deputation of ESC officials	4.00	Not admissible	
5	Mobilizing expenses of participation in India / airfare and hotel accommodation of 25 participants	57.00	Not admissible	
6	Local transportation, local sim, contingencies and other Misc. charges to make necessary arrangements for organizing India pavilion	1.00	Not admissible	
Total		248.93	100.00	

Item No. 11: Proposal of SGEPC for organizing participation in ISPO 2015-16 at Germany during January / February 2016.

- 11.1 The total estimated cost of the project for 2015-16 is ₹450.00 lakhs. The total MAI assistance sought for 2015-16 is ₹405.00 lakhs.
- 11.2 The proposed activities to be undertaken under the project is to organize participation in ISPO 2015-16 at Germany during 2015-16. **The Council is planning to participate with 40 exhibitors in the event. Exact date of the event has not mentioned by Council.** Focused promotion campaign through advertisements and press releases increased awareness about the Indian sports goods. Project India as a reliable supplier of Sports Goods to world market. Combined efforts of the project and the participants resulted in better presentation of the Indian sports industry to the buyers. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 11.3 EP (LSG) Division, DOC has recommended the proposal.

- 11.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 40 Indian exporters.
- 11.5 **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 SGEPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue / stall related expenditure	415.00	85.00
2	Publicity cost	25.00	10.00
3	Cost of catalogues and brochures	5.00	2.50
4	Translation and interpreter	5.00	2.50
	Total	450.00	100.00

Item No. 12: Proposal of SGEPC for organizing RBSM (Toy) during the year 2015-16 at Mumbai during September 2015.

- 12.1 The total estimated cost of the project for 2015-16 is ₹37.50 lakhs. The total MAI assistance sought for 2015-16 is ₹37.50 lakhs.
- 12.2 The proposed activities to be undertaken under the project is to organizing RBSM (Toy) during 2015-16. The event will not only be a platform for the Indian toy industry to showcase their strength to the Indian and International toy fraternity. Exact date of the event has not mentioned by Council. SGEPC is planning to organize an International RBSM by inviting 50 foreign buyers from the international markets to the exhibition and one to one meetings would be organized between India manufacturers & Buyers concurrent to India Sports. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 12.3 EP (LSG) Division, DOC has recommended the proposal.
- 12.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹37.50 Lakhs under para 7.1.8 of the MAI guidelines subject to SGEPC ensuring participation of 100 Indian exporters and 50 foreign buyers.
- 12.5 **EC approved the proposal with MAI assistance of ₹37.50 Lakhs under para 7.1.8 of the MAI guidelines subject to SGEPC ensuring participation of 100 Indian exporters and 50 foreign buyers.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Airfare / hotel expenses charges of foreign visitors (50 visitors X ₹ 75,000)	37.50	37.50
	Total Expenditure	37.50	37.50

Item No. 13: Proposal of SGEPC for organizing RBSM (Sports) during the year 2015-16 at New Delhi during November 2015.

- 13.1 The total estimated cost of the project for 2015-16 is ₹22.50 lakhs. The total MAI assistance sought for 2015-16 is ₹22.50 lakhs.
- 13.2 The proposed activities to be undertaken under the project is to organizing RBSM (Sports) during 2015-16. The event will not only be a platform for the Indian sports industry to showcase their strength to the Indian and International sports fraternity but also act as a catalyst in promoting sports amongst sports amongst the youth. **Exact date of the event has not mentioned by Council.** SGEPC is planning to organize an International RBSM by inviting 30 foreign buyers from the international markets to the exhibition and one to one meetings would be organized between India manufacturers & Buyers concurrent to India Sports. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 13.3 EP (LSG) Division, DOC has recommended the proposal.
- 13.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹22.50 Lakhs under para 7.1.8 of the MAI guidelines subject to SGEPC ensuring participation of 100 Indian exporters and 30 foreign buyers.
- 13.5 EC approved the proposal with MAI assistance of ₹22.50 Lakhs under para 7.1.8 of the MAI guidelines subject to SGEPC ensuring participation of 100 Indian exporters and 30 foreign buyers.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Airfare / hotel expenses charges of foreign visitors (30 visitors X ₹ 75,000)	22.50	22.50
	Total Expenditure	22.50	22.50

Item No. 14: Proposal of SGEPC for organizing participation in Hong Kong Toys & Games Fair at Hong Kong during January 2016.

- 14.1 The total estimated cost of the project for 2015-16 is ₹92.00 lakhs. The total MAI assistance sought for 2015-16 is ₹82.80 lakhs
- 14.2 The proposed activities to be undertaken under the project is to organize participation in Hong Kong Toys & Games Fair at Hong Kong during 2016. The Council is planning to participate with 20 exhibitors in the event. Exact date of the event has not mentioned by Council. Focused promotion campaign through advertisements and press releases increased awareness about the Indian sports goods. Project India as a reliable supplier of Sports Goods to world market. Combined efforts of the project and the participants resulted in better presentation of the Indian sports industry to the buyers. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 14.3 EP (LSG) Division, DoC has recommended the proposal.

- 14.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 20 Indian exporters.
- 14.5 **EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to SGEPC ensuring participation of 20 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue / stall related expenditure & venue for Buyer seller meet	80.00	35.00
2	Publicity cost	8.00	2.50
3	Cost of catalogues and other materials	4.00	2.50
	Total	92.00	40.00

Item No. 15: Proposal of SGEPC for organizing participation in Spielwarenmesse International Toy Fair 2016 at Germany.

- 15.1 The total estimated cost of the project for 2015-16 is ₹184.00 lakhs. The total MAI assistance sought for 2015-16 is ₹165.60 lakhs
- 15.2 The proposed activities to be undertaken under the project is to organize participation in Spielwarenmesse International Toy Fair 2016 at Nuremberg, Germany. The Council is planning to participate with 20 exhibitors in the event. Exact date of the event has not mentioned by Council. Focused promotion campaign through advertisements and press releases increased awareness about the Indian sports goods. Project India as a reliable supplier of Sports Goods to world market. Combined efforts of the project and the participants resulted in better presentation of the Indian sports industry to the buyers. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 15.3 EP (LSG) Division, DOC has recommended the proposal.
- 15.4 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 SGEPC ensuring participation of 25 Indian exporters.
- 15.5 **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 SGEPC ensuring participation of 25 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue / stall related expenditure	160.00	40.00
2	Publicity cost	16.00	5.00
3	Cost of catalogues and brochures	4.00	2.50
4	Translation and interpreter	4.00	2.50
	Total	184.00	50.00

Item No. 16: Proposal of G&J EPC for organizing Indian participation in Vicenza Oro Dubai during 23-26 April 2015.

- 16.1 The total estimated cost of the project for 2015-16 is ₹742.00 lakhs. The total MAI assistance sought for 2015-16 is ₹482.30 lakhs.
- 16.2 The proposed activities to be undertaken under the project is to organize Indian participation in Vicenza Oro Dubai during 23-26 April 2015. The Council is planning to participate in the event with 120 Indian exhibitors. Specific targeted benefit after completion of the project is to serve as an effective business platform to cater to the enormous requirements of not only in the Middle East but also the African and Russia / CIS region. The event is best suited to be held in Dubai considering the attention to be drawn from global business traveler and other easy facilities that Dubai as a destination has to offer. BSM will be also a landmark event especially since Dubai primarily hosts only B2C jewellery shows, there developing and annual B2B event will create a great impact. It is an ideal international hub for Gem & Jewellery similar to Hong Kong as characteristically both the places offer equivalent ease in regulatory aspects. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 16.3 EP (G&J) Division, DOC has recommended the proposal.
- 16.4 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 G&J EPC ensuring participation of 120 Indian exporters.
- 16.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 150 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 organizing expenses	650.00	422.50	90.00
2	Publicity cost for the event	80.00	52.00	10.00
3	Cost of the catalogues and other material	10.00	6.50	
4	Translation and interpreter charges	2.00	1.30	
	Total	742.00	482.30	100.00

Item No. 17: Proposal of G&J EPC for organizing India Show- JCK Las Vegas Show 2015 from 29 May - 1 June 2015.

- 17.1 The total estimated cost of the project for 2015-16 is ₹804.92 lakhs. The total MAI assistance sought for 2015-16 is ₹523.19 lakhs.
- 17.2 The proposed activities to be undertaken under the project is to organize India Show- JCK Las Vegas Show 2015 from 29 May - 1 June 2015. The Council is planning to participate in the event with 65 Indian exhibitors. The targeted countries are North America, Canada, South America – Brazil, Mexico, Argentina, Peru, Paraguay,

Uruguay, Venezuela, Columbia, Panama and Chile. Specific targeted benefit after completion of the project is to explore current trends of jewellery, networking to make contact and do effective business. Contributing more effectively to make India a preferred destination for gems and jewellery. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

17.4 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 G&J EPC ensuring participation of 65 Indian exporters.

17.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 65 Indian exporters.

Estimated Expenditure:

(₹ in lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance approved
1	Venue cost including organizing expenses	670.00	435.50	90.00
2	Publicity cost for the event	133.72	86.91	10.00
3	Cost of the catalogues and other material	1.20	0.78	
4	Translation and interpreter charges	Not sought by G&J EPC	Not sought by G&J EPC	
	Total	804.92	523.19	100.00

Item No. 18: Proposal of G&J EPC for Organizing India International Jewellery Week (IIJW), Mumbai 2015 during August 2015.

18.1 The total estimated cost of the project for 2015-16 is ₹570.00 lakhs. The total MAI assistance sought for 2015-16 is ₹374.00 lakhs.

18.2 The proposed activities to be undertaken under the project is to organize India International Jewellery Week (IIJW), Mumbai 2015 during August 2015. The council proposed to hold the event with 25 Indian exhibitors. The exact date of the event is also not mentioned. Specific targeted benefit after completion of the project is to establish India's leadership position in designer value added / high-end jewellery segment by giving strong platform to Indian designers to showcase their collection to the global audience, thereby creating a niche for Indian Gem & Jewellery in Global Market. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

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

18.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 25 Indian exporters.

- 18.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 25 Indian exporters.

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	350.00	227.50	45.00
2	Publicity cost for the event	200.00	130.00	5.00
3	Cost of the catalogues and other material	10.00	6.50	
4	Airfare charges and hotel stay of Foreign Buyers / Delegates / Press / Foreign Coordinator	10.00	10.00	Not sought by G&JEPC
	Total	570.00	374.00	50.00

Item No. 19: Proposal of G&J EPC for organizing India International Jewellery Show (IIJS) at Mumbai from 6-10 August 2015.

- 19.1 The total estimated cost of the project for 2015-16 is ₹1057.00 lakhs. The total MAI assistance sought for 2015-16 is ₹500.00 lakhs.
- 19.2 The proposed activities to be undertaken under the project is organizing "India Show" India International Jewellery Show (IIJS) at Mumbai from 6-10 August, 2015 displaying jeweler, loose stones, machinery and allied section. The council proposed to hold the event with 750 Indian exhibitors. There will be at least 8 top country pavilions from Israel, Belgium, Dubai, Turkey, Italy, Thailand etc. Specific targeted benefits after completion of the projects is capacity building of the Indian gem & jeweler industry for exports in terms of design manufacturing & marketing techniques, sourcing of raw materials at best rates by the manufacturers exporters of jewellery, direct booking of orders from exports and study the design, trends & concepts for manufacturer of contemporary jewellery. **Assistance is admissible under para 7.1.8 and para 4.4 of the MAI guidelines.**
- 19.3 EP (G&J) Division, DOC has recommended the proposal.
- 19.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹300.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 750 Indian exporters.
- 19.5 EC approved the proposal for consideration of EC with MAI assistance of ₹300.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 750 Indian exporters.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	733.40	210.00
2	Publicity cost for the event	227.00	70.00
3	Cost of the catalogue and other material	46.70	16.50
4	Seminar at IIJS show	9.90	3.50
5	Air fare charges and hotel stay of foreign buyers	40.00	Not sought by G&J EPC
	Total Expenditure	1057.00	300.00

Item No. 20: Proposal of G&J EPC for organizing Indian participation in Jewellery Arabia 2015 in Bahrain during 24-28 November 2015.

- 20.1 The total estimated cost of the project for 2015-16 is ₹329.01 lakhs. The total MAI assistance sought for 2015-16 is ₹213.85 lakhs.
- 20.2 The proposed activities to be undertaken under the project is to organize Jewellery Arabia 2014 during 24-28 November 2015. The Council is planning to participate in the event with 65 Indian exhibitors. Specific targeted benefit after completion of the project is to tap the best of the Middle East retailers. To enhance Brand India image amongst Middle East buyers by representation and branding through India Pavilion. Export enhancement in the Middle East and WANA Region. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 20.3 EP (G&J) Division, DOC has recommended the proposal.
- 20.4 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 G&J EPC ensuring participation of 65 Indian exporters.
- 20.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 65 Indian exporters.**

Estimated Expenditure:

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses	307.96	90.00
2	Publicity cost for the event	19.35	10.00
3	Cost of the catalogues and other material	1.20	
4	Translation and interpreter charges	0.50	
	Total	329.01	100.00

Item No. 21: Proposal of G&J EPC for Organizing IIJS Signature 2016 at Mumbai during 5-8 February 2016.

- 21.1 The total estimated cost of the project for 2015-16 is ₹638.12 lakhs. The total MAI assistance sought for 2015-16 is ₹421.78 lakhs.
- 21.2 The proposed activities to be undertaken under the project is to organize IIJS Signature 2016 at Mumbai during 5-8 February 2016. The council proposed to hold the event with 550 Indian exhibitors. Specific targeted benefit after completion of the project is to showcase India's ability to produce quality gems & jewellery that will match the lifestyle trends world over. Council is also restructuring its strategies to make IIJS more prominent in the diary of the International buyers / visitors. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 21.3 EP (G&J) Division, DOC has recommended the proposal.
- 21.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 550 Indian exporters.

- 21.5 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 550 Indian exporters. 500 foreign buyers would also participate.

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	378.52	246.04	140.00
2	Publicity cost for the event	200.00	130.00	10.00
3	Cost of the catalogues and other material	39.60	25.74	
4	Airfare charges and hotel stay of Foreign Buyers / Delegates / Press / Foreign Coordinator	20.00	20.00	Not sought by G&JEPC
	Total	638.12	421.78	150.00

Item No. 22: Proposal of G&J EPC for organizing Indian participation in Hong Kong International Jewellery Show 2016 during March 2016.

22.1 The total estimated cost of the project for 2015-16 is ₹1239.86 lakhs. The total MAI assistance sought for 2015-16 is ₹500.00 lakhs.

22.2 The proposed activities to be undertaken under the project is to organize Hong Kong International Jewellery Show 2016 during March 2016. The Council is planning to participate in the event with 140-150 Indian exhibitors. Specific targeted benefit after completion of the project is to tap trade buyers from all over the world market. To target the Chinese market, as China's per capita disposable income rises, jewellery, after real estates and automobiles, has emerged as the third hottest item of consumption in recent times. To promote India as a preferred source for loose stones and finished jewellery. To promote IIJS, IIJS Signature Mumbai amongst the visitors from the world. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

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

22.4 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 G&J EPC ensuring participation of 140 Indian exporters.

22.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 140 Indian exporters.

Estimated Expenditure:

(₹ in lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses	1119.82	190.00
2	Publicity cost for the event	115.58	10.00
3	Cost of the catalogues and other material	3.46	
4	Translation and interpreter charges	1.00	
	Total	1239.86	200.00

Item No. 23: Proposal of NCRMI for organising Coir Kerala 2015 at Alappuzha, Kerala from 1-5 February, 2016.

- 23.1 The total estimated cost of the project for 2015-16 is ₹550.00 lakhs. The total MAI assistance sought for 2015-16 is ₹311.75 lakhs.
- 23.2 The proposed activities to be undertaken under the project is organising Coir Kerala 2015 at Alappuzha, Kerala from 1-5 February, 2016. The event can be held for 5 days and it shall be conceived in such a manner that it can showcase the capabilities of coir industry as well as other natural fiber products from various parts of India. It is believed that this event will offer great opportunities for the development of both domestic and export trade in natural fiber products segment. **Assistance has been sought under para 7.1.8 of the MAI guidelines.**
- 23.3 E&MDA Division, DOC has recommended the proposal.
- 23.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.8 of the MAI guidelines subject to NCRMI ensuring participation of 175 Indian exporters and 125 foreign buyers.
- 23.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.8 of the MAI guidelines subject to NCRMI ensuring participation of 175 Indian exporters and 125 foreign buyers.**

Estimated Expenditure:

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	130.00	65.00
2	Publicity cost	80.00	
3	Cost of catalogues and other material	30.00	
4	PR campaign	35.00	Not admissible
5	Air fare of international visitors/ agents/ chief/ guest/dignitaries/ invitees/ exhibition/speakers/resource	120.00	120.00
6	Cultural programme & inaugural function	40.00	Not admissible
7	BSM	30.00	15.00
8	Conducting seminar	25.00	
9	Local charges	30.00	Not admissible
10	Co-ordination and management of the entire event including mementos	30.00	Not admissible
	Total	550.00	200.00

Item No. 24: Proposal of KCCI for organising Reverse Buyer Seller Meet at Srinagar, Kashmir during April 2015.

- 24.1 The total estimated cost of the project for 2015-16 is ₹138.87 lakhs. The total MAI assistance sought for 2015-16 is ₹136.30 lakhs.
- 24.2 The proposed activities to be undertaken under the project is organising Reverse Buyer Seller Meet and showing Indian products. Specific targeted after completion of the project is to increasing export from Kashmir and earning of foreign exchange for the

country. Assistance has been sought under para 7.1.8 and para 7.5.2 of the MAI guidelines.

24.3 **E&MDA Division has recommended the proposal.**

24.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to KCCI ensuring participation of 100 Indian exporters and 75 foreign buyers.

24.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to KCCI ensuring participation of 100 Indian exporters and 75 foreign buyers.**

Estimated Expenditure:

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	40.50	24.00
2	Publicity cost for the event	15.50	20.00
3	Cost of catalogue	10.50	
4	Travel and Air Fare for 75 foreign buyers	72.40	56.00
	Total	138.90	100.00

Item No. 25. Proposal of Ministry of Textiles for comprehensive MAI proposal for Export Promotion.

25.1 The total estimated cost of the project for 2015-16 is ₹10.50 crores. The total MAI assistance sought for 2015-16 is ₹8.50 crores.

25.2 Ministry of Textiles proposes to carry out following activities under MAI funding:-

Estimated Expenditure:

(₹ in crores)

S. No.	Activity	Coverage	Total cost	MAI assistance approved
1	Market Studies / surveys	2 markets	3.00	2.00
2	Catalogue publications	5 markets	1.00	0.50
3	Textile Trade portal	All sub-segments of sector	2.00	2.00
4	Brand India Promotion	2 markets	4.50	4.00
	Total		10.50	8.50

25.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.4 of the MAI guidelines for printing of world class catalogues. The catalogue must contain extensive e-mail / website details of all textile exporters in different categories and especially approved.

25.4 **EC deferred consideration of the proposal and directed that the proposal be examined on file through Secretary, Textiles.**

Item No. 26: Proposal of SRTEPC for organising combined Indian Textiles & Clothing Exhibition (INTEXPO) at Vietnam coinciding with SAIGON TEX in Ho Chi, Min City, Vietnam during April 2015.

- 26.1 The total estimated cost of the project for 2015-16 is ₹245.00 lakhs. The total MAI assistance sought for 2015-16 is ₹ 159.00 lakhs.
- 26.2 The proposed activities to be undertaken under the project to organize combined Indian Textiles & Clothing Exhibition (INTEXPO) at Vietnam coinciding with SAIGON TEX in Ho Chi, Min City, Vietnam during April 2015. The Council is planning to participate with 50 Indian participants in the event. The exact date of the event is not mentioned by Council. The entire range of Indian Textiles & Clothing including fiber, yarn, fabrics, made-ups, home textiles, accessories and garments will be displayed at the exhibition. Organizing participation of Indian companies in to showcase the entire range of Indian Textiles & Clothing. Organize one-to-one business meetings with specially selected buyers in Iran and participating Indian exhibitors. Improve the image of Indian textiles and substantial growth of MMF textile exports from India. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 26.3 Ministry of Textiles has recommended the proposal.
- 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 SRTEPC ensuring participation of 50 Indian exporters.
- 26.5 EC, based upon SRTEPC projections, approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 40 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Cost of space for 550 sqm for organizing exhibition	115.74	56.00
2	Cost of construction	39.65	5.00
3	Cost of designing and constructing a India Pavilion	9.15	5.00
4	Cost of construction of theme pavilion	18.00	8.00
5	Publicity and advertising cost	48.00	5.00
6	Translator / interpreter	2.44	1.00
7	Cost for organizing B2B seminar.	12.20	Not admissible
	Total	245.18	80.00

Item No. 27: Proposal of SRTEPC for organising combined Indian Textiles & Clothing Exhibition (INTEXPO) at Egypt coinciding with the Cairo International Fashion, Garment, Accessories and Textiles exhibition in Egypt, Cairo during September 2015.

- 27.1 The total estimated cost of the project for 2015-16 is ₹311.00 lakhs. The total MAI assistance sought for 2015-16 is ₹ 202.00 lakhs.
- 27.2 The proposed activities to be undertaken under the project to organize combined Indian Textiles & Clothing Exhibition (INTEXPO) at Egypt coinciding with the Cairo

International Fashion, Garment, Accessories and Textiles exhibition in Egypt, Cairo during September 2015. The Council is planning to participate with 60 Indian participants in the event. The exact date of the event is not mentioned by Council. The entire range of Indian Textiles & Clothing including fiber, yarn, fabrics, made-ups, home textiles, accessories and garments will be displayed at the exhibition. Organizing participation of Indian companies in to showcase the entire range of Indian Textiles & Clothing. Organize one-to-one business meetings with specially selected buyers in Iran and participating Indian exhibitors. Improve the image of Indian textiles and substantial growth of MMF textile exports from India. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 27.3 Ministry of Textiles has recommended the proposal.
- 27.4 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 SRTEPC ensuring participation of 60 Indian exporters.
- 27.5 **EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 60 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Cost of space for 650 sqm for organizing exhibition	176.44	80.00
2	Cost of construction	51.85	20.00
3	Cost of designing and constructing a India Pavilion	9.15	4.00
4	Cost of construction of theme pavilion	18.00	5.00
5	Publicity and advertising cost	49.49	10.00
6	Translator / interpreter	2.44	1.00
7	Cost of hiring two Egyptian fashion designers to visit India	4.00	Not admissible
	Total	311.37	120.00

Item No. 28: Proposal of Carpet EPC for organizing India Carpet Expo at Varanasi, Uttar Pradesh during October 2015.

- 28.1 The total estimated cost of the project for 2015-16 is ₹540.00 lakhs. The total MAI assistance sought for 2015-16 is ₹503.50 lakhs.
- 28.2 The proposed activities to be undertaken under the project is to organize India Carpet Expo at Varanasi, Uttar Pradesh during October 2015. The Council is planning to invite 200 foreign buyers and 200 Indian exhibitors. The exact date has not been mentioned by Council. The proposal envisages inviting buyers from all over the world who are dealing with Handmade Carpets and other floor coverings which is a focused product for export. The participation in the fair is likely to increase both quantitatively and qualitatively which would enhance job opportunities in rural sector. The fair is likely to generate a business over ₹ 250 crores. The unit value realization is expected to improve at least by 10 %. **Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.**

- 28.3 Ministry of Textiles has recommended the proposal.
- 28.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹300.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters and 200 foreign buyers.
- 28.5 EC approved the proposal with MAI assistance of ₹300.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters and 200 foreign buyers.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance approved
1	Cost of international travelling and hotel stay for 200 buyers (Council requested to accommodate more buyers within the budgeted limit)	175.00	175.00	150.00
2	Venue cost, and other organizing / administrative expenses etc.	315.00	283.50	130.00
3	Publicity for branding Indian Handmade Carpets and Fair promotion etc.	50.00	45.00	20.00
	Total	540.00	503.50	300.00

Item No. 29: Proposal of Carpet EPC for organizing national level participation in Domotex 2016 in Hannover, Germany during January 2016.

- 29.1 The total estimated cost of the project for 2015-16 is ₹730.00 lakhs. The total MAI assistance sought for 2015-16 is ₹675.00 lakhs.
- 29.2 The proposed activities to be undertaken under the project is to organize national level participation in Domotex 2016 in Hannover, Germany during January 2016. The Council is planning to participate in the event with 150 registered exporters-members. The exact date has not been mentioned by Council. Participation in the fair is likely to increase both quantitatively and qualitatively. Participation in Domotex 2015 is likely to generate business over US\$ 150 million. The exhibitors and buyers during their interaction held fruitful business discussions / enquires. Indian exhibitors received feedback from the buyer on quality design colour of the products. In addition they have gathered information on some innovations in technology related issues. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**
- 29.3 Ministry of Textiles has recommended the proposal.
- 29.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹350.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 175 Indian exporters.

- 29.5 EC directed Carpet EPC to obtain a third party evaluation of the event and submit the report along with the outcome report of the event.
- 29.6 EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 175 Indian exporters.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost, and other organizing expenses / administrative expenses etc.	700.00	335.00
2	Publicity for branding of Indian Handmade Carpet etc.	30.00	15.00
	Total	730.00	350.00

Item No. 30: Proposal of Carpet EPC for organizing India Carpet Expo at New Delhi during Feb /March 2016.

- 30.1 The total estimated cost of the project for 2015-16 is ₹515.00 lakhs. The total MAI assistance sought for 2015-16 is ₹481.00 lakhs.
- 30.2 The proposed activities to be undertaken under the project is to organize India Carpet Expo at New Delhi during Feb / March 2016. The Council is planning to invite 200 foreign buyers and 200 Indian exhibitors. The exact date has not been mentioned by Council. The proposal envisages inviting buyers from all over the world who are dealing with Handmade Carpets and other floor coverings which is a focused product for export. The participation in the fair is likely to increase both quantitatively and qualitatively which would enhance job opportunities in rural sector. The fair is likely to generate a business over ₹ 250 crores. **Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.**
- 30.3 Ministry of Textiles has recommended the proposal.
- 30.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹300.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters and 200 foreign buyers.
- 30.5 EC approved the proposal with MAI assistance of ₹300.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 200 Indian exporters and 200 foreign buyers.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.8 and para 7.5.2 of the MAI Guidelines @ 90%	MAI assistance approved
1	Cost of international travelling and hotel stay for buyers (Council requested to accommodate more buyers within the budgeted limit)	175.00	175.00	150.00

2	Venue cost, and other organizing / administrative expenses etc.	270.00	243.00	130.00
3	Publicity for branding Indian Handmade Carpets and Fair promotion etc.	70.00	63.00	20.00
	Total	515.00	481.00	300.00

Item No. 31: Proposal of Carpet EPC for organizing national level participation in Domotex Asia / China Floor at Shanghai, China during March 2016.

31.1 The total estimated cost of the project for 2015-16 is ₹101.75 lakhs. The total MAI assistance sought for 2015-16 is ₹91.58 lakhs.

31.2 The proposed activities to be undertaken under the project is to organize national level participation in Domotex Asia / China Floor at Shanghai, China during March 2015. The Council is planning to participate in the event with 25 registered exporters-members in the fair. The exact date has not been mentioned by Council. The proposal envisages capturing share of handmade carpets in new upcoming Chinese market by organizing participation in international carpet exhibition. Participation in the fair is likely to increase both quantitatively and qualitatively. The activity is likely to generate a business over ₹ 10.00 crores. The unit value realization is expected to improve at least by 10%. Indian Handmade carpet industry as a whole will be benefited. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

31.3 Ministry of Textiles has recommended the proposal.

31.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 40 Indian exporters.

31.4 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 Carpet EPC ensuring participation of 40 Indian exporters.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost, and other organizing expenses / administrative expenses etc.	94.25	77.00
2	Publicity	7.50	3.00
	Total	101.75	80.00

Item No. 32: Proposal of Indian Silk EPC for participation in Hong Kong Gifts & Premium Fair at Hong Kong from 27-30 April, 2015.

32.1 The total estimated cost of the project for 2014-15 is ₹195.00 lakhs. The total MAI assistance sought for 2014-15 is ₹165.60 lakhs.

32.2 The proposed activities to be undertaken under the project is to participation in Hong Kong Gifts & Premium Fair through extensive publicity and promotion extending invitation to buyers across the world to visit the stands of Indian exhibitors and contact

promotion programme through BSM with select buyers. The Council is planning to participate in the event with 30 participants. Specific targeted benefit after completion of the project is to anticipated growth in exports directly attributable to the project 2015-16:15%. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 32.3 Ministry of Textiles has recommended the proposal.
- 32.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 Indian exporters.
- 32.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 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:	130.00	84.50	55.00
5	Organizing expenses + setup expenses	33.00	21.45	
2	Printing and Publicity	15.00	9.75	5.00
3	Printing of Brochure	12.00	7.80	
4	Translator and interpreter	5.00	3.25	
	Total	195.00	126.75	

Item no. 33: Proposal of Indian Silk EPC for Participation in Who's Next in Paris (France), July 2015.

- 33.1 The total estimated cost of the project for 2015-16 is ₹312.00 lakhs. The total MAI assistance sought for 2015-16 is ₹269.10 lakhs.
- 33.2 The proposed activities to be undertaken under the project is to participation in Who's Next in Paris (France), July 2015 and buyer promotion. The Council is planning to participate in the event with 30 participants. Specific targeted benefit after completion of the project is to anticipated growth in exports directly attributable to the project 2015-16:8%. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 33.3 Ministry of Textiles has recommended the proposal.
- 33.4 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 ISEPC ensuring participation of 30 Indian exporters.
- 33.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 Indian exporters.**

Estimated Expenditure

(₹In Lakhs).

S No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance approved
1	Venue Cost including structures for 30 stands of 12 sq. mtr. each.	230.00	149.50	55.00
2	Publicity cost	35.00	22.75	5.00
3	Translator and interpreter	8.00	5.20	
4	Organizing cost	39.00	25.35	
	Total	312.00	202.80	60.00

Item No. 34: Proposal of Indian Silk EPC for participation in Sourcing Fair for Textiles & Garment at Sao Paulo, Brazil during August, 2014.

34.1 The total estimated cost of the project for 2014-15 is ₹245.00 lakhs. The total MAI assistance sought for 2014-15 is ₹220.50 lakhs.

34.2 The proposed activities to be undertaken under the project is to participation in Sourcing Fair for Textiles & Garment at Sao Paulo, Brazil during August, 2014 and promotion extending invitation to buyers across the LAC countries to visit the stands of Indian Exhibitors. The Council is planning to participate in the event with 30 participants. Specific targeted benefit after completion of the project is to anticipated growth in exports directly attributable to the project 2015-16:10%. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

34.3 Ministry of Textiles has recommended the proposal.

34.4 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 ISEPC ensuring participation of 30 Indian exporters.

34.5 **EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 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 for 30 participants	140.00	91.00	55.00
2	Organising cost	18.00	11.70	
3	Printing and publicity	35.00	22.75	5.00
4	Contact promotion program	14.00	Not admissible	
5	Thematic projection including product presentation show	30.00	Not admissible	
6	Translator and interpreter	8.00	5.20	
	Total	245.00	130.65	60.00

Item No. 35: Proposal of TEXPROCIL for National level participation in Intertextile fair, Shenzhen, China during July 2015.

- 35.1 The total estimated cost of the project for 2015-16 is ₹90.56 lakhs. The total MAI assistance sought for 2015-16 is ₹58.86 lakhs.
- 35.2 The proposed activities to be undertaken under the project is to organize National level participation in Intertextile fair, Shenzhen, China during July 2015 with 20 Indian exporters mainly from yarns & fibers, fashion apparel fabrics, functional fabrics, printed fabrics, embroidery and lace fabrics and accessories. The exact date of the event is not mentioned by Texprocil. Specific targeted benefit after completion of the project is expected to substantially increase exports from India to South China & other Far East markets. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 35.3 Ministry of Textiles has recommended the proposal.
- 35.4 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 Texprocil ensuring participation of 30 Indian exporters.
- 35.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 30 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	Space rental, electricity load etc. @ USD 4,500 per stall 40 stalls (9 sq mtr each)	55.80	36.27	57.00
2	Display accessories at the stalls	1.86	1.20	
3	Banner, standees printing of publicity material etc.	11.20	7.28	3.00
4	Overseas publicity, advertisement etc.	9.30	6.04	
5	Organising expenses	7.44	4.83	
6	Translation and interpreter charges	4.96	3.22	
	Total	90.56	58.84	60.00

Item No. 36: Proposal of TEXPROCIL for National level participation in Japan Tex at Tokyo, Japan during November 2015.

- 36.1 The total estimated cost of the project for 2015-16 is ₹156.20 lakhs. The total MAI assistance sought for 2015-16 is ₹101.53 lakhs.
- 36.2 The proposed activities to be undertaken under the project is to National level participation in Japan Tex at Tokyo, Japan during November 2015 with 20 Indian exporters mainly from home fashion and interior shops / stores, department stores, large scale retail outlets, trading companies, importers, wholesalers, interior designers, interior planners, housing manufacturers, architects, developers, and constructions, hotel and restaurants. Specific targeted benefit after completion of the project is to

national level participation is expected to help export from India to Japan increase substantially. Japan has now eliminated duties in all textile items, organizing this event will benefit the Indian textile industry. Promote Brand India image in Japan. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 36.3 Ministry of Textiles has recommended the proposal.
- 36.4 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 Texprocil ensuring participation of 25 Indian exporters.
- 36.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.2 of the MAI guidelines	MAI Assistance approved
1	Venue cost including organising expenses	115.20	74.88	45.00
2	Publicity cost for the event	18.00	11.70	5.00
3	Cost of the catalogues and other materials	14.00	9.10	
4	Organising expenses	9.00	5.85	
	Total	156.20	101.53	50.00

Item No. 37: Proposal of TEXPROCIL for National level participation in TEXWORLD Fair at Paris, France during September, 2015 & February 2016.

- 37.1 The total estimated cost of the project for 2015-16 is ₹745.44 lakhs. The total MAI assistance sought for 2015-16 is ₹484.52 lakhs.
- 37.2 The proposed activities to be undertaken under the project is to National level participation in TEXWORLD Fair at Paris, France during September, 2015 & February 2016 and with 40 Indian exporters in each event mainly form cotton, shirting, linen, denim, wool, knitted, silk, silky aspects embroidery / lace, functional fabrics, prints, trims & accessories, yarns & fibers, textile machinery, full package, clothing style trade publication. The exact date of the event is not mentioned by Texprocil. Specific targeted benefit after completion of the project is to increase Indian's market share in Europe. A target of achieving US\$ 12.5 billion in value terms (from present level of US\$ 110.28 billion) over the next three years is envisaged. Promote Brand India image in European market. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 37.3 Ministry of Textiles has recommended the proposal.
- 37.4 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 Texprocil ensuring participation of 50 Indian exporters in each edition.

- 37.4 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exporters in each edition.

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	Space rental, electricity load etc. @ Euro 8,400 per stall 40 stalls (12 sq mtr each)	282.24	183.45	90.00
2	Stall construction related expenses display accessories at the stalls	21.00	13.65	
3	Banner, standees etc to be made and sent from India	3.00	1.95	10.00
4	Overseas publicity, advertisement etc.	33.60	21.84	
5	Organising expenses	16.80	10.92	
6	Printing and sending publicity material	6.00	3.90	
7	Import data base	10.08	Not admissible	
	Total for September 2015	372.72	235.71	100.00
	Total for February 2016	372.72	235.71	100.00
	Total for two events	745.64	471.42	200.00

Item No. 38: Proposal of TEXPROCIL for organizing National level participation in Intertextile Apparel Fabric & Yarn Expo Fair at Shanghai, China during October 2015 & March 2016.

- 38.1 The total estimated cost of the project for 2015-16 is ₹423.08 lakhs. The total MAI assistance sought for 2015-16 is ₹275.00 lakhs.
- 38.2 The proposed activities to be undertaken under the project include organising National level participation in Intertextile Apparel Fabric & Yarn Expo Fair at Shanghai, China during October 2015 & March 2016 with at least 40 Indian participants each for October 2014 & March 2015 mainly from fashion fabrics, denim, knitted fabrics, functional fabrics, accessories, upholstery fabric, fibers & yarns. The exact date of the event has not been mentioned by Texprocil. The main objective is to boost exports and to promote Indian textiles in the Far East market. Texprocil proposed to organize group participation. This is one of the foremost textiles shows, featuring leading global suppliers of Apparel Fabrics and Yarns targeting top brands and importers in China and entire Far Eastern Market. **Assistance has been sought under para 7.1.2 of the MAI guidelines.**
- 38.3 Ministry of Textiles has recommended the proposal.
- 38.4 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 Texprocil ensuring participation of 50 Indian exporters in each edition.

38.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exporters in each edition.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance approved
1	Space rental, electricity load etc.	160.70	104.45	90.00
2	Display accessories at the stalls (shelves, hanger rails, mannequins, grills etc)	7.44	4.83	10.00
3	Banners, standees, printing of publicity material etc.	3.10	2.01	
4	Overseas publicity, advertisement etc	12.40	8.06	
5	Organizing expenses	18.60	12.09	
6	Translation & interpreter charges	9.30	6.04	
	Total for October 2014	211.54	137.48	100.00
	Total for March 2015	211.54	137.48	100.00
Total for two events				200.00

Item No. 39: Proposal of HEPC for organizing National level participation in Hong Kong International Hometextile & Furnishing Fair at Hong Kong during 20-23 April 2015.

39.1 The total estimated cost of the project for 2015-16 is ₹235.90 lakhs. The total MAI assistance sought for 2015-16 is ₹158.84 lakhs.

39.2 The proposed activities to be undertaken under the project is to organize National level participation in Hong Kong International Hometextile & Furnishing Fair at Hong Kong during 20-23 April 2015. The Council is planning to participate in the event with 40 participants. HEPC would obtain raw space directly from the fair authorities and develop a Indian Handwoven pavilion in order to create the Brand Image of Indian Handwovens at a grand scale. Benefiting more exporters across the country covering wide range of products, providing more opportunity to tap the market potential, increase in export turnover thereby achieving the prescribed export target. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

39.3 Ministry of Textiles has recommended the proposal.

39.4 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 HEPC ensuring participation of 40 Indian exporters.

39.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 40 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 organizing expenses raw space	174.68	113.54	70.00
2	Construction charges	39.22	25.49	
3	Publicity cost (hoardings, advertisements in print & electronic media, souvenirs, display systems, posters etc.)	11.00	7.15	10.00
4	Cost of catalogues and brochures	5.50	3.57	
5	Translation & interpreter charges	5.50	3.57	
	Total	235.90	153.32	80.00

Item No. 40: Proposal of HEPC for organizing National Level participation in India Home Furnishing Fair 2015 at Osaka, Japan during July 2015.

- 40.1 The total estimated cost of the project for 2015-16 is ₹133.40 lakhs. The total MAI assistance sought for 2015-16 is ₹89.46 lakhs.
- 40.2 The proposed activities to be undertaken under the project is to organize India Home Furnishing Fair 2015 at Osaka, Japan during July 2015. The Council is planning to participate in the event with 30 participants. The exact date of the event is not mentioned by HEPC. HEPC would obtain raw space directly from the fair authorities and develop a Indian Handwoven pavilion in order to create the Brand Image of Indian Handwovens at a grand scale. Benefiting more exporters across the country covering wide range of products, providing more opportunity to tap the market potential, increase in export turnover thereby achieving the prescribed export target. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 40.3 Ministry of Textiles has recommended the proposal.
- 40.4 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 HEPC ensuring participation of 30 Indian exporters.
- 40.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 30 Indian exporters.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses raw space	122.40	54.00
3	Publicity cost (hoardings, advertisements in print & electronic media, souvenirs, display systems, posters etc.)	5.00	3.00
4	Cost of catalogues and brochures	1.00	0.50
5	Translation & interpreter charges	5.00	2.50
	Total	133.40	60.00

Item No. 41: Proposal of HEPC for organizing National level participation in Heimtextil 2016 at Frankfurt, Germany during January 2016.

- 41.1 The total estimated cost of the project for 2015-16 is ₹456.80 lakhs. The total MAI assistance sought for 2015-16 is ₹307.27 lakhs.
- 41.2 The proposed activities to be undertaken under the project is to organize National level participation in Heimtextil 2016 at Frankfurt, Germany during January 2016. The Council is planning to participate in the event with 50 participants. The exact date of the event is not mentioned by HEPC. HEPC would obtain raw space directly from the fair authorities and develop a Indian Handwoven pavilion in order to create the Brand Image of Indian Handwovens at a grand scale. Benefiting more exporters across the country covering wide range of products, providing more opportunity to tap the market potential, increase in export turnover thereby achieving the prescribed export target. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 41.3 Ministry of Textiles has recommended the proposal.
- 41.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 50 Indian exporters.
- 41.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 50 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses raw expenses	277.20	70.00
2	Construction charges	138.60	15.00
3	Publicity cost (hoardings, advertisements in print & electronic media, souvenirs, display systems, posters etc.	30.00	10.00
4	Cost of catalogues and brochures	5.50	2.50
5	Translation and interpreter charges	5.50	2.50
	Total	456.80	100.00

Item No. 42: Proposal of HEPC for organizing India International Handwoven Fair (RBSM) at Chennai during March 2016.

- 42.1 The total estimated cost of the project for 2015-16 is ₹373.25 lakhs. The total MAI assistance sought for 2015-16 is ₹284.61 lakhs.
- 42.2 The proposed activities to be undertaken under the project is to organize India International Handwoven Fair (RBSM) at Chennai during March 2016. The Council is planning to invite 150 foreign buyers and 250 stalls. The exact date of the event is not mentioned by HEPC. To provide adequate information on exporting of handloom products. To facilitate the display of the products developed across the country by small and medium enterprises. To showcase the versatility of Indian Handwoven

textiles from different region by just viewing the portal, to facilitate indentifying right manufacturers / suppliers. To sustain India's booming and vibrant economy. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

- 42.3 Ministry of Textiles has recommended the proposal.
- 42.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.8 of the MAI guidelines subject to HEPC ensuring participation of 150 Indian exporters and 150 foreign buyers.
- 42.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.8 of the MAI guidelines subject to HEPC ensuring participation of 150 Indian exporters and 150 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 including construction of stalls, designing, event management expenses etc	206.25	134.06	75.00
2	To and fro travel expenses + accommodation charges for buyers from abroad (30 from USA / LAC region and 120 from other countries)	120.00	120.00	120.00
3	Publicity cost	32.00	20.80	5.00
4	Translation and interpreter charges	5.00	3.25	
5	Cost of catalogue and other promotion materials	10.00	6.50	
	Total	373.25	284.61	200.00

Item No. 43: Proposal of EPCH for organising Indian Houseware and decorative show and RBSM at Noida during 15-17 April, 2015.

- 43.1 The total estimated cost of the project for 2015-16 is ₹333.00 lakhs. The total MAI assistance sought for 2015-16 is ₹299.70 lakhs.
- 43.2 The proposed activities to be undertaken under the project is to organising Indian Houseware and decorative show and RBSM at Noida from 15-17 April, 2015 with 250 Indian Exporters and 25 buyers from USA & LAC and 150 buyers from others. Specific targeted benefit after completion of the project is to enhancing the exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports. The increase in exports mean more livelihood and employment generation to the rural based crafts person's who are the backbone of entire handicrafts sector, the larger participation by larger exporters with the product display provides opportunities to analysis the product range, consumer preferences and innovations for enhancing export growth as well as demand, the awareness creation towards brand image promotion of Indian handicrafts would be captured only

by making display of the products in international exhibitions and the awareness created through display and exhibition would motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirement and expand market linkages. **Assistance is admissible under para 7.1.8 & para 7.5.2 of the MAI guidelines.**

- 43.3 Ministry of Textiles has recommended the proposal.
- 43.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 250 Indian exporters and 175 foreign buyers.
- 43.5 EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 250 Indian exporters and 175 foreign buyers.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines @ 90%	MAI Assistance approved
1	Venue cost	165.00	148.50	90.00
2	Publicity cost	25.00	22.50	10.00
3	Printing of catalogue/brochures	5.00	4.50	
4	Translation and interpreter charges	1.00	0.90	
5	Air fare and hotel accommodation for 175 foreign buyers (25 from USA / LAC region and 150 from other countries)	137.00	123.30	75.00
	Total	333.00	299.7	175.00

Item No. 44: Proposal of EPCH for organizing Indian participation in Hong Kong House ware Show at Hong Kong during 20-23 April, 2015.

- 44.1 The total estimated cost of the project for 2015-16 is ₹276.40 lakhs. The total MAI assistance sought for 2015-16 is ₹177.84 lakhs.
- 44.2 The proposed activities to be undertaken under the project is to organize Indian participation in Hong Kong House ware Show at Hong Kong from 20-23 April, 2015 with 70 Indian exporters. Specific targeted benefit after completion of the project is enhancing the exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports. The increase in exports mean more livelihood and employment generation to the rural based craftsperson's who are the backbone of entire handicrafts sector, the product range, consumer preferences and invocations for enhancing export as well as demand and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

- 44.3 Ministry of Textiles has recommended the proposal.
- 44.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹140.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 70 Indian exporters.
- 44.5 EC approved the proposal with MAI assistance of ₹140.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 70 Indian exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	246.40	120.00
2	Publicity cost	20.00	18.00
4	Printing of catalogue/brochures	2.00	1.00
5	Translation and interpreter charges	2.00	1.00
6	Air fare and hotel accommodation chares	6.00	Not Admissible
	Total	276.40	140.00

Item No. 45: Proposal of EPCH for organising Indian Fashion Jewellery and Accessories Show at Noida during 11-13 July, 2015.

- 45.1 The total estimated cost of the project for 2015-16 is ₹285.30 lakhs. The total MAI assistance sought for 2015-16 is ₹256.72 lakhs.
- 45.2 The proposed activities to be undertaken under the project is to organising Indian Fashion Jewellery and Accessories Show at Noida from 11-13 July, 2015 with 125 Indian Exporters and 25 buyers from USA & LAC and 125 buyers from others. Specific targeted benefit after completion of the project is to enhancing the exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports. The increase in exports mean more livelihood and employment generation to the rural based craftsperson's who are the backbone of entire handicrafts sector, the larger participation by larger exporters with the product display provides opportunities to analysis the product range, consumer preferences and innovations for enhancing export growth as well as demand, the awareness creation towards brand image promotion of Indian handicrafts would be captured only by making display of the products in international exhibitions and the awareness created through display and exhibition would motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirement and expand market linkages. **Assistance is admissible under para 7.1.8 & para 7.5.2 of the MAI guidelines.**
- 45.3 Ministry of Textiles has recommended the proposal.
- 45.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 125 Indian exporters and 150 foreign buyers.

- 45.4 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 125 Indian exporters and 150 foreign buyers.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	Assistance admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines @ 90%	MAI Assistance approved
1	Venue cost	137.50	123.75	60.00
2	Publicity cost	25.00	22.50	5.00
3	Printing of catalogue/brochures	3.00	2.70	
4	Translation and interpreter charges	1.00	0.90	
5	Air fare and hotel accommodation for 175 foreign buyers (25 from USA / LAC region and 150 from other countries)	118.80	106.87 (as sought by EPCH)	85.00
	Total	285.30	256.72	150.00

Item No. 46: Proposal of EPCH for organising participation in International Show - Gift and Home at Shanghai, China during 28-30 August 2015.

- 46.1 The total estimated cost of the project for 2015-16 is ₹117.55 lakhs. The total MAI assistance sought for 2015-16 is ₹105.79 lakhs.
- 46.2 The proposed activities to be undertaken under the project is to organising participation in International Show - Gift and Home at Shanghai, China during 28-30 August 2015 with 50 Indian Exporters. Specific targeted benefit after completion of the project is to enhancing the exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports. The increase in exports mean more livelihood and employment generation to the rural based craftsperson's who are the backbone of entire handicrafts sector, the larger participation by larger exporters with the product display provides opportunities to analysis the product range, consumer preferences and innovations for enhancing export growth as well as demand and exhibition would motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirement and expand market linkages. **Assistance is admissible under para 7.1.2 & para 7.5.2 of the MAI guidelines.**
- 46.3 Ministry of Textiles has recommended the proposal.
- 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 EPCH ensuring participation of 35 Indian exporters.
- 46.5 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 EPCH ensuring participation of 35 Indian exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI Assistance approved
1	Venue cost	94.55	85.09	55.00
2	Publicity cost	10.00	9.00	5.00
4	Printing of catalogue/brochures	2.00	1.80	
5	Translation and interpreter charges	5.00	4.50	
6	Air fare and hotel accommodation chares	6.00	Not Admissible	
	Total	117.55	100.39	60.00

Item No. 47: Proposal of EPCH for organising participation in ASIA'S Fashion Jewellery & Accessories Show at Hong Kong during 14-17 September, 2015.

47.1 The total estimated cost of the project for 2015-16 is ₹163.79 lakhs. The total MAI assistance sought for 2015-16 is ₹147.41 lakhs.

47.2 The proposed activities to be undertaken under the project is to organising participation in ASIA'S Fashion Jewellery & Accessories Show at Hong Kong from 14-17 September, 2015 with 60 Indian Exporters. Specific targeted benefit after completion of the project is to enhancing the exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports. The increase in exports mean more livelihood and employment generation to the rural based craftsperson's who are the backbone of entire handicrafts sector, the larger participation by larger exporters with the product display provides opportunities to analysis the product range, consumer preferences and innovations for enhancing export growth as well as demand, the awareness created through display and exhibition would motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirement and expand market linkages. **Assistance is admissible under para 7.1.2 & para 7.5.2 of the MAI guidelines.**

47.3 Ministry of Textiles has recommended the proposal.

47.4 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 EPCH ensuring participation of 60 Indian exporters.

47.5 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 EPCH ensuring participation of 60 Indian exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	149.29	92.00
2	Publicity cost	7.50	6.00
4	Printing of catalogue/brochures	2.00	1.00
5	Translation and interpreter charges	2.00	1.00
6	Air fare and hotel accommodation chares	3.00	Not Admissible
	Total	163.79	100.00

Item No. 48: Proposal of EPCH for organising participation in ASIAN Gift premium household product Show at Hong Kong during 20-23 October, 2015.

- 48.1 The total estimated cost of the project for 2015-16 is ₹317.05 lakhs. The total MAI assistance sought for 2015-16 is ₹285.34 lakhs.
- 48.2 The proposed activities to be undertaken under the project is to organising participation in ASIAN Gift premium household product Show at Hong Kong from 20-23 October, 2015 with 100 Indian Exporters. Specific targeted benefit after completion of the project is to enhancing the exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports. The increase in exports mean more livelihood and employment generation to the rural based craftsperson's who are the backbone of entire handicrafts sector, the larger participation by larger exporters with the product display provides opportunities to analysis the product range, consumer preferences and innovations for enhancing export growth as well as demand, the awareness creation towards brand image promotion of Indian handicrafts would be captured only by making display of the products in international exhibitions and the awareness created through display and exhibition would motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirement and expand market linkages. **Assistance is admissible under para 7.1.2 & para 7.5.2 of the MAI guidelines.**
- 48.3 Ministry of Textiles has recommended the proposal.
- 48.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 100 Indian exporters.
- 48.5 EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 100 Indian exporters.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	292.05	165.00
2	Publicity cost	15.00	8.00
4	Printing of catalogue/brochures	2.00	1.00
5	Translation and interpreter charges	2.00	1.00
6	Air fare and hotel accommodation chares	6.00	Not Admissible
	Total	317.05	175.00

Item No. 49: Proposal of EPCH for organizing Indian participation in Ambiente Frankfurt, Germany during 12-16 February 2016.

- 49.1 The total estimated cost of the project for 2015-16 is ₹230.47 lakhs. The total MAI assistance sought for 2015-16 is ₹207.42 lakhs.
- 49.2 The proposed activities to be undertaken under the project is to organizing Indian participation in Ambiente Frankfurt, Germany during 12-16 February 2016 with 50 Indian exporters. Specific targeted benefit after completion of the project is enhancing the exports growth and to increase India's share in the world handicrafts exports,

provide opportunities to analyze the product range, consumer preferences and invocations and creation of brand image of Indian handicrafts by display of the products in international exhibitions and motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages. **Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.**

49.3 Ministry of Textiles has recommended the proposal.

49.4 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 EPCH ensuring participation of 50 Indian exporters.

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 EPCH ensuring participation of 50 Indian exporters.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 and para 7.5.2 of the MAI Guidelines @ 90%	MAI Assistance approved
1	Venue cost	200.47	180.42	90.00
2	Publicity cost	20.00	18.00	10.00
4	Printing of catalogue/brochures	2.00	1.80	
5	Translation and interpreter charges	2.00	1.80	
6	Air fare and hotel accommodation charges	6.00	Not Admissible	
	Total	230.47	202.02	100.00

Item No. 50: Proposal of AEPC for organizing 55th India International Garment Fair & RBSM and publicity campaign at Pragati Maidan, New Delhi during July 2015.

50.1 The total estimated cost of the project for 2015-16 is ₹864.30 lakhs. The total MAI assistance sought for 2015-16 is ₹500.00 lakhs.

50.2 The proposed activities to be undertaken under the project is to organize 55th India International Garment Fair & RBSM and publicity campaign at Pragati Maidan, New Delhi during July 2015. The Council is planning to invite 175 buyers (100 from American Continent and 75 from other region). Number of Indian exhibitors / participants not mentioned. The exact date is not mentioned by Council. Specific targeted benefit after completion of the project is to promote SSI units as exhibitors of the India International Garment Fair is mainly from the small and medium sectors. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

50.3 Ministry of Textiles has recommended the proposal.

50.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 175 foreign buyers and at least 250 Indian exhibitors.

50.5 EC approved the proposal with MAI assistance of ₹400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 175 foreign buyers and at least 250 Indian exhibitors.

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	347.87	226.11	223.75
2	Publicity cost	151.52	98.48	20.00
3	Cost of the catalogues and other material	31.96	20.77	
4	Translation and interpreter charges	3.00	1.95	
5	Reverse BSM (inviting prominent foreign buyers) total 175 buyers (100 from American Continent and 75 from other region).	156.25	156.25	156.25
6	Other components	173.70	Not admissible	
	Total	864.30	503.56	400.00

Item No. 51: Proposal of AEPC for organizing Mega Apparel show at Tokyo in Japan during July 2015.

51.1 The total estimated cost of the project for 2015-16 is ₹259.86 lakhs. The total MAI assistance sought for 2015-16 is ₹168.90 lakhs.

51.2 The proposed activities to be undertaken under the project is to organize Mega Apparel show at Tokyo in Japan during July 2015. The Council is planning to participate with 65 Indian exporters in the event. The exact date of the event is not mentioned by Council. AEPC, SRTEPC, TEXPROCIL will be showcasing India Garments and Accessories, Scarves is a very item of accessories, ladies men's children and infant wear etc. Specific targeted benefit after completion of the project is additional exports in textiles and RMG sector, estimated 10% growth in the year 2015-16. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

51.3 Ministry of Textiles has recommended the proposal.

51.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹130.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 65 Indian exporters.

51.5 EC approved the proposal with MAI assistance of ₹130.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 65 Indian exporters.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Space charges, space construction, light load, interior decoration, space for fashion show and fashion charges, irons and ironing boards, steamers,	234.00	120.00

	construction equipments etc.		
2	Publicity (light box, Google campaign)	18.00	8.00
3	Interpreter	2.16	1.50
4	Printing of catalogues	1.20	0.50
5	Telephone / fax / email	1.50	Not admissible
6	Postage mailers	3.00	Not admissible
	Total	259.86	130.00

Item No. 52: Proposal of AEPC for organizing Hong Kong Fashion Week, Hong Kong during July 2015.

- 52.1 The total estimated cost of the project for 2015-16 is ₹199.82 lakhs. The total MAI assistance sought for 2015-16 is ₹129.88 lakhs.
- 52.2 The proposed activities to be undertaken under the project is to organize Hong Kong Fashion Week, Hong Kong during July 2015. The Council is planning to participate with 65 Indian exporters in the event. The exact date is not mentioned by Council. Specific targeted benefit after completion of the project is to increase by at least 10% in expected order that will be booked in the forthcoming fair. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 52.3 Ministry of Textiles has recommended the proposal.
- 52.4 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 AEPC ensuring participation of 65 Indian exporters.
- 52.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 65 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses Space charges, construction of stalls, irons and ironing boards, steamers, construction equipments etc.	189.00	95.21
2	Interpreter / Hostess charges	0.72	0.40
3	Publicity (light box, Google Campaign)	9.00	4.00
4	Printing of catalogues	0.60	0.39
5	Telephone / fax / email	0.50	Not admissible
	Total	199.82	100.00

Item No. 53: Proposal of AEPC for organizing sourcing at Magic at Las Vegas in USA during August 2015 & February 2016.

- 53.1 The total estimated cost of the project for 2015-16 is ₹532.30 lakhs. The total MAI assistance sought for 2015-16 is ₹345.98 lakhs.
- 53.2 The proposed activities to be undertaken under the project is to organize Sourcing at Magic at Las Vegas Magic Fair in USA during August 2015 & February 2016. The exact date is not mentioned by Council. The Council is planning to participate with 65 exhibitors for each activity. Specific targeted benefit after completion of the project is to

increase in expected order that will be booked / growth in each of the forthcoming fairs by at least 10%. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 53.3 Ministry of Textiles has recommended the proposal.
- 53.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹260.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 65 Indian exporters in each edition.
- 53.5 EC approved the proposal with MAI assistance of ₹260.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 65 Indian exporters in each edition.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Space Charge Banner, standees, bunting from India, Construction of stall & other organizing expenditure	251.40	121.88
2	Publicity	12.00	7.80
3	Cost of catalogue printing	0.50	0.32
4	Cartage	1.50	Not admissible
5	Telephone / fax / email	0.75	Not admissible
	Total for August 2015	266.15	130.00
	Total for February 2016	266.15	130.00
	Total for both events	532.33	260.00

Item No. 54: Proposal of AEPC for organizing BSM at Barcelona & Madrid in Spain during September 2015.

- 54.1 The total estimated cost of the project for 2015-16 is ₹125.59 lakhs. The total MAI assistance sought for 2015-16 is ₹81.63 lakhs.
- 54.2 The proposed activities to be undertaken under the project is to organize BSM at Barcelona & Madrid in Spain during September 2015. The Council is planning to participate with 30 exhibitors for this event. The exact date is not mentioned by Council. Specific targeted benefit after completion of the project is to increase by at least 10% in expected orders that will be booked in each of the forthcoming BSM. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 54.3 Ministry of Textiles has recommended the proposal.
- 54.4 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 AEPC ensuring participation of 30 Indian exporters.
- 54.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 30 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses	102.50	52.00
2	Publicity cost for the event	12.30	6.00
3	Cost for the catalogues and other material	2.05	1.00
4	Interpreter charges / hostess charges	1.64	1.00
5	Local conveyance, good transportation charges, photocopy couriers charges, computer hire, telephone /fax/ email	4.10	Not admissible
6.	Telephone / fax / email	3.00	Not admissible
	Total	125.59	60.00

Item No. 55: Proposal of AEPC for organizing 56th India International Garment Fair & RBSM and publicity campaign at Pragati Maidan, New Delhi during January 2016.

55.1 The total estimated cost of the project for 2015-16 is ₹956.31 lakhs. The total MAI assistance sought for 2015-16 is ₹566.18 lakhs.

55.2 The proposed activities to be undertaken under the project is to organize 56th India International Garment Fair & RBSM and publicity campaign at Pragati Maidan, New Delhi during January 2016. The Council is planning to invite 175 buyers (100 from American Continent and 75 from other region). Number of Indian exhibitors / participants not mentioned. The exact date is not mentioned by Council. Specific targeted benefit after completion of the project is to promote SSI units as exhibitors of the India International Garment Fair is mainly from the small and medium sectors. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

55.3 Ministry of Textiles has recommended the proposal.

55.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹450.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 175 foreign buyers and at least 225 Indian exhibitors.

55.5 EC approved the proposal with MAI assistance of ₹450.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 175 foreign buyers and at least 225 Indian exhibitors.

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	424.83	276.14	266.14
2	Publicity cost	141.02	91.66	
3	Cost of the catalogues and other material	32.96	21.42	27.61
4	Translation and interpreter charges	3.00	1.95	
5	Reverse BSM (inviting prominent foreign buyers) total 175 buyers (100 from American Continent and 75 from other region).	175.00	156.25	156.25
6	Other components	179.50	Not admissible	
	Total	956.31	547.42	450.00

Item No. 56: Proposal of AEPC for organizing Hong Kong Fashion Week, Hong Kong during January 2016.

- 56.1 The total estimated cost of the project for 2015-16 is ₹177.42 lakhs. The total MAI assistance sought for 2015-16 is ₹115.32 lakhs.
- 56.2 The proposed activities to be undertaken under the project is to organize Hong Kong Fashion Week, Hong Kong during January 2016. The Council is planning to participate with 55 Indian exporters in the event. The exact date is not mentioned by Council. Specific targeted benefit after completion of the project is to increase by at least 10% in expected order that will be booked in the forthcoming fair. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 56.3 Ministry of Textiles has recommended the proposal.
- 56.4 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 AEPC ensuring participation of 55 Indian exporters.
- 56.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 55 Indian exporters.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses Space charges, construction of stalls, irons and ironing boards, steamers, construction equipments etc.	163.35	91.35
2	Interpreter / hostess	0.72	0.46
3	Publicity (light box, Google Campaign)	12.00	7.80
4	Cost of catalogues and other materials	0.60	0.39
5	Telephone / fax / email	0.75	Not admissible
	Total	177.42	100.00

Item No. 57: Proposal of AEPC for organizing participation in BSM in Chile & Uruguay at Santiago, Montevideo during March 2016.

- 57.1 The total estimated cost of the project for 2015-16 is ₹ 86.30 lakhs. The total MAI assistance sought for 2015-16 is ₹ 56.09 lakhs.
- 57.2 The proposed activities to be undertaken under the project is to organize participation in BSM in Chile & Uruguay at Santiago, Montevideo during March 2016. The AEPC will participate in the event with 22 Indian participants for each event. The exact date of the event is not mentioned by Council. Specific targeted benefit after completion of the project is to promote Indian product and enhancing image Latin American countries. For the next three years we expect to 10% increase each year in exports to Chile & Uruguay. **Assistance has been sought under para 7.1.2 of the MAI guidelines.**
- 57.3 Ministry of Textiles has recommended the proposal.

57.4 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 AEPC ensuring participation of 25 Indian exporters.

57.4 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 25 Indian exporters.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Admissible assistance Under para 7.1.2 of the MAI Guidelines @ 65%	MAI assistance approved
1	Space charges and construction of booths, banners, standees, bunting, irons and ironing boards, steamers, light load, interior decoration	69.00	44.85	45.00
2	Interpreter charges	1.80	1.17	5.00
3	Overseas publicity (press conference, advertisement in news papers, magazine, TV, website, hoarding, mailers etc and marketing of the event, hostess, Google marketing)	9.00	5.85	
4	Printing of mailers / brochures / catalogue	3.00	1.95	
5	Cartage	2.00	Not admissible	
6	Telephone / fax / email	1.50	Not admissible	
	Total	86.30	53.82	50.00

The meeting ended with vote of thanks to the Chairman.

**List of participants for Empowered Committee Meeting of MAI held on
22.10.2014 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 B.P. Pandey, AS&FA, DOC
3. Shri Arvind Mehta, Joint Secretary, DOC
4. Shri Siddhartha, Joint Secretary, DOC
5. Ms Sunaina Tomar, Joint Secretary (Exports), M/o Textiles
6. Shri Santosh Kumar, Director, DOC
7. Shri J. M. Gupta, Joint DGFT, DGFT
8. Shri Rajeev Kumar, Under Secretary, DOC
9. Shri R. K. Gupta, CEO, CDOS
10. Shri Sabyasachi Ray, ED, G&J EPC
11. Shri K.K. Duggal, Director, G&J EPC
12. Shri Tarun Dewan, ED, SGEP
13. Shri P.K. Sharma, MPLUN Ltd.
14. Shri D.K. Sareen, ED, ESC EPC
15. Shri R.K. Pathak, Secretary, TEPC
16. Shri Puneet Kumar SG, AEPC
17. Shri Vijay Mathur, ASG, AEPC
18. Shri R. P. Rajalingam, EPI, HEPC
19. Shri Rakesh Kumar, ED, EPCH
20. Shri Shiv Kumar Gupta, ED, Carpet EPC
21. Shri Ravi Kumar, Joint Director, TEXPROCIL
22. Shri K. Raju, Regional Director, TEXPROCIL
23. Shri V. Anil Kumar, ED, SRTEPC
24. Shri T. S. Chadha, OED, ISEPC
25. Shri Rinu Prenraj, Scientist, NCRMI
26. Shri Mushtaq Ahmed, Senior Vice President, KCCI
