

Execution Framework for the Development & Promotion of India's Live Entertainment Economy

1. Introduction

This execution framework document presents a comprehensive strategy for the growth and development of India's vibrant live entertainment economy.

In 2024 alone, the organised live events market was valued at ₹20,861 crore, with a growth rate of 15%, outperforming traditional media formats such as print and TV. The segment expanded by 15%, adding ₹13 billion in incremental revenue—making it one of the fastest-growing segments in India's media and entertainment landscape.

In his recent addresses, the Hon'ble Prime Minister has also underscored the untapped potential of India's live entertainment sector, issuing a clarion call to harness the concert economy as a strategic pillar of the creative industries. He has urged both the state and private sectors to invest in infrastructure for the concert economy, underscoring its potential as key drivers of employment, investment, tourism, and India's global influence.

Recognizing the extensive contribution of the concert economy for employment generation and cultural soft power, this execution framework outlines key objectives along with corresponding actionable initiatives. The aim is to establish India as a leading global live entertainment destination by 2030, fostering a robust ecosystem that supports artists, creates millions of jobs, and provides world-class venues for events. A White-Paper titled "India's Live Events Economy: A Strategic Growth Imperative" was prepared & presented WAVES 2025, which is available on the Ministry's website at https://mib.gov.in/sites/default/files/2025-06/india-s-live-events-economy-whitepaper-final-compressed_0.pdf

2. Strategy and Objectives

The Government of India unequivocally committed to fostering a dynamic, sustainable, and globally competitive live entertainment economy. This commitment is driven by the sector's proven ability to boost employment, stimulate infrastructure development, promote cultural exchange, and enhance India's international standing.

The overarching objectives of the execution framework are:

- **Global Positioning:** Elevate India into the Top 5 global live entertainment destinations by 2030.
- **Employment Generation:** Create 15 to 20 million direct and ancillary jobs within the live entertainment sector by 2030.
- **Infrastructure Enhancement:** Address the critical shortage of dedicated event venues and promote the development of world-class infrastructure nationwide.
- **Skill Development:** Establish robust skilling, training, and certification frameworks to professionalize the workforce and ensure a pipeline of skilled talent.
- **Ecosystem Nurturing:** Strengthen domestic intellectual properties (IPs) and create an enabling environment for both domestic and international tours and events.

3. Current Landscape and Rationale

India's live entertainment sector has enormous growth potential, and is rapidly evolving into a critical pillar of the country's creative economy. Fueled by a young population, digital engagement, and growing urban and regional demand, it spans music concerts, cultural festivals, IP-driven experiences, and branded activations. This transformational shift is marked by a surge in *event tourism*, *premium audience experiences*, and *regional market expansion*. Nearly half a million fans now travel inter-city for live music events, fueling a vibrant music-tourism economy. Premium ticketing options of experience zones & curated access have witnessed over 100% year-on-year growth, reflecting a maturing, experience-driven consumer base. Tier 2 cities such as Chandigarh, Shillong, and Vadodara are emerging as active cultural hubs, driven by multi-city tours and regional festivals that catalyse local economies.

3.1. Sector Snapshot and Growth Drivers (FY 2024-25)

- In FY 2024-25, over 30,000 events were held across more than 300 cities.
- The industry's revenue segments are diverse, with Artist Touring accounting for 56%, Branded Experiences 25%, Experiential IPs 16%, and College Festivals 3%.
- Key growth drivers include a surge in arena-scale tours and artist-led content, regional expansion through youth-first formats, and multi-city branded and campus activations.
- Notably, Tier 2 and Tier 3 markets are emerging as leaders in adopting new formats, indicating a broad-based expansion of the sector.

3.2. Economic and Societal Impact

- **Job Creation:** The live events industry supports over 10 million jobs across formal, freelance, and informal segments. Large-format shows alone can generate more than 15,000 roles per event, encompassing a wide range of professionals.
- **Employment Categories:** The workforce comprises Permanent Roles (e.g., tour managers, producers), Skilled Professionals (e.g., sound engineers, lighting technicians, designers), Casual/Gig Workers (e.g., loaders, riggers, onsite artists, caterers, event crew), and Unskilled Workers (e.g., security, janitorial, transport, logistics support).
- **Regional Development:** There is strong employment growth observed in Tier 2 and Tier 3 cities. The sector offers entry-level training and on-ground learning opportunities for beginners, facilitating skill progression from informal roles to skilled certified professions.
- **Ancillary Benefits:** The industry provides substantial ancillary benefits, boosting related sectors such as travel, logistics, hospitality, and other supporting services.
- **Cultural and Global Recognition:** India is gaining global recognition as a sought-after destination for international music icons, attracting major tours by artists like Coldplay, Bryan Adams, Ed Sheeran, and Guns N' Roses. This thriving industry acts as a catalyst for youth engagement, shaping contemporary cultural narratives and aspirations, while fueling urban tourism and enhancing *India's soft power*.

3.3. Limiting Factors

3.3.1 Infrastructure Gaps

India lacks purpose-built venues, especially mid-sized ones (2,000– 10,000 capacity) in Tier 2/3 cities. Most events depend on temporary grounds, sports stadiums, or converted spaces with poor acoustics, access, and compliance.

3.3.2 Regulatory Fragmentation

Organising an event requires navigating 10–15 clearances from local police, fire departments, electricity boards, tax officials, and more. There is no unified, time-bound process, deterring new entrants thereby creating unpredictability.

3.3.3 Lack of Skilling & Formalisation

The sector employs over 10 million workers, many informally. There is no national skilling program for stage production, sound/light engineers, event logistics, or artist management. Formal jobs remain limited.

3.3.4 Opaque Music Licensing

Promoters must deal with multiple rights bodies—IPRS, PPL, RMPL— without a unified database, causing confusion, disputes, and redundant payments.

Licensing Body	Rights Claimed
IPRS (Indian Performing Right Society)	Musical and literary works
PPL (Phonographic Performance Ltd.)	Sound recording rights
Novex Communications	Select repertoire (e.g., Zee, Shemaroo)

3.3.5 Absence in Policy & Industry Frameworks

Live events are not recognised within MSME, the creative industry, or tourism schemes. There are no tax incentives or structured investment support.

4. Actions & Way Forward

To capitalize on the sector's potential and mitigate existing limitations, the stakeholder Government departments & organizations will implement the following directives in a time bound manner:

4.1. Infrastructure Development and Venue Enhancement

4.1.1 Allowing for use of Sports Venues

- Allow the sports arenas and stadiums to be used for event purpose to unlock venues.
- Define & mandate frameworks for the use of existing sports venues – stadiums, arenas, etc.

4.1.2 Strategic Venue Development:

- Establish a "single window clearance" mechanism for venue development projects to expedite approvals and reduce bureaucratic hurdles.
- Promote the construction of multi-purpose, state-of-the-art event venues with capacities ranging from 5,000 to 20,000 across key metropolitan and Tier 1 and 2 cities.
- Launch special urban development schemes that:
 - Provide land grants in exchange for cultural investment.
 - Offer 10-year tax holidays or subsidised GST rates for new venue operators.
 - Incentivise modular, weather-proof, and technology-enabled venue designs.
- Activate PPPs to:
 - Transform underutilised government properties (e.g., docklands, mills) into cultural precincts.
 - Establish venue management models that combine public mandates and private operational expertise.
- Direct State Tourism Boards and relevant state agencies to actively incentivize and facilitate venue development. This may include providing preferential land leases, waiving certain development charges, and offering marketing support.
- Encourage states to establish dedicated 'Event Zones' with simplified regulations and infrastructure support.

4.2. Skill Development and Workforce Professionalization

- **Integration with National Skilling Initiatives:** Mandate the integration of live entertainment skill certification programs with national frameworks such as the National Skill Development Corporation (NSDC) and Skill India.
- Prioritize and develop comprehensive certification courses for critical technical skills including sound engineering, lighting technology, stage technology, rigging, and event safety management.
- Introduce specialized modules for crowd management, artist logistics, event documentation, and sustainable event practices.
- Promote apprenticeship programs within event management companies and production houses to provide structured on- ground learning opportunities for beginners.
- Establish vocational regional training centers specifically catering to the live entertainment sector, focusing on practical skills and industry best practices.

4.3. Promotion, Global Integration, and Policy Clarity

4.3.1. Attracting Global Tours:

- Streamline visa processes and clearances for international artists and their crews, facilitating

smoother entry and exit for performances in India.

- Establish dedicated desks within relevant ministries to assist international event organizers with logistical and regulatory requirements.

4.3.2. Strengthening Domestic IPs:

- Provide grants and incubation support for emerging domestic artists and experiential IPs to foster homegrown talent and content.
- Promote Indian cultural events and festivals on international platforms to increase their global visibility, by way of providing support through ‘incentives’.

4.3.3. Enabling Conditions and Ease of Doing Business:

- Develop clear, consistent, and transparent guidelines for event licensing, public safety, and environmental compliance.
- Establish a single digital portal for all event-related permissions and approvals, reducing the time and complexity for organizers.

5. Roles and Responsibilities of Various Stakeholders of Government & Industry

Effective implementation of this framework requires coordinated effort across various government bodies and industry stakeholders.

Ministry of Information and Broadcasting (MoIB)

5.1 Development of a Single Window Clearance Mechanism for Live Entertainment Permissions

To streamline and ease the process of granting permissions for Live Entertainment Events across India, it is proposed that a dedicated online Single Window Clearance Mechanism be established on the India Cine Hub (ICH) web portal <https://indiacinehub.gov.in>. It is currently being used for single window clearance for films. This initiative will enable efficient, transparent, and time-bound approvals for live events while promoting India as a preferred destination for live entertainment.

5.1.1 Key Features of the Single Window System:

a. Onboarding of Stakeholders:

- All relevant Central Ministries, State Departments, Urban Local Bodies, Police, Fire & Safety authorities, music licensing bodies, and private service providers to be onboarded onto the ***India Cine Hub portal***.
- Each stakeholder will be provided with secure login credentials to manage their roles in the approval process.

b. Common Application Form (CAF):

- Development of a comprehensive CAF capturing all necessary information (venue, crowd size, duration, fire safety plans, traffic plans, insurance, IP licensing, etc.).
- CAF to be digitally submitted and routed automatically to relevant authorities based on event location and nature.

c. Workflow Management:

- Stakeholders can review, raise queries, approve/reject applications directly on the portal.
- Automatic tracking, email/SMS notifications, and a public dashboard for applicants to view real-time status updates.

d. Information Dissemination: The portal will host a dedicated Live Events Resource section featuring:

- Details of venues and infrastructure across states
- State-wise permission requirements
- Guidelines and FAQs for event organizers
- Contact information for nodal officers

5.1.2 Support Required from Stakeholders:

i. Central Government Ministries/Departments

- Ministry of I&B to extend Scope of Work of existing vendor of ICH portal to develop and integrate events approvals into ICH portal.
- Ministry of Home Affairs, Ministry of Culture, Ministry of Tourism, and others to define guidelines and nodal points for respective permissions, if required.
- Assist in standardizing procedures and aligning policy across states.
- Facilitate inter-ministerial coordination for high-profile or multi-state events.

ii. State Governments

- Each State/UT to appoint a Nodal Agency/Officer for Live Events.
- Share the list of venues available along with specifications
- Share the list of permissions required, timelines, and process flows.
- Onboard fire safety, traffic control, sanitation, crowd control, and local municipal permissions into the portal.
- Appoint designated Nodal officers in all concerned departments for online approvals.
- Digitally integrate existing state-level permissions/licensing platforms with ICH (where applicable).
- Ensure timely processing of applications within predefined SLAs.

iii. Music Licensing and IP Rights Authorities:

- Societies such as Phonographic Performance Limited (PPL), Indian Performing Right Society Limited (IPRS), Novex, Recorded Music Performance Limited license(RMPLL), etc. to be integrated in the portal for rights verification and fee payment.
Support with API integrations, in case an online system already exists.

iv. Industry Stakeholders (Event Organisers, Production Houses, Legal Consultants):

- Provide inputs during the formulation of the CAF and portal user experience design.
- Participate in stakeholder consultations for identifying pain points and policy gaps.
- Encourage adoption and usage of the portal within the event industry ecosystem.

Other Ministries/Departments of Central Government & State Government

5.2 Ministry of Sports

- Enable the use of sports arenas and stadiums for events and non-sporting purposes to maximize utilization and unlock the potential of underused venues.
- Develop and mandate clear operational frameworks for the structured use of existing sports infrastructure — including stadiums, arenas, and related facilities — to ensure consistency, accessibility, and efficient management.

5.3 Ministry of Home Affairs

- A new category of Performer's Visa to be included as a Group Visa.

5.4 Ministry of Skill Development and Entrepreneurship (MSDE)

- Integrate live entertainment-specific skill sets into National Skill Qualification Frameworks (NSQF) to formalize and standardize career pathways in the sector.
- Establish dedicated training centers, accredited certification bodies, and structured apprenticeship programs to build a skilled workforce for the live entertainment industry.
- Institute robust quality assurance mechanisms for training providers and certification processes to ensure high standards and industry relevance.

5.5 Ministry of Tourism

- Promote India as a premier destination for event-based tourism by leveraging its cultural diversity, heritage venues, and modern infrastructure.

- b) Extend support for the development and upgradation of event venues through targeted tourism promotion funds, incentives, and public-private partnerships.

5.6 Ministry of Finance

- a) Formulate and implement targeted financial incentives — including GST rebates, subsidies, and revised CSR guidelines — to support the growth of the live events and entertainment sector.
- b) Expand and streamline facilitation of funding mechanisms for infrastructure development, including access to long-term financing, viability gap funding, and blended finance models.

5.7 Department for Promotion of Industry and Internal Trade (DPIIT)

- a) Establish a Centralised Digital Music Licensing Registry to simplify, unify, and make transparent the process of music rights clearance for live events, digital platforms, and public performances.
- b) Develop a streamlined and enforceable licensing framework by actively engaging with key copyright societies and rights holders — including IPRS, PPL, Novex Communications, and RMPL — in alignment with the provisions of the Copyright Act and relevant judicial pronouncements. This will ensure ease of compliance and reduce ambiguity for content users and event organizers.
- c) Facilitate the registration of proprietary intellectual properties — such as festivals, concerts, and touring productions — as recognized creative enterprises, making them eligible for financial, promotional, and institutional support.

5.8 Ministry of Micro, Small & Medium Enterprises (MSME)

- a) Formally recognize the live entertainment sector under the MSME framework or within the Creative Industries classification of the Ministry of Culture, to ensure targeted support and policy inclusion.
- b) Extend eligibility for MSME/creative enterprise benefits to key stakeholders in the live entertainment ecosystem, including:
 - Event promoters and IP owners
 - Venue operators and infrastructure providers
 - Technical service providers (lighting, sound, production, logistics)
 - Artist management and booking agencies

5.9 State Governments

- a) Mandate and develop a structured framework for the utilization of existing sports infrastructure — including stadiums, arenas, and public performance spaces — for cultural, entertainment, and community events, to maximize asset use and unlock public value.
- b) Onboard on to the ICH portal for extending the single window clearance for the live events and Ensure time-bound and simplified processing of local permits and operational licenses through single-window clearance systems.
- c) Identify and earmark dedicated land parcels for the development of event and entertainment venues, including multi-use arenas and open-air facilities.
- d) Design and implement specific incentives and enabling policies to attract investment in live entertainment infrastructure and event ecosystems.
- e) Streamline security clearance procedures and standardize crowd management protocols to facilitate the smooth and safe conduct of large-scale events.
