

**OFFICE MEMORANDUM**

**Subject: Minutes of the Meeting of Empowered Committee of Market Access Initiative (MAI) for finalizing Annual Action Plan of MAI for the year 2016-17.**

The undersigned is directed to forward a copy of minutes of the meeting of the Empowered Committee of MAI, held on 20<sup>th</sup> November, 2015, 2<sup>nd</sup> December, 2015 and 7<sup>th</sup> December, 2015 under the Chairpersonship of Ms. Rita Teotia, Commerce Secretary, for finalizing Annual Action Plan of MAI for the year 2016-17, for information and necessary action.

  
(Rajeev Kumar)  
Under Secretary  
☎ 2306 1764

To,

1. Shri Anup Wadhawan, DG, DGFT
2. Dr. Guruprasad Mohapatra, Joint Secretary, DOC
3. Shri Sudhanshu Pandey, Joint Secretary, DOC
4. Shri Santosh Kumar Sarangi, Joint Secretary, DOC
5. Shri Dammu Ravi, Joint Secretary, DOC
6. Shri Bhupinder Singh Bhalla, Joint Secretary, DOC
7. Shri Manoj Dwivedi, Joint Secretary, DOC
8. Shri Sanjay Chadha, Joint Secretary, DOC
9. Ms Anita Praveen, Joint Secretary, DOC
10. Ms Sunaina Tomar, Joint Secretary (Export), Ministry of Textiles.
11. Shri Ashok Kumar, Joint Secretary, DOC
12. Ms. Anuradha Guru, Director, DOC
13. Ms. Anita Karn, Director, DOC
14. Shri Amit Singla, DS, DOC
15. Shri K. Nagaraj Naidu, Director (ITP), MEA
16. Shri T.V. Ravi, Director General, EOU & SEZ EPC
17. Dr. A. Jayathilak, Chairman, Spices Board
18. Shri Puneet Kumar SG, AEPC
19. Shri R. Ramesh Kumar, ED, CLE
20. Ms. Shubhra Singh, ED, ITPO
21. Shri Chandrajit Banerjee, DG, CII
22. Dr. A. Didar Singh, SG, FICCI
23. Dr. P V Appaji, Director General, Pharmexcil
24. Ms. Aditi Das Raut, Director General (Services EPC)
25. Shri Ajay Sahai, DG&CEO, FIEO
26. Shri D.S. Rawat, SG, ASSOCHAM
27. Shri Sabyasachi Ray, ED, GJEPC
28. Shri Bhaskar Sarkar, ED, EEPC
29. Shri Amit Mukherjee, ACMA
30. Shri. S.G. Bharadi, Acting Executive Director, Chemexcil
31. ED, Capexil
32. Shri R.K. Pathak, Secretary, TEPC
33. Dr. Rajeev Singh, Director General, ICC
34. Shri Saurabh Sanyal, ED, PHD Chamber of Commerce
35. Shri K. Sasi Varma, ED, Cashew EPC

36. Shri M. K. Parimoo, Director General, TPCI
37. Shri Tarun Dewan, ED, SGEPC
38. Shri R. Anand, ED, HEPC
39. Shri Rakesh Kumar, ED, EPCH
40. Shri Shiv Kumar Gupta, ED, Carpet EPC
41. Shri Siddhartha Rajagopal, ED, TEXPROCIL
42. Shri V. Anil Kumar, ED, SRTEPC
43. Shri T. S. Chadha, OED, ISEPC
44. Shri Rohit Puri, Executive Director, PDEXCIL
45. Shri D.K. Sareen, ED, ESC EPC
46. Shri Rajan Klyanpur, ED, Plastic EPC
47. Shri Mushtaq Ahmed Wani, President, KCCI

Copy to

1. PPS to CS
2. PPS to AS&FA
3. PS to JS (RC)
4. PA to DS (NR)



(Rajeev Kumar)  
Under Secretary

**Minutes of the Meetings of the Empowered Committee of MAI, Chaired by Commerce Secretary, to finalise Annual Action Plan for the year 2016-17**

The Empowered Committee of MAI met on 20.11.2015, 02.12.2015 and 07.12.2015 to finalise Annual Action Plan for MAI proposals for the year 2016-17.

2. The broad principles followed by the Sub-Committee, while recommending proposals for consideration of the Empowered Committee was indicated. For 2016-17, the Sub-Committee took into account the focus markets indicated in FTP, share of different commodities in export basket, need for rational allocation of events amongst industry organizations/EPCs, need for at least one flagship RBSP for each major commodity, preference for sector-specific shows, need for supporting the sectors with growth potential etc. It was mentioned that separate guidelines for streamlining release of funds was being issued. It was also conveyed that a module is being prepared for monitoring the impact of events funded by GOI, by HS code – market matrix for such event participation.

3. Chairperson emphasized the need for all organisations submitting UCs with accounts in time and that EPCs and Trade Bodies (TBs) need to provide measurable outcomes of the events participated with Govt. Assistance. The following decisions / observations were taken / made in the three meetings:

- (i) From next year, each proposal to indicate value of exports to the market(s) targeted, trend in exports (for at least two years) and strategic interest of India etc. It was indicated that DoC was developing a software system for monitoring the MAI / MDA funding and a process of online monitoring may be put in place in the beginning of 2016 itself. This online system is proposed to be introduced for fund releases being made for proposals approved in 2016-17. All agencies would be required to comply with system being developed. For proposals of 2017-18 onwards online application format is also proposed to be introduced through NCTI.
- (ii) Normally, EPCs/TBs, having been supported for repeated shows at one event/place for 3 years, would not be further funded by the Govt. and TBs would be expected to participate in such events independently, i.e. once the event is curated by repeated participation, proposal from any agency for this purpose/event would be disallowed/discouraged.
- (iii) For all major flagship events in the country, EPCs/Commodity Divisions are expected to draw up a firm calendar as per international practice and develop the branding of that event in such a way as to make it a universally acknowledged event, [i.e. organized at a fixed timeframe annually]. Indicative calendar for 5 years needs to be drawn up in advance.
- (iv) EPCs / TBs, while seeking funds for established events, may tend to seek less of Govt. funding and over a period of time make the scale of the show bigger and bigger, by taking more contribution from exhibitors. Such established event participation should aspire to cut down on support for visitors. (i.e. the representation of the event should attract visitors on its own without having a need to subsidise their visits).



- (v) ITPO should desist from seeking funds under MAI/MDA for 2017-18 onwards as it is expected to function on self-sustaining basis without govt. funding for such events.
- (vi) Branding for facia etc. of participants is being designed by IBEF as part of the DoC initiative and it shall be mandatory for all participants/organisations in govt. funded events to brand India according to templates specified by IBEF. EPCs / TBs need to gear up to such branding and try to ensure that this is replicated for all other events of national importance.
- (vii) The Embassies concerned should be involved in this exercise from the beginning itself so that the event can be made successful under the India brand. The concerned Territorial Division in DoC would be given the mandate for this.
- (viii) For all events, due diligence has to be carried out by the organisations on the nature of quality of the participants, and this would also need be certified by the organisations concerned while submitting the proposal. Similarly, the first report (*output report*) submitted after the event should indicate the participants companies' credentials and steps taken by the EPC / TB to verify the credentials.
- (ix) In events for IT and other services sector, in view of the national focus on promoting Start Ups, one area may be earmarked for "Start-up" participants. In this sector, the support would be considered by GOI for events with thrust for hardware, rather than software.
- (x) Since RBSM's are intended to promote developing and under-developed markets, organizations concerned need to ensure that buyers from developed markets do not covered for Government of India funding element.
- (xi) State specific events would be discouraged, unless the content justifies participation from national level importance.

4. After detailed discussion on each item, the Empowered Committee approved MAI assistance of Rs.196.86 crore for 200 events to be undertaken during the year 2016-17. The region-wise, sector-wise and organisation-wise break-up of the events and assistance approved by the Empowered Committee are as under:

**I. Region-wise break-up of events approved by EC for 2016-17**

Sl. No.	Region	No. of events	Approved Amount (₹ in lakh)
1	India (RBSM)	36	6,123.90
2	NE Asia	36	2,767.36
3	Europe	25	2,338.31
4	WANA	20	1,834.17
5	South Asia	22	1,424.00
6	LAC	14	1,125.00
7	Africa	17	1,311.00
8	CIS	11	1490.00

9	ASEAN	13	745.00
10	NAFTA	5	382.06
11	Oceania	1	120.00
	<b>Total</b>	<b>200</b>	<b>19,660.80</b>

**II. Sector-wise break-up of events approved by EC for 2016-17**

Sl. No.	Sectors	No.	Approved amount (₹ in lakh)
1	Engineering	38	4,429.00
2	Textiles	35	3,675.00
3	Multi-sector	38	3,024.47
4	Pharmaceuticals	12	1,370.00
5	Gem & Jewellery	7	1,220.00
6	Electronics & Computer Software	6	1,030.00
7	Services	8	1,015.00
8	Chemicals	5	840.00
9	Leather	11	765.00
10	Agri-products	19	658.43
11	Plastic	5	555.00
12	Miscellaneous	6	375.00
13	Project	3	215.00
14	Telecom	3	275.00
15	Sports Goods	3	187.50
16	Ceramic & Allied Products	1	26.40
	<b>Total</b>	<b>200</b>	<b>19,660.80</b>

**III. Organisation-wise break-up of events approved by EC for 2016-17**

Sl No.	Name	Number of events	Approved Amount (₹ in lakh)
1	EEPC	15	2,340.00
2	FICCI	13	1,500.00
3	ITPO	12	1,110.00
4	CII	13	1,125.00
5	G&J EPC	7	1,220.00
6	AEPC	7	1,210.00
7	FIEO	13	1,036.00
8	PHARMEXCIL	6	1,000.00
9	ASSOCHAM	14	995.00
10	ESC EPC	6	1,030.00
11	CHEMEXCIL	4	765.00
12	CLE	11	765.00

13	PHD CCI	10	625.00
14	CARPET EPC	4	575.00
15	ICC	11	482.47
16	TEXPROCIL	6	510.00
17	EPCH	6	500.00
18	PLASTIC EPC	4	455.00
19	ACMA	4	400.00
20	Service EPC	4	375.00
21	ISEPC	3	245.00
22	HEPC	2	160.00
23	SGEPC	3	187.50
24	TEPC	2	200.00
25	PDEXCIL	2	125.00
26	SRTEPC	3	150.00
27	KCCI	1	100.00
28	EOU & SEZ EPC	4	100.00
29	TPCI	2	90.00
30	Cashew EPC	5	38.43
31	CAPEXIL	1	26.40
32	Spices Board	2	20.00
33	IBEF (with EEPIC)	1	200.00
	<b>Total</b>	<b>200</b>	<b>19,660.80</b>

5. The approvals by the Empowered Committee in the meetings held on 20.11.2015, 02.12.2015 and 07.12.2015 in respect of each of the Agenda items are placed at **Appendix-I, Appendix-II and Appendix-III** respectively.

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## **APPENDIX-II**

### **Decisions taken by the Empowered Committee of MAI in the Meeting held on 02.12.2015**

The decisions taken by the Empowered Committee on each item are given below. The detailed item-wise approvals are at Annexure-II.

#### **H. PLASTIC SECTOR**

**Item No. H.1: Proposal of FICCI for organising India pavilion in the Expo Plast Peru 2016 at Lima, Peru from 3-6 May, 2016.**

H.1 EC approved the proposal with assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI subject to FICCI ensuring participation of 50 Indian exhibitors.

**Item No. H.2: Proposal of Plastic EPC for organizing Indian participation in ARABPLAST 2017 at Dubai, UAE from 8-10 January, 2017.**

H.2 EC approved the proposal with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 110 Indian exhibitors.

**Item No. H.3: Proposal of Plastic EPC for organizing Indian participation in KENYA PLAST 2016 at Nairobi, Kenya from 8-10 June, 2016.**

H.3 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 75 Indian exhibitors.

**Item No. H.4: Proposal of Plastic EPC for organising Indian participation in Sri Lanka Plast (3<sup>rd</sup> Edition) at Colombo, Sri Lanka from 5-7 August, 2016.**

H.4 EC approved the proposal with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exhibitors.

**Item No. H.5: Proposal of Plastic EPC for organising Indian participation in Plastics Vietnam 2017 at Ho Chi Minh City, Vietnam from 22-24 February, 2017.**

H.5 EC approved the proposal with MAI assistance of Rs.80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 65 Indian exhibitors.

#### **I. SPORTS GOODS SECTOR**

**Item No. I.1: Proposal of SGEPC for organising Reverse Buyer Seller Meet (Toys) at Mumbai during September, 2016.**

I.1 EC approved the proposal with MAI assistance of Rs.37.50 Lakhs under para 7.1.8 of the MAI guidelines subject to SGEPC ensuring participation of 50 Indian exhibitors and inviting 50 foreign buyers.



**Item No. I.2: Proposal of SGEPC for organising participation in ISPO 2017 at Munich, Germany.**

- I.2 EC approved the proposal with MAI assistance of Rs.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 exhibitors.

**Item No. I.3: Proposal of SGEPC for organising participation in Spielwarenmesse International Toy Fair 2017 at Nuremberg, Germany.**

- I.3 EC approved the proposal with MAI assistance of Rs.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 exhibitors.

**J. ELECTRONIC& COMPUTER SECTORS**

**Item No. J.1: Proposal of ESC EPC for organizing participation of Indian ICT companies in CeBIT 2017 at Hannover, Germany during March 2017.**

- J.1 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exhibitors.

**Item No. J.2: Proposal of ESC EPC for organizing participation of Indian ICT companies in Electronica at New Munich Trade fair Centre, Germany during 11-14 November 2016.**

- J.2 EC approved the proposal with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 30 Indian exhibitors.

**Item No. J.3: Proposal of ESC EPC for organizing participation of Indian Electronics & IT software and services companies in Gitex, 2016, Dubai during October 2016.**

- J.3 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exhibitors.

**Item No. J.4: Proposal of ESC EPC for organizing RBSM – India Electronics Expo at New Delhi during March 2017.**

- J.4 EC approved the proposal with MAI assistance of Rs.220.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ESC EPC ensuring participation of 150 Indian exhibitors and inviting 250 foreign buyers.

**Item No. J.5: Proposal of ESC EPC for organizing Made in India IT Show at India during March, 2017.**

- J.5 EC approved the proposal with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ESC EPC ensuring participation of 200 + 50 (start up firms) Indian exhibitors and inviting 350 foreign buyers.



**Item No. J.6: Proposal of ESC EPC for organizing participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during May 2016.**

- J.6 EC approved the proposal with MAI assistance of Rs.150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 75 Indian exhibitors. EC also directed ESC EPC to ensure participation of big IT companies in the show.

**K. PROJECT SECTOR**

**Item No. K.1: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at Nepal Buildcon International Expo 2017 at Kathmandu, Nepal during January 2017.**

- K.1 EC approved the proposal with MAI assistance of Rs.30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 60 Indian exhibitors.

**Item No. K.2: Proposal of FICCI for organising India pavilion in Projex Africa Cairo 2016 at Cairo, Egypt during November, 2016.**

- K.2 EC approved the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 75 Indian exhibitors.

**Item No. K.3: Proposal of CII for Enhancing India Africa of India In Project Opportunities in Africa at New Delhi during March, 2017.**

- K.3 EC approved the proposal with MAI assistance of Rs.135.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 400 Indian participants and inviting 50 foreign buyers.

**L. TELECOM SECTOR**

**Item No. L.1: Proposal of FICCI for organising India pavilion in Iran Telecom & IT Show 2016 at Tehran, Iran during October, 2016.**

- L.1 EC approved the proposal with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors. EC also directed FICCI to coordinate with TEPC for the show and to ensure that quality exporters participate in the show.

**Item No. L.2: Proposal of TEPC for organising RBSM 2017 scheduled to be held in February 2017 at New Delhi.**

- L.2 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to TEPC ensuring participation of 60-70 Indian exhibitors and inviting 75-85 foreign buyers.

**Item No. L.3: Proposal of TEPC for organising India Pavilion in India Africa ICT Expo 2016 (In conjunction with IT & Telecom Summit) at Nairobi, Kenya during August / September 2016.**

- L.3 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEPC ensuring participation of 80-85 Indian exhibitors.

**M. MISC. SECTORS**

**Item No. M.1: Proposal of FICCI for organising Reverse Buyer Seller Meet & Publicity Campaign in India STONEMART 2017 at Jaipur from 2-5 February, 2017.**

- M.1 EC approved the proposal with MAI assistance of Rs.200.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 250 Indian exhibitors and inviting 500 foreign buyers.

**Item No. M.2: Proposal of CII for organizing India pavilion in Xiamen Stone Fair 2017 at Xiamen, China during March, 2017.**

- M.2 EC approved the proposal with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 75 Indian exhibitors. For this event, CII may also take on board the Centre for Development of Stone.

**Item No. M.3: Proposal of EOU&SEZ for Indo-International Trade & Cultural Exhibition 2016 at Mauritius from 4-13 April, 2016.**

- M.3 EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EOU &SEZ ensuring participation of 20 Indian exhibitors.

**Item No. M.4: Proposal of EOU&SEZ for Participation in Multi Product Trade Fair “Alimentec 2016” at Colombia from 8-11 June, 2016.**

- M.4 EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EOU &SEZ ensuring participation of 20 Indian exhibitors.

**Item No. M.5: Proposal of EOU&SEZ for Participation in Multi Product Trade Fair Kenya International Trade Exhibition (KITE) at Nairobi, Kenya from 5-7 November, 2016.**

- M.5 EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EOU &SEZ ensuring participation of 20 Indian exhibitors.

**Item No. M.6: Proposal of EOU&SEZ for Participation in Multi Product Trade Fair “Ambeinte Germany 2017” at Frankfurt, Germany from 10-14 February, 2017.**

- M.6 EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EOU &SEZ ensuring participation of 20 Indian exhibitors.

## N. TEXTILE SECTOR

### **Item No. N.1: Proposal of FICCI for organizing Reverse Buyer Seller Meet & Publicity Campaign with VASTRA – 2016 at Jaipur from 3-5 October, 2016.**

- N.1 EC approved MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines for the event, subject to FICCI ensuring participation of 500+ Indian stalls and 600 foreign buyers. Further continuance of assistance for this event will be considered on merit.

### **Item No. N.2: Proposal of FIEO for organizing India Pavilion in Global Sources Fashion Exhibition at Hong Kong during 27-30 October 2016.**

- N.2 The proposal was not approved by EC.

### **Item No. N.3: Proposal of KCCI for organizing Reverse Buyer Seller Meet at Srinagar, Kashmir during May, 2016.**

- N.3 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to KCCI ensuring participation of 100 Indian exhibitors and inviting 75 foreign buyers. EC, however, directed that response to this event needs to be evaluated and an observer be sent for this event and that there may not be further MAI assistance for this event.

### **Item No. N.4: Proposal of AEPC for organising 57<sup>th</sup> India International Garment Fair & RBSM and Publicity Campaign at Pragati Maidan, New Delhi during July, 2016.**

- N.4 EC approved the proposal with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 280 foreign buyers and at least 250 Indian exhibitors.

### **Item No. N.5: Proposal of AEPC for organising 58<sup>th</sup> India International Garment Fair & RBSM and Publicity Campaign at Pragati Maidan, New Delhi during January, 2017.**

- N.5 EC approved the proposal with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 185 foreign buyers and at least 225 Indian exhibitors.

### **Item No. N.6: Proposal of AEPC for Participation in Hong Kong Fashion Week at Hong Kong during July, 2016.**

- N.6 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 60 Indian exhibitors.

### **Item No. N.7: Proposal of AEPC for participation in JAPAN FAIR at Tokyo, Japan during July, 2016.**

- N.7 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 50 Indian exhibitors.



**Item No. N.8: Proposal of AEPC for organising Hong Kong Fashion Week at Hong Kong during January, 2017.**

N.8 EC approved the proposal with MAI assistance of Rs.90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 50 Indian exhibitors.

**Item No. N.9: Proposal of AEPC for organising Buyer Seller Meet at Santiago, Chile and Uruguay during March, 2017.**

N.9 EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 25 Indian exhibitors.

**Item No. N.10: Proposal of AEPC for organising Buyer Seller Meet at Barcelona & Madrid in Spain during September, 2016.**

N.10 EC approved the proposal with MAI assistance of Rs.70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 40 Indian exhibitors.

**Item No. N.11: Proposal of TEXPROCIL for organising National Level participation in Intertextile Apparel Fabrics & Yarn Expo at Shanghai, China during October, 2016 & March, 2017.**

N.11 EC approved the proposal with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors in each event.

**Item No. N.12: Proposal of TEXPROCIL for organising group participation in “Colombia Tex” at Medellin City, Colombia during January, 2017.**

N.12 EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exhibitors.

**Item No. N.13: Proposal of TEXPROCIL for organising National Level participation in Texworld & Apparel Sourcing Show at Paris, France during September 2016 & February, 2017.**

N.13 EC approved the proposal with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors in each event.

**Item No. N.14: Proposal of TEXPROCIL for organising group participation in Vietnam International textile and garment Industry Exhibition at Ho Chi Minh City, Vietnam during October 2016.**

N.14 EC approved the proposal with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors.

**Item No. N.15: Proposal of Indian Silk EPC for organizing India International Silk Fair and RBSM at New Delhi during October, 2016.**

- N.15 EC approved the proposal with MAI assistance of Rs.135.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ISEPC ensuring participation of 120 Indian exhibitors and inviting 100 foreign buyers.

**Item No. N.16: Proposal of Indian Silk EPC for organising India Pavilion at “Global Sourcing Fair, at Hong Kong from April, 2016.**

- N.16 EC approved the proposal with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 50 Indian exhibitors.

**Item No. N.17: Proposal of Indian Silk EPC for Participation in WHO’S NEXT IN PARIS at France during September, 2016.**

- N.17 EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 Indian exhibitors.

**Item No. N.18: Proposal of SRTEPC for organising Combined Indian Textile & Clothing Exhibition (INTEXPO UAE) 2016 in Dubai, UAE during November/December, 2016.**

- N.18 EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 25 Indian exhibitors.

**Item No. N.19: Proposal of SRTEPC for organising Combined Indian Textile Exhibition (INTEXPO Bangladesh) in Bangladesh during September, 2016.**

- N.19 EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 50 Indian exhibitors.

**Item No. N.20: Proposal of SRTEPC for organizing RBSM “Source India” at Surat, Gujarat during August 2016.**

- N.20 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to SRTEPC ensuring participation of 80-100 Indian exhibitors and inviting 100 foreign buyers.

**Item No. N.21: Proposal of PDEXCIL for organising India International Fabric Expo Reverse Buyer Seller Meet at Bangalore from November, 2016.**

- N.21 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pdexcil ensuring participation of 100 Indian exhibitors and inviting 50 foreign buyers.

**Item No. N.22: Proposal of PDEXCIL for organising National level participation in Intertextile Shanghai Apparel Fabrics – Spring Edition 2017 at Shanghai, China from March, 2017.**

N.22 EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pdexcil ensuring participation of 25 Indian exhibitors.

**Item No. 23: Proposal of HEPC for organising National level participation in India Home Furnishing Fair at Osaka, Japan from July, 2016.**

N.23 EC approved the proposal with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 30 Indian exhibitors.

**Item No. N.24: Proposal of HEPC for organising National level participation in Heimtextile 2017 at Frankfurt, Germany from January, 2017.**

N.24 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 50 Indian exhibitors.

**Item No. N.25: Proposal of HEPC for organising RBSM India International Hand-woven Fair 2017 at Chennai from March, 2017.**

N.25 It was decided that HEPC may get assistance for this event either from DC, Handloom or M/o Textiles. EC did not approve this proposal.

**Item No. N.26: Proposal of Carpet EPC for organising RBSM during India Carpet Expo at Varanasi (U.P.) during October, 2016.**

N.26 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors and inviting 150 foreign buyers.

**Item No. N.27: Proposal of Carpet EPC for organising RBSM during India Carpet Expo at New Delhi during March, 2017.**

N.27 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors and inviting 200 foreign buyers.

**Item No. N28: Proposal of Carpet EPC for organising National level participation in Domotex Asia / China Floor at Shanghai, China during March, 2017.**

N.28 EC approved the proposal with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 50 Indian exhibitors.

**Item No. N.29: Proposal of Carpet EPC for organising participation in Domotex 2017 in Hannover, Germany during January, 2017.**

N.29 EC approved the proposal with MAI assistance of Rs.300.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors.



**Item No. N.30: Proposal of EPCH for organising Reverse Buyer Seller Meet on Indian Houseware and Decorative Show from 16-18 April, 2016.**

N.30 EC approved the proposal with MAI assistance of Rs.150.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 250 Indian exhibitors and inviting 175 foreign buyers.

**Item No. N.31: Proposal of EPCH for organising Reverse Buyer Seller Meet on Indian Fashion Jewellery & Accessories Show from 15-17 July, 2016.**

N.31 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 125 Indian exhibitors and inviting 150 foreign buyers.

**Item No. N.32: Proposal of EPCH for participation in International Show Hong Kong Houseware Fair at Hong Kong from 20-23 April, 2016.**

N.32 EC approved the proposal with MAI assistance of Rs.80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 80 Indian exhibitors.

**Item No. N.33: Proposal of EPCH for participation in International Show – Asian Gifts Premium & Household Product Show at Hong Kong from 20-23 October, 2016.**

N.33 EC approved the proposal with MAI assistance of Rs.90.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 90 Indian exhibitors.

**Item No. N.34: Proposal of EPCH for participation in International Show –YIWU Imported Commodities Fair at YIWU, China from 2-5 June, 2016.**

N.34 EC approved the proposal with MAI assistance of Rs.30.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 25 Indian exhibitors.

**Item No. N.35: Proposal of EPCH for participation in International Show –Gifts Expo, Moscow, Russia from 17-20 September, 2016.**

N.35 EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 30 Indian exhibitors.

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**Detailed Item-wise approvals of the MAI Empowered Committee on the items taken up for consideration in the meeting held on 02.12.2015**

List of participants is attached.

**H. PLASTIC SECTOR**

**Item No. H.1: Proposal of FICCI for organising India pavilion in the Expo Plast Peru 2016 at Lima, Peru from 3-6 May, 2016.**

**H.1.1 Estimated Expenditure:-****(Rs. In Lakhs)**

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Space rent	182.00	95.00
2	Show promotion & publicity	12.00	5.00
3	Printing of catalogue/brochures	5.00	
4	Interpreters/translators	6.00	
	<b>Total</b>	<b>205.00</b>	<b>100.00</b>

**H.1.2 Proposed activity:** The project is to organize India pavilion, exhibition, specific sector focused Buyer Seller Meetings and interactions with business, chamber of commerce industry, sectoral organizations, associations and meeting with Government/State Government officials. Focus sectors are Plastics, Synthetic Resins, Industry and Raw Material Base, Various Chemical Machines, Equipment and Accessories Tools Blow etc. The Organization is planning to participate in the event with 50 Indian companies.

**H.1.3 FT(LAC) Division, DOC** has recommended the proposal (with the condition that "Only if funds permit"). Assistance is admissible under para 7.1.2 of the MAI guidelines.

**H.1.4** SC recommended for consideration of EC with assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI subject to FICCI ensuring participation of 50 Indian exhibitors.

**H.1.5** EC approved the proposal with assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI subject to FICCI ensuring participation of 50 Indian exhibitors.

**Item No. H.2: Proposal of Plastic EPC for organizing Indian participation in ARABPLAST 2017 at Dubai, UAE from 8-10 January, 2017.**

**H.2.1 Estimated Expenditure:-****(Rs. In Lakhs)**

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost and related organizing expenses	564.30	190.00
2	Publicity campaign – advertisements, banners, catalogues, brochure etc	20.00	10.00
	<b>Total</b>	<b>584.30</b>	<b>200.00</b>

H.2.2 **Proposed activity:** organize India's participation for promotion of Indian plastic products and allied items like machinery, moulds & dies, additives etc in the UAE and Middle East & African Regions. Plastic EPC is planning to organize the event with 80 participants.

ARABPLAST, Dubai is stated to be the leading exhibition for plastics sector in the Middle East Region. It also takes pride in attracting serious buyers from all over the Arab world and the African Region where Dubai is considered one of the largest trading hubs. It provides unique opportunity to the exporters of all segments of plastic industry and machinery (including moulds and dies) to renew their existing business relationship and also for establishing new business contacts. Therefore, the Indian participation at ARABPLAST 2017 will be an excellent opportunity to increase share of exports not only in the UAE but also in other countries in the Middle East and African Regions.

H.2.3 **EP(CAP) and FT (WANA)** Division have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

H.2.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 100 Indian exhibitors.

H.2.5 **EC approved the proposal with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 110 Indian exhibitors.**

**Item No. H.3: Proposal of Plastic EPC for organizing Indian participation in KENYA PLAST 2016 at Nairobi, Kenya from 8-10 June, 2016.**

H.3.1 **Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost and related expenses	215.63	95.00
2	Other organizing costs like publicity, brochures / catalogues, advertisements, telemarketing, etc	10.00	5.00
	<b>Total</b>	<b>225.63</b>	<b>100.00</b>

H.3.2 **Proposed activity:** to organize Indian participation for promotion of Indian plastic products in Vietnam and other South East Asian countries. Plastic EPC is planning to organize the event with 50 participants.

KENYA PLAST (4<sup>th</sup> Edition) is a renowned show of plastic industry in this region. It offers an excellent platform for promoting plastic goods and machinery/moulds and dies. This event attracts a large audience from all facets of plastic industry not only from Kenya, but also from other East African countries. Participation at this event is an opportunity to showcase plastic and related machinery and production aids to target audience in this region. Participation at this event, with good offices of EEPC India for plastic machinery/moulds and dies will facilitate exports from Indian Industry.



- H.3.3 **EP(CAP) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- H.3.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 75 Indian exhibitors.
- H.3.5 **EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 75 Indian exhibitors.**

**Item No. H.4: Proposal of Plastic EPC for organising Indian participation in Sri Lanka Plast (3<sup>rd</sup> Edition) at Colombo, Sri Lanka from 5-7 August, 2016.**

**H.4.1 Estimated Expenditure:**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost and related expenses	143.75	72.00
2	Publicity campaign – advertisements, banners, catalogues, brochure etc	6.00	3.00
	<b>Total</b>	<b>149.75</b>	<b>75.00</b>

- H.4.2 **Proposed activity:** organize Indian participation for promotion of Indian plastic products in Sri Lanka. The Plastic EPC is planning to organize the event with 50 participants. Specific targeted benefit after completion of the project is to facilitate new contacts in Sri Lanka and enhance value-added products like master batches, plastic articles and plastic machinery, molds and dies (with good offices of EEPIC).
- H.4.3 **EP(CAP) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- H.4.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exhibitors.
- H.4.5 **EC approved the proposal with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 50 Indian exhibitors.**

**Item No. H.5: Proposal of Plastic EPC for organising Indian participation in Plastics Vietnam 2017 at Ho Chi Minh City, Vietnam from 22-24 February, 2017.**

**H.5.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost and related expenses	126.50	75.00
2	Other organizing costs like publicity, brochures / catalogues, advertisements, telemarketing, etc	8.00	5.00
	<b>Total</b>	<b>134.50</b>	<b>80.00</b>

- H.5.2 **Proposed activity:** organize Indian participation for promotion of Indian plastic products in Vietnam and other South East Asian countries. The Plastic EPC is

planning to organize the event with 50 participants. PLASTICS VIETNAM 2016 (2<sup>nd</sup> Edition) is the showcase of plastic industry in this region. It offers an excellent platform for promoting plastic goods and machinery/ moulds and dies. This event, like in the first edition, is expected to attract a large audience from all facets of plastic industry from Vietnam (which is coming up as a major player in plastics) and surrounding areas. Participation at this event is an opportunity to showcase plastic and related machinery and production aids to target audience in this region. Participation at this event, with good offices of EEPC India for plastic machinery/moulds and dies will facilitate exports from Indian Industry.

- H.5.3 **EP(CAP) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- H.5.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 65 Indian exhibitors.
- H.5.5 **EC approved the proposal with MAI assistance of Rs.80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 65 Indian exhibitors.**

#### I. SPORTS GOODS SECTOR

**Item No. I.1: Proposal of SGEPC for organising Reverse Buyer Seller Meet (Toys) at Mumbai during September, 2016.**

##### I.1.1 **Estimated Expenditure:-**

(Rs. In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Travel/ Hotel charges of Foreign buyers (50 buyers x Rs.75,000)	37.50	37.50
	<b>Total</b>	<b>37.50</b>	<b>37.50</b>

- I.1.2 **Proposed activity:** organizing of Reverse of Buyer Seller Meet during Kids India 2016.SGEPC is planning to organize the event with 20 participants. Specific targeted benefit after completion of the project is 5% growth in exports directly attributable to the project.
- I.1.3 **EP(LSG) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- I.1.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.37.50 Lakhs under para 7.1.8 of the MAI guidelines subject to SGEPC ensuring participation of 50 Indian exhibitors and inviting 50 foreign buyers.
- I.1.5 **EC approved the proposal with MAI assistance of Rs.37.50 Lakhs under para 7.1.8 of the MAI guidelines subject to SGEPC ensuring participation of 50 Indian exhibitors and inviting 50 foreign buyers.**

**Item No. I.2: Proposal of SGEPC for organising participation in ISPO 2017 at Munich, Germany.**

**I.2.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue / stall related expenditure	325.00	95.00
2	Publicity cost / Cost of catalogues / Translation and interpreter	10.00	5.00
	<b>Total</b>	<b>335.00</b>	<b>100.00</b>

**I.2.2 Proposed activity:** participation in ISPO 2017 at Munich, Germany. SGEPC is planning to organise the event with 45 participants. Specific targeted benefit after completion of the project is to anticipated growth of 5% in exports directly attributable to the project.

**I.2.3 EP(LSG) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**I.2.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.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 exhibitors.

**I.2.5 EC approved the proposal with MAI assistance of Rs.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 exhibitors.**

**Item No. I.3: Proposal of SGEPC for organising participation in Spielwarenmesse International Toy Fair 2017 at Nuremberg, Germany.**

**I.3.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue / stall related expenditure	125.00	47.00
2	Publicity cost / Cost of catalogues / Translation and interpreter	5.00	3.00
	<b>Total</b>	<b>130.00</b>	<b>50.00</b>

**I.3.2 Proposed activity:** participation in Spielwarenmesse International Toy Fair 2017 at Nuremberg, Germany. The SGEPC is planning to organize the event with 20 participants. Specific targeted benefit after completion of the project is to anticipated growth of 5% in exports directly attributable to the project.

**I.3.3 EP(LSG) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**I.3.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.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 exhibitors.

**I.3.5 EC approved the proposal with MAI assistance of Rs.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 exhibitors.**



## J. ELECTRONIC& COMPUTER SECTORS

**Item No. J.1: Proposal of ESC EPC for organizing participation of Indian ICT companies in CeBIT 2017 at Hannover, Germany during March 2017.**

### J.1.1 Estimated Expenditure:-

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost and organizing expenses	172.87	98.00
2	Catalogue and other material	1.00	0.50
3	Translation and interpreter charges	2.25	1.50
	<b>Total</b>	<b>176.12</b>	<b>100.00</b>

**J.1.2 Proposed activity:** organize participation of Indian ICT companies in CeBIT 2017 at Hannover, Germany during March 2017. 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.

**J.1.3 EP(E&SW) Division** has recommended the proposal. FT(Europe) Division has not recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**J.1.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exhibitors.

**J.1.5 CS mentioned that ESC EPC has been participating in this show for quite some time and that other CeBIT Shows, particularly the Shanghai one also need to be looked into.**

**J.1.6** EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exhibitors.

**Item No. J.2: Proposal of ESC EPC for organizing participation of Indian ICT companies in Electronica at New Munich Trade fair Centre, Germany during 11-14 November 2016.**

### J.2.1 Estimated Expenditure:-

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost and organizing expenses	96.75	52.00
2	Publicity cost of the event	12.62	7.65
3	Translation and interpreter charges	0.60	0.35
	<b>Total</b>	<b>109.97</b>	<b>60.00</b>

- J.2.2 **Proposed activity:** organize participation of Indian ICT companies in Electronica at New Munich Trade fair Centre, Germany during 11-14 November 2016. The Council is planning to participate with 30 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 IT 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.
- J.2.3 **EP (E&SW) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- J.2.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 30 Indian exhibitors.
- J.2.5 **EC approved the proposal with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 30 Indian exhibitors.**

**Item No. J.3: Proposal of ESC EPC for organizing participation of Indian Electronics & IT software and services companies in Gitex, 2016, Dubai during October 2016.**

J.3.1 **Estimated Expenditure:-**

			(Rs. In Lakhs)
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost and organizing expenses	217.75	98.00
2	Cost of Catalogue and other material	2.22	2.00
3	Translation and interpreter charges	1.30	
4	Publicity Cost	0.50	
	<b>Total</b>	<b>221.77</b>	<b>100.00</b>

- J.3.2 **Proposed activity:** organize participation of Indian Electronics & IT software and services companies in Gitex, 2016, Dubai during October 2016. The exact date of the event has not been mentioned by Council. The Council is planning to participate with 50 exporters for the event. The benefits targeted are 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.
- J.3.2 **EP (E&SW) and FT (WANA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- J.3.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.110.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exhibitors.

- J.3.5 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 50 Indian exhibitors.**

**Item No. J.4: Proposal of ESC EPC for organizing RBSM – India Electronics Expo at New Delhi during March 2017.**

**J.4.1 Estimated Expenditure:-**

**(Rs. In Lakhs)**

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue and construction / organizing expenses	50.00	60.00
2	Cost of the catalogue and other material	10.00	5.00
3	Publicity	25.00	10.35
4	Translator	1.00	0.65
5	Air fare charges and hotel accommodation charges of foreign buyers	160.00	144.00 (As sought by ESC EPC)
	<b>Total</b>	<b>246.00</b>	<b>220.00</b>

- J.4.2 Proposed activity:** organize RBSM – India Electronics Expo at New Delhi during March 2017 of over 50 Indian companies and hosting 200 foreign buyers. The exact date of the event has not been mentioned by Council. Specific targeted benefits after completion of the project is to increase the electronics exports from India to remotest corners of earth, increase in revenue generation and creating the image- Make in India.

- J.4.3 EP (E&SW) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- J.4.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.220.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ESC EPC ensuring participation of 150 Indian exhibitors and inviting 250 foreign buyers.

- J.4.5 EC approved the proposal with MAI assistance of Rs.220.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ESC EPC ensuring participation of 150 Indian exhibitors and inviting 200 foreign buyers.**

**Item No. J.5: Proposal of ESC EPC for organizing Made in India IT Show at India during March, 2017.**

**J.5.1 Estimated Expenditure:-**

**(Rs. In Lakhs)**

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost for exhibition and conference setup	140.00	140.00
2	Cost of the catalogue and other material	20.00	13.00
3	Publicity	80.00	38.70
4	Translator	2.00	1.30
5	Air fare charges and hotel accommodation charges of foreign buyers	230.00	207.00 (As sought by ESC EPC)
	<b>Total</b>	<b>472.00</b>	<b>400.00</b>

- J.5.2 **Proposed activity:** organize Made in India IT Show at India during March, 2017, conferences session on contemporary topics, awareness campaigns mobilizing participation in India & abroad. The Council would organize exhibition of over 150 Indian ICT companies and hosting 300 global buyers. The exact date of the event and place is not mentioned by Council. Specific targeted benefits after completion of the projects is to 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.
- J.5.3 **EP (E&SW) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- J.5.4 The details of allocation of fund for the above event during the last two years are as under:-

SI No.	Subject	2014-15	2015-16
1.	Whether participated last Time (Yes/No)	Yes	Yes
2.	No. of Participants participated in last event	Indian – 150 Foreign – 400	Indian – 150 Foreign – 365
3.	Business/Outcome of last event	2500 Business Enquires	Event Will be held
4.	MAI Assistance Approved	500.00 lakhs	500.00 lakhs

- J.5.5 SC recommended the proposal for consideration of EC with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ESC EPC ensuring participation of 200 Indian exhibitors and inviting 350 foreign buyers.
- J.5.6 **It was decided that ESC EPC should encourage start ups and increase start up area in the show. ESC EPC should also ensure that quality buyers attend the event.**
- J.5.7 **EC approved the proposal with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ESC EPC ensuring participation of 200 + 50 (start-up firms) Indian exhibitors and inviting 350 foreign buyers.**

**Item No. J.6: Proposal of ESC EPC for organizing participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during May 2016.**

J.6.1 **Estimated Expenditure:-**

(Rs. In Lakhs)

SI. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost and organizing expenses	228.00	148.20

2	Cost of Catalogue and other material	2.00	1.30
3	Translation and interpreter charges	1.50	0.50
	<b>Total</b>	<b>231.50</b>	<b>150.00</b>

- J.6.2 **Proposed activity:** organize participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during May 2016. The Council is planning to participate with 50 exporters in the event. The exact date of the event is not mentioned by Council. The show covers almost all the important IT sectors and has the 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.
- J.6.3 **EP (E&SW) and FT (NEA) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- J.6.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 75 Indian exhibitors.
- J.6.5 **During the meeting, ESC EPC was advised to take more high-end exporters. ESC EPC was also advised that more proposals should be on hardware than on software, except the niche sector of embedded software.**
- J.6.6 **EC approved the proposal with MAI assistance of Rs.150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 75 Indian exhibitors. EC also directed ESC EPC that they ensure the participation of big IT companies in the show.**

## K. PROJECT SECTOR

**Item No. K.1: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at Nepal Buildcon International Expo 2017 at Kathmandu, Nepal during January 2017.**

### K.1.1 Estimated Expenditure:-

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue and space cost	46.08	28.00
2	Printing cost	4.60	2.00
3	Publicity cost		
4	Interpretation / translation charges	50.68	30.00
	<b>Total</b>		

- K.1.2 **Proposed Activity:** organize India Pavilion at Nepal Buildcon International Expo 2017 at Kathmandu, Nepal during January 2017. The exact date of the event is not mentioned by PHDCCI. PHDCCI is planning to participate with 50 Indian



exhibitors in the event from architecture, construction, building materials engineering, innovation, interiors and design.

- K.1.3 **FT(SA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- K.1.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 60 Indian exhibitors.
- K.1.5 **EC approved the proposal with MAI assistance of Rs.30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 60 Indian exhibitors.**

**Item No. K.2: Proposal of FICCI for organising India pavilion in Projex Africa Cairo 2016 at Cairo, Egypt during November, 2016.**

**K.2.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space Rent	142.00	44.00
2	During the show promotion	8.50	4.00
3	Printing of catalogue & brochures	2.50	1.00
4	Interpreter, Translation	3.00	1.00
	<b>Total</b>	<b>156.00</b>	<b>50.00</b>

- K.2.2 **Proposed activity:** organizing India pavilion, one to one B2B meeting and Organizing B2B sessions between India delegations and various regional Chambers of commerce and industries. The Organization is planning to participate in the event with 50 Indian Companies from Building & Construction and Equipment industry.
- K.2.3 **FT(WANA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- K.2.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 75 Indian exhibitors.
- K.2.5 **EC approved the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 75 Indian exhibitors.**

**Item No. K.3: Proposal of CII for Enhancing India Africa of India In Project Opportunities in Africa at New Delhi during March, 2017.**

**K.3.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	135.00	89.00
2	Publicity	25.00	

3	Cost of catalogue and other material	25.00	<b>8.50</b>
4	Translation and interpreters	10.00	
5	International air travel cost for 50 African visitors (@ 75,000/- per delegates)	50.00	<b>37.50</b>
	<b>Total</b>	<b>245.00</b>	<b>135.00</b>

- K.3.2 **Proposed activity:** organising Reverse Buyer seller Meet, Intensive Brand Building Campaign and participation in conference and exhibition. The Organization is planning to organise the event with 50 foreign delegates. Number of Indian companies and name of focus sectors have not mentioned by CII. Specific targeted benefits after completion of the project are to increase Indian project exports by 10% to countries in Africa, identification of specific projects for Indian partnerships, development of a demand for integrated projects and promoting Brand India in Africa.
- K.3.3 **FT(Africa) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- K.3.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.135.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 400 Indian exhibitors and inviting 50 foreign buyers.
- K.3.5 **EC approved the proposal with MAI assistance of Rs.135.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 400 Indian participants and inviting 50 foreign buyers.**

#### L. TELECOM SECTOR

##### Item No. L.1: Proposal of FICCI for organising India pavilion in Iran Telecom & IT Show 2016 at Tehran, Iran during October, 2016.

##### L.1.1 Estimated Expenditure:-

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space Rent	153.00	70.00
2	Promotion during the show	7.00	5.00
3	Printing of catalogue & brochures	2.50	
4	Interpreter, Translation	3.00	
	<b>Total</b>	<b>165.50</b>	<b>75.00</b>

- L.1.2 The proposed activity to be undertaken under the project are organizing India pavilion, one to one B2B meeting and Organizing B2B sessions between India delegations and various regional Chambers of commerce and industries. The Organization is planning to participate in the event with 50 Indian Companies from Telecommunication, IT Software and Hardware.
- L.1.3 **FT(SA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- L.1.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

- L.1.5 EC approved the proposal with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors. EC also directed FICCI to coordinate with TEPC for the show and to ensure that quality exporters participate in the show.**

**Item No. L.2: Proposal of TEPC for organising RBSM 2017 scheduled to be held in February 2017 at New Delhi.**

**L.2.1 Estimated Expenditure:-**

**(Rs. In Lakhs)**

<b>Sl. No.</b>	<b>Heads</b>	<b>Estimated Expenditure</b>	<b>MAI Assistance Approved</b>
1	Organizing expenses	10.00	23.00
2	Air fare and hotel stay	60.00	75.00
3	Promotional material	5.00	2.00
	<b>Total Expenditure</b>	<b>75.00</b>	<b>100.00</b>

- L.2.2 Proposed activity:** organize RBSM in New Delhi, India in the month of February 2017. 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 40-50 delegates from different telecom companies from different countries. The exact date of the event is not mentioned by Council. This event would help in 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.

- L.2.3 EP(OP&S) and FT(Africa) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- L.2.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.85.00 Lakhs under para 7.1.8 of the MAI guidelines subject to TEPC ensuring participation of 60-70 Indian exhibitors and inviting 75 foreign buyers.

- L.2.5 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to TEPC ensuring participation of 60-70 Indian exhibitors and inviting 75-85 foreign buyers.**

**Item No. L.3: Proposal of TEPC for organising India Pavillion in India Africa ICT Expo 2016 (In conjunction with IT & Telecom Summit) at Nairobi, Kenya during August / September 2016.**

**L.3.1 Estimated Expenditure:-**

**(Rs. In Lakhs)**

<b>Sl. No.</b>	<b>Heads</b>	<b>Estimated Expenditure</b>	<b>MAI Assistance Approved</b>
1	Space rent, construction and decoration of exhibition area, B2B meeting, conference, networking and other organizing expenses	65.00	80.00
2	Publicity & PR agency charges-newspaper advertisement, billboards, banners, radio, TV, invitation etc.	25.00	15.00

3	Printing of catalogues, brochures, invitations, packs for delegates etc.	7.00	5.00
	<b>Total</b>	<b>102.00</b>	<b>100.00</b>

- L.3.2 **Proposed activity:** organizing India Pavilion in India Africa ICT Expo 2016 (In conjunction with IT & Telecom Summit) at Nairobi, Kenya during August / September 2016. In the India pavilion individual exporters 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 African market. *The exact date of the event is not mentioned by TEPC.* The TEPC is planning to organize the event with 50 Indian telecom companies. The event would help in enhancing exports from India to African 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.
- L.3.3 **EP(OP&S) and FT(Africa) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- L.3.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEPC ensuring participation of 60 Indian exhibitors.
- L.3.5 **EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEPC ensuring participation of 80-85 Indian exhibitors.**

#### M. MISC. SECTORS

**Item No. M.1: Proposal of FICCI for organising Reverse Buyer Seller Meet & Publicity Campaign in India STONEMART 2017 at Jaipur from 2-5 February, 2017.**

##### M.1.1 **Estimated Expenditure:-**

(Rs. In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Venue cost	300.00	-
2	Publicity cost	81.75	25.00
3	Cost of catalogue and other material	20.00	
4	Interpreter, Translation	13.00	
5	Air fare and hotel accommodation for foreign buyers	449.50	175.00
	<b>Total</b>	<b>1140.10</b>	<b>200.00</b>

- M.1.2 **Proposed activity:** organizing exhibition, B2B meeting and Buyer Seller Meet. The Organization is planning to participate in the event with 250 Indian Companies 500 foreign buyers.
- M.1.3 **No recommendation from any Division, directly processed by E&MDA Division, DOC.** Assistance is admissible under para 7.1.2 of the MAI guidelines.

M.1.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.200.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 250 Indian exhibitors and inviting 500 foreign buyers.

**M.1.5 EC approved the proposal with MAI assistance of Rs.200.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 250 Indian exhibitors and inviting 500 foreign buyers.**

**Item No. M.2: Proposal of CII for organizing India pavilion in Xiamen Stone Fair 2017 at Xiamen, China during March, 2017.**

**M.2.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	226.80	70.00
2	Printing	30.00	5.00
3	Branding & promotion	45.00	
4	Translation and interpreters	10.00	
	<b>Total</b>	<b>311.80</b>	<b>75.00</b>

M.2.2 **Proposed activity:** mobilize participation of Indian companies of reputed brands at the proposed enterprise India pavilion. The Organization is planning to participate in the event with 70-75 Indian companies.

M.2.3 **FT(NEA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

M.2.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 75 Indian exhibitors. For this event, CII may also take on board the Centre for Development of Stone.

**M.2.5 EC approved the proposal with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 75 Indian exhibitors. For this event, CII may also take on board the Centre for Development of Stone.**

**Item No. M.3: Proposal of EOU&SEZ for Indo-International Trade & Cultural Exhibition 2016 at Mauritius from 4-13 April, 2016.**

**M.3.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost, designing & construction of stall	45.00	22.00
2	Promotion / publicity cost	2.00	3.00
3	Printing of catalogues / brochures	2.00	
4	Interpreters / translators	1.00	
	<b>Total</b>	<b>50.00</b>	<b>25.00</b>



- M.3.2 Proposed activity:** organizing Buyer-Seller Meets and Road Shows along with one to one meetings with Foreign Buyers, Foreign Investors and Foreign Businessmen for attracting foreign investments in SEZs in India. The main objectives of the proposals are to prepare a framework for enhancing exports and market penetration of Indian SEZs and EOUs in Mauritius. EPCES will provide a platform for the Indian Business to showcase their products and capabilities. The growth of exports of Indian SEZs and EOUs will lead to fulfillment of higher incomes, enhancing employment opportunities and explore joint ventures and co-production possibilities. EOU & SEZ EPC proposed to participate with 20 Indian companies manufacturing garment, jewellery, plastic etc.
- M.3.3** SEZ Division has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- M.3.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines and directed EOU EPC to resubmit the proposal indicating the expenditure breakup, number of Indian exhibitors proposed to take for show, products and activities.
- M.3.5** **EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EOU & SEZ ensuring participation of 20 Indian exhibitors.**

**Item No. M.4: Proposal of EOU&SEZ for Participation in Multi Product Trade Fair “Alimentec 2016” at Colombia from 8-11 June, 2016.**

**M.4.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost, designing & construction of stall	45.00	22.00
2	Promotion / publicity cost	2.00	3.00
3	Printing of catalogues / brochures	2.00	
4	Interpreters / translators	1.00	
	<b>Total</b>	<b>50.00</b>	<b>25.00</b>

- M.4.2 Proposed activity:** the expected outcome and achievements of the proposal are to identifying problems faced by the business of the two countries, while doing business with each other. It will boost bilateral trade and investment between Indian and Colombia with fresh vigor, will act as a gateway to a huge potential market to Colombia and platform for expansion of trade and investment in this region. This way this show will help the Indian businesses in exploring third country partnerships, exploration of investment and joint venture opportunities, removing trade barriers and will leave an imprint of Indian capabilities in Colombia and will draw a road map for future collaborations, capacity building and technology transfer and excellent networking opportunities for with business counterparts and government and trade facilitation agencies. EOU & SEZ EPC proposed to participate with 20 Indian companies manufacturing food, machinery equipment, logistics, packaging etc.
- M.4.3** **SEZ Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- M.4.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines and directed EOU EPC to resubmit the proposal indicating the expenditure breakup, number of Indian exhibitors proposed to take for show, products and activities.
- M.4.5 **EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EOU & SEZ ensuring participation of 20 Indian exhibitors.**

**Item No. M.5: Proposal of EOU&SEZ for Participation in Multi Product Trade Fair Kenya International Trade Exhibition (KITE) at Nairobi, Kenya from 5-7 November, 2016.**

M.5.1 **Estimated Expenditure:-**

(Rs. In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost, designing & construction of stall	55.00	22.00
2	Promotion / publicity cost	2.00	3.00
3	Printing of catalogues / brochures	2.00	
4	Interpreters / translators	1.00	
	<b>Total</b>	<b>60.00</b>	<b>25.00</b>

- M.5.2 **Proposed activity:** organizing Buyer-Seller Meets and Road Shows along with one to one meetings with Foreign Buyers, Foreign Buyers, Foreign Investors and Foreign Businessmen for attracting foreign investments in SEZs in India. The main objectives of the proposals are to explore joint ventures and co-production possibilities between India and Kenya, prepare a framework for enhancing exports and market penetration of Indian SEZs and EOUs in Kenya. EPCES will provide a platform for the Indian Business to showcase their products and capabilities. The growth of exports of Indian SEZs and EOUs will lead to fulfilment of higher incomes, enhancing employment opportunities. EOU & SEZ EPC proposed to participate with 20 Indian companies manufacturing IT/Telecom, electronics, industrial machinery, automotive, medical, plastics, rubber, packaging etc.
- M.5.3 **SEZ Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- M.5.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines and directed EOU EPC to resubmit the proposal indicating the expenditure breakup, number of Indian exhibitors proposed to take for show, products and activities.
- M.5.5 **EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EOU & SEZ ensuring participation of 20 Indian exhibitors.**

**Item No. M.6: Proposal of EOU&SEZ for Participation in Multi Product Trade Fair “Ambeinte Germany 2017” at Frankfurt, Germany from 10-14 February, 2017.**

**M.6.1 Estimated Expenditure:**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost, designing & construction of stall	45.00	22.00
2	Promotion / publicity cost	2.00	3.00
3	Printing of catalogues / brochures	2.00	
4	Interpreters / translators	1.00	
	<b>Total</b>	<b>50.00</b>	<b>25.00</b>

**M.6.2 Proposed activity:** The expected outcome and achievements of the proposal are to identifying problems faced by the business of the two countries, while doing business with each other. It will boost bilateral trade and investment between Indian and Germany with fresh vigor, will act as a gateway to a huge potential market to Germany and platform for expansion of trade and investment in this region. This way this show will help the Indian businesses in exploring third country partnerships, exploration of investment and joint venture opportunities, removing trade barriers and will leave an imprint of Indian capabilities in Germany and will draw a road map for future collaborations, capacity building and technology transfer and excellent networking opportunities for with business counterparts and government and trade facilitation agencies. EOU & SEZ EPC proposed to participate with 20 Indian companies manufacturing food product, gift items, apparels, textile, lifestyle, garments etc.

**M.6.3 SEZ Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**M.6.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines and directed EOU EPC to resubmit the proposal indicating the expenditure breakup, number of Indian exhibitors proposed to take for show, products and activities.

**M.6.5 EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EOU & SEZ ensuring participation of 20 Indian exhibitors.**

**N. TEXTILE SECTOR**

**Item No. N.1: Proposal of FICCI for organizing Reverse Buyer Seller Meet & Publicity Campaign with VASTRA – 2016 at Jaipur from 3-5 October, 2016.**

**N.1.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	200.00	NA
2	Delegate Travel & Hotel Stay	402.50	80.00
3	Publicity cost	100.00	20.00
4	Cost of catalogue and other material	15.00	

5	Translation and interpreter charges	20.00	
	<b>Total</b>	<b>737.50</b>	<b>100.00</b>

- N.1.2 **Proposed activity:** organizing exhibition, Reverse Buyer Seller Meet, creating platform of interaction with experts, scientists, technocrats, Govt. agencies in textile and garment and publicity campaign. The organization is organizing the event with 500+ Indian stalls and 600 foreign buyers. Specific targeted sector will be SSI unit. It is planned to highlight business opportunity and provide opportunities for exploring avenues for new business relations, joint ventures, strategic alliances and partnerships worldwide as also new location for setting up business in India. It will a platform for interaction with experts and R&D labs for solutions in technology and latest trend.
- N.1.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.1.4 This event is getting assistance under MAI from several years. Further, Rajasthan Govt. is also supporting this event. It was, therefore, felt that MAI assistance for the event needs to be tapered off.
- N.1.5 For the year 2016-17, SC recommended MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines for the event to EC, subject to FICCI ensuring participation of 500+ Indian stalls and 600 foreign buyers. SC also decided to discontinue MAI assistance for this event after 2016-17.
- N.1.6 **EC approved MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines for the event, subject to FICCI ensuring participation of 500+ Indian stalls and 600 foreign buyers. EC also decided that further continuance of assistance for this event will be considered on merit.**

**Item No. N.2: Proposal of FIEO for organizing India Pavilion in Global Sources Fashion Exhibition at Hong Kong during 27-30 October 2016.**

**N.2.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	164.80	71.50
2	Cost of Catalogues and other materials	0.50	3.50
3	publicity	5.00	
	<b>Total</b>	<b>170.30</b>	<b>75.00</b>

- N.2.2 **Proposed activity:** organizing India Pavilion in Global Sources Fashion Exhibition at Hong Kong during 27-30 October 2016.FIEO is planning to participate in the event with 55 Indian exhibitors.
- N.2.3 **FT(NEA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.2.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 60 Indian exhibitors.
- N.2.5 **The proposal was not approved by EC.**

**Item No. N.3: Proposal of KCCI for organizing Reverse Buyer Seller Meet at Srinagar, Kashmir during May, 2016.**

**N.3.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	40.50	23.00
2	Publicity cost for the event	15.50	2.00
3	Cost of catalogue & Brochures	10.50	
5	Travel cost of 75 Buyers	84.00	75.00
6	Hotel cost for 75 Buyers	29.00	
	<b>Total</b>	<b>179.50</b>	<b>100.00</b>

**N.3.2 Proposed activity:** organize Reverse Buyer Seller Meet. KCCI is planning to organize the event with 100 Indian exporters and 75 foreign buyers. Marketing tie up arrangements made during the programme will help in achieving breakthrough in boosting exports from Kashmir on a continuous basis.

**N.3.3** SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to KCCI ensuring participation of 100 Indian exhibitors and inviting 75 foreign buyers.

**N.3.4** EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to KCCI ensuring participation of 100 Indian exhibitors and inviting 75 foreign buyers. EC however, directed that response to this event needs to be evaluated and an observer be sent for this event. There may not be further MAI assistance for this event.

**Item No. N.4: Proposal of AEPC for organising 57<sup>th</sup> India International Garment Fair & RBSM and Publicity Campaign at Pragati Maidan, New Delhi during July, 2016.**

**N.4.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue Cost	335.47	150.00
2	Publicity cost	181.12	15.00
3	Cost of catalogues and other material	32.21	
4	Translation and Interpreter charges	2.10	
5	Reverse BSM (inviting prominent foreign buyers)	235.00	235.00
	<b>Total</b>	<b>785.90</b>	<b>400.00</b>

**N.4.2 Proposed activity:** organizing 57<sup>th</sup> India International Garment Fair & RBSM and Publicity Campaign at Pragati Maidan, New Delhi. The Council is planning to organize the event with 280 buyers.

**N.4.3 M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**N.4.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 280 foreign buyers and at least 250 Indian exhibitors.



- N.4.5 EC approved the proposal with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 280 foreign buyers and at least 250 Indian exhibitors.**

**Item No. N.5: Proposal of AEPC for organising 58<sup>th</sup> India International Garment Fair & RBSM and Publicity Campaign at Pragati Maidan, New Delhi during January, 2017.**

**N.5.1 Estimated Expenditure:-**

(Rs. In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue Cost	449.62	230.75
2	Publicity cost	171.47	13.00
3	Cost of catalogues and other material	33.08	
4	Translation and Interpreter charges	2.10	
5	Reverse BSM (inviting prominent foreign buyers)	156.25	156.25
	<b>Total</b>	<b>812.52</b>	<b>400.00</b>

- N.5.2 Proposed activity:** organizing 58<sup>th</sup> India International Garment Fair & RBSM and Publicity Campaign at Pragati Maidan, New Delhi. The Council is planning to organize the event with 185 buyers.

- N.5.3** M/o Textiles has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- N.5.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 185 foreign buyers and at least 225 Indian exhibitors.

- N.5.5 EC approved the proposal with MAI assistance of Rs.400.00 Lakhs under para 7.1.8 of the MAI guidelines subject to AEPC ensuring participation of 185 foreign buyers and at least 225 Indian exhibitors.**

**Item No. N.6: Proposal of AEPC for Participation in Hong Kong Fashion Week at Hong Kong during July, 2016.**

**N.6.1 Estimated Expenditure:-**

(Rs. In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	176.00	94.00
2	Interpreter charges	0.76	6.00
3	Publicity cost for the event	9.60	
4	Cost of catalogue and other material	0.64	
	<b>Total</b>	<b>187.50</b>	<b>100.00</b>

- N.6.2 Proposed activity:** organizing Hong Kong Fashion Week at Hong Kong. AEPC is planning to organize the event with 50 participants. Specific targeted benefit after completion of the project is 10% growth in expected order.

- N.6.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.6.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 60 Indian exhibitors.
- N.6.5 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 60 Indian exhibitors.**

**Item No. N.7: Proposal of AEPC for participation in JAPAN FAIR at Tokyo, Japan during July, 2016.**

**N.7.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space and Construction charges	224.00	93.00
2	Publicity	9.60	5.00
3	Interpreter	2.30	1.50
4	Cost of catalogue	0.96	0.50
	<b>Total</b>	<b>236.86</b>	<b>100.00</b>

- N.7.2 **Proposed activity:** organizing Japan Fair at Tokyo, Japan. AEPC is planning to organize the event with 40 participants. Specific targeted benefit after completion of the project is to increase India's exports to Japan, by exploring the Japanese market.
- N.7.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.7.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 50 Indian exhibitors.
- N.7.5 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 50 Indian exhibitors.**

**Item No. N.8: Proposal of AEPC for organising Hong Kong Fashion Week at Hong Kong during January, 2017.**

**N.8.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	158.40	85.00
2	Interpreter	0.76	5.00
3	Publicity cost for the event	12.80	
4	Cost of catalogue and other material	0.64	
	<b>Total</b>	<b>172.60</b>	<b>90.00</b>

- N.8.2 **Proposed activity:** organising Hong Kong Fashion Week at Hong Kong. AEPC is planning to organise the event with 45 participants. Specific targeted benefit after completion of the project is 10% growth in expected order to be booked in each of the forthcoming fairs.
- N.8.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.8.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 50 Indian exhibitors.
- N.8.5 **EC approved the proposal with MAI assistance of Rs.90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 50 Indian exhibitors.**

**Item No. N.9: Proposal of AEPC for organising Buyer Seller Meet at Santiago, Chile and Uruguay during March, 2017.**

N.9.1 **Estimated Expenditure:**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space and Construction charges	73.60	46.00
2	Interpreters	1.92	4.00
3	Catalogue printing	9.60	
5	Printing	2.56	
	<b>Total</b>	<b>87.68</b>	<b>50.00</b>

- N.9.2 **Proposed activity:** organizing Buyer Seller Meet at Santiago, Chile and Uruguay. The Council is planning to organise the event with 20 exhibitors. Specific targeted benefit after completion of the project is to promote Indian products and enhance their image in Latin American Countries. For the next three years, AEPC expects 10% increase per annum in exports to Chile and Uruguay.
- N.9.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.9.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 25 Indian exhibitors.
- N.9.5 **EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 25 Indian exhibitors.**

**Item No. N.10: Proposal of AEPC for organising Buyer Seller Meet at Barcelona & Madrid in Spain during September, 2016.**

**N.10.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	100.05	65.00
2	Publicity cost for the event	8.28	5.00
3	Cost of the catalogue and other material	1.03	
4	Interpreter	1.93	
	<b>Total</b>	<b>111.29</b>	<b>70.00</b>

**N.10.2 Proposed activity:** organising Buyer Seller Meet at Barcelona & Madrid in Spain. AEPC is planning to organise the event with 30 exhibitors. Exporters had received a very good response from the Spanish buyers and they are interested to participate again.

**N.10.3 M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**N.10.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 40 Indian exhibitors.

**N.10.5 EC approved the proposal with MAI assistance of Rs.70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 40 Indian exhibitors.**

**Item No. N.11: Proposal of TEXPROCIL for organising National Level participation in Intertextile Apparel Fabrics & Yarn Expo at Shanghai, China during October, 2016 & March, 2017.**

**N.11.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space Rental	165.88	90.00
2	Display Accessories at the stalls	7.68	
3	Banners, Standees etc to be made and sent from India	3.20	10.00
4	Overseas Publicity, Advertisement etc.	12.80	
5	Organising Expenses	19.20	
6	Translation & Interpreter charges	9.60	
	<b>Total of one edition</b>	<b>218.36</b>	<b>100.00</b>
	<b>Total of two edition</b>	<b>436.72</b>	<b>200.00</b>

**N.11.2 Proposed activity:** organising National Level participation in Intertextile Apparel Fabrics & Yarn Expo at Shanghai, China. TEXPROCIL is planning to organise the event with 40 participants in each event. Specific targeted benefit after completion of the project is to substantially increase exports from India to China and other Far East markets and promote Brand India Image.

- N.11.3 **M/o Textiles, EP(Textiles) and FT(NEA) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.11.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors in each event.
- N.11.5 **EC approved the proposal with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors in each event.**

**Item No. N.12: Proposal of TEXPROCIL for organising group participation in “Colombia Tex” at Medellin City, Colombia during January, 2017.**

**N.12.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
2	Stall rental	96.00	45.00
3	Publicity, Advertisement, Banners, Standees, importers data base etc.	19.20	5.00
4	Printing of Catalogue, Publicity materials & other printing material	14.60	
5	Other Organising Expenses	12.80	
	<b>Total</b>	<b>142.60</b>	<b>50.00</b>

- N.12.2 **Proposed activity:** organising group participation in “Colombia Tex” at Madeline City, Colombia. TEXPROCIL is planning to organise the event with 25 participants. It is expected that exports will increase to US \$350 million.
- N.12.3 **M/o Textiles and EP(Textiles) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.12.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exhibitors.
- N.12.5 **EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exhibitors.**

**Item No. N.13: Proposal of TEXPROCIL for organising National Level participation in Texworld & Apparel Sourcing Show at Paris, France during September 2016 & February, 2017.**

**N.13.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space Rental	256.96	90.00
2	Stall construction related expenses: Display Accessories at the stalls	18.25	



3	Banners, Standees etc to be made and sent from India	3.00	<b>10.00</b>
4	Overseas Publicity, Advertisement etc.	29.20	
5	Organising Expenses	14.60	
6	Printing and sending Publicity material	6.00	
	<b>Total of one edition</b>	<b>328.01</b>	<b>100.00</b>
	<b>Total of two edition</b>	<b>656.02</b>	<b>200.00</b>

N.13.2 **Proposed activity:** organising National Level participation in Texworld & Apparel Sourcing Show at Paris, France. TEXPROCIL is planning to organise the event with 40 participants in each event. Specific targeted benefit after completion of the project is to help export from India to European Region increase from USD 9.48 Bn to USD 12 Bn in next three years.

N.13.3 **M/o Textiles and EP(Textiles) Division** have recommended the proposal and FT(Europe) Division has not recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.13.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors in each event.

N.13.5 **EC approved the proposal with MAI assistance of Rs.200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors in each event.**

**Item No. N.14: Proposal of TEXPROCIL for organising group participation in Vietnam International textile and garment Industry Exhibition at Ho Chi Minh City, Vietnam during October 2016.**

N.14.1 **Estimated Expenditure:-**

(Rs. In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Stall rental	75.37	<b>45.00</b>
2	Publicity, Advertisement, Banners, Standees, importers data base etc.	20.10	<b>5.00</b>
3	Printing of Catalogue, Publicity materials & other printing material	15.05	
4	Other Organising Expenses	13.40	
	<b>Total</b>	<b>123.92</b>	<b>50.00</b>

N.14.2 **Proposed activity:** organising group participation in Vietnam International textile and garment Industry Exhibition at Ho Chi Minh City, Vietnam during October 2016. The TEXPROCIL is planning to organise the event with 25 participants.

N.14.3 **M/o Textiles and EP(Textiles) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.14.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors.

- N.14.5 EC approved the proposal with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 50 Indian exhibitors.**

**Item No. N.15: Proposal of Indian Silk EPC for organizing India International Silk Fair and RBSM at New Delhi during October, 2016.**

**N.15.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue Cost including	180.00	50.00
2	Publicity cost (both in India and abroad)	60.00	15.00
3	Cost of event of Catalogue	18.00	
4	Interpreters	5.00	
5	To & fro air fare and hotel accommodation for visiting overseas 100 buyers @ Rs. 1,50,000	150.00	70.00
	<b>Total</b>	<b>413.00</b>	<b>135.00</b>

- N.15.2 Proposed activity:** organizing 5<sup>th</sup> India International Silk Fair together with RBSM. Indian Silk EPC is planning to organise the event with 100 Indian exporters. Specific targeted benefit after completion of the project is to achieve an ambitious target set by M/o Textiles. It is expected that there will be an increase of 15-20% in the exports in the coming years as a result of such aggressive initiatives.

- N.15.3 M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.

- N.15.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.135.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ISEPC ensuring participation of 120 Indian exhibitors and inviting 100 foreign buyers.

- N.15.5 EC approved the proposal with MAI assistance of Rs.135.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ISEPC ensuring participation of 120 Indian exhibitors and inviting 100 foreign buyers.**

**Item No. N.16: Proposal of Indian Silk EPC for organising India Pavilion at “Global Sourcing Fair, at Hong Kong from April, 2016.**

**N.16.1 Estimated Expenditure:**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space Rent	125.00	55.00
2	During the Show promotion	10.00	5.00
3	Printing of Catalogues / Brochures	2.00	
4	Interpreters / Translators	2.00	
	<b>Total</b>	<b>139.00</b>	<b>60.00</b>

- N.16.2 Proposed activity:** organising India Pavilion with participation of 40 Indian Companies of fashion and creative accessories designers. Indian Silk EPC is planning to organise the event with 40 Indian exporters. Specific targeted benefit

after completion of the project is to benefit 40 exporters and guarantee order over US\$ 2million.

- N.16.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.16.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 40 Indian exhibitors.
- N.16.5 EC approved the proposal with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 50 Indian exhibitors.**

**Item No. N.17: Proposal of Indian Silk EPC for Participation in WHO'S NEXT IN PARIS at France during September, 2016.**

**N.17.1 Estimated Expenditure:**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue Cost	250.00	45.00
2	Publicity cost	40.00	5.00
3	Interpreters / Translators	10.00	
4	Organising cost	40.00	
	<b>Total</b>	<b>340.00</b>	<b>50.00</b>

- N.17.2 **Proposed activity:** invitation to buyers and buyers promotion. ISEPC proposes participation of 30 leading fashion garment making companies. Specific targeted benefit after completion of the project is to benefit 40 exporters and guarantee order over US\$ 2million.
- N.17.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.17.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 Indian exhibitors.
- N.17.5 EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ISEPC ensuring participation of 30 Indian exhibitors.**

**Item No. N.18: Proposal of SRTEPC for organising Combined Indian Textile & Clothing Exhibition (INTEXPO UAE) 2016 in Dubai, UAE during November/December, 2016.**

**N.18.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	16.00	20.00
2	Costs for constructing / erecting	12.80	5.00
3	Cost of Publicity and Promotion of the Exhibition	32.00	

4	Interpreters / Translators	2.24	
	<b>Total</b>	<b>63.04</b>	<b>25.00</b>

- N.18.2 **Proposed activity:** organising participation of member-companies of all Textile EPCs including SRTEPC in INTEXPO China 2016 in Shanghai to showcase the entire range of Indian Textile & Clothing. SRTEPC is planning to organise the event with 25 Indian companies. Specific targeted benefit after completion of the project is to get much needed boost to export to UAE, establishing India as an important and alternate source of supply of textiles and provide an opportunity to exporters to establish in the markets and also get new contacts.
- N.18.3 **M/o Textiles and FT(WANA) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.18.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.12.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 25 Indian exhibitors.
- N.18.5 **EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 25 Indian exhibitors.**

**Item No. N.19: Proposal of SRTEPC for organising Combined Indian Textile Exhibition (INTEXPO Bangladesh) in Bangladesh during September, 2016.**

**N.19.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	22.40	23.00
2	Costs for constructing / erecting	16.00	2.00
3	Cost of Publicity and Promotion of the Exhibition	44.80	
4	Interpreters / Translators	2.56	
	<b>Total</b>	<b>85.76</b>	<b>25.00</b>

- N.19.2 **Proposed activity:** organising participation of member-companies of all Textile EPCs including SRTEPC in INTEXPO Bangladesh 2016 in Bangladesh to showcase the entire range of Indian Textile. SRTEPC is planning to organize the event with 25 Indian companies.
- N.19.3 **M/o Textiles and FT(SA) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.19.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 50 Indian exhibitors.
- N.19.5 **EC approved the proposal with MAI assistance of Rs.25.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SRTEPC ensuring participation of 50 Indian exhibitors.**

**Item No. N.20: Proposal of SRTEPC for organizing RBSM “Source India” at Surat, Gujarat during August 2016.**

N.20.1

**Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Air fare for 100 foreign buyers	28.40	61.60
2	Hotel charges for 50 foreign buyers	8.20	
3	Venue cost	30.00	19.00
4	Booth constructions with hiring charges of furniture, product-display equipments, accessories, IT / Wi-Fi, backdrops and signage etc.	25.00	16.00
5	Publicity and advertisement cost, banners and posters, flyers, catalogues, ads in newspapers / magazines direct invitations, mass-emailing, tele-marketing etc.	30.00	3.40
6	Translation / interpreter charges	3.00	
	<b>Total</b>	<b>124.60</b>	<b>100.00</b>

N.20.2 **Proposed activity:** organising RBSM in Surat during August 2016 to showcase the entire range of Indian Textile & Clothing. It will provide an opportunity to the concerned stakeholders to revisit and analyze the product range, consumer preferences and innovations for enhancing export growth as well as employment in the Surat region. This would also benefit the Surat to evolve as a global sourcing cluster in future.

N.20.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.20.4 **SC in its meeting held on 17.09.2015 had directed SRTEPC to submit fresh proposal for holding RBSM in lieu of their proposal for China.**

N.20.5 **EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to SRTEPC ensuring participation of 80-100 Indian exhibitors and inviting 100 foreign buyers.**

**Item No. N.21: Proposal of PDEXCIL for organising India International Fabric Expo Reverse Buyer Seller Meet at Bangalore from November, 2016.**

N.21.1 **Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue stall construction and rental	120.00	66.00
2	Publicity cost for the event	35.00	
3	Cost of catalogue & Brochures	5.00	
4	Translation and interpreter charges	2.00	
5	To and fro air fare, accommodation and hospitality for buyers from American continent including LAC (2 buyers)	6.00	34.00
6	To and fro air fare, accommodation and hospitality for buyers from American continent including LAC (48	39.00	



	buyers)		
	<b>Total</b>	<b>222.00</b>	<b>100.00</b>

- N.21.2 **Proposed activity:** to create a platform for positive Buyer-Seller interaction between manufacturers & prominent foreign buyers by displaying and showcasing fabrics, apparels and home textile/furnishing manufactured on Powerloom and to encourage further investment in the industry. PDEXCIL is planning to organise the event with 80 exhibitors and 50 foreign buyers. Specific targeted benefit after completion of the project is exposure to International trade which will lead to great business opportunity for small & medium units. Many small powerloom manufacturers have modernized their manufacturing facility by availing TUFs (Technology Up gradation Fund Scheme) and imported machinery under EPCG scheme with export obligation. They need more opening for export. The direct interaction of these buyers/outsourcing agencies with fabric producers of that region's powerloom sector will go a long way for better ties & term trade between these countries.
- N.21.3 **M/o Textiles has recommended the proposal.** Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.21.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.75.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pdexcil ensuring participation of 100 Indian exhibitors and inviting 50 foreign buyers.
- N.21.5 **EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pdexcil ensuring participation of 100 Indian exhibitors and inviting 50 foreign buyers.**

**Item No. N.22: Proposal of PDEXCIL for organising National level participation in Intertextile Shanghai Apparel Fabrics – Spring Edition 2017 at Shanghai, China from March, 2017.**

**N.22.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	115.00	45.00
2	Organizing expenses	3.00	5.00
3	Publicity cost	15.00	
4	Cost of catalogue and other material	3.00	
5	Translation and interpreter charges	5.00	
	<b>Total</b>	<b>141.00</b>	<b>50.00</b>

- N.22.2 **Proposed activity:** Buyer contact program, promotion and publicity, participation in Intertextile Shanghai Apparel Fabrics-Spring Edition 2016(three days), Buyer seller meets special projection of fabrics / apparels / made-ups from Powerloom sector and to open opportunity for export from SME units. PDEXCIL is planning to organise the event with 30 participants. Specific targeted benefit after completion of the project is to increase in fair participation by members specially from SME sector. Anticipated growth in export directly attributable to the project would be around 16% which will in turn help to achieve the target of US\$ 64.41 billion export of textiles and clothing by the end of March, 2017.

- N.22.3 **M/o Textiles has recommended the proposal.** Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.22.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pdexcil ensuring participation of 25 Indian exhibitors.
- N.22.5 **EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pdexcil ensuring participation of 25 Indian exhibitors.**

**Item No. 23: Proposal of HEPC for organising National level participation in India Home Furnishing Fair at Osaka, Japan from July, 2016.**

**N.23.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	122.40	57.00
2	Publicity cost	2.00	1.00
3	Cost of Catalogue & Brochures	2.00	1.00
4	Translation and interpreter charges	2.00	1.00
	<b>Total</b>	<b>128.40</b>	<b>60.00</b>

- N.23.2 **Proposed activity:** organising an exclusive Indian Hand-woven Pavilion along with aggressive marketing campaign at Indian Home Furnishing Fair, facilitating active participation by member exporters, help market penetration and achieve the desired results out of new market environment. HEPC is planning to organise the event with 30 participants. Specific targeted benefit after completion of the project is increased fair participation by member exporters, extending the eligibility for more exporters, benefiting more exporters across the country covering wide range of products, providing more opportunity to tap the market potential, increase in market penetration, and increase in export turnover thereby achieving the prescribed export target.
- N.23.3 **M/o Textiles, EP(Textiles) and FT(NEA) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.23.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 30 Indian exhibitors.
- N.23.5 **EC approved the proposal with MAI assistance of Rs.60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 30 Indian exhibitors.**

**Item No. N.24: Proposal of HEPC for organising National level participation in Heimtextile 2017 at Frankfurt, Germany from January, 2017.**

**N.24.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	292.60	95.00
2	Publicity cost	20.00	3.00
3	Cost of Catalogue & Brochures	5.00	1.00
4	Translation and interpreter charges	5.00	1.00
	<b>Total</b>	<b>322.60</b>	<b>100.00</b>

**N.24.2 Proposed activity:** organising an exclusive Indian Hand-woven Pavilion along with aggressive marketing campaign at Indian Home Furnishing Fair. HEPC is planning to organise the event with 50 participants. Specific targeted benefit after completion of the project is increased fair participation by member exporters, extending the eligibility for more exporters, benefiting more exporters across the country covering wide range of products, providing more opportunity to tap the market potential, increase in market penetration, and increase in export turnover thereby achieving the prescribed export target.

**N.24.3 M/o Textiles and FT(Europe) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**N.24.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 50 Indian exhibitors.

**N.24.5 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to HEPC ensuring participation of 50 Indian exhibitors.**

**Item No. N.25: Proposal of HEPC for organising RBSM India International Hand-woven Fair 2017 at Chennai from March, 2017.**

**N.25.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure
1	Venue charges including construction of stalls, designing, event management expenses etc.	90.00
2	Publicity, Translation and interpreter charges and Cost of Catalogue & Brochures	15.00
3	To & fro Travel Expenses + accommodation charges for foreign buyers 30 from America and 120 from others	82.50
	<b>Total</b>	<b>187.50</b>

**N.25.2 Proposed activity:** organising an exclusive Indian Hand-woven Pavilion along with aggressive marketing campaign at Indian Home Furnishing Fair. HEPC is planning to organise the event with 207 exhibitors and 150 foreign buyers. Specific targeted benefit after completion of the project is establishment of an exclusive International fair for handloom products, provide opportunity to SMEs for participation in International event, display of the latest range of Indian hand-

woven textiles under one roof, enable the buyers meeting with decision makers of leading Indian hand-woven companies.

N.25.3 **M/o Textiles** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.25.4 **It was decided that HEPC may draw assistance for this event either from DC, Handloom or M/o Textiles. MAI assistance for the proposal was not approved.**

**Item No. N.26: Proposal of Carpet EPC for organising RBSM during India Carpet Expo at Varanasi (U.P.) during October, 2016.**

N.26.1 **Estimated Expenditure:-**

(Rs. In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Cost of International travelling & hotel stay for 150 buyers	125.00	30.00
2	Venue cost, interiors and other Organising Expenses	361.50	70.00
3	Publicity	50.00	
	<b>Total</b>	<b>536.50</b>	<b>100.00</b>

N.26.2 **Proposed activity:** organizing RBSM during India Carpet Expo at Varanasi (U.P.).Carpet EPC is planning to organise the event with 150 exporters and 150 foreign buyers. Specific targeted benefit after completion of the project is increase in exports, both quantitatively & qualitatively, which would enhance job opportunities in rural sector. The fair is likely to generate a business worth Rs.250-300 crores. The Unit Value Realization is expected to improve. More than 150 exhibitors shall be benefited. It will help in Branding Indian Handmade Carpets worldwide.

N.26.3 **M/o Textiles and EP(Textiles) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.26.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors and inviting 150 foreign buyers.

N.26.5 **EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors and inviting 150 foreign buyers.**

**Item No. N.27: Proposal of Carpet EPC for organising RBSM during India Carpet Expo at New Delhi during March, 2017.**

**N.27.1 Estimated Expenditure:**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Cost of International travelling & hotel stay for 200 buyers	150.00	30.00
2	Venue cost, interiors and other Organising / Administrative Expenses etc.	284.00	70.00
3	Publicity for branding Indian Handmade Carpets and Fair promotion etc.	70.00	
	<b>Total</b>	<b>504.00</b>	<b>100.00</b>

**N.27.2 Proposed activity:** organising RBSM during India Carpet Expo at New Delhi. Carpet EPC is planning to organise the event with 150 exporters and 200 foreign buyers. Specific targeted benefit after completion of the project is increase in exports, both quantitatively & qualitatively, which would enhance job opportunities in rural sector. The fair is likely to generate a business worth Rs.250.00 crores. The Unit Value Realization is expected to improve. Around 150 exhibitors shall be benefited. It will help in Branding Indian Handmade Carpets worldwide.

**N.27.3 M/o Textiles and EP(Textiles) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**N.27.4** SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors and inviting 200 foreign buyers.

**N.27.5** EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors and inviting 200 foreign buyers.

**Item No. N28: Proposal of Carpet EPC for organising National level participation in Domotex Asia / China Floor at Shanghai, China during March, 2017.**

**N.28.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost, interiors and other Organising Expenses	80.00	70.00
2	Publicity	10.00	5.00
	<b>Total</b>	<b>90.00</b>	<b>75.00</b>

**N.28.2 Proposed activity:** participation in Domotex Asia / China floor. Carpet EPC is planning to organise the event with 25 exporters. Specific targeted benefit after completion of the project is increase in exports, both quantitatively & qualitatively. The activity is likely to generate business worth Rs.10.00 crores. The Unit Value Realization is expected to improve and India's share of exports will increase.



Indian Handmade Carpet Industry as a whole will be benefited. It will help in Branding Indian Handmade Carpets worldwide.

N.28.3 **M/o Textiles, EP(Textiles) and FT(NEA) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.28.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 50 Indian exhibitors.

**N.28.5 EC approved the proposal with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 50 Indian exhibitors.**

**Item No. N.29: Proposal of Carpet EPC for organising participation in Domotex 2017 in Hannover, Germany during January, 2017.**

N.29.1 **Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost, interiors and other organising expenses	731.84	280.00
2	Publicity	30.00	20.00
	<b>Total</b>	<b>761.84</b>	<b>300.00</b>

N.29.2 **Proposed activity:** participation in Domotex International Trade Fair in Hannover, Germany. Carpet EPC is planning to organise the event with 150 Indian exporters. Participation in Domotex 2017 is likely to generate business worth ₹200.00 crores. Around 150 exhibitors shall be benefited.

N.29.3 **M/o Textiles and EP(Textiles) Division** have recommended the proposal and FT(Europe) Division has not recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.29.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.300.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors.

**N.29.5 EC approved the proposal with MAI assistance of Rs.300.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 150 Indian exhibitors.**

**Item No. N.30: Proposal of EPCH for organising Reverse Buyer Seller Meet on Indian Houseware and Decorative Show from 16-18 April, 2016.**

N.30.1 **Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost (Space, Construction, Interiors)	182.00	35.00
2	Publicity cost (advertisements, directory entry)	28.00	

3	Printing of Catalogues / brochures	6.00	<b>2.50</b>
4	Interpreter and Translation charges	1.00	
5	Air fare and hotel accommodation of 175 foreign buyers (25 USA & LAC and 150 from others)	151.00	<b>112.50</b>
	<b>Total</b>	<b>368.00</b>	<b>150.00</b>

- N.30.2 **Proposed activity:** organize Reverse Buyer Seller Meet on Indian Houseware and Decorative Show. The Council is planning to organize the event with 250 participants and 175 foreign buyers. Specific targeted benefit after completion of the project is enhancing the exports 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 of the rural based craftsman, which is the backbone of entire handicrafts sector. The awareness created through display and exhibition would motivate major buyer agents, importers, showroom owners to visit India for sourcing their requirements and expand market linkages.
- N.30.3 **M/o Textiles and EP(Textiles) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.30.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.150.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 250 Indian exhibitors and inviting 175 foreign buyers.
- N.30.5 **EC approved the proposal with MAI assistance of Rs.150.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 250 Indian exhibitors and inviting 175 foreign buyers.**

**Item No. N.31: Proposal of EPCH for organising Reverse Buyer Seller Meet on Indian Fashion Jewellery & Accessories Show from 15-17 July, 2016.**

**N.31.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost (Space, Construction, Interiors)	151.00	<b>20.00</b>
2	Publicity cost (advertisements, directory entry)	28.00	
3	Printing of Catalogues / brochures	3.00	<b>5.00</b>
4	Interpreter and Translation charges	1.00	
5	Air fare and hotel accommodation of 150 foreign buyers (25 USA & LAC and 125 from others)	131.00	<b>75.00</b>
	<b>Total</b>	<b>314.00</b>	<b>100.00</b>

- N.31.2 **Proposed activity:** organising Reverse Buyer Seller Meet on Indian Jewellery & Accessories Show. EPCH is planning to organise the event with 125 participants. Specific targeted benefit after completion of the project is enhancing the exports as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports.
- N.31.3 M/o Textiles and EP(Textiles) Division have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.31.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 125 Indian exhibitors and inviting 150 foreign buyers.

**N.31.5 EC approved the proposal with MAI assistance of Rs.100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 125 Indian exhibitors and inviting 150 foreign buyers.**

**Item No. N.32: Proposal of EPCH for participation in International Show Hong Kong Houseware Fair at Hong Kong from 20-23 April, 2016.**

**N.32.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost (Space, Construction, Interiors)	271.00	75.00
2	Publicity cost (advertisements, directory entry)	22.00	3.00
3	Printing of Catalogues / brochures	2.00	1.00
4	Interpreter and Translation charges	2.00	1.00
	<b>Total</b>	<b>297.00</b>	<b>80.00</b>

N.32.2 **Proposed activity:** organising International Hong Kong Houseware Show at Hong Kong. EPCH is planning to organise the event with 80 participants. Specific targeted benefit after completion of the project is exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports.

N.32.3 **M/o Textiles, EP(Textiles) and FT(NEA) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.32.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.75.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 80 Indian exhibitors.

**N.32.5 EC approved the proposal with MAI assistance of Rs.80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 80 Indian exhibitors.**

**Item No. N.33: Proposal of EPCH for participation in International Show – Asian Gifts Premium & Household Product Show at Hong Kong from 20-23 October, 2016.**

**N.33.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost (Space, Construction, Interiors)	353.00	85.00
2	Publicity cost (advertisements, directory entry)	25.00	3.00
3	Printing of Catalogues / brochures	2.00	1.00
4	Interpreter and Translation charges	2.00	1.00
	<b>Total</b>	<b>382.00</b>	<b>90.00</b>

- N.33.2 **Proposed activity:** organizing International Show – Asian Gifts Premium & Household Product Show at Hong Kong. EPCH is planning to organise the event with 100 participants. Specific targeted benefit after completion of the project is exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports.
- N.33.3 **M/o Textiles, EP(Textiles) and FT(NEA) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.33.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.90.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 100 Indian exhibitors.
- N.33.5 **EC approved the proposal with MAI assistance of Rs.90.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 90 Indian exhibitors.**

**Item No. N.34: Proposal of EPCH for participation in International Show –YIWU Imported Commodities Fair at YIWU, China from 2-5 June, 2016.**

**N.34.1 Estimated Expenditure:-**

(Rs. In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost (Space, Construction, Interiors)	65.00	25.00
2	Publicity cost (advertisements, directory entry)	10.00	5.00
3	Printing of Catalogues / brochures	5.00	
4	Interpreter and Translation charges	6.00	
5	Air fare and hotel accommodation charges	2.00	
	<b>Total</b>	<b>88.00</b>	<b>30.00</b>

- N.34.2 **Proposed activity:** organize International Show –YIWU Imported Commodities Fair at YIWU, China. EPCH is planning to organise the event with 20 participants. Specific targeted benefit after completion of the project is exports growth as well as earnings which would lead to increase the share in exports of the country in the world handicrafts exports.
- N.34.3 **M/o Textiles, EP(Textiles) Division** has recommended the proposal and FT(NEA) has not recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- N.34.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.30.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 25 Indian exhibitors.
- N.34.5 **EC approved the proposal with MAI assistance of Rs.30.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 25 Indian exhibitors.**

**Item No. N.35: Proposal of EPCH for participation in International Show –Gifts Expo, Moscow, Russia from 17-20 September, 2016.**

**N.35.1 Estimated Expenditure:-**

(Rs. In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost (Space, Construction, Interiors)	51.00	45.00
2	Publicity cost (advertisements, directory entry)	10.00	5.00
3	Printing of Catalogues / brochures	2.00	
4	Interpreter and Translation charges	2.00	
5	Air fare and hotel accommodation charges	2.00	50.00
	<b>Total</b>	<b>67.00</b>	

N.35.2 **Proposed activity:** organise International Show –Gifts Expo, Moscow, Russia. EPCH is planning to organise the event with 20 participants. 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.

N.35.3 **M/o Textiles, EP(Textiles) and FT(CIS) Division** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

N.35.4 SC recommended the proposal for consideration of EC with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 30 Indian exhibitors.

N.35.5 **EC approved the proposal with MAI assistance of Rs.50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to EPCH ensuring participation of 30 Indian exhibitors.**

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### List of participants

1. Ms. Rita Teaotia, Commerce Secretary... In Chair
2. Shri J.K. Dadoo, AS&FA, DOC
3. Shri Ravi Capoor, Joint Secretary, DOC
4. Dr. Guruprasad Mohapatra, Joint Secretary, DOC
5. Shri B.S. Bhalla, Joint Secretary, DOC
6. Shri Manoj Dwivedi, Joint Secretary, DOC
7. Ms. Anita Praveen, Joint Secretary, DOC
8. Ms. Sunaina Tomar, Joint Secretary, M/o Textiles
9. Shri T.V. Ravi, DS, DOC
10. Shri H.K. Roy, DS, DOC
11. Shri N. Ramakrishnan, DS, DOC
12. Shri Rajeev Kumar, US, DOC
13. Shri Brijesh Sikka, US, DOC
14. Shri N.K. Kumar, US, DOC
15. Shri A.K. Singh, US, MEA
16. Shri Puneet Kumar, SG, AEPC
17. Shri Vijay Mathur, ASG, AEPC
18. Shri R.K. Bhatnagar, DG, TEPC
19. Shri R.K. Pathak, Secretary, TEPC
20. Shri R.K. Gupta, CEO, CDOS
21. Shri Lokesh Vijay, Addl. GM, RICCO
22. Shri Rakesh Kumar, ED, EPCH
23. Shri Sandip Samaddar, Joint Director, FICCI
24. Shri Alok Priya Azad, FICCI
25. Shri Gautam Ghosh, FICCI
26. Shri Partha Ghosh, FICCI
27. Shri Rakesh Sangrai, PHDCCI
28. Shri Virendra Gupta, CII
29. Shri E.B. Rajesh, CII
30. Shri Shiv Kumar Gupta, ED, CEPC
31. Shri R.P. Kalyanpur, ED, Plastic EPC
32. Shri D.K. Sareen, ED, ESC EPC
33. Shri N. Kohli, ESC EPC
34. Shri T.S. Chadha, ISEPC
35. Shri R. P. Rajalingam, HEPC
36. Shri Ashish Jain, Director, FIEO
37. Ms. Nirmala Teta, JD, FIEO
38. Shri A. Ravi Kumar, Texprocil
39. Shri K. Raju, Texprocil
40. Shri V. Anil Kumar, ED, SRTEPC
41. Shri K.P. Mukundan, Dy. Consultant, Pdexcil
42. Shri Rohit Puri, ED, Pdexcil
43. Shri Tarun Dewan, ED, SGEPC
44. Shri Rahul Gupta, EPCES
45. Shri Anand Giri, EPCES
46. Shri Mushtaq Ahmed, KCCI
47. Shri Nazir A. Wani, KCCI

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