

OFFICE MEMORANDUM

Subject: Minutes of the Meeting of Empowered Committee of Market Access Initiative (MAI) for finalizing Annual Aciton 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 20th November, 2015, 2nd December, 2015 and 7th December, 2015 under the Chairpersonship of Ms. Rita Teatota, Commerce Secretary, for finalizing Annual Aciton 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

**Department of Commerce
E&MDA Section**

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 RBSM 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
	Total	200	19,660.80

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
	Total	200	19,660.80

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 EEPC)	1	200.00
	Total	200	19,660.80

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.

APPENDIX-I

Decisions taken by the Empowered Committee of MAI in the Meeting held on 20.11.2015

Agenda Item No. 1

The action taken on the decisions taken during the last meeting of the Empowered Committee was discussed. Shri Ravi Capoor explained that IBEF is designing a common design and facia for general branding, applicable for all events so as to build a distinct Brand India. It was decided not to pursue third party inspection on domestic flagship events.

The minutes of the EC meeting held on 18.12.2014 were taken on record as confirmed.

Agenda Item No. 2

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

A. PHARMACEUTICALS SECTOR

Item No. A.1: Proposal of ITPO for organizing India Pavilion at Africa Health at Johannesburg, South Africa during 8-10 June 2016.

A.1 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Item No. A.2: Proposal of FICCI for organising India pavilion in INTERPHEX 2016 at New York City, USA from 21-23 April, 2016.

A.2 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

Item No. A.3: Proposal of Pharmexcil for organising RBSM focused for promotion of APIs, Pharma CEO's Conclave coinciding Annual General Meeting and Annual Export / Patents Award at Hyderabad during September 2016.

A.3 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 200+ Indian exhibitors and inviting 100 foreign buyers.

Item No. A.4: Proposal of Pharmexcil for organising IPHEX 2016 at Mumbai from 27-29 April 2016.

A.4 EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 300 Indian exhibitors and inviting 500 foreign buyers. While approving this, it was also conveyed that, accordance with the global practice.

Item No. A.5: Proposal of Pharmexcil for organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2016-17 at Hyderabad during February 2017.

- A.5 It was decided that details of assistance received from State government for this event should be indicated by EP(Pharma). The accounts submitted would bring out all other sources of funding for this event. Subject to this, EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 Indian exhibitors and inviting 60 foreign buyers.

Item No. A.6: Proposal of Pharmexcil for organising RBSM and Expo at 6th at World Ayurveda Congress at Varanasi during December 2016.

- A.6 It was decided that details of assistance received from Department of AYUSH would be indicated before release of 1st instalment. EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 Indian exhibitors and inviting 70 foreign buyers.

Item No. A.7: Proposal of Pharmexcil for organising participation in Expo cum BSM in Russia during November 2016.

- A.7 This was deferred. EP (Pharma) should examine the efficacy of this proposal, its objective and whether this event is likely to achieve the desired results.

Item No. A.8: Proposal of Pharmexcil for organising IPHEX-LATAM in Peru during August 2016.

- A.8 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 75 Indian exhibitors.

Item No. A.9: Proposal of Pharmexcil for organising India Show at CPhI-Worldwide at Barcelona, Spain during 4-6 October 2016.

- A.9 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 75 Indian exhibitors. It was decided that more funds could be provided for this event, if Pharmexcil can proportionately cut down funding for some other event of 2016-17.

Item No. A.10: Proposal of ASSOCHAM for organising India pavilion in Uganda International Medical Lab Expo at Kampala, Uganda from 16-19 September, 2016.

- A.10 EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Item No. A.11: Proposal of ASSOCHAM for participation in 23rd Kazakhstan International Healthcare Exhibition at Almaty, Kazakhstan during May, 2016.

- A.11 EC approved the proposal with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Item No. A.12: Proposal of ASSOCHAM for organising India pavilion in 3rd Medicare Medical Equipment Exhibition at Colombo, Sri Lanka from 8-10 June, 2016.

A.12 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Item No. A.13: Proposal of ASSOCHAM for organising India pavilion in 21st Tashkent International Healthcare Exhibition at Tashkent, Uzbekistan from 19-21 April, 2016.

A.13 EC approved the proposal with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Item No. A.14: Proposal of ASSOCHAM for participation in Ayurveda Expo 2016 at Kandy, Sri Lanka from 14-16 September, 2016.

A.14 It was decided that outcome of the last participation would be examined by the concerned administrative Division before release of 1st instalment. EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.

B. GEMS & JEWELLERY SECTOR

Item No. B.1: Proposal of G&J EPC for organizing Indian participation in Jewellery Arabia 2016 at Bahrain during October 2016.

B.1 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 60 Indian exhibitors.

Item No. B.2: Proposal of G&J EPC for organizing Indian participation in Vicenza Oro Dubai during 14-17 April 2016.

B.2 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 100 Indian exhibitors.

Item No. B.3: Proposal of G&J EPC for organizing Indian participation in JCK Las Vegas Show 2016 during June 2016.

B.3 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 65-70 Indian exhibitors.

Item No. B.4: Proposal of G&J EPC for organizing Indian participation in Hong Kong International Jewellery Show 2017 during March 2017.

B.4 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of at least 160 Indian exhibitors.

Item No. B.5: Proposal of G&J EPC for organizing India International Jewellery Show (IIJS) at Mumbai from 4-8 August 2016.

B.5 EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 900 Indian exhibitors.

Item No. B.6: Proposal of G&J EPC for Organizing IIJS Signature 2017 at Mumbai during 3-6 February 2017.

B.6 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 500 Indian exhibitors.

Item No. B.7: Proposal of G&J EPC for organizing India SAARC IRAN BSM at New Delhi during May, 2016.

B.7 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 50 Indian exhibitors and 60 foreign buyers.

C. LEATHER SECTOR

Item No. C.1 : Proposal of CLE for organizing Participation in an International Fair, Shoes Leather, Clothes and Accessories at Tashkent, Uzbekistan during May 2016.

C.1 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Item No. C.2 : Proposal of CLE for organizing Participation of Member Exporters in Expo Riva Schuh Fair, Italy, June 2016 and January 2017 Editions.

C.2 EC approved the proposal with MAI assistance of ₹120.00 Lakhs for each edition under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 60 Indian exhibitors in each edition (*Total Rs. 240.00 lakhs*)

Item No. C.3: Proposal of CLE for organizing Members Participation in SPOGA Horse Fair, at Cologne, Germany September 2016.

C.3 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exhibitors.

Item No. C.4: Proposal of CLE for organizing Member-Participation in Fashion World Tokyo Fair during September- October 2016 at Tokyo, Japan, for Footwear & Leather Goods.

C.4 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Item No. C.5: Proposal of CLE for organizing India Leather Show in Offenbach, Germany during November 2016.

C.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exhibitors.

Item No. C.6: Proposal of CLE for organizing Two Day India Leather Show in Spain during March 2017.

C.6 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exhibitors.

Item No. C.7: Proposal of CLE for organizing India Pavilion in Shoes & Leather Fairs at Ho Chi Minh City, Vietnam during 13-15 July 2016.

C.7 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Item No. C.8: Proposal of CLE for organizing Buyers Seller Meet in South Africa during March 2017.

C.8 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Item No. C.9: Proposal of CLE for organizing Buyers Seller Meet in Kazakhstan during March 2017.

C.9 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Item No. C.10: Proposal of CLE for organizing India pavilion in Canton Fair at Guangzhou, China during October 2016.

C.10 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Chairman, CLE raised the issue of MAI assistance for the Designer Fair in China to be organized by CLE in the year 2016-17. This was indicated to be an 'out of the box' proposal. It was decided that this proposal would be processed/considered separately on file.

D. CHEMICAL SECTOR

Item No. D.1: Proposal of ASSOCHAM for participation in 14th Middle East Natural & Organic Product Expo – MENOPE 2016 at Dubai, UAE from 2-4 November, 2016.

D.1 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Item No. D.2: Proposal of CHEMEXCIL for organising CAPINDIA 2017 during September/December, 2016.

D.2 EC directed EP (CAP) Division to fix a slot for this event in global calendar and organize this event at a fixed time every year. EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guideline subject to Chemexcil ensuring participation of 450 Indian exhibitors and 200 foreign buyers.

Item No. D.3: Proposal of CHEMEXCIL for organising 18th China International Agrochemical & Crop Protection Exhibition at Shanghai, China during March, 2017.

D.3 EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 40 Indian exhibitors.

Item No. D.4: Proposal of CHEMEXCIL for organising India pavilion in the 16th China International Dye Industry, Pigments and Textile Chemicals Exhibition at Shanghai, China from 13-15 April, 2016.

D.4 EC approved the proposal with MAI assistance of ₹230.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 120 Indian exhibitors.

Item No. D.5: Proposal of CHEMEXCIL for organising India pavilion in Chemspec Europe 2016 at Basel, Switzerland from 1-2 June, 2016.

D.5 EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 50 Indian exhibitors.

D (i). Additional Proposals for Assistance to Chemical Sector

Item No. D.5: Proposal of CHEMEXCIL for organising Indian Chemical & Cosmetic Show at Kintex, Korea during April/May, 2016.

D.5 EC deferred consideration of the proposal and directed that proposal may be examined on file by EP (CAP) Division.

Item No. D.6: Proposal of CHEMEXCIL for organising India pavilion in FCI Trade Summit at Miami, USA during July/August, 2016.

D.6 EC deferred consideration of the proposal and directed that proposal may be examined on file by EP (CAP) Division.

E. CERAMIC SECTOR

Item No. E.1: Proposal of Capexcil for organising Reverse Buyer Seller Meet coinciding with India Rubber Expo 2017 at Chennai from 20-21 January, 2017.

- E.1 EC approved the proposal with MAI assistance of ₹26.40 Lakhs under para 7.1.8 of the MAI guidelines subject to Capexcil ensuring participation of 100 Indian exhibitors.

F. SERVICE SECTOR

Item No. F.1: Proposal of ASSOCHAM for organising India pavilion in Expo Hospital 2016 at Santiago, Chile from 22-24 July, 2016.

- F.1 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Item No. F.2: Proposal of FICCI for organising Higher Education Summit 2016 & Reverse Buyer Seller Meet at Pragati Maidan, New Delhi during November, 2016.

- F.2 EC directed FICCI/TPD (Services) to enable quality selection of participating Indian Universities, keeping in view the available infrastructure and other facilities, so that Indian global image is not furnished. EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian exhibitors and inviting 200 foreign buyers.

Item No. F.3: Proposal of FICCI for organising Reverse Buyer Seller Meet in Advantage Healthcare India 2016 at Bangalore from 7-9 November, 2016.

- F.3 EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 140 Indian exhibitors and inviting 600 foreign buyers.

Item No. F.4: Proposal of Services EPC for organising India Service Expo 2016 at Pragati Maidan, New Delhi from 21-23 November, 2016.

- F.4 EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.8 of the MAI guidelines subject to SEPC ensuring participation of 125 Indian exhibitors and inviting 125 foreign buyers and regulators.

Item No. F.5: Proposal of Services EPC for organising India Pavilion in Moscow International Travel & Tourism (MITT) at Moscow, Russia.

- F.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 50 Indian exhibitors.

Item No. F.6: Proposal of Services EPC for organising India Pavilion in Cannes Film Festival 2016 at France from 11-20 May, 2016.

- F.6 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 30 Indian exhibitors.

Item No. F.7: Proposal of Services EPC for organising India Pavilion in World Travel Market 2016 at London from 2-5 November, 2016.

F.7 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 30 Indian exhibitors.

Item No. F.8: Proposal of CII and Services EPC for organizing Global Exhibition on Services at New Delhi during 21-23 April, 2016.

F.8 In-principle approval was accorded for the proposal. MAI assistance for the event will be decided on file separately.

G. AGRICULTURE SECTORS

Item No. G.1: Proposal of CII for organising Reverse Buyer Seller Meet with Aquaculture Delegation from Norway at Kochi. (Date of Event not mentioned)

G.1 EC deferred consideration of the proposal and directed that proposal may be re-examined by EP (MP) Division in consultation with MPEDA.

Item No. G.2: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at 19th Food Afro 2016 at Dar-es-Salaam, Tanzania during May 2016.

G.2 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 60 Indian exhibitors.

Item No. G.3: Proposal of ASSOCHAM for organising India pavilion in 25th Asia Food Expo at Manila, Philippines from 10-13 September, 2016.

G.3 EC deferred consideration of the proposal and directed that proposal may be re-examined on file by EP (Agri) Division.

Item No. G.4: Proposal of FIEO for organizing India Pavilion in Agro Food, Ghana 2016 during December 2016.

G.4 EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

Item No. G.5: Proposal of FIEO for organizing India Pavilion in Myan Food Tech, Myanmar during November 2016.

G.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

Item No. G.6: Proposal of Indian Chamber of Commerce for organising China's Global Food & Hospitality Trade Show at Shanghai, China during November, 2016.

G.6 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors ICC should take APEDA on board for this proposal.

Item No. G.7: Proposal of Indian Chamber of Commerce for organizing 5th India International Potato Expo at Kolkata during January 2017.

G.7 EC approved the proposal with MAI assistance of ₹10.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ICC ensuring participation of 30 foreign buyers.

Item No. G.8: Proposal of FICCI for organising India pavilion in SIAL 2016 at Shanghai China from 13-15 April, 2016.

G.8 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

Item No. G.9: Proposal of FICCI for organising India pavilion in AGROPRODMASH 2016 at Moscow, Russia during October, 2016.

G.9 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

Item No. G.10: Proposal of Cashew EPC for Participation in International Food Fair at Gulfood, Dubai during February, 2017.

G.10 EC approved the proposal with MAI assistance of ₹9.17 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 20-30 Indian exhibitors.

Item No. G.11: Proposal of Cashew EPC for Participation in International Food Fair Foodex Japan at Tokyo, Japan during March, 2017.

G.11 EC approved the proposal with MAI assistance of ₹8.68 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10 Indian exhibitors.

Item No. G.12: Proposal of Cashew EPC for Participation in International Food Fair Food Week Korea at Korea, Seoul during November, 2016.

G.12 EC approved the proposal with MAI assistance of ₹5.21 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 15 Indian exhibitors.

Item No. G.13: Proposal of Cashew EPC for Participation in International Food Fair Summer Fancy Food Show at New York during June, 2016.

G.13 EC approved the proposal with MAI assistance of ₹7.06 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10 Indian exhibitors.

Item No. G.14: Proposal of Cashew EPC for Participation in International Food Fair SIAL 2016 at Paris during 16-20 October, 2016.

G.14 EC approved the proposal with MAI assistance of ₹8.31 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10-20 Indian exhibitors.

Item No. G.15: Proposal of ITPO for organizing India Pavilion at Foodex Saudi Jeddah, Saudi Arabia during November 2016.

G.15 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Item No. G.16: Proposal of ITPO for organizing India Pavilion at Iran food & Bev Tec, 2016 at Tehran, Iran during May 2016.

G.16 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Item No. G.17: Proposal of ITPO for organizing India Pavilion at FHM 2016 the 14th Malaysian International exhibition on food, drinks, hotel, restaurant and & foodservice equipment, supplies, services & related technology at Malaysia during September 2016.

G.17 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Item No. G.18: Proposal of Spices Board for organizing a cookery show in Food ingredient South America, at Sao Paulo, Brazil during August 2016.

G.18 EC approved the proposal with MAI assistance of ₹10.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Spices Board ensuring participation of 10 Indian exhibitors.

Item No. G.19: Proposal of Spices Board for organising Buyer Seller Meet in Alimentaria at Bogota, Colombia during June, 2016.

G.19 EC approved the proposal with MAI assistance of ₹10.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Spices Board ensuring participation of 10 Indian exhibitors.

Item No. G.20: Proposal of TPCI for organizing India Pavilion in Iran Food & Hospitality, Bev Tech and Agro Food 2016 at Tehran, Iran during May, 2016.

G.20 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TPCI ensuring the participation of 70 Indian exhibitors. EC also directed that TPCI and ITPO should work together for organizing the event.

Item No. G.21: Proposal of TPCI for organizing India Pavilion in 12th Bangladesh International Foodtech and Bakery Tech Industrial Fair at Dhaka, Bangladesh from 20-23 January, 2017.

G.21 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TPCI ensuring the participation of 50 Indian exhibitors.

Detailed Item-wise approvals of the MAI Empowered Committee on the items taken up for consideration in the meeting held on 20.11.2015

List of participants is attached.

A. PHARMACEUTICALS SECTOR**Item No. A.1: Proposal of ITPO for organizing India Pavilion at Africa Health at Johannesburg, South Africa during 8-10 June 2016.**

A.1.1 The total estimated cost of the project for 2016-17 is ₹209.00 lakhs. The total MAI assistance sought for 2016-17 is ₹131.30 lakhs.

A.1.2 The proposed activity to be undertaken under the project is to organize India Pavilion at Africa Health at Johannesburg, South Africa during 8-10 June 2016. ITPO is planning to participate in the event with 40-45 Indian exhibitors from medical technology, service and equipment's etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

A.1.3 TP Section, DOC has recommended the proposal.

A.1.4 SC directed ITPO to take Pharmexcil on board for this event.

A.1.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

A.1.6 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

			(₹In Lakhs)
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction / decoration	192.00	70.00
2	(a)Pre show promotion / publicity in India (b)Publicity in host country including holding seminars / press meets etc.	1.00 5.00	3.00
3	Printing of catalogues / brochures / banners / textile graphics	2.00	1.00
4	Interpretation / translation charges	2.00	1.00
5	Deputation cost	7.00	Not sought by ITPO
	Total	209.00	75.00

Item No. A. 2: Proposal of FICCI for organising India pavilion in INTERPHEX 2016 at New York City, USA from 21-23 April, 2016.

A.2.1 The total estimated cost of the project for 2016-17 is ₹140.50 lakhs. The total MAI assistance sought for 2016-17 is ₹91.32 lakhs.

- A.2.2 The proposed activities to be undertaken under the project are organising India pavilion, one to one meeting, proposed B2B sessions between India delegation and various regional chamber of commerce and industry for regional penetration. Focus products are Bio Process, Legal Services, Intellectual Property, consulting Service, Bio informatics, contract service, outsourcing, digital health solution, research & innovation. The Organisation is planning to participate in the event with 35 Indian delegates. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- A.2.3 FT(NAFTA) Division, DOC has recommended the proposal with the condition of Pharmexcil also participating with them in collaboration.
- A.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.
- A.2.5 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹ In Lakhs)

Sl. No	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	120.00	70.00
2	During the show promotion	15.00	5.00
3	Printing of catalogue/brochures	2.50	
4	Local staff	3.00	
	Total	140.50	75.00

Item No. A.3: Proposal of Pharmexcil for organising RBSM focused for promotion of APIs, Pharma CEO's Conclave coinciding Annual General Meeting and Annual Export / Patents Award at Hyderabad during September 2016.

- A.3.1 The total estimated cost of the project for 2016-17 is ₹147.50 lakhs. The total MAI assistance sought for 2016-17 is ₹126.50 lakhs.
- A.3.2 The proposed activities to be undertaken under the project are organising Pharma CEO's Conclave and Regulatory Networking Meet at Hyderabad during September 2016 coinciding AGM and Annual Export/Patents Awards function, with 100 foreign delegates (50 from general areas and 50 from LAC region). Exact number of Indian Exhibitors and exact date of the event are not mentioned by Pharmexcil. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- A.3.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.
- A.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 200+ Indian exhibitors and inviting 100 foreign buyers.
- A.3.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 200+ Indian exhibitors and inviting 100 foreign buyers.**

Estimated Expenditure:

(₹In Lakhs)			
Sl. No	Heads	Estimated expenditure	MAI Assistance approved
1	Cost of air fare and accommodation for 100(50 from general areas and 50 from LAC region)delegates	87.50	87.50
2	Venue cost for organizing Networking meetings, technical seminars, panel discussions	35.00	10.00
3	Organizing costs including advertisement, post and pre event press conferences etc.	10.00	2.50
4	Cost of product catalogue & other material	10.00	
5	Translation and interpreter charges	5.00	
	Total	147.50	100.00

Item No. A.4: Proposal of Pharmexcil for organising IPHEX 2016 at Mumbai from 27-29 April 2016.

A.4.1 The total estimated cost of the project for 2016-17 is ₹920.00 lakhs. The total MAI assistance sought for 2016-17 is ₹868.00 lakhs.

A.4.2 The proposed activities to be undertaken under the project are venue booking for expo, participation, mobilization of 300 Indian exhibitors, invitation to the overseas buyers and regulators – total 500 (100 from LAC and 400 from others), to take part in the exhibition, promotion of the expo in international market and in India and organising press meets, conference. Specific targeted benefit after completion of the project is export promotion, greater awareness among regulators, business development and brand promotion. Assistance is admissible under para 7.1.8 of the MAI guidelines.

A.4.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.

A.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 300 Indian exhibitors and inviting 500 foreign buyers.

A.4.5 EC approved the proposal with MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 300 Indian exhibitors and inviting 500 foreign buyers.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Cost of air fare and accommodation for foreign delegates and regulators (100 from LAC and 400 from others)	400.00	400.00
2	Venue cost	350.00	90.00
3	Cost of product catalogue & other material	90.00	5.00
4	Other organizational costs	80.00	5.00
	Total	920.00	500.00

Item No. A.5: Proposal of Pharmexcil for organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2016-17 at Hyderabad during February 2017.

- A.5.1 The total estimated cost of the project for 2016-17 is ₹117.00 lakhs. The total MAI assistance sought for 2016-17 is ₹93.55 lakhs.
- A.5.2 The proposed activity to be undertaken under the project is organizing RBSM and Exhibition at Bio Asia, the Global Bio Business Forum 2016-17 at Hyderabad during February 2016 with participation of 60 foreign delegates. Specific targeted benefit after completion of the project includes facilitating trade/business by inviting importers, traders and Drug regulators from all the important regions of the world. Assistance has been sought under para 7.1.8 of the MAI guidelines.
- A.5.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.
- A.5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 Indian exhibitors and inviting 60 foreign buyers.
- A.5.5 EC directed that Pharmexcil should submit details of assistance received from State government for this event.**
- A.5.6 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 Indian exhibitors and inviting 60 foreign buyers.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Airfare and accommodation for 50 foreign delegates (importers, associations, FDA Officials, Journalists) 40 delegates from CIS, ASEAN, Africa region @ ₹75,000/- 20 delegates from each Americans region @ ₹1,00,000/-	50.00	38.00
2	Venue cost – for hosting one-to-one meetings for 3 days among foreign delegates and our members	50.00	10.00
3	Publicity cost – advertisement in local papers etc.	5.00	2.00
4	Cost of printing of catalogues etc	7.00	
5	Translation and interpreters charges	5.00	
	Total	117.00	50.00

Item No. A.6: Proposal of Pharmexcil for organising RBSM and Expo at 6th at World Ayurveda Congress at Varanasi during December 2016.

- A.6.1 The total estimated cost of the project for 2016-17 is ₹172.50 lakhs. The total MAI assistance sought for 2016-17 is ₹132.50 lakhs.
- A.6.2 The proposed activity to be undertaken under the project is to organize RBSM at World Ayurveda Congress at Varanasi during December 2016 with 70 foreign delegates (50 from CIS, ASEAN, Africa regions and 20 from LAC Region). Exact number of Indian Exhibitors and the exact date of the event are not mentioned by Pharmexcil. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- A.6.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.

- A.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 Indian exhibitors and inviting 70 foreign buyers.
- A.6.5 **EC directed that Pharmexcil should submit details of assistance received from Department of AYUSH.**
- A.6.6 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to Pharmexcil ensuring participation of 100 Indian exhibitors and inviting 70 foreign buyers.**

Estimated Expenditure:

			(₹In Lakhs)
Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Airfare and accommodation for 70 foreign delegates (50 from CIS, ASEAN, Africa regions and 20 from LAC Region)	57.50	35.00
2	Venue cost – for hosting one-to-one meetings for 3 days among foreign delegates & our members	80.00	10.00
3	Publicity cost- advertisement in local papers etc	15.00	5.00
4	Cost of printing of catalogues etc	15.00	
5	Translation & Interpreters charges	5.00	
	Total	172.50	50.00

Item No. A.7: Proposal of Pharmexcil for organising participation in Expo cum BSM in Russia during November 2016.

- A.7.1 The total estimated cost of the project for 2016-17 is ₹210.00 lakhs. The total MAI assistance sought for 2016-17 is ₹189.00 lakhs.
- A.7.2 The proposed activity to be undertaken under the project is organising participation in Expo cum BSM in Russia during November 2016. The Council is planning to participate with 60 Indian exhibitors from India in the event. Exact date of the event is not mentioned by Pharmexcil. Specific targeted benefit after completion of the project is to help the Indian exporters to interact with the buyers / FDA officials, distributors from Russia and also neighbouring countries, promote Brand India Pharma in CIS region, showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- A.7.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.
- A.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 75 Indian exhibitors.
- A.7.5 **EC directed that EP (Pharma) should examine efficacy of the proposal, its objective and what industry is going to achieve from this event.**

Item No. A.8: Proposal of Pharmexcil for organising IPHEX-LATAM in Peru during August 2016.

- A.8.1 The total estimated cost of the project for 2016-17 is ₹500.00 lakhs. The total MAI assistance sought for 2016-17 is ₹450.00 lakhs.
- A.8.2 The proposed activity to be undertaken under the project is organising IPHEX-LATAM in Peru during August 2016. Pharmexcil is planning to participate with 75 Indian exhibitors from India in the event. Exact date of the event is not mentioned by Pharmexcil. The event will help Indian exporters to interact with the buyers / FDA officials, distributors from LAC region. Promote Brand India Pharma in LAC region, showcase the Indian Pharma strengths through exhibition by Indian companies and also by organizing technical sessions. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- A.8.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.
- A.8.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 75 Indian exhibitors.
- A.8.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 75 Indian exhibitors.**

Estimated Expenditure:

Sl. No.	Heads	(₹ In Lakhs)	
		Estimated expenditure	MAI Assistance approved
1	Venue cost for organizing IPHEX-LATAM	250.00	40.00
2	Organizing costs- pavilion construction, buyers mobilization, faculty for technical seminars etc.	150.00	35.00
3	Publicity cost – advertisements in local papers, press meetings etc.	50.00	10.00
4	Cost of product catalogue, collection of material, printing, distribution of catalogues to the visitors, conference kits etc.	35.00	10.00
5	Interpreters / cost of translation of conference material etc.	15.00	5.00
	Total	500.00	100.00

Item No. A.9: Proposal of Pharmexcil for organising India Show at CPhI-Worldwide at Barcelona, Spain during 4-6 October 2016.

- A.9.1 The total estimated cost of the project for 2016-17 is ₹580.10 lakhs. The total MAI assistance sought for 2016-17 is ₹522.09 lakhs.
- A.9.2 The proposed activity to be undertaken under the project is organising India Show at CPhI-Worldwide at Barcelona, Spain during 4-6, October 2016. The Council is planning to participate with 75 Indian exhibitors from India in the event. Participants would be benefited with their contracts renewed, new contacts established and India Brand is popularized in International market. It would help the SMEs of Indian Pharma industry to compete in the international market. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- A.9.3 EP (Engg/Pharma) Division, DOC has recommended the proposal.

A.9.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 75 Indian exhibitors.

A.9.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Pharmexcil ensuring participation of 75 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Venue cost	345.60	90.00
2	Organizing costs	184.50	90.00
3	Publicity cost	40.00	15.00
4	Cost of product catalogue & other material	5.00	2.50
5	Translation and interpreter charges	5.00	2.50
	Total	580.10	200.00

Item No. A. 10: Proposal of ASSOCHAM for organising India pavilion in Uganda International Medical Lab Expo at Kampala, Uganda from 16-19 September, 2016.

A.10.1 The total estimated cost of the project for 2016-17 is ₹133.64 lakhs. The total MAI assistance sought for 2016-17 is ₹86.86 lakhs.

A.10.2 The proposed activities to be undertaken under the project are providing a platform for B2B meeting between Indian Companies and International & Uganda Buyers and preparation of company and products profiles of all the Indian exhibitors and distribution of the same to all prospective Buyers so as to encourage the tie-ups between the Indian exhibitors. Focus sectors are Medical Devices and Laboratory & Surgical Equipment, Healthcare Accessories, Facilities and Rescue Equipment and Medical Furniture etc. The Organisation is planning to participate in the event with 60 Indian Companies from various sectors. Specific targeted benefit after completion of the project is to help the Indian Business in getting access to the market of Uganda, as also in the whole of Eastern African region, provide a platform to Indian industry particularly SMEs in the Medical devices manufacturing sector, by assisting them find new markets for supply. Assistance is admissible under para 7.1.2 of the MAI guidelines.

A.10.3 FT (Africa) Division, DOC has recommended the proposal.

A.10.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

A.10.5 EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost and organising expenses	126.14	60.00
2	Publicity cost for the event	3.75	

3	Cost of catalogue and other material	2.50	5.00
4	Translation and interpreter	1.25	
	Total	133.64	65.00

Item No. A.11: Proposal of ASSOCHAM for participation in 23rd Kazakhstan International Healthcare Exhibition at Almaty, Kazakhstan during May, 2016.

A.11.1 The total estimated cost of the project for 2016-17 is ₹217.20 lakhs. The total MAI assistance sought for 2016-17 is ₹141.18 lakhs.

A.11.2 The proposed activities to be undertaken under the project are organising exhibition, displaying informative posters, participation in the conference and B2B Meetings. Focus products are Medical equipments, Electro Medicine and medical technologies, Laboratory equipment, Diagnostics, Rescue equipment and emergency medical care, furniture for hospitals and health clinics, ICT and Medical Services. The Organisation is planning to participate in the event with 50 participants from various sectors. Specific targeted benefit after completion of the project is to forge new business networking and new technology adaptation for increasing the exports of healthcare products, new models for Healthcare R&D, Hospital Engineering/infrastructure, Pharma manufacturing in Asian hub. Assistance is admissible under para 7.1.2 of the MAI guidelines.

A.11.3 FT (CIS) Division, DOC has recommended the proposal.

A.11.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

A.11.5 EC approved the proposal with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

			(₹ In Lakhs)
Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost	205.70	50.00
2	Publicity cost of the event	5.00	5.00
3	Cost of catalogue	4.00	
4	Translation and interpreter	2.50	
	Total	217.20	55.00

Item No. A.12: Proposal of ASSOCHAM for organising India pavilion in 3rd Medicare Medical Equipment Exhibition at Colombo, Sri Lanka from 8-10 June, 2016.

A.12.1 The total estimated cost of the project for 2016-17 is ₹105.74 lakhs. The total MAI assistance sought for 2016-17 is ₹68.73 lakhs.

A.12.2 The proposed activities to be undertaken under the project are providing a platform for B2B meeting between Indian Companies and International & Sri Lankan Buyers and preparation of company and products profiles of all the Indian exhibitors and distribution of the same to all prospective Buyers so as to encourage the tie-ups between the Indian exhibitors. Focus sectors are Medical Devices and Laboratory & Surgical Equipment, Healthcare Accessories, Facilities and Rescue Equipment and

Medical Furniture etc. The Organisation is planning to participate in the event with 55 Indian Companies from various sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.

A.12.3 FT (SA) Division, DOC has recommended the proposal.

A.12.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

A.12.5 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost and organising expenses	99.74	43.00
2	Publicity cost for the event	3.00	1.00
3	Cost of catalogue and other material	3.00	1.00
	Total	105.74	45.00

Item No. A. 13: Proposal of ASSOCHAM for organising India pavilion in 21st Tashkent International Healthcare Exhibition at Tashkent, Uzbekistan from 19-21 April, 2016.

A.13.1 The total estimated cost of the project for 2016-17 is ₹165.22 lakhs. The total MAI assistance sought for 2016-17 is ₹107.39 lakhs.

A.13.2 The proposed activities to be undertaken under the project are organising exhibition, displaying informative posters, participation in the conference and B2B Meetings. Focus products are Medical equipments, Electro Medicine and medical technologies, Laboratory equipment, Diagnostics, Rescue equipment and emergency medical care, furniture for hospitals and health clinics, ICT and Medical Services. The Organisation is planning to participate in the event with 55 participants from various sectors. Specific targeted benefits after completion of the project is to demonstrate diverse product line in healthcare with an opportunity to develop market base in Central Asia, Middle East and CIS nations. Assistance is admissible under para 7.1.2 of the MAI guidelines.

A.13.3 FT (CIS) Division, DOC has recommended the proposal.

A.13.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

A.13.5 EC approved the proposal with MAI assistance of ₹55.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance Recommended
1	Venue cost	152.02	50.00

2	Publicity cost of the event	6.00	
3	Cost of catalogue	5.00	
4	Translation and interpreter	2.20	5.00
	Total	165.22	55.00

Item No. A.14: Proposal of ASSOCHAM for participation in Ayurveda Expo 2016 at Kandy, Sri Lanka from 14-16 September, 2016.

A.14.1 The total estimated cost of the project for 2016-17 is ₹94.00 lakhs. The total MAI assistance sought for 2016-17 is ₹61.10 lakhs.

A.14.2 The proposed activity to be undertaken under the project is organising India Pavilion and Buyer Seller Meet of Indian participants with businessmen. Focus sectors are Ayurvedic and other alternative products, Medicinal Plants & Spices, Organic food & beverages, Wellness products, Cosmetics & personnel care items and SPA products etc. The Organization is planning to participate in the event with 60 stalls from various sectors. Specific targeted benefit after completion of the project is capturing potential market of neighbouring countries to accelerate the pace of Indian export to different parts of the world, identification of new sectors for exports of Ayurvedic/Herbal & organic products. Assistance is admissible under para 7.1.2 of the MAI guidelines.

A.14.3 FT(SA) Division, DOC has recommended the proposal.

A.14.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.

A.14.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Expenditure Head	Estimated Expenditure	MAI Assistance approved
1	Venue cost	84.00	55.00
2	Printing of brochures/fliers containing details of the event, document and souvenir etc.	2.00	5.00
3	Publicity charges	6.00	
4	Organising expenses including interpreter	2.00	
	Total	94.00	60.00

B. GEMS & JEWELLERY SECTOR

Item No. B. 1: Proposal of G&J EPC for organizing Indian participation in Jewellery Arabia 2016 at Bahrain during October 2016.

B.1.1 The total estimated cost of the project for 2016-17 is ₹362.46 lakhs. The total MAI assistance sought for 2016-17 is ₹235.60 lakhs.

B.1.2 The proposed activity to be undertaken under the project is to organize Jewellery Arabia 2016 during October 2016. The exact date of the event is not mentioned by G&J EPC. The Council is planning to participate in the event with 55-60 Indian exhibitors. Specific targeted benefit after completion of the project is to tap the best

of the Middle East retailers, to enhance Brand India image amongst Middle East buyers by representation and branding through India Pavilion, export enhancement in the Middle East and WANA Region. Assistance is admissible under para 7.1.2 of the MAI guidelines.

B.1.3 EP (G&J) and FT(WANA) Division, DOC have recommended the proposal.

B.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 60 Indian exhibitors.

B.1.5 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 60 Indian exhibitors.

Estimated Expenditure:

(₹in lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including organizing expenses	314.36	125.00
2	Publicity cost for the event	47.34	25.00
3	Cost of the catalogues and other material	0.75	
	Total	362.45	150.00

Item No. B.2: Proposal of G&J EPC for organizing Indian participation in Vicenza Oro Dubai during 14-17 April 2016.

B.2.1 The total estimated cost of the project for 2016-17 is ₹702.29 lakhs. The total MAI assistance sought for 2016-17 is ₹400.00 lakhs.

B.2.2 The proposed activity to be undertaken under the project is to organize Indian participation in Vicenza Oro Dubai during 14-17 April 2016. The Council is planning to participate in the event with 100 Indian exhibitors. Specific targeted benefit after completion of the project is to serve as an effective business platform to cater to the enormous requirements of not only in the Middle East but also the African and Russia / CIS region. Assistance is admissible under para 7.1.2 of the MAI guidelines.

B.2.3 EP (G&J) and FT(WANA) Division, DOC have recommended the proposal.

B.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 100 Indian exhibitors.

B.2.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 100 Indian exhibitors.

Estimated Expenditure:

(₹in lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including organizing expenses	648.70	175.00
2	Publicity cost for the event	52.28	25.00
3	Cost of the catalogues and other material	1.30	
	Total	702.28	200.00

Item No. B.3: Proposal of G&J EPC for organizing Indian participation in JCK Las Vegas Show 2016 during June 2016.

- B.3.1 The total estimated cost of the project for 2016-17 is ₹1009.99 lakhs. The total MAI assistance sought for 2016-17 is ₹500.00 lakhs.
- B.3.2 The proposed activity to be undertaken under the project is to organize Indian participation at JCK Las Vegas Show 2016 during June 2016. The exact date of the event is not mentioned by G&J EPC. The Council is planning to participate in the event with 65-70 Indian exhibitors. The targeted countries are North America, Canada, South America – Brazil, Mexico, Argentina, Peru, Paraguay, Uruguay, Venezuela, Columbia, Panama and Chile. Specific targeted benefit after completion of the project is to explore current trends of jewellery, networking to make contact and do effective business, contributing more effectively to make India a preferred destination for gems and jewellery. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- B.3.3 EP (G&J) and FT(NAFTA) Division, DOC have recommended the proposal.
- B.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 65-70 Indian exhibitors.
- B.3.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 65-70 Indian exhibitors.**

Estimated Expenditure:

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including organizing expenses	855.57	90.00
2	Publicity cost for the event	153.60	10.00
	Total	1009.17	100.00

Item No. B. 4: Proposal of G&J EPC for organizing Indian participation in Hong Kong International Jewellery Show 2017 during March 2017.

- B.4.1 The total estimated cost of the project for 2016-17 is ₹1325.14 lakhs. The total MAI assistance sought for 2016-17 is ₹500.00 lakhs.
- B.4.2 The proposed activity to be undertaken under the project is to organize Hong Kong International Jewellery Show 2017 during March 2017. The exact date of the event is not mentioned by G&J EPC. The Council is planning to participate in the event with 165-170 Indian exhibitors. Specific targeted benefit after completion of the project is to tap trade buyers from all over the world market, to target the Chinese market, as China's per capita disposable income rises, jewellery, after real estates and automobiles, has emerged as the third hottest item of consumption in recent times; to promote India as a preferred source for loose stones and finished jewellery; and to promote IIJS, IIJS Signature Mumbai amongst the visitors from the world. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- B.4.3 EP (G&J) and FT(NEA) Division, DOC have recommended the proposal.

B.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 150 Indian exhibitors.

B.4.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to G&J EPC ensuring participation of 150 Indian exhibitors.

Estimated Expenditure:

(₹in lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including organizing expenses	1088.63	190.00
2	Publicity cost for the event	235.27	10.00
3	Cost of the catalogues and other material	1.23	
	Total	1325.13	200.00

Item No. B. 5: Proposal of G&J EPC for organizing India International Jewellery Show (IIJS) at Mumbai from 4-8 August 2016.

B.5.1 The total estimated cost of the project for 2016-17 is ₹1199.78lakhs. The total MAI assistance sought for 2016-17 is ₹500.00 lakhs.

B.5.2 The proposed activity to be undertaken under the project is organizing India International Jewellery Show (IIJS) at Mumbai from 4-8 August, 2016 displaying jeweller, loose stones, machinery and allied section. The council proposes to hold the event with 850-900 Indian exhibitors. There will be at least 8 top country pavilions from Israel, Belgium, Dubai, Turkey, Italy, Thailand etc. Specific targeted benefits after completion of the projects is capacity building of the Indian gem & jeweller industry for exports in terms of design manufacturing & marketing techniques, sourcing of raw materials at best rates by the manufacturers exporters of jewellery, direct booking of orders from exports and study the design, trends & concepts for manufacturer of contemporary jewellery. Assistance is admissible under para 7.1.8 of the MAI guidelines.

B.5.3 EP (G&J) Division, DOC has recommended the proposal.

B.5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 900 Indian exhibitors.

B.5.5 EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 900 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	882.74	260.00
2	Publicity cost for the event	258.90	72.00
3	Cost of the catalogue and other material	47.25	16.50
4	Seminar at IIJS show	10.89	1.50
	Total Expenditure	1199.78	350.00

Item No. B. 6: Proposal of G&J EPC for Organizing IIJS Signature 2017 at Mumbai during 3-6 February 2017.

B.6.1 The total estimated cost of the project for 2016-17 is ₹432.83 lakhs. The total MAI assistance sought for 2016-17 is ₹200.00 lakhs.

B.6.2 The proposed activity to be undertaken under the project is to organize IIJS Signature 2017 at Mumbai during 3-6 February 2017. The council proposes to hold the event with 500 Indian exhibitors. Specific targeted benefit after completion of the project is to showcase India's ability to produce quality gems & jewellery that will match the lifestyle trends world over. Council is also restructuring its strategies to make IIJS more prominent in the diary of the International buyers / visitors. Assistance is admissible under para 7.1.8 of the MAI guidelines.

B.6.3 EP (G&J) Division, DOC has recommended the proposal.

B.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 500 Indian exhibitors.

B.6.5 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 500 Indian exhibitors.

Estimated Expenditure:

(₹in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Venue cost	232.03	130.00
2	Publicity cost for the event	185.80	20.00
3	Cost of the catalogues and other material		
	Total	417.83	150.00

Item No. B. 7: Proposal of G&J EPC for organizing India SAARC IRAN BSM at New Delhi during May, 2016.

B.7.1 The total estimated cost of the project for 2016-17 is ₹206.66 lakhs. The total MAI assistance sought for 2016-17 is ₹110.00 lakhs.

B.7.2 The proposed activity to be undertaken under the project is organizing India SAARC RBSM at New Delhi during May, 2016. The council proposed to hold the event by inviting 50 buyers from SAARC countries. Specific targeted benefit after completion of the project is to increase Indian diamond and finished jewellery export / sourcing to Bangladesh, wherein the demand for the Indian gold jewellery is very high. Assistance is admissible under para 7.1.8 of the MAI guidelines.

B.7.3 EP (G&J) Division, DOC has recommended the proposal. FT(SA) Division has recommended the proposal with the condition to merge two proposals (India Bangladesh BSM at Ahmadabad and India Pakistan BSM at New Delhi) in single event as SAARC RBSM at New Delhi with an assistance of ₹ 70.00 lakhs for participation of 70 foreign buyers.

B.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 50 Indian exhibitors and 60 foreign buyers.

B.7.5 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.8 of the MAI guidelines subject to G&J EPC ensuring participation of 50 Indian exhibitors and 60 foreign buyers.

Estimated Expenditure:

(₹in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	129.82	23.00
2	Publicity cost for the event	9.33	2.00
3	Cost of the catalogues and other material		
4	Airfare charges and hotel stay of Foreign Buyers / Delegates	67.50	45.00
	Total	206.65	70.00

C. LEATHER SECTOR

Item No. C. 1: Proposal of CLE for organizing Participation in an International Fair, Shoes Leather, Clothes and Accessories at Tashkent, Uzbekistan during May 2016.

C.1.1 The total estimated cost of the project for 2016-17 is ₹15.36lakhs. The total MAI assistance sought for 2016-17 is ₹13.82 lakhs.

C.1.2 The proposed activity to be undertaken under the project is to organize participation in the International Fairat Tashkent, Uzbekistan during May 2016. CLE is planning to participate in the event with 15 Indian exporters from Shoes Leather, Clothes and Accessories. The exact date of the event is not mentioned by Council. India's export of leather & leather products to Uzbekistan has increased from US\$ 0.21 mn in 2009-10 to US\$ 0.42 mn in 2013-14, growing at a CAGR of 18.92%. Major items of export to Uzbekistan from India during 2013-14 were Non Leather Footwear, Leather Goods, Leather Garments and Leather Footwear. Uzbekistan is the most populous of all Central Asian republics. Uzbekistan is one of the resource-rich Central Asian countries, being the world's 5th largest cotton producer, 7th largest gold producer and besides the country has substantial hydrocarbon resources. Being a resource-rich populous country in Central Asia, Uzbekistan offers good potential for leather Products like Footwear, Garments, Gloves and other leather accessories. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.1.3 FT(CIS) Division, DOC has recommended the proposal.

C.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

C.1.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	MAI Assistance approved
1	Space cost	38.00
2	Stand construction charges estimated	1.00
3	Interpreter charges	1.00
	Total	40.00

Item No.C.2 : Proposal of CLE for organizing Participation of Member Exporters in Expo Riva Schuh Fair, Italy, June 2016 and January 2017 Editions.

C.2.1 The total estimated cost of the project for 2016-17 is ₹560.00lakhs. The total MAI assistance sought for 2016-17 is ₹504.00 lakhs.

C.2.2 The proposed activity to be undertaken under the project is to organize Participation of Member Exporters in Expo Riva Schuh Fair, Italy, June 2016 and January 2017 Editions. The number of Indian exhibitors participating in each event is 60. The exact date of the event is not mentioned by Council. Italy is the sixth largest global importer of footwear at US\$ 4932.25 million in 2012 and the third largest importer of Footwear from India. Italy's import of Footwear has increased from US\$ 4810.25 million in 2008 to US\$ 4932.25 million in 2012, growing at a CAGR of 0.62%. India's export of different categories of Footwear to Italy has touched US\$ 183.70 mn in 2013-14. Considering the market promotional programmes in Italy, India's export of Footwear to Italy is expected to touch US\$ 350 million by 2016-17, with an expected CAGR growth of 23.90%. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.2.3 EP (LSG) Division, DOC has recommended the proposal.

C.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 Lakhs for each edition under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 60 Indian exhibitors in each edition.

C.2.5 EC approved the proposal with MAI assistance of ₹120.00 Lakhs for each edition under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 60 Indian exhibitors in each edition.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Space cost = Euro 250- for 1284 sq.mt - No of Exhibitors 60	256.80	114.00
2	Insurance- Euro 90	4.32	2.00
3	Catalog Euro 155	7.44	3.00
4	Interpreter Charges	1.16	1.00
	Total Cost for one Edition	269.72	120.00
	Total Cost for Two Edition	539.44	240.00

Item No. C.3: Proposal of CLE for organizing Members Participation in SPOGA Horse Fair, at Cologne, Germany September 2016.

C.3.1 The total estimated cost of the project for 2016-17 is ₹104.58 lakhs. The total MAI assistance sought for 2016-17 is ₹94.12 lakhs.

C.3.2 The proposed activity to be undertaken under the project is to organize Members Participation in SPOGA Horse Fair, at Cologne, Germany September 2016. The number of Indian exhibitors participating in the event is 35. The exact date of the event is not mentioned by Council. Germany is the second largest importer of Saddlery & harness in the world. Out of the global import of Saddlery & Harness valued at US\$ 1224.94 mn in 2012, import by Germany alone accounted for a share of 10.26% valued at US\$ 125.68 mn. Hence, Germany is a key market for Saddlery & Harness products. India's export of Saddlery & Harness to Germany has been increasing over the years; from US\$ 19.67 mn in 2008-09 to US\$ 30.31 million in 2013-14, at a CAGR of 9.03%. Enhancement of share in Germany will lead to growth in India's global share. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.3.3 EP (LSG) Division, DOC has recommended the proposal.

C.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exhibitors.

C.3.5 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 35 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Space cost = Euro 200 + Estimated for 35 Exhibitors	67.20	61.00
2	Stand Construction Charges- EURO 50 Per Sq. Mt	16.80	9.00
6	Interpreter Charges	0.036	
	Total	84.036	70.00

Item No. C.4 : Proposal of CLE for organizing Member-Participation in Fashion World Tokyo Fair during September- October 2016 at Tokyo, Japan, for Footwear & Leather Goods.

C.4.1 The total estimated cost of the project for 2016-17 is ₹87.28 lakhs. The total MAI assistance sought for 2016-17 is ₹78.55 lakhs.

C.4.2 The proposed activity to be undertaken under the project is to organize Member-Participation in Fashion World Tokyo Fair during September- October 2016 at Tokyo, Japan, for Footwear & Leather Goods. The number of Indian exhibitors participating in the event is 20. The exact date of the event is not mentioned by Council. India's export of leather & leather products to Japan increased from US\$ 20.24 mn in 2008-09 to US\$ 48.73 million in 2013-14, growing at a CAGR of 19.21%. Considering market promotion programmes in Japan, India's export of leather & leather products to Japan is projected to touch US\$ 80 million by 2016-17, at a CAGR growth of 17.96%. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.4.3 EP (LSG) Division, DOC has recommended the proposal.

C.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

C.4.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Space & construction Cost	83.90	59.50
2	Interpreter Charges	0.042	0.50
	Total	83.942	60.00

Item No. C.5: Proposal of CLE for organizing India Leather Show in Offenbach, Germany during November 2016.

C.5.1 The total estimated cost of the project for 2016-17 is ₹90.00 lakhs. The total MAI assistance sought for 2016-17 is ₹81.00 lakhs.

C.5.2 The proposed activity to be undertaken under the project is to organize India Leather Show in Offenbach, Germany during November 2016. The number of Indian exhibitors participating in the event is 50. The exact date of the event is not mentioned by Council. Germany's import of leather and leather products increased from US\$ 9445.52 million in 2008 to US\$ 10855.12 million in 2012, growing at a CAGR of 3.53%. India's export of leather & leather products to Germany increased from US\$ 508.43 mn in 2008-09 to US\$ 763.55 million in 2013-14, growing at a CAGR of 8.47%. Considering market promotion programmes in the Germany, India's export of leather & leather products to Germany is projected to touch US\$ 1000 million by 2016-17, at a CAGR growth of 9.40%. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.5.3 EP (LSG) Division, DOC has recommended the proposal.

C.5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exhibitors.

C.5.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Venue Cost including organizing expenses with display accessories & other arrangements and Event management etc	80.00	72.00
2	Event Publicity: Exclusive buyer-outreach campaign through direct	10.00	8.00

	mailers, telemarketing, advertisement in trade magazines etc., Translation and interpreter charges		
	Total	90.00	80.00

Item No.C.6: Proposal of CLE for organizing Two Day India Leather Show in Spain during March 2017.

C.6.1 The total estimated cost of the project for 2016-17 is ₹77.00 lakhs. The total MAI assistance sought for 2016-17 is ₹69.30 lakhs.

C.6.2 The proposed activity to be undertaken under the project is to organize Two Day Buyer Seller Meet in Spain during March 2017. The number of Indian exhibitors participating in the event is 30. The exact date of the event is not mentioned by Council. Spain is the 10th largest importer of leather & leather products in the world. Spain's import of leather and leather products increased from US\$ 4369.92 million in 2008 to US\$ 4607.00 million in 2011, growing at a CAGR of 1.17%. India's export of leather & leather products to Spain increased from US\$ 219.19 mn in 2008-09 to US\$ 307.95 million in 2013-14, growing at a CAGR of 7.03%. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.6.3 EP (LSG) Division, DOC has recommended the proposal.

C.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exhibitors.

C.6.5 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Venue & Stall Construction including organizing expenses and event management: etc.	70.00	70.00
2	Event Publicity Advertisements in Trade Publications etc, Exclusive buyer-outreach campaign through direct mailers, telemarketing, website, design/preparation of publicity materials etc. Onsite distribution of promotional souvenirs, press meet, publicity materials like preparation of presentation CDs, kits, catalogues, other materials, translation and interpreter charges etc	7.00	5.00
	Total	77.00	75.00

Item No.C.7: Proposal of CLE for organizing India Pavilion in Shoes & Leather Fairs at Ho Chi Minh City, Vietnam during 13-15 July 2016.

C.7.1 The total estimated cost of the project for 2016-17 is ₹60.40 lakhs. The total MAI assistance sought for 2016-17 is ₹54.36 lakhs.

C.7.2 The proposed activity to be undertaken under the project is to organize India Pavilion in Shoes & Leather Fair at Ho Chi Min City, Vietnam during 13-15 July

2016. CLE is planning to participate in the event with 15 Indian exporters from finished leather and footwear components. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.7.3 EP(LSG) Division, DOC has recommended the proposal.

C.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

C.7.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Space cost	37.80	45.00
2	Stand construction charges	12.60	
3	Event publicity: exclusive buyer-outreach campaign through direct mailers, telemarketing etc; printing of participant profile booklet translation and interpreter charges	10.00	5.00
	Total	60.40	50.00

Item No.C.8: Proposal of CLE for organizing Buyers Seller Meet in South Africa during March 2017.

C.8.1 The total estimated cost of the project for 2016-17 is ₹60.00lakhs. The total MAI assistance sought for 2016-17 is ₹54.00 lakhs.

C.8.2 The proposed activity to be undertaken under the project is to organize Buyer Seller Meet in South Africa during March 2017. CLE is planning to participate in the event with 20 Indian exporters from leather goods and footwear. The exact date of the event is not mentioned by Council. India's export of leather, leather products and footwear to South Africa increased from USD 48.16 million in 2013-14 to USD 55.04 million in 2014-15, registering a growth of 14.28%. The aim is to achieve a 10% annual growth in exports in the next 5 years. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.8.3 EP(LSG) Division, DOC has recommended the proposal.

C.8.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

C.8.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	MAI Assistance approved
1	Venue cost including organizing expenses with display accessories etc.	45.00
2	Event publicity: exclusive buyer-outreach campaign through direct mailers, telemarketing etc; printing of participant profile booklet translation and interpreter charges	15.00
	Total	60.00

Item No.C.9: Proposal of CLE for organizing Buyers Seller Meet in Kazakhstan during March 2017.

C.9.1 The total estimated cost of the project for 2016-17 is ₹65.00 lakhs. The total MAI assistance sought for 2016-17 is ₹58.50 lakhs.

C.9.2 The proposed activity to be undertaken under the project is to organize Buyers Seller Meet in Kazakhstan during March 2017. CLE is planning to participate in the event with 20 Indian exporters from leather and leather products. The exact date of the event is not mentioned by Council. India's export of leather and leather products to Kazakhstan has increased from USD 3.43 million in 2009 to USD 7.59 million in 2013, growing at a CAGR of 21.97%. The aim is to achieve a 10% annual growth in exports in the next 5 years. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.9.3 EP(LSG) Division, DOC has recommended the proposal.

C.9.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

C.9.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Venue cost including organizing expenses with display accessories etc.	48.00	35.00
2	Event publicity: exclusive buyer-outreach campaign through direct mailers, telemarketing etc; printing of participant profile booklet translation and interpreter charges	17.00	5.00
	Total	65.00	40.00

Item No.C.10: Proposal of CLE for organizing India pavilion in Canton Fair at Guangzhou, China during October 2016.

C.10.1 The total estimated cost of the project for 2016-17 is ₹60.00 lakhs. The total MAI assistance sought for 2016-17 is ₹54.00 lakhs.

C.10.2 The proposed activity to be undertaken under the project is to organize India pavilion in Canton Fair at Guangzhou, China during October 2016. CLE is planning

to participate in the event with 15 Indian exporters from leather goods, leather garments and footwear. The exact date of the event is not mentioned by Council. India's export of leather and leather products and footwear to China has increased from USD 48.57 million in 2009 to USD 153.58 million in 2013, growing at a CAGR of 33.35%. The aim is to achieve a 10-15% annual growth in exports in the next 5 years. Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.

C.10.3EP(LSG) Division, DOC has recommended the proposal.

C.10.4SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

C.10.5EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 40 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance approved
1	Venue cost + stand construction	45.00	45.00
2	Event publicity: exclusive buyer-outreach campaign through direct mailers, telemarketing etc; printing of participant profile booklet translation and interpreter charges	15.00	5.00
	Total	60.00	50.00

Chairman, CLE also raised the issue of MAI assistance for the Designer Fair to be organized by CLE in the year 2016-17. EC directed that this proposal be processed on file.

D. CHEMICAL SECTOR

Item No. D. 1: Proposal of ASSOCHAM for participation in 14th Middle East Natural & Organic Product Expo – MENOPE 2016 at Dubai, UAE from 2-4 November, 2016.

D.1.1 The total estimated cost of the project for 2016-17 is ₹149.00 lakhs. The total MAI assistance sought for 2016-17 is ₹96.85 lakhs.

D.1.2 The proposed activity to be undertaken under the project is organising India pavilion and to give extensive publicity campaign through print and media, advertisement in newspaper, direct mailers and press conference. Focus sectors are Herbal Ayurvedic & Herbs Products, Medicinal Plants & Spices, Organic Food & Beverages, Wellness Product, Cosmetics & Personal Care item, and Spa Products. The Organisation is planning to participate in the event with 50 stalls from various sectors. Specific targeted benefit after completion of the project is to increase the potential market in UAE and its neighbouring WANA countries; to accelerate the pace of Indian exports, identification of new markets for exports of Ayurvedic / Herbal & Organic products substantially and hence the participation of Indian companies would surely increase maximum Indian herbal products exports on regular basis. Assistance is admissible under para 7.1.2 of the MAI guidelines.

D.1.3 FT(WANA) Division has recommended the proposal.

D.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

D.1.5 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance approved
1	Venue cost	140.00	69.15
2	Printing of brochures/ fliers containing details of the event	1.00	0.65
3	Publicity charges	6.00	3.90
4	Organising expenses	2.00	1.30
	Total	149.00	75.00

Item No. D.2: Proposal of CHEMEXCIL for organising CAPINDIA 2017 during September/December, 2016.

D.2.1 The total estimated cost of the project for 2016-17 is ₹597.00 lakhs. The total MAI assistance sought for 2016-17 is ₹482.50 lakhs.

D.2.2 The proposed activity to be undertaken under the project is organizing RBSM. Focus products are Dyes and Dye Intermediates, Organic and Inorganic Chemicals including Agro Chemicals. The Council is planning to organise the event with 200 Indian exhibitors and 125 foreign buyers. Specific targeted benefit after completion of the project is to establish India's name as reliable global player and sourcing hub for chemicals, plastics, and allied products and making this event a global networking platform. Assistance is admissible under para 7.1.8 of the MAI guidelines.

D.2.3 EP (CAP) Division, DOC has recommended the proposal.

D.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guideline subject to Chemexcil ensuring participation of 450 Indian exhibitors and 200 foreign buyers.

D.2.5 EC directed EP (CAP) Division to fix a slot for this event in global calendar and organize this event at a fixed time every year.

D.2.6 EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guideline subject to Chemexcil ensuring participation of 450 Indian exhibitors and 200 foreign buyers.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including other organising expenses	400.00	235.00
2	Printing of brochures, catalogue	25.00	15.00

3	Air fare and hotel accommodation for 125 foreign delegates	100.00	100.00
	Total	525.00	350.00

Item No. D.3: Proposal of CHEMEXCIL for organising 18th China International Agrochemical & Crop Protection Exhibition at Shanghai, China during March, 2017.

D.3.1 The total estimated cost of the project for 2016-17 is ₹123.00 lakhs. The total MAI assistance sought for 2016-17 is ₹79.95 lakhs.

D.3.2 The proposed activity to be undertaken under the project is to put up “Indian Pavilion” in this show so as to promote “Made in India Brand”; to show case India’s capability to manufacture products as per the International standard and quality at most competitive prices. Focus products are Pesticide, Fertilizer, Crop protection and Agrochemicals Bio-engineering Technology, Agrochemical Machinery and Horticultural Specialized Machine and Equipment, Agricultural Plastic and Farming Machine. The council is planning to organise the event with 40 Indian stalls. Assistance is admissible under para 7.1.2 of the MAI guidelines.

D.3.3 EP (CAP) Division, DOC has recommended the proposal and FT (NEA) Division has not recommended the proposal.

D.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 40 Indian exhibitors.

D.3.5 EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 40 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction of stalls	120.00	63.05
2	Publicity cost of the event including advertisement in abroad etc.	2.00	1.30
3	Cost of catalogue of exhibition and other materials	1.00	0.65
	Total	123.00	65.00

Item No. D.4: Proposal of CHEMEXCIL for organising India pavilion in the 16th China International Dye Industry, Pigments and Textile Chemicals Exhibition at Shanghai, China from 13-15 April, 2016.

D.4.1 The total estimated cost of the project for 2016-17 is ₹410.00 lakhs. The total MAI assistance sought for 2016-17 is ₹266.50 lakhs.

D.4.2 The proposed activity to be undertaken under the project is to put up “India Pavilion” in this show so as to promote “Made in India Brand” and show case India’s capability to manufacture products as per the International standard and quality at most competitive prices. Focus products are Textile Chemicals, Intermediate and Dye Industry & Pigments. The Council is planning to organise the event with 120 Indian exporters. Specific targeted benefit after completion of the project is to increase India’s export in the region as China is a leading market for Dyes and Dye Intermediates with total global imports of USD 4.458 billion in 2014, but India’s

share is only 2% of China's total import, which provides scope for growth in market share. Assistance is admissible under para 7.1.2 of the MAI guidelines.

D.4.3 EP (CAP) Division, DOC has recommended the proposal and FT(NEA) Division has not recommended the proposal.

D.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹230.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 120 Indian exhibitors.

D.4.5 EC approved the proposal with MAI assistance of ₹230.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 120 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	397.00	221.55
2	Publicity cost of the event including advertisement in abroad etc.	10.00	6.50
3	Cost of catalogue of exhibition and other materials	3.00	1.95
	Total	410.00	230.00

Item No. D.5: Proposal of CHEMEXCIL for organising India pavilion in Chemspec Europe 2016 at Basel, Switzerland from 1-2 June, 2016.

D.5.1 The total estimated cost of the project for 2016-17 is ₹392.00 lakhs. The total MAI assistance sought for 2016-17 is ₹254.80 lakhs.

D.5.2 The proposed activity to be undertaken under the project is to put up "India Pavilion" in this show so as to promote "Made in India Brand" and show case India's capability to manufacture products as per the International standard and quality at most competitive prices. Focus products are Fine Chemicals and Specialty Chemicals. The Council is planning to organise the event with 50 Indian exporters. Assistance is admissible under para 7.1.2 of the MAI guidelines.

D.5.3 EP (CAP) Division, DOC has recommended the proposal and FT(Europe) Division has not recommended the proposal.

D.5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 50 Indian exhibitors.

D.5.5 EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	375.00	108.95
2	Publicity cost of the event	15.00	9.75
3	Cost of catalogue of exhibition and other materials	2.00	1.30
	Total	392.00	120.00

D. Additional Proposal for assistance to Chemical Sector

Item No. D.6: Proposal of CHEMEXCIL for organising Indian Chemical & Cosmetic Show at Kintex, Korea during April/May, 2016.

- D.6.1 The total estimated cost of the project is ₹142.75 lakhs. The total MAI assistance sought is ₹92.79 lakhs.
- D.6.2 The council proposes to undertake a standalone Indian Chemical and Cosmetic Exhibition. Specific targeted benefit after completion of the project is to enhance export opportunities for Indian exports to Korea. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- D.6.3 EP (CAP) Division, DOC has recommended the proposal.
- D.6.4 EC deferred consideration of the proposal and directed that proposal may be examined on file by EP (CAP) Division.**

Item No. D.7: Proposal of CHEMEXCIL for organising India pavilion in FCI Trade Summit at Miami, USA during July/August, 2016.

- D.7.1 The total estimated cost of the project is ₹137.00 lakhs. The total MAI assistance sought is ₹89.37 lakhs.
- D.7.2 The proposed activity to be undertaken under the project is to display Made in India Brand, to display India's capability to manufacture products as per the international standard and quality at most competitive prices. Specific targeted benefits after completion of the project is to increase the export to United States. Export of products of Inorganic chemical, Organic Chemical Agro Chemicals to United States for the year 2014-15 was USD 1527 million compared to USD 1442 million in 2013-14 making an increase of 5.91%. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- D.7.3 EP (CAP) Division, DOC has recommended the proposal.
- D.7.4 EC deferred consideration of the proposal and directed that proposal may be examined on file by EP (CAP) Division.**

E. CERAMIC SECTOR

Item No. E. 1: Proposal of Capexcil for organising Reverse Buyer Seller Meet coinciding with India Rubber Expo 2017 at Chennai from 20-21 January, 2017.

- E.1.1 The total estimated cost of the project for 2016-17 is ₹35.25 lakhs. The total MAI assistance sought for 2016-17 is ₹29.00 lakhs.
- E.1.2 The proposed activity to be undertaken under the project is organising Reverse Buyer Seller Meet. The council is planning to organise the event with 25 foreign buyers. Specific targeted benefits after completion of the project are to increase the market share of Indian Rubber products and Auto Tyres and Tubes in the targeted markets/countries and explore in these markets introduction of more value added products to accelerate the growth of Indian Rubber Products and Auto Tyres and

Tubes exports in coming years. Assistance has been sought under para 7.1.8 of the MAI guidelines.

E.1.3 EP(CAP) Division has recommended the proposal.

E.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹26.40 Lakhs under para 7.1.8 of the MAI guidelines subject to Capexcil ensuring participation of 100 Indian exhibitors.

E.1.5 EC approved the proposal with MAI assistance of ₹26.40 Lakhs under para 7.1.8 of the MAI guidelines subject to Capexcil ensuring participation of 100 Indian exhibitors.

Estimated Expenditure:

(₹ in Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	10.00	6.50
2	Translation and interpreter	1.00	0.65
3	Cost of catalogues and other material	1.00	
4	Publicity	1.00	
5	Air Fare and hotel accommodation for 25 foreign buyers	19.25	19.25
	Total	32.25	26.40

F. SERVICE SECTOR

Item No. F.1: Proposal of ASSOCHAM for organising India pavilion in Expo Hospital 2016 at Santiago, Chile from 22-24 July, 2016.

F. 1.1 The total estimated cost of the project for 2016-17 is ₹140.00 lakhs. The total MAI assistance sought for 2016-17 is ₹91.00 lakhs.

F. 1.2 The proposed activities to be undertaken under the project are organising India pavilion, Buyer Seller Meet between Indian delegation and Chilean delegations, providing the opportunities to the exhibitors for showcasing Indian products, participation in the seminars to share experience of the leading institutions and companies of the participating countries in the region's construction sector and arranging for much wider platform for B2B meetings between international buyers and Indian exhibitors. Focus products are Emergency Medicine and Pre-hospital, Biomedical Engineering and Telemedicine, Hospital Information Technology, Laboratory Equipment, Surgical Instruments, Pharmaceutical Industry, Equipment and Technologies for Home Care and Dentistry. The Organization is planning to participate in the event with 55 participants from various sectors. Assistance is admissible under para 7.1.2 of the MAI guidelines.

F. 1.3 FT(LAC) Division, DOC has recommended the proposal.

F. 1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

F. 1.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	123.00	75.00
2	Cost of catalogue	4.00	5.00
3	Publicity cost for the event	6.00	
4	Translation and interpreter charges	7.00	
	Total	140.00	80.00

Item No. F.2: Proposal of FICCI for organising Higher Education Summit 2016 & Reverse Buyer Seller Meet at Pragati Maidan, New Delhi during November, 2016.

F. 2.1 The total estimated cost of the project for 2016-17 is ₹595.00 lakhs. The total MAI assistance sought for 2016-17 is ₹429.00 lakhs.

F. 2.2 The proposed activity to be undertaken under the project is organising exhibition with 200 stalls of foreign and Indian participants, Conference, B2B meetings with Indian and foreign institute and Campus Visits(Delhi-NCR, Mumbai Bangalore etc).Focus Universities are University of Pretoria, Johannesburg, KwaZulu-Natal, Western Cape, Rhodes, Cape Town, Maker ere, Cairo, Tehran, Bahrain, Qatar etc. The Organization is planning to participate in the event with 100 Indian Companies 460 foreign buyers from the 31 Universities. Assistance is admissible under para 7.1.8 of the MAI guidelines.

F. 2.3 TPD(Services) Division, DOC has recommended the proposal.

F. 2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian exhibitors and inviting 200 foreign buyers.

F. 2.5 EC directed FICCI/TPD (Services) to be extra careful in selection of participating Indian Universities, keeping in view the available infrastructure and other facilities.

F. 2.6 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 100 Indian exhibitors and inviting 200 foreign buyers.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	80.00	45.00
2	Publicity cost	50.00	5.00
3	Cost of catalogue and other material	50.00	
4	Interpreter, Translation	30.00	
5	Air fare and hotel accommodation for foreign buyers	345.00	100.00
	Total	555.00	150.00

Item No. F. 3: Proposal of FICCI for organising Reverse Buyer Seller Meet in Advantage Healthcare India 2016 at Bangalore from 7-9 November, 2016.

F. 3.1 The total estimated cost of the project for 2016-17 is ₹779.00 lakhs. The total MAI assistance sought for 2016-17 is ₹647.60 lakhs.

F. 3.2 The proposed activity to be undertaken under the project is organising exhibition, inviting buyer to attend CME (Continued Medical Education), B2B meeting and Hospital Inspection visits. The Organization is planning to participate in the event with 140 Indian Companies 600 foreign buyers. Specific targeted benefits after completion of the project are signing business cooperation agreements with international stake holders sending patients to India, establish global business contacts and connects, provide utmost exposure of the Indian hospitals through Hospital visits, quality treatment at affordable costs and opportunity to get into business tie up for clinical research and trials. Assistance is admissible under para 7.1.8 of the MAI guidelines.

F. 3.3 TPD(Services) Division, DOC has recommended the proposal.

F. 3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 140 Indian exhibitors and inviting 600 foreign buyers.

3.5 EC approved the proposal with MAI assistance of ₹350.00 Lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 140 Indian exhibitors and inviting 600 foreign buyers.

Estimated Expenditure:

			(₹In Lakhs)
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	140.00	90.00
2	Publicity cost	126.00	10.00
3	Cost of catalogue and other material	28.00	
4	Interpreter, Translation	10.00	250.00
5	Air fare and hotel accommodation for foreign buyers	450.00	
	Total	754.00	350.00

Item No. F. 4: Proposal of Services EPC for organising India Service Expo 2016 at Pragati Maidan, New Delhi from 21-23 November, 2016.

F. 4.1 The total estimated cost of the project for 2016-17 is ₹300.00 lakhs. The total MAI assistance sought for 2016-17 is ₹287.50 lakhs.

F. 4.2 The proposed activities to be undertaken under the project are venue booking for Expo, invitation to the overseas buyers and regulators, to take part in the exhibition, promotion of Expo in International market and in India, organizing press meets and conferences. SEPC is planning to organise the event with 60-70 exhibitors and 400 foreign buyers. Specific targeted benefit after completion of the project is export promotion, greater awareness among regulators, business development and brand promotion. Assistance is admissible under para 7.1.8 of the MAI guidelines.

F. 4.3 EP(Services) Section, DOC has recommended the proposal.

F. 4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.8 of the MAI guidelines subject to SEPC ensuring participation of 125 Indian exhibitors and inviting 125 foreign buyers and regulators.

F. 4.5 EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.8 of the MAI guidelines subject to SEPC ensuring participation of 125 Indian exhibitors and inviting 125 foreign buyers and regulators.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Airfare & Hotel Accommodation for Foreign Buyers and Regulators	175.00	105.00
2	Venue cost	100.00	65.00
3	Other organizational Costs (Translation and interpreter charges etc)	25.00	5.00
	Total	300.00	175.00

Item No. F. 5: Proposal of Services EPC for organising India Pavilion in Moscow International Travel & Tourism (MITT) at Moscow, Russia.

F. 5.1 The total estimated cost of the project for 2016-17 is ₹198.00 lakhs. The total MAI assistance sought for 2016-17 is ₹128.70 lakhs.

F. 5.2 The proposed activity to be undertaken under the project is organizing India Pavilion with participation of 50 Indian Companies from the Travel & Tourism Industry. SEPC is planning to organise the event with 50 Indian companies. Specific targeted benefit after completion of the project is to provide Indian tourism a thrust by opening up Russian market by showcasing India's unique historical and modern heritage to the Russian Tourists, healthy interaction between Indian & Russian Travel & Tourism Sector, increased inflow of foreign exchange through escalated inbound tourism and to engage bulk Russian buyers to pre-book inventories of Travel/Boarding/Loading service providers in India. Assistance is admissible under para 7.1.2 of the MAI guidelines.

F. 5.3 EP(Services) Section and FT(CIS) Division, DOC have recommended the proposal.

F. 5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 50 Indian exhibitors.

F. 5.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	189.00	95.00
2	Pre-show Promotion/Publicity including buyer mobilizing and invitations	5.00	3.00
3	Printing of Catalogues/Brochures	2.00	1.00

4	Interpreters/ Translators/Local Staff	2.00	1.00
	Total	198.00	100.00

Item No. F. 6: Proposal of Services EPC for organising India Pavilion in Cannes Film Festival 2016 at France from 11-20 May, 2016.

F. 6.1 The total estimated cost of the project for 2016-17 is ₹98.00 lakhs. The total MAI assistance sought for 2016-17 is ₹63.70 lakhs.

F. 6.2 The proposed activities to be undertaken under the project are venue booking for expo, organizing B2B meeting between International buyers and Indian co-production and animation companies, active participation in the conference to address the gaps in the exports of Entertainment service and encourage new trends industry and identify new opportunities to enhance the exports of services. SEPC is planning to participate in the event with 25 exhibitors. Specific targeted benefit after completion of the project is to forge new business networking and enable newer concepts and new trend adaption for increasing the exports. Assistance is admissible under para 7.1.2 of the MAI guidelines.

F. 6.3 EP(Services) Section, DOC has recommended the proposal. FT(Europe) has not recommended the proposal.

F. 6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 30 Indian exhibitors.

6.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 30 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	90.00	46.00
2	Publicity cost of the event	1.00	0.50
3	Cost of catalogue	6.00	3.00
4	Translation and interpreter charges	1.00	0.50
	Total	98.00	50.00

Item No. F. 7: Proposal of Services EPC for organising India Pavilion in World Travel Market 2016 at London from 2-5 November, 2016.

F. 7.1 The total estimated cost of the project for 2016-17 is ₹120.00 lakhs. The total MAI assistance sought for 2016-17 is ₹78.00 lakhs.

F. 7.2 The proposed activities to be undertaken under the project are venue booking for expo, organizing B2B meeting between International buyers and India travel and tourism companies. SEPC is planning to organise the event with 25 Indian exhibitors. Specific targeted benefit after completion of the project is to forge new business networking and enable newer concepts and new trend adaption for increasing the exports. Assistance is admissible under para 7.1.2 of the MAI guidelines.

F. 7.3 EP(Services) Section, DOC has recommended the proposal. FT(Europe) has not recommended the proposal.

F. 7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 30 Indian exhibitors.

F. 7.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 30 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost	115.00	46.00
2	Publicity cost of the event	1.00	0.50
3	Cost of catalogue	3.00	3.00
4	Translation and interpreter charges	1.00	0.50
	Total	120.00	50.00

Additional Proposal

Item No. F.8: Proposal of CII and Services EPC for organizing Global Exhibition on Services at New Delhi during 21-23 April, 2016.

F. 8.1 The total estimated cost of the project for 2016-17 is ₹20.60 crores. The total MAI assistance sought is ₹ 9 crores ₹ 8 crores for CII and ₹ 1 crores for Services EPC.

F. 8.2 CII proposes to mobilize participation of Indian companies of reputed brands at the proposed Global Exhibition on Services, present an impressive solo Indian brands, technological capabilities in the Service Sector. CII proposes to invite 150 foreign buyers for the exhibition. Total numbers of India exhibitors are 450, mainly from IT & Telecom, Tourism, Media and entertainment, healthcare, logistics, professional services, environmental services, printing and publishing, financial services, education, R&D, space, SME in services. Assistance is admissible under para 7.1.8 of the MAI guidelines.

F. 8.3 TPD Services, DOC has recommended the proposal.

F. 8.4 EC in-principle approved the proposal. MAI assistance for the event will be decided on file.

G. AGRI PRODUCTS SECTORS

Item No. G. 1: Proposal of CII for organising Reverse Buyer Seller Meet with Aquaculture Delegation from Norway at Kochi. (Date of Event not mentioned)

G.1.1 The total estimated cost of the project for 2016-17 is ₹19.60 lakhs. The total MAI assistance sought for 2016-17 is ₹17.99 lakhs.

G.1.2 The proposed activity to be undertaken under the project is to organise RBSM. Focus Sectors are Aquaculture industry, Research and Development and Water Management. The Organisation is planning to participate in the event with 20

foreign delegates. Specific targeted after completion of the project is to increase awareness among the Indian aquaculture industry about the technology and know-how, Business matchmaking and possible tie-ups for JVs/partnerships etc. Assistance is admissible under para 7.1.8 of the MAI guidelines.

G.1.3 FT(Europe) Division has recommended the proposal.

G.1.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹17.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 20 Indian exhibitors and inviting 20 foreign buyers.

G.1.5 EC deferred consideration of the proposal and directed that proposal may be examined on file by EP (MP) Division.

Item No. G.2: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at 19th Food Afro 2016 at Dar-es-Salaam, Tanzania during May 2016.

G.2.1 The total estimated cost of the project for 2016-17 is ₹125.14 lakhs. The total MAI assistance sought for 2016-17 is ₹81.34 lakhs.

G.2.2 The proposed activity to be undertaken under the project is to organize India Pavilion at 19th Food Afro 2016 at Dar-es-Salaam, Tanzania during May 2016. The exact date of the event is not mentioned by PHDCCI. PHDCCI is planning to participate in the event with 50 Indian exhibitors from food, hotel and kitchen equipment's. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.2.3 FT(Africa) Division, DOC has recommended the proposal.

G.2.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 60 Indian exhibitors.

G.2.5 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 60 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue and space cost	120.14	72.00
2	Printing & promotion	5.00	3.00
3	Interpretation / translation charges		
	Total	125.14	75.00

Item No. G.3: Proposal of ASSOCHAM for organising India pavilion in 25th Asia Food Expo at Manila, Philippines from 10-13 September, 2016.

G.3.1 The total estimated cost of the project for 2016-17 is ₹125.00 lakhs. The total MAI assistance sought for 2016-17 is ₹81.25 lakhs.

G.3.2 The proposed activities to be undertaken under the project are participation in the expo, Buyer Seller Meet, Buyer Seller Meet and B2B meetings. The Organisation is planning to participate in the event with 50 stalls from various sectors. Specific targeted benefits after completion of the project is to increase exports to Philippines, capacity building & showcasing Indian capabilities in various areas where synergy exists between two countries and targeted exports benefits over 150 crores. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.3.3 FT(ASEAN) Division, DOC has recommended the proposal.

G.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

G.3.5 EC deferred consideration of the proposal and directed that proposal may be examined on file by EP (Agri) Division.

Item No. G.4: Proposal of FIEO for organizing India Pavilion in Agro Food, Ghana 2016 during December 2016.

G.4.1 The total estimated cost of the project for 2016-17 is ₹169.00 lakhs. The total MAI assistance sought for 2016-17 is ₹109.85 lakhs.

G.4.2 The proposed activity to be undertaken under the project is organizing India Pavilion in Agro Food, Ghana 2016 during December 2016. The exact date of the event is not mentioned by FIEO. FIEO is planning to participate in the event with 40 Indian exhibitors from agri sector etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.4.3 FT(Africa) Division, DOC has recommended the proposal.

G.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

G.4.5 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue and organizing expenditure	150.00	70.00
2	Cost of Catalogues and other materials	3.00	5.00
3	Interpreter charges	1.00	
4	International Publicity	15.00	
	Total	169.00	65.00

Item No. G.5: Proposal of FIEO for organizing India Pavilion in Myan Food Tech, Myanmar during November 2016.

G.5.1 The total estimated cost of the project for 2016-17 is ₹109.88 lakhs. The total MAI assistance sought for 2016-17 is ₹71.42 lakhs.

G.5.2 The proposed activity to be undertaken under the project is organizing India Pavilion in Myan Food Tech, Myanmar during November 2016. Exact date of the event is not mentioned by FIEO. FIEO is planning to participate in the event with 40 Indian exhibitors from organic food, canned and processed food, frozen food, dairy products and processing, soft drinks and other beverages, tea and coffee, alcohol and beer, bakery ingredients packaging technology etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.5.3 FT(ASEAN) Division, DOC has recommended the proposal.

G.5.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

G.5.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including organizing expenditure	96.88	45.00
2	International publicity	10.00	5.00
3	Cost of Catalogues and other materials	1.50	
4	Interpreter	1.50	
	Total	109.88	50.00

Item No. G.6: Proposal of Indian Chamber of Commerce for organising China's Global Food & Hospitality Trade Show at Shanghai, China during November, 2016.

G.6.1 The total estimated cost of the project for 2016-17 is ₹79.00 lakhs. The total MAI assistance sought for 2016-17 is ₹51.35 lakhs.

G.6.2 The proposed activities to be undertaken under the project are B2B meetings between prospective buyers and Indian Exhibitors, media tie up, especially online media for promotion of Brand India, releasing advertisement in Local Language with the leading newspapers, publicity campaign, direct mailers, press conference, etc. for attracting buyers at India Pavilion and visitor promotion. ICC is planning to organise the event with 50 Indian exporters. Specific targeted benefit after completion of the project is export queries/orders worth over Rs.8-10 crores. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.6.3 FT(NEA) Division, DOC has recommended the proposal.

G.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors. SC also directed that ICC should take APEDA on board for this proposal.

G.6.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors. EC also directed that ICC should take APEDA on board for this proposal.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue and space, fabrication and other costs	51.00	45.00
2	Printing two languages	12.00	5.00
3	Publicity cost for Indian & Foreign Print Media	11.00	
4	Translation & Interpreter Charges	5.00	
	Total	79.00	50.00

Item No. G.7: Proposal of Indian Chamber of Commerce for organizing 5th India International Potato Expo at Kolkata during January 2017.

G.7.1 The total estimated cost of the project for 2016-17 is ₹99.00 lakhs. The total MAI assistance sought for 2016-17 is ₹22.50 lakhs.

G.7.2 The proposed activity to be undertaken under the project is organizing 5th India International Potato Expo at Kolkata during January 2017. Exact date of the event and exact number of Indian exhibitors and foreign buyers are not mentioned by ICC. The expo will provide platform display of varieties of India potato, one to one interaction with importers and to understand the international specification and requirement of Indian potato. Assistance is admissible under para 7.1.8 of the MAI guidelines.

G.7.3 EP (Agri-II) Division, DOC has recommended the proposal.

G.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹10.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ICC ensuring participation of 30 foreign buyers.

G.7.5 EC approved the proposal with MAI assistance of ₹10.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ICC ensuring participation of 30 foreign buyers.

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
	2 day international BSM		
1	Venue	3.00	0.50
2	Stay & travel –international buyers	15.00	9.00
3	Publicity & catalogue printing	3.00	0.50
	Total	104.00	10.00

Item No. G.8: Proposal of FICCI for organising India pavilion in SIAL 2016 at Shanghai China from 13-15 April, 2016.

G.8.1 The total estimated cost of the project for 2016-17 is ₹193.50 lakhs. The total MAI assistance sought for 2016-17 is ₹125.77 lakhs.

G.8.2 The proposed activities to be undertaken under the project are organising India pavilion, B2B networking meeting and conference, signing of MOUs with related industry bodies. The Organisation is planning to participate in the event with 50 Indian Companies from Machinery, Equipment Manufacturers and Ingredient

suppliers for food processing industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.8.3 FT(NEA) Division has recommended the proposal.

G.8.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

G.8.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Space Rent	180.00	45.00
2	Pre-show promotion/publicity	8.00	5.00
3	Printing of catalogue & brochures	2.50	
4	Interpreter, Translation	3.00	
	Total	193.50	50.00

Item No. G.9: Proposal of FICCI for organising India pavilion in AGROPRODMASH 2016 at Moscow, Russia during October, 2016.

G.9.1 The total estimated cost of the project for 2016-17 is ₹147.20 lakhs. The total MAI assistance sought for 2016-17 is ₹95.69 lakhs.

G.9.2 The proposed activities to be undertaken under the project are organising India pavilion, one to one B2B meeting and proposed B2B sessions between Indian Delegation and distributors and dealer. Focus sectors are Food and Agri Machinery, Food commodities & Cereals, Dried Vegetable, Spices, Sugar Confectionary, Spices and Processed foods. The Organisation is planning to participate in the event with 50 Indian Companies. Specific targeted benefit after completion of the project is to positive trade growth of Food and Agri Machinery, Food commodities and Cereals etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.9.3 FT(CIS) Division, DOC has recommended the proposal.

G.9.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

G.9.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Venue related cost	140.00	45.00
2	Pre show promotion & publicity including buyer mobilization	3.07	

	and invitation		
3	Printing of catalogue & brochures	3.07	5.00
4	Interpreter, Translation	1.06	
	Total	147.20	50.00

Item No. G.10: Proposal of Cashew EPC for Participation in International Food Fair at Gulfood, Dubai during February, 2017.

G.10.1 The total estimated cost of the project for 2016-17 is ₹14.12 lakhs. The total MAI assistance sought for 2016-17 is ₹12.71 lakhs.

G.10.2 The proposed activity to be undertaken under the project is participation in the International fair for the export promotion of Indian Cashew. Cashew EPC is planning to organise the event with 30-35 members. Specific targeted benefit after completion of the project is increase in export of Indian cashew by about 10%. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.10.3 EP(Agri) Division has recommended the proposal.

G.10.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹9.17 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 30 Indian exhibitors.

G.10.5 EC approved the proposal with MAI assistance of ₹9.17 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 20-30 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost and other expenses	13.00	8.45
2	Publicity cost	0.62	0.40
3	Cost of catalogue and other material	0.50	0.32
	Total	14.12	9.17

Item No. G.11: Proposal of Cashew EPC for Participation in International Food Fair Foodex Japan at Tokyo, Japan during March, 2017.

G.11.1 The total estimated cost of the project for 2016-17 is ₹13.37 lakhs. The total MAI assistance sought for 2016-17 is ₹12.03 lakhs.

G.11.2 The proposed activity to be undertaken under the project is participation in International fair for the export promotion of Indian Cashew. This will help to project the brand "Indian Cashews" in international markets through brochures, posters and sampling high quality cashew kernels. Cashew EPC is planning to organise the event with 5-10 members. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.11.3 EP(Agri) Division has recommended the proposal.

G.11.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹8.68 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10 Indian exhibitors.

G.11.5EC approved the proposal with MAI assistance of ₹8.68 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost and other expenses	11.50	7.47
2	Publicity cost	0.42	0.27
3	Cost of catalogue and other material	0.25	0.16
4	Translation and Interpreter charges	1.20	0.78
	Total	13.37	8.68

Item No. G. 12: Proposal of Cashew EPC for Participation in International Food Fair Food Week Korea at Korea, Seoul during November, 2016.

G.12.1The total estimated cost of the project for 2016-17 is ₹8.01 lakhs. The total MAI assistance sought for 2016-17 is ₹5.21 lakhs.

G.12.2The proposed activity to be undertaken under the project is participation in International fair for the export promotion of Indian Cashew. This will help to project the brand “Indian Cashews” in international markets through brochures, posters and sampling high quality cashew kernels. Cashew EPC is planning to organise the event with 10-15 members. It is expected that promotion based on health benefits will result in a significant boost of the overall consumption of Indian cashew kernel in the major cashew importing and consuming countries thereby increasing exports to these countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.12.3EP(Agri) Division has recommended the proposal.

G.12.4SC recommended the proposal for consideration of EC with MAI assistance of ₹5.21 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 15 Indian exhibitors.

G.12.5 EC approved the proposal with MAI assistance of ₹5.21 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 15 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost and other expenses	6.51	4.24
2	Publicity cost	0.25	0.16
3	Cost of catalogue and other material	0.25	0.16
4	Translation and Interpreter charges	1.00	0.65
	Total	8.01	5.21

Item No. G. 13: Proposal of Cashew EPC for Participation in International Food Fair Summer Fancy Food Show at New York during June, 2016.

G.13.1The total estimated cost of the project for 2016-17 is ₹10.87 lakhs. The total MAI assistance sought for 2016-17 is ₹9.79 lakhs.

G.13.2 The proposed activity to be undertaken under the project is participation in International fair for the export promotion of Indian Cashew. Cashew EPC is planning to organise the event with 5-10 members. This is helpful for fruitful business deals between buyers and sellers on the spot. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.13.3 EP(Agri) Division has recommended the proposal.

G.13.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹7.06 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10 Indian exhibitors.

G.13.5 EC approved the proposal with MAI assistance of ₹7.06 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Assistance admissible under para 7.1.2 of the MAI Guidelines @ 65%
1	Venue cost and other expenses	10.00	6.50
2	Publicity cost	0.30	0.19
3	Cost of catalogue and other material	0.30	0.19
4	Translation and Interpreter charges	0.27	0.18
	Total	10.87	7.06

Item No. G. 14: Proposal of Cashew EPC for Participation in International Food Fair SIAL 2016 at Paris during 16-20 October, 2016.

G.14.1 The total estimated cost of the project for 2016-17 is ₹12.77 lakhs. The total MAI assistance sought for 2016-17 is ₹8.31 lakhs.

G.14.2 The proposed activity to be undertaken under the project is participation in International fair for the export promotion of Indian Cashew. This will help to project the brand "Indian Cashews" in international markets through brochures, posters and sampling high quality cashew kernels. Cashew EPC is planning to organise the event with 10-30 members. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.14.3 EP(Agri) Division has recommended the proposal.

G.14.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹8.31 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10-30 Indian exhibitors.

G.14.5 EC approved the proposal with MAI assistance of ₹8.31 Lakhs under para 7.1.2 of the MAI guidelines subject to Cashew EPC ensuring participation of 10-20 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost and other expenses	11.00	7.15
2	Publicity cost	0.50	0.33

3	Cost of catalogue and other material	0.27	0.18
4	Translation and Interpreter charges	1.00	0.65
	Total	12.77	8.31

Item No. G. 15: Proposal of ITPO for organizing India Pavilion at Foodex Saudi Jeddah, Saudi Arabia during November 2016.

G.15.1 The total estimated cost of the project for 2016-17 is ₹168.00 lakhs. The total MAI assistance sought for 2016-17 is ₹104.65 lakhs.

G.15.2 The proposed activity to be undertaken under the project is to organize India Pavilion at Foodex Saudi Jeddah, Saudi Arabia during November 2016. Exact date of the event and exact number of India participants are not mentioned by ITPO. The event is mainly focused on food processing industry. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.15.3 FT(WANA) Division, DOC has recommended the proposal.

G.15.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

G.15.5 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction / decoration	150.00	55.00
2	(a) Pre show promotion / publicity in India	1.00	5.00
	(b) Publicity in host country including holding seminars / food festivals / press meets etc.	6.00	
3	Printing of catalogues / brochures / banners / textile graphics	3.00	
4	Interpretation / translation charges	1.00	
	Total	161.00	60.00

Item No. G. 16: Proposal of ITPO for organizing India Pavilion at Iran food & Bev Tec, 2016 at Tehran, Iran during May 2016.

G. 16.1 The total estimated cost of the project for 2016-17 is ₹156.00 lakhs. The total MAI assistance sought for 2016-17 is ₹96.85 lakhs.

G.16.2 The proposed activity to be undertaken under the project is to organize India Pavilion at Iran food & Bev Tec, 2016 at Tehran, Iran during May 2016. Exact date of the event is not mentioned by ITPO. ITPO is planning to participate in the event with 45-50 Indian exhibitors from food processing, beverage & packaging technology etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.16.3 FT(WANA) Division, DOC has recommended the proposal.

G.16.4SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

G.16.5EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction / decoration	140.00	45.00
2	(a) Pre show promotion / publicity in India	1.00	5.00
	(b) Publicity in host country including holding seminars / food festivals / press meets etc.	4.00	
3	Printing of catalogues / brochures / banners / textile graphics	1.00	
4	Interpretation / translation charges	3.00	
	Total	149.00	50.00

Item No. G. 17: Proposal of ITPO for organizing India Pavilion at FHM 2016 the 14th Malaysian International exhibition on food, drinks, hotel, restaurant and & foodservice equipment, supplies, services & related technology at Malaysia during September 2016.

G.17.1The total estimated cost of the project for 2016-17 is ₹151.00 lakhs. The total MAI assistance sought for 2016-17 is ₹92.95 lakhs.

G.17.2The proposed activity to be undertaken under the project is to organize India Pavilion at FHM 2016, the 14th Malaysian International exhibition on food, drinks, hotel, restaurant and & foodservice equipment, supplies, services & related technology at Malaysia during September 2016. Exact date of the event is not mentioned by ITPO. ITPO is planning to participate in the event with 50 Indian exhibitors from food & beverages sector. It is mentioned that Food Expo is a very prestigious platform available to Indian companies to promote India as a destination for investments in food sector, to promote exports of food products from India, to understand expectation and requirements of global importers and to create an awareness of Indian cuisines and help gain acceptance worldwide. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.17.3FT (ASEAN) Division, DOC has recommended the proposal.

G.17.4SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

G.17.5EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Recommended
1	Venue cost including construction / decoration	128.00	45.00
2	(a) Pre show promotion / publicity in India	1.00	5.00
	(b) Publicity in host country including holding press meets etc.	10.00	
3	Printing of catalogues / brochures / banners / textile graphics	1.00	
4	Interpretation / translation charges	3.00	
	Total	143.00	50.00

Item No. G. 18: Proposal of Spices Board for organizing a cookery show in Food ingredient South America, at Sao Paulo, Brazil during August 2016.

G. 18.1 The total estimated cost of the project for 2016-17 is ₹34.00 lakhs. The total MAI assistance sought for 2016-17 is ₹22.10 lakhs.

G.18.2 The proposed activity to be undertaken under the project is to organize a cookery show in Food ingredient South America, at Sao Paulo, Brazil during August 2016. Exact date of the event and number of Indian exhibitors is not mentioned by Spices Board. The expected benefits from the cookery show are to show the visitors / prospective buyers the taste and flavour of Indian spices, awareness and benefits of the Indian spices ingredients, variety culinary uses of Indian spices, create brand awareness about Spices Board and Indian spices, expected increase in export, promotion of spice tourism and expected increase in Indian spices exports. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.18.3 FT (LAC) Division, DOC has recommended the proposal.

G.18.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹10.00 Lakhs under para 7.1.2 of the MAI guidelines subject to approval of Calendar by Plantation Division.

G.18.5 EC approved the proposal with MAI assistance of ₹10.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Spices Board ensuring participation of 10 Indian exhibitors.

Estimated Expenditure:

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Stand / space booking	12.00	7.00
2	Stall decoration	7.00	3.00
	Total	19.00	10.00

Item No. G.19: Proposal of Spices Board for organising Buyer Seller Meet in Alimentaria at Bogota, Colombia during June, 2016.

G.19.1 The total estimated cost of the project for 2016-17 is ₹28.00 lakhs. The total MAI assistance sought for 2016-17 is ₹18.20 lakhs.

G.19.2 The proposed activity to be undertaken under the project is organizing Buyer Seller Meet in Alimentaria at Bogota, Colombia during June, 2016. Exact date of the event and numbers of Indian exhibitors are not mentioned by Spices Board. The expected benefits from the cookery show are to create point of contact for Indian spices exporters and prospective buyers, to discuss issues regarding exports, to exhibit new innovative value added products, promote spice tourism, increase trade and export figures by promoting spices and spices products, to gain information about customer / buyer demand / requirements, build business relationships, product benefits, expected increase in Indian spices export. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.19.3 FT (LAC) Division, DOC has recommended the proposal.

G.19.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹10.00 Lakhs under para 7.1.2 of the MAI guidelines subject to approval of Calendar by Plantation Division.

G.19.5 EC approved the proposal with MAI assistance of ₹10.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Spices Board ensuring participation of 10 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Stand / space booking	15.00	8.00
2	Stall decoration	5.00	1.00
3	Printing of promotional displays, brochures and other arrangement	3.00	1.00
	Total	23.00	10.00

Item No. G. 20: Proposal of TPCI for organizing India Pavilion in Iran Food & Hospitality, Bev Tech and Agro Food 2016 at Tehran, Iran during May, 2016.

G.20.1 The total estimated cost of the project for 2016-17 is ₹143.00 lakhs. The total MAI assistance sought for 2016-17 is ₹92.94 lakhs.

G.20.2 The proposed activities to be undertaken under the project are to organize India Pavilion with participation of 35 Indian companies from Agriculture Sectors, one to one B2B Meeting and B2B sessions between Indian Delegation and Various Regional Chamber of Commerce and Industry for Regional penetration. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.20.3 EP(Agri) and FT(SA) Division, DOC have recommended the proposal.

G.20.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TPCI ensuring the participation of 50 Indian exhibitors.

G.20.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TPCI ensuring the participation of 70 Indian exhibitors. EC also directed that TPCI and ITPO should work together for organizing the event.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Space rent	125.00	45.00
2	During the show promotion	8.00	5.00
3	Printing of Catalogue/Brochures	2.50	
4	Interpreter/Translators	4.00	
	Total	139.50	50.00

Item No. G. 21: Proposal of TPCI for organizing India Pavilion in 12th Bangladesh International Foodtech and Bakery Tech Industrial Fair at Dhaka, Bangladesh from 20-23 January, 2017.

G.21.1 The total estimated cost of the project for 2016-17 is ₹139.50 lakhs. The total MAI assistance sought for 2016-17 is ₹90.67 lakhs.

G.21.2 The proposed activities to be undertaken under the project are to organize India Pavilion with participation of 35 Indian companies from Food Tech & Bakery Tech, one to one B2B Meeting and B2B sessions between Indian Delegation and Various Regional Chamber of Commerce and Industry for Regional penetration. Assistance is admissible under para 7.1.2 of the MAI guidelines.

G.21.3 EP(Agri) and FT(SA) Division, DOC have recommended the proposal.

G.21.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TPCI ensuring the participation of 50 Indian exhibitors.

G.21.5 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TPCI ensuring the participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Space rent	125.00	35.00
2	During the show promotion	8.00	5.00
3	Printing of Catalogue/Brochures	2.50	
4	Interpreter/Translators	4.00	
	Total	139.50	40.00

List of participants

1. Ms. Rita Teatolia, Commerce Secretary... In chair
2. Shri J.K. Dadoo, AS&FA, DOC
3. Shri Ravi Capoor, Joint Secretary, DOC
4. Shri Sanjay Chadha, Joint Secretary, DOC
5. Shri B.S. Bhalla, Joint Secretary, DOC
6. Shri Santosh Kumar Sarangi, Joint Secretary, DOC
7. Ms. Anita Praveen, Joint Secretary, DOC
8. Ms. Rupa Dutta, Economic Advisor, DOC
9. Ms. Aditi Das Raut, Director, DOC & DG, SEPC
10. MS. Anita Karn, Director, DOC
11. Ms. Anice J. Chandra, Director, DOC
12. Shri T.V. Ravi, DS, DOC
13. Shri N. Ramakrishnan, DS, DOC
14. Ms Himani Sharad, DS, DOC
15. Shri Rajeev Kumar, US, DOC
16. Shri A.K. Singh, US, MEA
17. Shri M. Rafeeqe Ahmed, Chairman, CLE
18. Shri R. Ramesh Kumar, ED. CLE
19. Ms. Meenakshi Singh, OSD, ITPO
20. Shri Ajay Sahai, Director General & CEO, FIEO
21. Shri Abhay K. Sinha, Pharmexcil
22. Shri S. Bharadi, Acting ED, Chemexcil
23. Dr. J.P. Tiwari, Chemexcil
24. Shri Anurag Dhoot, Director, GJEPC
25. Shri Bijal Shah, Director –Accounts, GJEPC
26. Shri S. Sengupta, Capexcil
27. Shri Sandip Samaddar, Joint Director, FICCI
28. Shri B.S. Sawhney, FICCI
29. Shri K. Sasi Verma, ED, Cashew EPC
30. Shri Rajesh Sharma, Sr. Director, TPCI
31. Ms. Kavita Choudhry, Director, CII
32. Ms. Aazra Nahas, Assistant Director, Spices Board
33. Shri Rakesh Sangrai, PHDCCI
34. Shri Kamal Khurana, PHDCCI
35. Shri Debmalya Banerjee, ICC
36. Shri D.S. Rajora, ASSOCHAM
37. Shri S.S. Chawala, ASSOCHAM
