

CHAPTER VI

REVIEW OF PERFORMANCE OF STATUTORY AND AUTONOMOUS BODIES

(A) Autonomous Bodies

I. Export Inspection Council (EIC)

The Export Inspection Council of India (EIC) is an apex body to provide for sound development of export trade through quality control and pre-shipment inspection. EIC is assisted in its functions by the Export Inspection Agencies (EIAs) at Chennai, Kochi, Kolkata, Delhi and Mumbai having a network of 38 sub-offices and laboratories to back up the pre-shipment inspection and certification activity. The main functions of EIC are:-

- To advise the central government regarding measures to be taken for enforcement for quality control and inspection in relation to commodities intended for export.
- To draw up and implement programmes for quality control, inspection and certification of commodities for exports.

Review of Performance

Fees and Revenue Generation

The income of the Export Inspection Agencies during the last five years is given in **Table No. 6.1** below:

Table No. 6.1

Year	Income
2002-03	26.03
2003-04	30.08
2004-05	32.31
2005-06	34.20
2006-07	39.55

The basic source of revenue of EIC/EIAs continued to be from monitoring and inspection fee realized for different notified and non notified products as well as certification under GSP and

other preferential tariff schemes. The fee charged is at a level of 0.4% of FOB value for products inspected under Consignment wise inspection, while it is 0.2% of FOB value for products under systems certification. Testing is mostly carried out for samples collected for the purpose of inspection & certification and are generally not charged, while some amount of samples are tested for other government departments and industry on cost basis.

The total revenue generated in 2006-07 by the organization was to the tune of Rs 39.55 crore. As against the revenue target of Rs 42.48 crore for 2007-08, the revenue realized till December 2007 was Rs 29.17 crore and expected revenue realization for the remaining financial year is Rs 13.31 crore. The breakup of actual fees realised under various schemes and activities during April-December 2007 is given in **Table No. 6.2**.

Table No. 6.2

(Rs. in lakh)	
Schemes/ Activities	Actual Fees Realized till 31 st Dec 2007
Inspection & certification	
Fish & Fishery Products	988.15
Basmati Rice	190.02
Black Pepper	58.81
Egg products	29.01
Milk & Milk Products	129.16
Poultry	0.65
Honey	16.09
Chemical & Allied products	5.60
Engineering	9.87
Footwear	0.35
Others Certification Schemes	44.99
Total from Inspection & Certification	1472.70
Certificate of Origin	1420.00
Other Income	24.50
Total	2917.20

Export

The value of exports certified by the EIAs during the year 2006-07 was Rs 7,718.37 crore. During April-December 2007, the value of exports certified by the EIAs was Rs 6544.52 crore as given in **Table No. 6.3** against the target of Rs 8,876.12 crore for the entire year 2007-08.

Table No. 6.3

(Rs. in Crore)

Group/Product Name	Value of product certified (Rs crore)
Fish & Fishery Products	5122.44
Basmati Rice	652.52
Black Pepper	297.45
Egg products	89.97
Milk & Milk Products	250.56
Poultry	1.32
Honey	44.58
Chemical & Allied products	41.59
Engineering	29.83
Footwear	1.45
Others Schemes	12.74
Total	6544.52

II. Indian Institute of Foreign Trade (IIFT)

The Indian Institute of Foreign Trade (IIFT) was established in 1964 by the Government of India with the objective of strengthening the country's external trade sector through development of human resources; generating, analyzing and disseminating data; conducting research and providing consultancy services. The Institute has been playing a pioneering role in imparting training in foreign trade management in the country besides undertaking research and consultancy in various areas of international business. Details of the major activities carried out by the Institute are given below:

Activities during 2004-05:

During 2004-05, the Institute has conducted the following research studies:

- Impact of EU's Enlargement on India
- Creation of a web-portal on Environment Services and Trade (II)
- Market-Audit on India International Trade Fair-2003
- Export Development Plan for Assam
- Export Development Plan for Meghalaya
- Export Development Plan for Arunachal Pradesh
- Tariff and Non-Tariff Barriers on Export of Jute Products
- Restructuring and Strengthening of VITC
- Enhancement of PEC Branding in Developing Countries
- Evaluation of Export Promotion Scheme for Handicrafts
- Export Potential Survey of Chattisgarh

Seminars/ Workshops

- EU Enlargement and its Impact on India's External Sector
- Management Teachers' Programme on International Business Strategy

Activities during 2005-06

During 2005-06, the Institute has conducted the following research studies:

- Export Development Plan for North East (Sikkim & Tripura)
- Integrated Trade & Tariff Data-base
- Survival of Start Ups (Pursued)
- Foreign R&D Centres in India
- Exportable R&D Services from CSIR
- A study on Notification Issued in Selected Sectors under WTO-TBT Agreement
- Relationship between Convention on Biological Diversity and the Agreement on TRIPS
- Agreements of TBT and SPS: Implications for India under WTO Regime
- Preparation of India's Position in Future Rules
- Agricultural Database

Activities during 2006-07

Details of the major activities carried out by the Institute during 2006-07 in the areas of training, research and conducting seminars/workshops are given below:

Education

- 7 Foundational Programmes
- 4 Part-time Certificate Courses

Training

- 6 Open Programmes
- 17 Sponsored Programmes
- 3 Collaborative Programmes

The entire batch of 115 students of MBA (International Business) 2005-2007 was placed on Day 1 of the Placement Week. The major recruiters were from banking sector. The average salary was Rs.9.3 lakh per annum – an increase of about 15 per cent over the previous year. There has been an overwhelming response to the two-year MBA (International Business) Course.

Research

- Relationship between Convention on Biological Diversity and the Agreement on TRIPS
- Preparation of India's Position on Future Rules in the Area of Services

- Terminal Evaluation of Export Promotion Scheme of Handicrafts
- Harnessing India's Economic Potential in China: Strategies for Cooperation and Synergy
- Automobile Industry: India, South-East Asia & China
- Export Development Plan of Sikkim
- Foreign R&D Centres in India
- Research Study on "Exportable R&D Services from ICMR System"
- New EU-GSP: Implications on Indian Textiles & Clothing Sector

Workshops/Seminars

- Training Programme for APEDA SMEs in Food Process Sector (May 25-30 and Nov. 25-30, 2006)
- International Technology Trade and Management, Pune
- "Capacity Building Programme of SMEs in Mekong sub-Region" with special focus on Cambodia, Lao PDR and Vietnam
- Management Teachers' Programme on International Business Strategy
- India's Deepening Economic Engagement with Asia
- Understanding Progress on Doha Development Agenda in Agriculture
- Workshop on Role of IPR to Enhance International Business of SMEs.

IIFT Centre at Kolkata

During 2006-07, the government had approved a proposal for setting up a Centre of the Institute at Kolkata. The Govt. of West Bengal has allotted 7 acres of land free of cost in the south Kolkata for the campus. The number of students in different programmes being currently run by the Institute are given below:

- Two-year full time MBA (IB) for the academic year 2006-08 - 61 students.
- Two-year full time MBA (IB) for the academic year 2007-09 - 54 students.
- Three-year part time MBA (IB) for the academic year 2006-09 - 49 students.
- Three-year part time MBA (IB) for the academic year 2007-10 - 53 students.

Activities Relating to Construction of Building

- On the basis of all India advertisement, 5 architectural firms identified for design competition for the Kolkata campus.
- A Board of Assessors was constituted for evaluating the entries for the design competition. On the basis of unanimous recommendations of the Board of Assessors, M/s Consulting Engineering Services (India) Private Ltd was appointed as architect consulting firm for the project.
- Based on internal discussions, requirements of the Kolkata campus was determined and final drawings have been finalized.
- The architectural consulting firm had submitted concept design report containing cost estimate for the campus.

- All India advertisement was issued for project management consultancy firm and construction contractors.

III. Indian Institute of Packaging (IIP)

The Indian Institute of Packaging (IIP) was registered under the Societies Registration Act in 1966 with a view to stimulate consciousness for good packaging by undertaking study, research and development in packaging, packaging designs etc. The Institute's Head Office is located at Mumbai with its Branch Offices at Delhi, Kolkata, Chennai and Hyderabad. The Institute provides services for testing and evaluation of packages and packaging designs etc. The Institute also conducted a Two Year Post Graduate Diploma Course in Packaging apart from 3 months Intensive Training Course in Packaging & a Distance Education (Correspondence Programme in Packaging).

Details of major activities carried out by the Institute during the year are given below:

Development Packaging Projects

During April-December 2007, the Institute undertook various development projects namely packaging of coconut products (e.g. coconut chips, edible copra, frozen coconut meat, coconut shell handicrafts, snowball tender nuts, minimally processed tender coconut); village industries products (e.g. papads, pickles, honey, herbal mehndi, creams, ayurvedic powders, shampoos, soaps & detergents, washing soap, detergent powder, herbal /ayurvedic products); capacitor; air conditioner; phenol resin; earth moving equipment spare parts; luminaries; glass funnels and picture tubes; ammunition; ice-cream; seeds; dairy products; instrument transformers; motorcycles; printing machines; refractories; prasad; high security registration plates; pistons and rings; handloom and handicrafts products; colour TV; ceiling fans; level marking valves; solar cells; domineer aircraft assembly; farm machinery; gold jewellery; synthetic yarn; auto spare parts; explosives; compatibility studies of packaging materials for packing hydraulic brake fluid; studies on packing materials used by pharma industries for formulations in the country, and standardization of speed post bags.

The Institute also proposed to take up projects on packaging of cut-flowers, packaging of opium, packaging of agro-chemicals, packaging of beverages, packaging of industrial valves, packaging of bus ducts for power stations, packaging of alumina powder, packaging of engineering products etc.

Testing and Evaluation

The Institute undertakes testing and evaluation of different kinds of packaging materials and packages at its principal laboratories at Mumbai and also in the laboratories of the four Regional Centres located at Chennai, Delhi, Kolkata and Hyderabad. All the laboratories have provided the services to 4030 industries by way of testing of 5930 samples. In addition, the laboratories have also issued 2016 UN Certificates for the carriage of dangerous goods for export by Air and also by Sea.

The Institute has also taken a major step to upgrade the image of the principal laboratory, Mumbai by way of enhancement of the scope of accreditation by NABL. As a result, the scope of accreditation has been increased to 102 tests covering the different packaging materials like paper, paperboard, plastic films and laminates, corrugated fiberboard boxes, HDPE woven sack, BOPP tape, plastic feeding bottles, metal drum, wooden pallet, caps and closures, etc. for 3 different fields like, Mechanical Testing, Chemical Testing and Photometry Testing. In addition, the laboratories have also achieved the accreditation from Bureau of Indian Standards (BIS) under Laboratory Accreditation Scheme for undertaking the testing of 29 product specification.

The Eastern Regional Centre of the Institute has also taken initiative for obtaining the NABL accreditation as per ISO/IEC: 17025.

The Institute has upgraded its laboratory facilities by way incorporating & installing a number of testing equipments like Spectrophotometer, WVTR (MOCON), OTR (MOCON), 1U V Resistance Tester, Gloss & Opacity Tester for Plastic Film, Oxygen & Carbon-dioxide Head Space Analyzer, Cold Chamber for Intermediate Rigid Bulk Container, Pneumatic Drop Tester, Density Gradient Column for plastic film, Torque Tester for caps & closures etc. The equipments were procured under the Plan Fund.

Training and Education

The Institute awarded Post Graduate Diploma in Packaging (2- year full time course) to 35 students of the 21st Batch (Mumbai) and 36 students of the 21st Batch (Delhi), who qualified for the same. In addition, 35 students of the 11th Batch and 18 students of the previous batches also qualified for the Graduate Diploma in Packaging by Correspondence and 35 students qualified for the Certificate Course in Packaging which is a 3-months full time programme.

Besides these Educational Programmes, the Institute also conducted training programmes and seminars for Working Executives on topics covering Principles and Developments in Packaging, Packaging of Pharmaceuticals, Package Printing, Package Testing & Quality Evaluation and many other subjects.

The Institute also conducts Special Programmes for Entrepreneurs in Small Scale Industries in Association with Development Commissioner of Small Scale Industries, at various centres in the country. In-house programmes tailored to specific organizational needs are also conducted for various organisations.

Library and Publication

The Institute's Library is constantly being upgraded with induction of new books, journals and magazines for the benefit of students and members of the Institute. The Institute published its bi-monthly journal on New Directives in Packaging Technology, Its Now the Package, and Food Packaging – A Team Work etc during the period.

B) Public Sector Undertakings

I. State Trading Corporation of India Ltd. (STC)

The State Trading Corporation of India Ltd. (STC) is one of India's premier international trading organisations engaged in exports, imports and domestic trading activities. It was set up in 1956 primarily to undertake trade with East European Countries and to supplement the efforts of private trade and industry in developing exports from the country. The business activities, turnover and profitability of STC have grown manifold in the recent years as a result of focussed thrust on diversification and innovation.

The overall performance of the STC during the years 2004-05, 2005-06, 2006-07 and the performance during April-December 2007 vis-a-vis the corresponding period of the previous year and estimates for the full year 2007-08 are given **Table No.6.4**:

Table No.6.4

Segment	2004-05 Actuals	2005-06 Actuals	2006-07 Actuals	2007-08 MOU Target	(Rs. Crore)		2007-08 Estimate
					2006-07 Actuals	2007-08 Actuals	
					April-December		
Export	568	1095	2927	1800	1400	2560	3600
Import	8407	5493	10692	7300	6300	5535	10600
Domestic Sales	547	537	716	900	425	545	800
Total Turnover	9522	7125	14335	10000	8125	8640	15000
Profit Before Tax	37	57	123	62.5	37*	41*	95

* April-September

- **The highlights of the performance during 2006-07 are:**

- The highest ever turnover of Rs 14335 crore (increased by more than doubled) exceeding the MOU target for the year by 43%.
- Major items of export are chemicals and pharmaceuticals, gold jewellery, construction material items, iron ore and consumer goods. Exports have demonstrated a strong growth of 167% to attain the best ever performance of Rs 2927 crore. Exports achieved are over thrice the MOU target. The outstanding export performance is mainly due to expansion of overseas steel operations to Bulgaria and higher volumes achieved from existing operations in Philippines.
- The major items of imports were edible oils, vanaspati, pulses, fertilizers, hydrocarbons, minerals & metals, bullion and petro-products. The import turnover grew by 95% to reach an all time high of Rs 10692 crore.
- During the year, STC imported 54.54 lakh MT of wheat on Govt. account for Central Pool stocks. The imported wheat was sold to FCI on high seas sale basis resulting in a turnover of Rs 5038 crore.

- STC's signed a contract with NTPC for supply of 5 million MT of non-coking steam coal valuing approx. Rs 2200 crore for its power plants. Imports are being arranged by STC to cater to NTPC's requirements. As on 31st March 2007, 1.6 million MT of coal valuing Rs 643 crore was delivered to various power plants of NTPC.
 - Domestic sales grew by 33% to reach an all time high of Rs 716 crore. During the year, STC expanded the oilseeds operations in soyabean, mustard and castor seed. Other major items of domestic sales were petro-chemicals, pulses and steel.
 - STC achieved an all time high profit before tax of Rs 123 crore, which reflected a growth of 116% over previous year and also surpassed the MOU target by 132%.
 - During the year, the Company has been awarded the awards and rankings:
 - 1st Rank consecutively for the second year as per Super 100 companies study by Business India,
 - 3rd Rank among trading companies of the country according to a Survey by Dun & Bradstreet
 - 17th Rank among 207 PSUs by the Department of Public Enterprises.
 - Awarded Merit Certificate for Excellent performance in terms of MOU for 2005-06 by the Hon'ble Prime Minister of India in a function held at New Delhi on 8.3.2007.
- **The highlights of the performance during 2007-08 (April-November 2007) are:**
 - The total turnover of the Company was Rs 8640 crore which exceeded the proportionate MOU target by 30%. The turnover is also 6% higher than what was achieved during the corresponding period of the previous year.
 - Major items of exports are chemicals and pharmaceutical, gold jewellery, sugar, manufactured products, maize/rice bran and iron ore. Total exports of Rs 2560 crore during the period have surpassed the full year MOU target by 42%. During the period, overseas steel operations were continued to be pursued at Philippines and Bulgaria which emerged as the single largest area of exports.
 - Major items of imports are bullion, hydro-carbons, minerals & metals, petrochemicals, pulses, edible oils and vanaspati. The import turnover has amounted to Rs 5535 crore thereby surpassing the proportionate MOU target by 14%.
 - During the period, STC has again been asked by the Government of India to import wheat. A total quantity of 13.06 lakh MT has been contracted for wheat imports during the current financial year so far for arrival by December 2007. Shipments have already commenced and till the end of November 2007, wheat imports have yielded a turnover of Rs 202 crore as against Rs 2578 crore during the corresponding period of last year.
 - Domestic sales grew by 28% to reach Rs 545 crore. During the period, STC continued to pursue oilseed operations which resulted in sales worth Rs 285 crore. Other major items of domestic sales are hydrocarbons, minerals & metals, pulses, rubber and jute.
 - During the period, STC has started tea operations in Nilgiri district of Tamil Nadu with the twin objective of benefiting the small tea growers in their economic

upliftment and boosting its own tea business. Since the start of operations in July 2007, about 500 small growers have been enlisted for assistance. The cost of leaves is directly credited to their bank accounts. Middlemen/ agents have been eliminated in the process and the small farmers are receiving best price of their produce. Under the operations, STC has been procuring green tea leaves directly from small tea growers, getting the same processed and selling the made Tea in the international markets viz. Egypt, Pakistan and Afghanistan. Additionally, the tea has also been marketed domestically under the brand 'Tohfa'. STC has been supplying tea to Gujarat State Civil Supplies Corporation (GSCSC) for sale through PDS. Since the start of operations, about 30 lakh kgs of green leaves valued at Rs. 2.10 crore has been procured from small farmers. The total turnover from these operations during the last six months is of the order of Rs. 3.5 crore.

- The Corporation has recorded a profit before tax (PBT) of Rs 41 crore during April-September 2007 which reflects a growth of 11% over the corresponding period of previous year.

III. MMTC Limited

MMTC is widely recognized as India's largest international trading company and the first public sector undertaking to be awarded Golden Superstar Trading House (now known as Premier Trading House) status in the country. It is actively involved in exploring overseas markets for exports and sourcing material for domestic needs. With focus on 'bulk' operations, MMTC primarily has seven core commodity groups, viz., minerals, precious metals, coal & hydrocarbons, fertilizers, agro, metals and general trading.

The details of the Company's trade performance for the years from 2006-07 to 2007-08 are given in **Table No. 6.5:-**

Table No. 6.5

Segment	2005-06 Actuals	2006-07 Actuals	2007-08 MOU Target	(Rs. crore)
				2007-08 Actuals (upto Dec 07) [P]
Export	2925	3413	3500.00	2720.76
Import	11786	18607	12050.00	13350.27
Domestic Sales	1651	1281	1700.00	812.85
Total Turnover	16362	23301	17250.00	16883.88

P-Provisional

- The highlights of the performance during 2006-07 are:
 - Highest ever turnover of Rs.23,301 crore – growth of 42% over last year and achievement 73% higher than the MOU target.
 - All time high import turnover of Rs.18,607 crore – growth of 58% over last year.
 - Highest ever export business of Rs.3,413 crore – growth of 17% over last year.
 - Highest ever net profit after tax of Rs.127 crore.

- Return of 14.4% on Net worth.
- Highest ever employee productivity at Rs. 11.7 crore.
- During the year, the Company's operations earned foreign exchange amounting to Rs.3437 crore and contributed Rs.621 crore to the national exchequer in the forms of various levies, duties, taxes, dividends etc.
- During the year, the Company has been awarded the awards and rankings:
 - Top Indian Company in the Trading Sector for the D&B - American Express Corporate Awards 2006.
 - Niryat Shiromani Puraskar to CMD and Gold Medal to MMTC Ltd. by Indian Council of Small and Medium Exporters.
 - Niryat Shree Silver Trophy for outstanding export performance in the category of highest foreign exchange earner during the year 2003-04 awarded by FIEO.
 - Niryat Shree Silver Trophy for outstanding export performance in the category of highest foreign exchange earner during the year 2004-05 awarded by FIEO.
 - Niryat Shree Silver Trophy for outstanding export performance in the category of Gems & Jewellery, non-SSI during the year 2003-04 awarded by FIEO.
 - Niryat Shree Certificate of Excellence for outstanding export performance in the category of multi product star export house, non-SSI during the year 2004-05 awarded by FIEO.
 - Niryat Shree Bronze Trophy for outstanding export performance in the category of Residual Products, non-SSI during the year 2004-05 awarded by FIEO.
 - Top Exporter Award by the Institute of Marketing & Management New Delhi.
 - Amity Corporate Excellence Award for being the Largest International Trading Enterprise contributing to Foreign Exchange.
 - CAPEXIL Award for the highest export of minerals during the year 2005-06. (15th time in a row)
 - Top ranking in 'Trading Sector' by Business Standard in their publication BS 1000 "India's Corporate Giants" released in December 2006.
 - MMTC has been included in the Top 40 Indian Companies by Forbes.com

The highlights of the performance during 2007-08 are:

- The Company has so far (April- October 2007) achieved a turnover of Rs. 13,521 crore, which is higher than the proportionate MOU target of Rs.9488 crore by 43%.
- Export turnover at Rs. 2,066 crore as against MOU target of Rs. 1,925 crore for the April-October 2007 period – 107% achievement. Export is 18% higher than achieved during the same period last year.
- Import during the same period stood at Rs.10,837 crore and achievement is 164% of the proportionate MOU target of Rs. 6628 crore. Import is 4% lower than the achievement during the same period last year.
- Domestic business turnover at Rs. 618 crore during April-October 2007 was 34% lower than proportionate MOU target of Rs. 935 crore.
- By the end of 2007-08 the Company is likely to achieve around Rs. 24,000 crore business turnover, as against actual turnover of Rs. 23,301 crore in 2006-07.

- During the year, the Company's information technology capabilities were further reinforced aiming at enhanced management controls/ monitoring through generation of additional reporting features for operational excellence.
- Harmonious industrial relations prevailed in Company throughout the year with no man days lost. The aggregate manpower of the Company as on 31st March 2007 was 1997 comprising of 609 officers, 1252 staff and 136 workers.

III. Export Credit Guarantee Corporation of India Ltd. (ECGC)

The Corporation was established in 1957 as the Export Risk Insurance Corporation Limited. The paid up capital of ECGC is Rs.800.00 Crores. The ECGC is the premier organization in the country, which offers credit risk insurance covers to exporters, banks, etc. The primary objective of the Corporation is to promote the country's exports by covering the non payment risk of exports faced by Indian exporters and financing banks. The Corporation provides a range of insurance covers to Indian exporters against commercial risks of non payment by the overseas importers as well as the country risks caused due to political developments. It also provides credit insurance covers to banks against the non payment risks of exporters availing pre-shipment, post-shipment as well as other non funded export credit facilities. These covers to banks enable the banks to extend the credit facilities on a more liberal basis. During the year the Corporation has celebrated its Golden Jubilee year and has been allowed to enter into domestic insurance business subject to the condition of 25% export orientation of the clients and overall cap of 10% of total value of business covered for each year.

Performance: 2005-06

The total value of shipment declared under transfer guarantees amounted to Rs.37590.19 crore as compared to Rs. 35,987.01 crore in 2004-05 recording a growth of 4.45%,

Income

The total premium income during the year amounted to Rs. 577.33 crore as compared to 515.54 crore in 2004-05 registering a growth 11.99%. The amount contributed to growth came from short term guarantee business which amounted for 67.25% of the total premium income followed by short term policy sector including factoring which contribute to 28.28%. Income from medium and long term sector amounts to Rs.25.79 crore which is 4.47% of the total premium income.

The total gross income of the Corporation amounted to Rs.705.48 crore compared to Rs.591.07 crore for the previous year. The premium income was Rs.543.05 crore against Rs.476.13 crore for the previous year. Other income for the year was Rs.162.44 crore as against Rs.114.05 crore for the previous year.

Expenditure

The total expenditure came to Rs.362.91 crore comprising of Rs.249.63 crore by way of net claims paid and provisions for liability, Rs.113.28 crore being administrative expenditure and

write offs including depreciation. The year ended with a profit of Rs.343.57 crore before tax as compared to Rs.119.51 crore for the previous year.

Dividend

The Corporation declared and paid a dividend of Rs.45.35 crore for the year 2005-06 as compared to Rs.15.23 crore for the previous year.

Performance: 2006-07

Business covered and Premium income

The Corporation provides commercial and political risk cover to exporters under the name "Policies". During the year 10822 short terms policies were issued. Covering shipments worth Rs.50505.03 Crores as against Rs.37590.19 Crores in 2005-06, i.e., a growth of 34.36%. The corporation ended the year 2006-07 earning a premium of Rs.192.82 Crores as against an income of Rs.163.27 for 2005-06, i.e. a growth of 18.10% under Short term policies.

The Corporation ended the year 2006-07 earning a premium of Rs. 396.69 Crores as against the income of Rs.388.27 Crores for 2005-06, i.e. a growth of 2.17% under Short Term covers to banks.

The corporation ended the year 2006-07 earning a premium of Rs.17.98 Crores as against an income of Rs15.83 Crores for 2005-06, i.e. a growth of 13.59% under the Medium & Long Terms covers to banks.

The total premium income for the year 2006-07 is Rs.617.66 Crores as against a premium income of RS.577.33 Crores in 2005-06, a modest growth of 6.99%. The major share of the premium income came from Short Term covers to banks which accounted to 64.22% of the total premium income followed by Short terms policies (including factoring) 26.43%. The income from medium and long term sector accounted for 4.55% (Rs.28.15 Crores) (up from 4.47% in 2005-06).

Claims paid and recoveries effected

The total claims paid during the year was Rs.372.26 Crores as against Rs.386.59 Crores in 2005-06. During the year 2006-07, the position of recoveries had been very encouraging. The Corporation recovered a sum of Rs.210.20 Crores as against a sum of Rs.125.25 Crores in 2005-06. The recoveries can be broken down to Rs.4.35 Crores under Short term policies, 50.01 Crores under long term policies, Rs.0.77 Crores under Factoring, Rs.151.72 Crores under Short terms covers to banks and Rs.3.36 crores under Long term covers to banks.

Income, Expenditure and profitability

The Gross income of the Corporation amounted to Rs.812.63 Crores (Previous year Rs.705.48 Crores) of which premium income was Rs.594.44 Crores (Previous year Rs.543.05 Crores) and

other income was Rs.218.19 Crores (Previous year Rs.162.44 Crores). Of the other income, interest on investments alone accounted for Rs.216.11 Crores registering a growth of 37.14 over Rs.157.58 Crores earned in 2005-06. The total expenditure came to Rs.261.77 Crores consisting of Rs.187.11 Crores by way of claims and provisions for claims made during the year and Rs.73.96 Crores being administrative expenses and write offs (including depreciation). The year under review ended with a profit of about 551.17 Crores as compared to Rs.343.57 Crores profit earned for 2005-06.

Dividend

As the Corporation celebrated its Golden Jubilee year in 2006-07 coupled with improved performance, it declared and paid a record dividend of Rs.125.00 Crores for the year compared to Rs.44.35 Crores paid in 2005-06.

Performance during 2007-08

During the year 2007-08 upto December, 2007 a total of 9201 policy covers were issued with the value of business covered being Rs.517383.57 crore. The cumulative total of the premium income during this period is Rs.473.95 crore.

During the year 2007-08 upto December, 2007 a total of 1353 claims were received by ECGC and Rs.25,50,813/- was paid in settlement of the claims. Recoveries amounting to Rs.9,96,549/- were made during the above period.

IV. PEC Limited

PEC Ltd. came into being on 21st April, 1971 as a wholly owned subsidiary of STC. PEC Limited is now an independent Company under the Department of Commerce. The main activities of the Company are:

- Export of Projects, Engineering Equipment and Manufactured Goods, Defence Equipment & Stores.
- Import of Industrial Raw Materials, Bullion and Agro Commodities.
- Consolidation of existing lines of business and simultaneously developing new products and new markets.
- Diversification in export of non-engineering items e.g. Coal & Coke, Iron Ore, Edible Oils, Steel Scraps, etc.
- Structuring counter trade/special trading arrangements for further exports.

Performance

The overall performance of the Corporation during 2005-06, 2006-07 and 2007-08 is given in **Table No. 6.6** below:

Table No. 6.6

(Rs. crore)

Items	2005-06	2006-07	2007-08	2007-08	2007-08
			MOU Targets	Achievement up to Apr-Nov '07	Latest estimate for full year as per MOU
Exports	382.63	356.77	500	272.06	500
Imports	3184.43	3830.55	2594	2708.94	2594
Domestic Sales	158.37	330.59	300	151.84	300
Total Turnover	3725.43	4517.91	3394	3132.84*	3394
Net Profit (Before Tax)	20.68	41.86	44.00	33.90	44.00

N.B: MOU Targets/Projections for Exports, Imports, Domestic and Total Turnover have been fixed for Non-Bullion trade only.

* Includes Bullion – Rs. 969.60 crore.

The highlights of the performance during 2006-07 are:

- The Company has achieved a total turnover of Rs. 4517.91 crore as compared to Rs. 3725.43 crore during 2005-06.
- The Company has achieved highest ever net profit of 41.86 crore during the year.
- The major items of exports are Agro Commodities, Projects & Engineering, Defence Stores, Minerals, Steel and Others. Total exports were valued at Rs.356.77 crore.
- Gold import aggregated to Rs. 1285.32 crore. PEC undertook bulk import of Coal, Zinc, Cement Clinker, Manganese Ore, Staple Fiber, Petroleum Products, Industrial Chemicals, Diamonds, etc. during the year. Agricultural commodities like Wheat, Pulses and Jute were also imported during the year. Total imports were valued at Rs.3830.55 crore
- During the year, it secured contracts for supply, erection and commissioning of Power Sub Station and Transmission Line projects worth Rs. 80 crore from Karnataka Power Corporation.
- Domestic trade has been in wheat, pulses, cotton yarn, coal, zinc, steel, defence stores, etc. is Rs. 330.59 crore for the financial year 2006-07.

The highlights of the performance during 2007-08 are:

- During April to November 2007, the Company has registered a turnover of Rs. 2163.24 crore (non-bullion) against MOU target of Rs. 3394 crore (for non-bullion trade).
- During April to November 2007, the Company has achieved net profit of 33.90 crore against MOU target of Rs. 44 crore.
- The major items of exports are Rice, Maize, Soya-meal, Defence Stores and Goods, cotton yarn & fabric etc. During April-November 2007, total exports were valued at Rs. 272.06 crore against MOU target of Rs. 500 crore.
- Cement Plant project has been executed in Zambia and Medical Equipments were exported to Kenya.

- The major items of imports are Bullion; Industrial Raw materials like Coal & Coke, Furnace Oil, Steel, Zinc etc.; Chemicals like Methanol, Orthoxylene, Toluene, Soda Ash, Ammonium Nitrate; Agro Commodities like Edible Oil, Pulses etc. During the period April-November 2007, total imports were valued at Rs. 2708.94 crore against MOU target of Rs. 2594 crore.
- Contracts for supply, erection and commissioning of Power Sub Station and Transmission Line projects worth Rs. 80 crore from Karnataka Power Corporation is scheduled to be completed during the year.
- The domestic trade has been in Cotton Yarn, Steel, Coal, Iron-Ore, Defence Stores, Wheat, Soyabean etc. During the period April-November 2007, PEC has achieved domestic turnover of Rs.151.84 crore against MOU target of Rs. 300 crore.

V. Spices Trading Corporation of India Ltd (STCL)

STCL Ltd., a wholly owned subsidiary of STC of India Ltd, was originally incorporated in the name and style as “Cardamom Trading Corporation Limited” as a private Limited Company under the Companies Act, 1956 in October 1982. Consequent to the change of name, the Company obtained a fresh certificate of incorporation under the name of Spices Trading Corporation Limited with effect from August 1987 in order to widen its marketing base from cardamom to other range of spices. Thereafter, STCL became a subsidiary of the State Trading Corporation of India Ltd. with effect from 14.9.1999 and shares held by the Ministry of Commerce were transferred to the State Trading Corporation of India Ltd.

With the diversified trading activities, the Company’s name has been further amended its name from Spices Trading Corporation Limited to ‘STCL Limited’ and a fresh Certificate of Incorporation under the name of ‘STCL Limited’ has been obtained with effect from August 13, 2004.

The Company’s Head office is in Bangalore and its branches are located at Madikeri, Sakleshpur (Karnataka), Visakhapatnam, Tirupati (Andhra Pradesh), Kochi, Kumily, collection centres viz., Anavilasam, Pampupara, Vandanmettu, Nariampara, Parathode and Santhanpara (Kerala), Chennai and Bodinayakanur (Tamilnadu) & New Delhi to promote its trade as well as for rendering services to growers.

The main objectives of the Company are:

- To trade in spices, other agricultural commodities, fertilizers, pesticides in the domestic as well as global markets and establishing of processing units of international standards.
- To trade in all kinds of industrial goods, equipments, components and also the materials consumed by the Industries of Power and Energy.
- To diversify import/export of commodities and ensure an efficient and streamlined system of operations, with minimum transaction costs.
- To develop core competitiveness in selected areas of exports, exploit the market opportunities in these areas and provide on quality of services to its Clientele in the long-term business relationship.

- To support, protect, maintain, increase and promote production of Indian Spices and other Agricultural commodities as well as their Sale/Export.
- To undertake on a continuous basis training/re-training of existing manpower and induct professionally qualified young talent so as to create a cadre of highly professional and motivated managers.

The share capital of the Company is Rs. 5.00 crore, divided into 5 lakh equity shares of Rs. 100/- each. The Company's paid up share capital as on today is Rs. 1.50 crore comprising of 1.5 lakh equity shares.

Performance

The overall performance during 2005-06, 2006-07, performance during April-December 2007 and estimates for the full year 2007-08 are given in **Table No. 6.7**:

Table No. 6.7

(Rs. in crore)

Segment	2005-06 Actuals	2006-07 Actuals	2007-08 MOU Target	2007-08		
				Achievement up to 31 st Dec'07 (P)	Estimates (Dec '07 to Mar '08)	Estimates for 2007-08
Exports	130.58	590.02	817.28	1246.00	181.00	1427.00
Domestic Sales	340.20	419.02	442.75	430.00	144.00	574.00
Imports	211.87	296.82	106.15	269.00	33.00	302.00
Total Turnover	682.65	1305.86	1366.18	1945.00	358.00	2303.00
Net Profit (Before Tax)	9.10	18.35	22.68	25.00	6.00	31.00

- **The highlights of the performance during 2006-07 are:**
 - The Company has achieved a turnover of Rs.1305.86 crore against previous year's turnover of Rs.470.78 crore.
 - Major items of exports are Onion, Metal Scrap, Copper Scrap, Iron Ore, Chilly, Granulated Slag, Brass Strips etc. Total exports of commodities were valued at Rs.590.02 crore.
 - Total imports were valued at Rs. 296.82 crore.
 - Domestic sales turnover reached Rs.419.02 crore.
- **The highlights of the performance during 2007-08 (up to 31st December 2007) are:**
 - The Company has achieved a highest ever turnover of Rs.1945 crore against the MOU target of Rs.1366.18 crore.
 - Major items of exports are Spices, Onion, Ceramic Tiles, Iron Ore, Blast Furnace Granulated Slag, Non-Ferrous Metal Scrap, Steel Billets etc. Exports were valued at Rs.1246.00 crore against the MOU targeted of Rs.817.28 crore.
 - Imports were valued at Rs.269.00 crore against the MOU targeted of Rs.106.15 crore.

- Domestic sales reached Rs. 430.00 crore against the MOU target of Rs. 442.75 crore.

Activities

- Supplying quality agricultural inputs at competitive prices to growers, auctioning of cardamom by adopting fair auction practices as well as help them to get a reasonable price for their produce.
- It has also taken position in the tobacco and plantation areas in the State of Karnataka and sold fertilizers, agro-chemicals and other inputs manufactured by reputed companies at competitive prices and thus the farmers' interests are not exploited by the middlemen and traders.
- With a view to help the Coffee, Pepper and Chilli growers to avoid distress sale, STCL is financing at concessional rate of interest against depositing of their stocks at Kushalnagar in Kodagu District and Chillies at Byadagi/Gadag as well as market their produce to realize a higher price for their produce.
- Supplying seedlings and agricultural implements to growers in the Tribal areas under the Integrated Tribal Development Programme of the Government of Karnataka.
- Established Chilli Processing Plant at Byadagi in Haveri District and the trial production is under progress. The other project is Pepper Processing Plant proposed to be setup at Siddapur in Kodagu District, Karnataka is under progress. The initial progress of land acquisition is completed.

VI. National Centre for Trade Information (NCTI)

The National Centre for Trade Information (NCTI) was incorporated on 31st March, 1995 as a Company under Section 25 of Companies Act, 1956. The Company started functioning w.e.f. March, 1996. It has a Board of Directors for administration of its affairs, which includes representatives from Ministry of Commerce & Industry, National Informatics Centre (NIC), Indian Institute of Foreign trade (IIFT), Directorate General of Commercial Intelligence & Statistics (DGCI&S).

The ITPO and NIC are co-promoters of the Company and have contributed a sum of Rs. 4.00 crore (Rs.2.00 crore each) as Corpus Fund in the equity contribution of the Company. The ITPO provides fully furnished office space and the NIC provides the Software and Hardware against their equity contribution in kind.

The Centre provide value added information in the field of electronic trading opportunities, live trade leads from World Trade Point Federation (WTPF), trade data analysis and organized export awareness seminars and updating/uploading information on its website. It has uploaded on its Website 52 issues of Trade Point-India containing approximately 250 Trade Leads each week.

NCTI signed four MOUs during the year with:

- Trade and Investment Facilitation Corporation Ltd., Bhopal for setting up of Trade and Investment Information Centre at Bhopal,
- Visvesvarya Industrial Trade Centre for providing ETO service,

- Indian Merchants' Chamber for working as Tier 2 partner for the project on 'Strategies & Preparedness for Globalisation in India',
- Czech Trade of Czech Republic for exchange of trade related information.

VII. India Trade Promotion Organisation (ITPO)

ITPO is the premier trade promotion agency of India. It provides a broad spectrum of services to trade and industry so as to promote India's exports. With its Headquarters at Pragati Maidan and regional offices at Bangalore, Chennai, Kolkata and Mumbai, the ITPO ensures representative participation of trade and industry from different regions of the country at its events in India and abroad. It also operates a network of overseas offices at Frankfurt (Germany), New York (USA), Tokyo (Japan), Moscow (Russia) and Sao Paulo (Brazil) in furtherance of its trade promotion objectives as also for enlisting participation and visitor response for its events.

Financial Highlights 2005-06

During 2005-06, the ITPO's total income was Rs.171.52 crore as compared to Rs.139.92 crore in the previous year while the total expenditure was Rs.106.33 crore as against Rs.84.70 crore incurred during the previous year. The ITPO thus ended with a surplus of Rs.65.19 crore as compared to Rs.55.22 crore in the previous year.

Financial Highlights 2006-07

During 2006-07, the ITPO's total income was Rs. 141.31 crore as compared to Rs. 171.52 crore in the previous year while the total expenditure was Rs. 93.68 crore as against Rs. 106.33 crore incurred during the previous year. The ITPO thus ended with a surplus of Rs. 47.63 crore as compared to Rs. 65.19 crore in the previous year.

Fairs in India

Large and small industries, exporters and manufacturers covering various sectors of trade and industry displayed their exhibits/products at ITPO's fairs in India. ITPO organized 11 domestic events between April & December, 2007 namely Delhi International leather Fair, Job & Education Fair, Delhi Book Fair, Stationery Fair, Sajavat, Arogya, 27th India International Trade Fair in Pragati Maidan, New Delhi. 10 more events will be organized by ITPO between December 2007 to March 31, 2008.

The 27th India International Trade Fair (IITF'2007) was held during November 14-27, 2007 at Pragati Maidan, New Delhi with the theme "Processed Food & Agro Industries". The fair was inaugurated by the Hon'ble President of India Smt. Pratibha Devisingh Patil on November 14, 2007. 25 States and 5 Union Territories along with 18 Ministries and Govt. Departments, 23 PSUs and 4 Commodity Boards, Banks and Insurance companies etc. participated in the event. 44 Foreign Countries with 350 companies were an attraction in the fair. At the Fair, the Partner Countries were SAARC Countries i.e. Sri Lanka, Nepal, Pakistan, Afganistan, Bangladesh, Bhutan and Maldives. Himachal Pradesh was the 'Partner State' and Meghalaya was the 'Focus

State' during this fair. A series of seminars were organised in cooperation with State Governments. Besides a seminar on "Export Opportunities for Processed Foods & Agri Processed Industry" was organised in collaboration with EU-India, FICCI and APEDA.

ITPO and Department of Scientific Industrial Research (DSIR) jointly put up a successful show, the 11th consecutive "**India Tech 07**", popularly known as "**Technology Trade Pavilion**" during IITF 2007. About 70 R&D organisation and companies both from Govt. and Private sector participated in about 100 booths.

In order to facilitate the promotion of technology partnership between Indian entrepreneurs and others, a seminar was organized on 14.11.2007.

The seminar provided an opportunity to the exhibitors of 'India Tech' to exchange views with the professionals and other Govt. officials.

The **13th Edition of Tex-Styles India** - a mega annual event focusing on Indian textile products was organised during February 27 – March 2, 2007 at Pragati Maidan, New Delhi. 253 companies exhibited various items of home furnishings and fabrics spread over an area of 16,000 sq.mtrs. Out of 8,000 business visitors, there were 942 overseas buyers and 358 buying agents of overseas companies based in India. Buyers from most of the developed countries like USA, Japan, UK, France, Germany, Italy and Australia and also from Africa, Middle East and other Asian countries and Latin American countries attended the show to source textile items from India. The next event i.e. **14th Edition of Tex-Styles India** is scheduled during March 2 – 5, 2008.

With a view to showcase the progress made by the IT Industry, the 3rd IT India Fair was organized during January 30-Feb2, 2007 at Pragati Maidan, New Delhi. In this Fair, 55 Indian companies displayed a variety of products. The 4th edition of IT India Fair 2008 is scheduled to be held during March 26-29, 2008.

The ITPO also leases its facilities in Pragati Maidan to organizers of trade events. During 2006-07, as many as 81 events were organized in Pragati Maidan by Export Promotion Bodies/Apex Industries Associations/Central Ministries as well as private fair organizers. During April-November, 2007, as many as 63 events were organized and 15 exhibitions are scheduled to be held in the month of December, 2007 by the organizers of trade events.

During April-December, 2007, ITPO also approved 168 international exhibitions to be held in different parts of the country. These events cover a wide range of subjects like engineering goods, telecommunications, electricals and electronics, chemicals, pharmaceuticals, food processing, furniture, consumer products etc.

For the benefit of exhibitors and visitors all the exhibition halls in Pragati Maidan have been equipped with wired and wireless internet services. The service henceforth is available on demand at reasonable cost. For this purpose, ITPO has entered into a contract with Videsh Sanchar Nigam Ltd. who has been chosen as the exclusive internet service provider in Pragati Maidan.

Fairs Abroad

During the year 2006-07, ITPO organized participation in 51 overseas trade fairs. Out of these 51 events, 14 events were held in Europe, 9 events in Africa & Middle East region, 6 in Latin America, 14 in South East Asia including Far East, 7 events in USA and 1 event in CIS region. Out of 51 events, 13 were general fairs, 33 specialised fairs and 5 India Shows in Tokyo, Osaka, Mauritius, Sao Paulo and Melbourne.

During the year 2007-08, ITPO's programme of foreign fairs include participation in 41 fairs including 3 exclusive India Shows in Tokyo, Osaka and Bangkok. Out of these, 11 events will be in Europe, 10 in Africa & Middle East region, 4 in Latin America, 10 in South East Asia including Far East, 5 in USA and 1 event in CIS region. During the period April-November 2007, ITPO has already organized participation in 26 fairs abroad out of which 8 were general fairs, 16 specialised fairs and 2 India Shows.

Trade Development Activities

During the year, two **Buyer Seller Meets** were organized – the “18th India Home Furnishing Fair” and the “28th India Garment Fair” in Japan. These events together generated enquiries worth US \$ 25.73 mn. and orders booked worth US \$ 2.88 mn. These were attended by 2022 buyers from leading department stores, wholesalers, importers, trading houses, etc. Another exclusive “India Fair” in Bangkok (Thailand) is planned during February 14 - 17 , 2008

During the year up to November 2007, ITPO coordinated the visit of 12 foreign delegations/buyers from Costa Rica, Russia, Korea, and Japan. One to one meetings were organized with the Indian manufacturers/exporters pertaining to fire fighting equipments, herbal medicines, cosmetics & food supplements, IT sector during their visit. ITPO hosted the visit of 20 Members FTA Negotiation Committee from Thailand.

ITPO provided a package of services to export worthy units which are enrolled as Regular Members. Till November 2007, 182 trade enquiries received from ITPO foreign offices/Missions abroad were disseminated to Indian companies, enabling them to explore business opportunities with their overseas counterparts.

ITPO is networking with International organizations in the field of trade and commerce through Membership or collaborative arrangements such as Memorandum of Understanding. In order to promote Trade between two countries, an MOU was signed between ITPO and Costa Rican Chamber of Foreign Commerce (Costa Rica). ITPO is a member of “Asia Trade Promotion Forum” and participates in its Annual meet regularly. Next **Annual General Meeting** is scheduled in April, 2008 at **Hanoi (Vietnam)**. Under ATPF exchange programme, ITPO participated in a Capacity Building Initiative Programme (CBIP) organized by TWTC, Taiwan.

Trade Information

During 2006-07, 695 periodicals, 90 publications including trade directories and 60 CD-Roms were added in the Trade Information Centre. During 2007-08, as many as 545 periodicals, 47 publications including trade directories and 9 CD Roms were received in the Centre. Besides these, 52 issues of Indian Export Bulletin were brought out and put on website. As on November 2007, ITPO has nearly 2000 Trade Portal subscribers.

Business Information Centre

With a view to provide reliable trade information to Indian exporters and overseas buyers, the ITPO has set up the Business Information Centre and Trade Portal www.tradeportalofindia.com at Pragati Maidan. The Portal, at present has 12 GB of information covering 54 major countries and 28 product groups which account for more than 85% of India's trade. The Portal covers, among others, a data base of 52,013 overseas importers, 15,626 Indian exporters and 3,120 ITPO Members, Product Profiles and Country Profiles; fairs and exhibitions, India's trade statistics, global trade statistics, EXIM Policy; notifications and circulars of the Central Excise, Customs and RBI; market surveys, product catalogues of ITPO members' and tariffs and taxes. It has links to various trade related organizations as well.

About 200 visitors access the Trade Portal daily. The ITPO also has a Physical and Electronic Library located at Hall No.19 at Pragati Maidan which is visited by more than 2000 visitors. The BIC provides online access to KOMPASS – (a database of 1.8 million companies for 82 countries, searchable by country and product, classified by manufacturer/ importer/ distributor/ agent).

Setting up of Regional Trade Centres

The ITPO is providing assistance to State Governments in setting up Regional Trade Promotion Centres (RTPCs) for creating Export Infrastructure in State Capital/major cities.

- A Joint Venture company namely, Tamil Nadu Trade Promotion Organisation (TNTPO) was set up during the year 2001. This project is a joint initiative of ITPO & TIDCO, Chennai. A modern Convention Centre with seating capacity for 1500 persons is also in operation in Chennai Trade Centre (CTC) since December, 2004. Further extension of the Centre to create one more Hall measuring about 4600 sq.mtrs. exhibition space is under construction and likely to be completed and made functional during the year 2007-08. During 2006-07, CTC hosted 49 trade fairs and 85 conventions related programmes.
- The Trade Centre at Bangalore was set up in 2004 and is managed by a Joint Venture company called Karnataka Trade Promotion Organisation (KTPO). This is a joint venture of ITPO and Karnataka Industrial Area Development Board (KIADB). A 5000 sq.mtrs. hall has been initially set up and is fully operational to mark the first phase of development of Trade Centre Bangalore (TCB). The Commissioning of this centre has provided added impetus to trade promotion activities in the Southern Region. Various trade events are being held in the Trade Centre. During the year, TCB hosted 21 trade related events.
- There is a proposal to set up a Convention Trade Centre under Madhya Pradesh Laghu Udyog Nigam Ltd. at Bhopal on Old Vidhan Sabha location and 10.70 acres under

ASIDE scheme for creation of Exhibition space of 1500 sq.mtrs. and open Exhibition space including Exhibition Mart of 1500 sq.mtrs. and a Convention Centre for 500 persons capacity. It is a joint venture between ITPO and MP Laghu Udyog Nigam Ltd., Govt. of Madhya Pradesh which is to be formed.

- Another project of Trade Centre at Guwahati for developing trade from North Eastern Region is being completed and is likely to become operational from the year 2008-09. This centre comprises of three exhibition halls of 800 sq.mtrs. each, mini Convention cum Conference centre for 109 persons and 8 Nos. Craft Shops etc.
- A project of establishment of an International Trade and Convention Centre at Pampore, J&K, Srinagar is under consideration with a total funding support i.e. 30.00 crore only from Govt. of India under ASIDE scheme. The State Government has identified 50 acre land at Pampore which is 12 Kms away from Srinagar. The Consultant has been engaged for preparation of Inception Project Report for this project. The State Govt. has been advised to consider constituting a “Special Purpose Vehicle” (SPV) on the lines of SPV formed for Guwahati Trade centre.

Commercial Publicity & Public Relations

During the year, ITPO made significant and focused publicity arrangements through print, electronic and internet media to mobilize participation as well as promote its various events in India and abroad and other activities. This publicity campaign was supplemented with brochures, invitation mailers, posters, fair catalogues and outdoor media publicity. ITPO also effectively liaised with both print and Audio-visual media to ensure maximum coverage and footage respectively for ITPO’s events and activities. Advertorials supplementing corporate advts. were also brought out in select media in India and abroad on ITPO’s activities and role in trade promotion for reinforcing the corporate image of the organization.

The various facets of the ITPO’s activities and its exhibition infrastructure were highlighted in the Calendar of Events which also listed ITPO’s programme of events in India and abroad. The Calendar was mailed to its target audience comprising Trade and Industry Associations in India and abroad, Overseas Missions in India and Indian Missions abroad, nodal industry organizations in different States etc.

ITPO also brought out a quarterly newsletter “Log On” for disseminating information on ITPO’s activities to trade and industry in India and overseas, Central Ministries and Departments, State Governments, PSUs, EPCs etc. A corporate folder “ITPO: In Sync with India Inc” which was brought out by the organisation, was also widely distributed to a target audience including decision-makers, senior bureaucrats, representatives of trade and industry during the year. A special trade fair daily newsletter, Trade Fair Today, was brought out by an agency in coordination with ITPO from November 14-27, 2007.