

N-34027/7/2025-BC-IV
GOVERNMENT OF INDIA
Ministry of Information & Broadcasting
'A' Wing, Shastri Bhawan, New Delhi- 110001

Dated, the 12th February, 2026

Office Memorandum

Subject: Minutes of the 3rd Meeting of Live Events Development Cell held on 4th February, 2026 on Promotion & Development of Live Event Industry-reg.

The undersigned is directed to forward herewith Minutes of the Meeting held under the Chairmanship of Secretary, M/o I&B on 4th February, 2026 regarding Promotion & Development of Live Event Industry in India for necessary action and compliance.

2. It is requested to tender your inputs/comments and mail to the undersigned at brajesh.godra@gov.in.
3. This issues with the approval of Competent Authority.


12/1/2026

(Brajesh Godra)

Deputy Secretary to the Govt. of India/Member Secretary(LEDG)

Tele: 011-23383648

Encl.: a/a

To

List of participants as per **Annexure-I**

Copy for information to:

- (i) Sr. PPS to Secretary, M/o I&B.
- (ii) PS to Secretary, M/o Tourism.
- (iii) Sr. PPS to JS(B-II), M/o I&B.

Minutes of the 3rd Meeting of Live Events Development Cell (LEDC) on Promotion and Development of the Live Event Industry on 4th Feb 2026 at DAIC, New Delhi chaired by Secretary, Ministry of Information & Broadcasting

The 3rd Meeting of the Live Events Development Cell (LEDC) on Promotion of Live Event Industry/Concert Economy in India was held on 4th Feb, 2026 at DIAC, New Delhi as a daylong workshop under the Chairmanship of Secretary I&B. The list of participants is enclosed as **Annexure I**.

Opening Session: LEDC Meeting

2. The meeting commenced with the welcome address delivered by Shri Prithul Kumar, Joint Secretary (Broadcasting-II), Ministry of Information & Broadcasting, who welcomed Shri Sanjay Jaju, Secretary (I&B) and Shri Srivatsa Krishna, Secretary, Ministry of Tourism.

3. At the outset, Secretary (I&B) welcomed the Secretary (Tourism) and observed that his participation in the LEDC was of significant value, noting that his reform-oriented approach would help align policy objectives for the development of the live events industry.

4. In inaugural address, Secretary (I&B) laid down the objectives of the workshop for Promotion and Development of the Live Event Industry/Concert Economy. The highlights of his address are listed below:

- The Secretary, I&B reviewed the progress since the previous and 2nd LEDC meeting held on 16th October 2025, noting increased stakeholder participation since.
- Referring to the Hon'ble Prime Minister's vision on the orange economy during the WAVES Summit 2025, the Secretary emphasized the strategic importance of the media and entertainment sector, with concerts and live cultural events as a core vertical of WAVES.
- The Prime Minister's emphasis on live events as drivers of economic growth, employment generation, and India's global soft power was reiterated.
- Live events were highlighted as a significant and rapidly growing pillar of the Media & Entertainment industry, marking the first coordinated effort bringing together stakeholders across formats and platforms.

- The Secretary summarized outcomes from multiple consultations, identifying key intervention areas, particularly the prolonged and fragmented permission processes at the state level.
 - The requirement for multiple clearances (police, fire, traffic, excise, and local authorities) was flagged as a major operational bottleneck.
 - Proactive steps by states were acknowledged, including Delhi's annual calendar of major events, reflecting growing recognition of the sector's importance.
 - The need to expand venue availability was emphasized, including the use of sports infrastructure such as cricket stadiums under the BCCI and Sports Authority of India, and selected ASI-protected heritage sites.
 - The strong tourism multiplier effect of large live events, attracting both domestic and international visitors, was highlighted.
 - The Secretary strongly emphasized the need to adopt to the single-window clearance mechanism for live events in the India Cine Hub portal, will immensely support to streamline approvals.
 - Development of model SOPs, along with pre-approved venues and repeat approval mechanisms, was proposed to harmonise regulations and reduce approval timelines.
 - Ongoing coordination with state governments, line ministries, the Ministry of Tourism, ASI, sports bodies, and DPIIT was noted, including discussions on licensing frameworks and foreign participation norms.
 - In conclusion, the Secretary emphasised continued close engagement and regular brainstorming with industry, urging stakeholders to develop a clear, implementable action plan.
 - The aim to double the live events segment by 2029 was highlighted, acknowledging the collective responsibility of government and industry, and reiterating that live events represent the next phase of growth for the M&E sector, requiring focused and time-bound action.
5. The keynote address by Shri Srivasta Krishna, Secretary of Tourism, emphasised the following points:

- He reaffirmed the Ministry of Tourism's full commitment to supporting the live events and concert ecosystem, inviting the industry to clearly articulate its needs.
- Initial outreach has begun with global live entertainment companies and cultural institutions like the Cirque du Soleil to explore long-term engagement and permanent presence in India, with Gujarat and Maharashtra among interested states.
- Conversations have also commenced with global theme park operators, recognising that such investments involve long-term (multi-year) horizons.
- On ease of doing business, tourism has been included for the first time under the Cabinet Secretary-led committee, with several reform proposals already accepted and expected to show results within six months.
- He sought a concise note outlining key issues & reforms needed from the tourism industry for growth in the live events sector, to be placed before relevant stakeholders.
- The Secretary concluded by reaffirming openness to continued dialogue, suggestions, and collaborative action to strengthen the live events and tourism ecosystem.

6. A Presentation on the Development of Live Event Industry/Concert Economy covering the aspects of action taken in the various aspects that LEDC had been working was given by Shri. Prithul Kumar (Joint Secretary (Broadcasting-II) annexed as **Annexure II**.

7. A demonstration of the Single Window Portal for Live Event Permissions on the India Cine Hub (ICH) portal was given by Ms Shruti Rajkumar, Head, ICH-NFDC, highlighting the application flow, key functionalities, and planned API integrations. An update was shared on the soft launch (Beta) of the portal, developed through consultations with NFDC-ICH and the Industry Committee. It was sought that all States and Central agencies may fully adopt it, nominate a DO-level Nodal Officer, and ensure mandatory processing through the ICH. Presentation made is attached as **Annexure III**.

- i. The Secretary, I&B encouraged stakeholders to start using it immediately. The issues will get identified and rectified in due course.

- ii. Subsequently, a Draft of Model SOPs was presented by Ms Damini Bhalla (District by Zomato) as a model framework for States to streamline live event permissions. It addressed key gaps, including non-standardised clearances, multiple and redundant licenses, and the absence of approval timelines. The standardised licence templates and SOPs, derived from pan-India best practices, retaining core regulatory objectives (safety, law & order, fire) while improving clarity, predictability, and ease of compliance for businesses. The presentation is attached as **Annexure IV**.
- iii. It was decided that the same will be circulated to States for adoption.
 - a. A DO letter will be issued to Chief Secretaries of all States/UTs seeking immediate adoption of the Model SOP for Live Event Clearances through executive orders as part of Ease of Doing Business.
 - b. The letters will also include state-specific issues in licences, taxes, and procedures causing delays or duplication, with recommendations for rationalisation.
 - c. States shall be directed to notify a single nodal officer for live events, supported by line-department officers, with a defined escalation matrix up to the State Government and Central Ministry levels, as prescribed in the SOP.
 - d. Mandating Single-Window Processing via ICH Portal, States shall be advised to on-board all applicable live-event licences (police, traffic, fire, municipal, electricity, excise, etc.) onto the ICH single-window digital portal for application, processing, tracking, and approval.
8. Presentation on Pre-approved venues was given by SAI, Ministry of Sports. An update was presented on the SOP being prepared on venue availability, norms, and tariff rationalisation. Presentation on SOP is attached as **Annexure V**. It was decided that:
 - i. SAI, Hockey India and BCCI to align and onboard their venues on ICH portal. To Integrate their venue booking portal with the ICH single-window system so that venue approvals and stage-gate clearances flow seamlessly through one end-to-end digital process.
 - ii. To implement a pre-approved venue framework (with integrated booking, rate rationalisation, and priority rules) under which major venues (including Sports

Ministry/BCCI facilities) obtain advance clearances for standard capacities and event types, are onboarded to a single event-specific portal linked to ICH, and follow a defined cut-off date and priority template for competing booking requests.

9. A Presentation on SOP for events at heritage sites was given by the Archaeological Survey of India (ASI). It is attached as **Annexure VI**. They presented a model framework proposing pre-approved ASI venues with defined norms, safeguards, and standardised conditions to enable responsible event hosting. It was stated that:

- i. ASI has undertaken Identification of eligible monuments/archaeological sites that can be safely used as live-event venues, with clear guidelines, capacities, and conditions, to expand venue options and leverage heritage backdrops for cultural and tourism-led events.
- ii. ASI has a pre-approved list of 224 heritage/monument sites with defined event types, SOP, capacities, and conditions, and integrate ASI Live Event permissions through ICH portal as well.
- iii. ASI was requested to stop accepting the physical applications for permissions after few months transition period.

10. An update was presented on the common online music licensing process developed by DPIIT to simplify applications and approvals. The Vasant Sangeet Dwar portal is now live. It was sought for API integration with ICH. Discussions also covered high licensing costs, mechanism of judicial review, and the need for rate rationalisation aligned with global practices to support live events and the Orange Economy. The Music Licensing Portal- 'Vasant Sangeet Dwar' has been soft-launched; industry stakeholders shall use the portal to identify gaps and enable refinements. All music licensing agencies have been onboarded onto a single unified platform to improve compliance, transparency, and ease of doing business. Implement API integration between the licensing portal, ICH platform, and State single-window systems; conduct user demonstrations; document pricing anomalies for tariff review; and undertake joint awareness campaigns with States and industry to improve compliance and adoption.

11. Specific regulatory reforms have been identified across key Ministries and agencies including Ministry of Environment, Forest and Climate Change (MoEFCC), Ministry of Home Affairs (MHA), Archaeological Survey of India (ASI), Ministry of

Health & Family Welfare, Food Safety and Standard Authority of India (FSSAI), etc. to streamline norms related to noise, safety, licensing, customs and approvals. These measures aim to simplify compliance and facilitate seamless conduct of domestic and international live events. Presentation on 'Ask of Industry from Central Government' by Ms Damini Bhalla - from Zomato - is attached as **Annexure VII**. The issues discussed in the presentations were:

- i. Noise Pollution & Venue Timings: It was proposed to consider the feasibility of creating a uniform national framework under the Noise Pollution Rules allowing extended sound timings beyond 10:00 PM for non-residential, industrial, indoor, and purpose-built venues, with approvals routed through State Environment Departments and automatic enforcement by local authorities.
- ii. Public Health Compliance at Events (Smoking & Food): It was proposed to consider the feasibility to amend or clarify COTPA to permit regulated designated smoking zones at live events, and introduce simplified, temporary/event-specific FSSAI licensing with portability for existing license holders and clear jurisdictional authority.
- iii. Facilitation for Visa of Foreign Artists/Crew Visas & Customs: Establish a facilitation framework for foreign performers and crew, including a short-term performer visa modelled on ICH Film Visa system (proposed to be called a "Performer visa"), elimination of duplicate FRRO registrations, and customs facilitation for temporary import and multi-city movement of equipment. Suggested to study the existing system and then proposal can be made to M/o I&B.
- iv. India will participate in the International Live Music Conference (ILMC) with an MIB-led delegation to engage global industry leaders. The engagement will showcase India's live events ecosystem, policy reforms, talent pool, and global expansion of Indian artists, supported by panels, networking, and the Bharat Parv – India Connect showcase.
- v. India shall be positioned as a global live events hub through participation in international platforms (e.g., ITB Berlin), with dedicated promotion of live events and music ecosystems.

Afternoon Session I: Policies initiated for Live Events by the Representative States

12. The Presentation on steps taken for facilitation of the concert economy by the States was given.

- i. Assam: A presentation was made on the Concert Tourism Policy of Assam, which is attached as **Annexure VIII**. It was informed that Live events have generated significant economic multiplier effects in the state, global concerts acted as powerful destination-branding tools and policy-led facilitation builds institutional capacity and investors' confidence in Assam.
- ii. Haryana: A presentation on Positioning Haryana as a premium destination for Live Events is attached as **Annexure IX**. The live events economy drives economic growth by boosting tourism, hospitality, transport, and local businesses, while improving ease of doing business through single-window clearances (To be API integrated with ICH in later stages). It also strengthens institutional capacity by enabling inter-departmental coordination, standardised SOPs, and skilling, creating a scalable framework for hosting world-class events in Haryana. It was requested to adopt or create a Standardised SOP for all States to follow for efficiency and uniformity.
- iii. Maharashtra: Verbal discussion on Promotion and Development of Live Entertainment Economy is attached as **Annexure X**. IPR was appointed recently as the nodal department in the state.

13. Shri Prithul Kumar, JS(B-II) suggested that states amend the Right to Public Service Delivery Act to include live event permissions, mandating time-bound approvals (e.g., within 15 days, as implemented in Madhya Pradesh for filming). This statutory backing, alongside SOPs, will significantly expedite clearances and ensure predictable, accountable service delivery for live events.

Afternoon Session II: Sector-specific deliberations

14. A Model policy for Greenfield Venue Development is under development by the live events industry. The proposed policy framework aims to support the development of new, purpose-built Greenfield venues across various states in India. A presentation on the Model Policy by Shri Sabbas Joseph, Wizcraft is attached as **Annexure XI**.

15. It was deliberated that the States shall pursue two distinct and parallel tracks for venue development: (i) development of modern, Greenfield, multi-use live event venues as purpose-built infrastructure assets, and (ii) brownfield upgradation of existing venues and public assets into viable live event facilities. Further, it was

suggested that to improve the financial viability of live event venues, with States considering targeted support measures such as FAR/FSI relaxations, public transport-linked planning incentives, PPP or public co-investment models, and property tax concessions, drawing on global best practices to enhance investor returns and encourage development of purpose-built venues.

16. MESC (Media & Entertainment Skill Council), gave a presentation on a common industry-wide certification system for the Live Events workforce skilling, that is attached as **Annexure XII**. Dr. Pragya Paliwal Gaur, VC IIMC, was invited for the skilling track. It was discussed to establish a standardized, industry-led national framework for live events education and skilling through industry-academia-government collaboration, enabling modular degree, diploma, certification, upskilling and placement programs integrated with national education and skill systems to address talent gaps and ensure long-term sustainability. It was decided to constitute a committee of Dr. Pragya Paliwal Gaur, VC IIMC, MESC representative, Sh Ankur Kalra, EEMA to collaborate with IIMC to assess skill needs, develop the curriculum/syllabus, and roll out courses.

17. It was emphasised by the Chair that the development of the live events and concert economy requires coordinated and time-bound action by all stakeholders, including Central Ministries, State Governments and industry partners. He underscored the importance of streamlining permissions through the single-window mechanism, adoption of Model SOPs by States, expansion of venue infrastructure, rationalisation of regulatory frameworks, and greater use of digital platforms for clearances and licensing. The Chair also highlighted the need to position India as a global destination for large-scale cultural and music events, leveraging tourism linkages, international outreach, and skill development initiatives. All concerned agencies were requested to actively collaborate and ensure early implementation of the agreed action points so as to realise the sector's growth potential in a structured and sustainable manner.

The meeting ended with thanks to the Chair.

List of Participants

Central Governments

1. Shri Sanjay Jaju, Secretary , M/o I&B
2. Dr. Srivatsa Krishna, Secretary, M/o Tourism
3. Shri Prithul Kumar, JS(B-II), M/o I&B
4. Ms. Pragya Paliwal, VC, IIMC
5. Shri Brajesh Godra, Deputy Secretary/ Member Secretary(LEDCC), M/o I&B
6. Shri Gaurav Khare, Director, CBC
7. Shri Mihir Kumar Jha, US, M/o I&B
8. Ms. Twinkle Sinha, SO, M/o Home Affairs
9. Shri A.K. Tiwari, Joint Director General, ASI, M/o Culture
10. Shri Atul Kumar Singh, Administrator, SAI
11. Shri Mohammad Zuber, Director, M/o Youth Affairs & Sports
12. Ms. Simrat Kaur, Director, DPIIT
13. Ms. Ritu Kataria, Additional Director, PIB
14. Ms. Nitisha Mann, Joint Director, M/o MSME
15. Shri Manas Mondal, Deputy Secretary, M/o DONER
16. Ms. Shruti Rajkumar, Head, ICH

State Governments:

17. Ms. Emily Baruah, Joint Secretary, Govt. of Assam
18. Dr. Partha Das, Consultant, Govt. of Assam
19. Shri Sunil Anchipaka, Special Secretary, D/o Tourism, Govt. of Delhi
20. Shri M. Bakshi, Delhi Tourism, Govt. of Delhi
21. Shri D. Karthikeyan, DTTDC, Govt. of Delhi
22. Shri Nitin Bansal, CTO, Govt. of Haryana
23. Ms. Pallavi Honnapura, JD, DIPR, Govt. of Karnataka
24. Shri Hemraj Bagul, Director, DGIPR, Govt. of Maharashtra
25. Ms. Manisha Pingale, DGIPR, Govt. of Maharashtra
26. Shri R. Rajesh Kannan, Information Officer, Govt. of Tamilnadu
27. Shri Baskaran, Additional Director, Govt. of Tamilnadu
28. Shri Sunil Kumar Kanaujia, Assistant Director, Govt. of UP

29. Shri Rajnish Tomar, Senior Assistant, Govt. of UP

Live Event Industry:

30. Shri Samit Garg, President, EEMA

31. Ms. Preeti Khanna, Executive Director, EEMA

32. Shri Ankur Kalra, General Secretary, EEMA

33. Ms. Mansha Vij, FICCI

34. Ms. Sonal Mathur, FICCI

35. Ms. Isha Miglani, CII

36. Ms. Neetu Sikka, CII

37. Shri Aditya Sundaram, BookMyShow

38. Shri Noel Curtis, BookMyShow

39. Ms. Damini Bhalla, District by Zomato

40. Shri. Priyank Mahajan, District by Zomato

41. Shri Sabbas Joseph, President, Wizcraft

42. Shri Deepak Chaudhary, President, EVA Live

43. Shri Janamjai, SAREGAMA

44. Shri Siddharth Kumar, SAREGAMA

45. Shri Rakshit Talwar, PP Head, IPRS

46. Shri Blaise Fernandes, President, IMI

47. Shri Varun Sharma, IPRS

48. Shri Abhay Kumar, UNNECOPS



3rd LEDC Meeting
on
Promotion of Live Event Industry

MINISTRY OF INFORMATION & BROADCASTING
4th February, 2026



Government of India
Ministry of Information and Broadcasting

Live Event Development Cell (LEDC) - JWG | Overview

- LEDC-JWG Constituted on 30th July, 2025
- Chairperson: Secretary, Ministry of I&B

Government Representatives

Government of India:

- Ministry of Tourism
- Ministry of Home Affairs
- Ministry of Culture
- Ministry of Sports & Youth Affairs
- Department for Promotion of Industry and Internal Trade
- Department of Revenue, Ministry of Finance
- Department of Financial Services, Ministry of Finance
- Ministry of Skill Development & Entrepreneurship
- Ministry of Micro, Small and Medium Enterprises

- Ministry of Development of the North Eastern Region
- Sports Authority of India (SAI)
- Archaeological Survey of India
- National Film Development Corporation
- India Cine Hub, NFDC
- **State Government** : Assam, Delhi, Haryana, Karnataka, Maharashtra, Tamil Nadu, Telangana, Uttar Pradesh & West Bengal

Formation of Joint Working Group (JWG) | Overview

Industry Stakeholders for Live Events

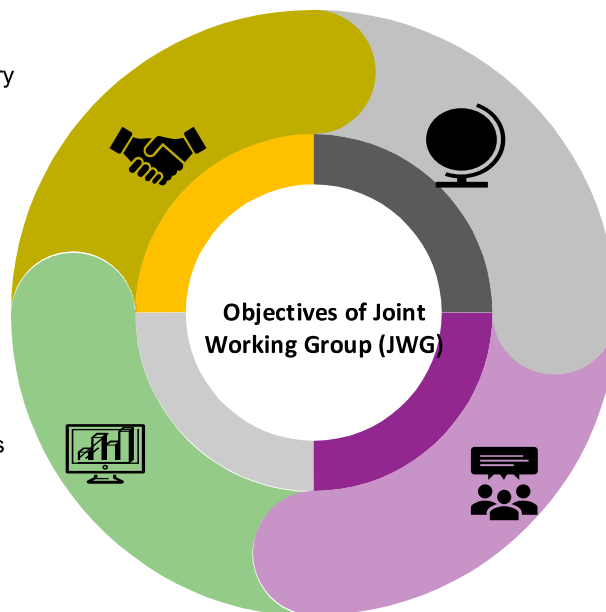
- Event & Entertainment Management Association (EEMA)
- FICCI
- CII
- International Live Events Association (ILEA)
- Book My Show
- District by Zomato
- Wizcraft
- EVA Live
- Saregama
- Touchwood Entertainment Ltd.
- Indian Performing Right Society (IPRS)
- Phonographic Performance LTD. (PPL)
- Recorded Music Performance LTD. (RMPL)
- Indian Music Industry (IMI) Trust
- Board of Control for Cricket in India (BCCI)
- All India Football Federation (AIFF) - *Nominations awaited*
- Indian Hockey Federation (IHF)
- International Live Music Conference (ILMC) - *Nominations awaited*
- Sh. Tarsame Mittal -Artist Manager

➤ 1st JWG meeting held on 26th Aug 2025 2nd JWG meeting held on 16th October 2025

Objectives of LEDC | Key Mandates

Develop a structured framework for growth of India's Live Events Industry vis a vis Policy & Infrastructure development, Skilling & Global Promotions

Promote India as a global hub for live events and concerts



Facilitate Ease of Doing Business

Ensure Inter-Ministerial and Industry collaboration



Agenda Items of 3rd LEDC Meeting

Development of Single Window Clearances Portal for Live Event Industry | Agenda 1

1 Action To Be Taken

- Demo of Single Window Portal for Live Event Permissions through the India Cine Hub (ICH) portal highlighting various the application flow design and various key functionalities including integrations planned with the State and Other Departments via API integration.

Committee for Portal: BookMyShow — Sh. Anil Makhija/Sh. Noel Curtis, Ms. Damini Bhalla, Head of Regulatory and Policy, District by Zomato & EMMA Sh. Ankur Kalra

2 Updated Status

- Soft Launch (Beta) of Single Window Portal for Live Event Permissions
- Consultations with NFDC-ICH & Industry Committee: 15.07.2025, 14.11.2025, 17.12.2025, 29.12.2025, 21.01.2026
- Unified digital platform, standardizing workflows and integrating multiple agencies
- All States & Central Government Agencies to fully adopt and activate the portal within their respective State Sub-Domains - nominate a Nodal Officer (DO to CS/Secy)
- 'Mandatory' Processing through this portal
- **Demonstration of the portal by ICH**

3 Action By

- States, Central Govt Agencies, NFDC & ICH team

Model Standard Operating Procedure (SOP) for Live Events for States | Agenda 2

Action To Be Taken

- Presentation by the committee/EEMA on the Draft Standard Operating Procedure (SOP) developed to serve as a model framework for State Governments & other Government bodies, to ensure seamless facilitation of live events across the country

Committee for SOP: BookMyShow — Sh. Anil Makhija, Ms. Damini Bhalla, Head of Regulatory and Policy, District by Zomato & EEMA
Sh. Ankur Kalra

Updated Status

- no standardised list of clearances across States, Multiple clearances, redundant licences/ infeasible conditions, No approval timelines
- Draft SOP prepared covering end-to-end application workflow.
- Multiple round of stakeholder & Industry consultations
- Detailed SOP document – laying down standardised framework & listing the T&C for each of the clearances shall be circulated to the States for adoption.
- **Presentation by Ms. Damini Bhalla, Member Committee on the Draft SOP for the States**

Action By

- State Governments & Industry/EEMA

Pre-Approved Venues | Agenda 3

Action To Be Taken

- Update on status of Sports Venues and Standard Operating Procedure (SOP) for hosting an event with 50,000 attendees or more in a stadium. Letter regarding venue rates/tariff reduction

Updated Status

- Draft SOP and Update on status of Sports Venues
- Consultations with Ministry of Sports & Sports Authority Of India (SAI) dated: 06.01.2026
- Consultations with Ministry of Culture & Archaeological Survey of India (ASI) dated: 04.11.2025
- Model framework for the pre-approved venues of ASI prepared by EEMA
- Reduced tariff of venues under the SAI
- **Presentation by SAI**
- **Presentation by ASI**

Action By

- Ministry of sports (SAI)
- Ministry of Culture (ASI)

Other Central-Level Reforms for EoD Live Events in India | Agenda 3.1

1	Action To Be Taken <ul style="list-style-type: none">➤ To streamline norms related to noise, safety, licensing, customs and facilitation of domestic and international live events.
2	Updated Status <ul style="list-style-type: none">➤ Specific reforms identified (MoEFCC, MHA, ASI, FSSAI, Revenue, DGFT, etc.)➤ Presentation by Ms. Damini Bhalla, Member of Committee on Clearances
3	Action By <ul style="list-style-type: none">➤ Concerned Ministries

Streamlining Music Licensing for live events | Agenda 4

1	Action To Be Taken <ul style="list-style-type: none">➤ Presentation on the updated common online process developed for Music Licensing, Simplifying Application and Approvals by stakeholders, by DPIIT
2	Updated Status <ul style="list-style-type: none">➤ Sangeet Dwar portal is now live (Sangeet Dwar) for obtaining Music Licences➤ The portal may be integrated with the ICH platform through API integration➤ Rationalisation of rates – DPIIT has informed that the matter falls under a judicial process.➤ High cost of music licenses affects the financial viability of live events➤ Global markets follow proportionate licensing linked to event size and revenue; rationalisation would align India with international norms.➤ Music is a key input across creative and experience-based sectors; rationalisation will support growth, jobs and the Orange Economy.
3	Action By <ul style="list-style-type: none">➤ Department for Promotion of Industry and Internal Trade (DPIIT)➤ Licensing Bodies - IPRS, RMPL, PPL, NOVEX

International Live Music Conference (ILMC) | Agenda 5

1	Action To Be Taken <ul style="list-style-type: none">➤ Participation in the International Live Music Conference (ILMC) with Official delegation from MIB➤ World's premier annual gathering of live music and concert industry professionals - conference tracks, workshops➤ Collaboration and knowledge exchange
2	Updated Status <ul style="list-style-type: none">➤ Panel 1 - Asia Live: Indian Live Event Ecosystem to be presented – Infra, Policy reform, Single Window Clearances, Talent Pool, Gen Z population, etc.➤ Panel 2 - Middle East – Growing reach of Indian Artists, to take Indian IPs international, etc.➤ Sharing insights on market trends, audience behavior, and emerging business models➤ Bharat Parv - India Connect Networking evening – Indian Cultural Performance with Indian culinary experience along with showcase of Live Event Ecosystem Transformation in India➤ One to One meeting with Industry leaders, policy makers & Influencers
3	Action By <ul style="list-style-type: none">➤ MIB➤ Other Departments/States may also participate➤ Industry<ul style="list-style-type: none">➤ To support various elements for organising Bharat Parv➤ Participation in India themed events & other networking events

Policy initiatives for Live Events by States | Session I

1	Action To Be Taken <ul style="list-style-type: none">➤ Presentation by State Representatives on respective plans regarding development of entertainment infrastructure and other steps taken for facilitation of the concert economy
2	Action By <ul style="list-style-type: none">➤ Representative States
3	Updated Status <ul style="list-style-type: none">➤ Brief presentations to be made by Representative States including Haryana, Assam, Maharashtra & UP

Model Policy for Greenfield Venue Development | Session 2

1

Action To Be Taken

- A Model policy for Greenfield Venue Development is under development by the Live events industry
- The proposed policy framework aims to support the development of new, purpose-built Greenfield venues across various states in India

2

Action By

- Shri. Sabbas Joseph, Wizcraft

3

Updated Status

- Brief presentation on the Model Policy by Shri. Sabbas Joseph, Wizcraft

Skilling, Certification & Workforce Development | Session 2

1

Action To Be Taken

- A common industry-wide certification system for Live Events workforce skilling

2

Action By

- Shri. Deepak Choudhary (EEMA) & Shri. Sabbas Joseph

3

Updated Status

- Brief presentation to be made by Shri. Sabbas Joseph

Thank you



ICH LIVE EVENT MODULE



FILM IN INDIA



इंडिया सिने हब
INDIA CINE HUB



ABOUT ICH



Single-window clearance and facilitation body - For International & domestic filmmakers

- 1. Filming Clearances & Co-productions**
- 2. Incentives**
- 3. Filming Location & Resource Directory**

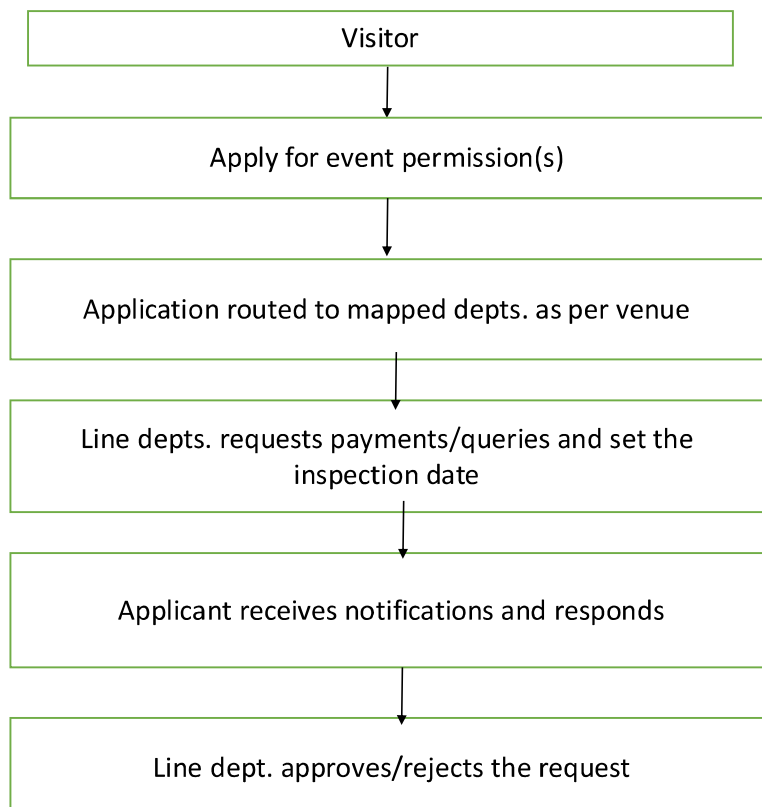
Live Event Permissions Application Workflows

Applicant →

Nodal Officer →

Authorized officer of Departments

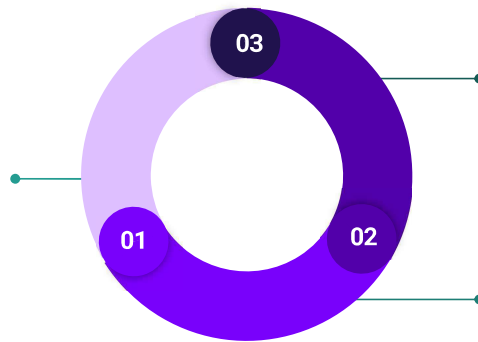
Applicant's Approval
Process



Who is responsible for operating the single window portal?

State Nodal Officer appointed by State and has the power to facilitate approval of all licences in a time-bound manner

- Responsible for monitoring timely compliance by Line Departments
- Responsible for liaising between Central-level Nodal Officer and Line Departments for timely approvals and inspections, and overseeing matters related to applications, venues, licence fees, etc.
- Grant amendments to existing licenses eg- additon of drones



Line Department Officer(s) appointed by respective Line Departments in the State

- Has the power to review and approve relevant live event licences within prescribed timelines
- Responsible for raising queries on applications and conducting timely inspections, as aligned with the Applicant

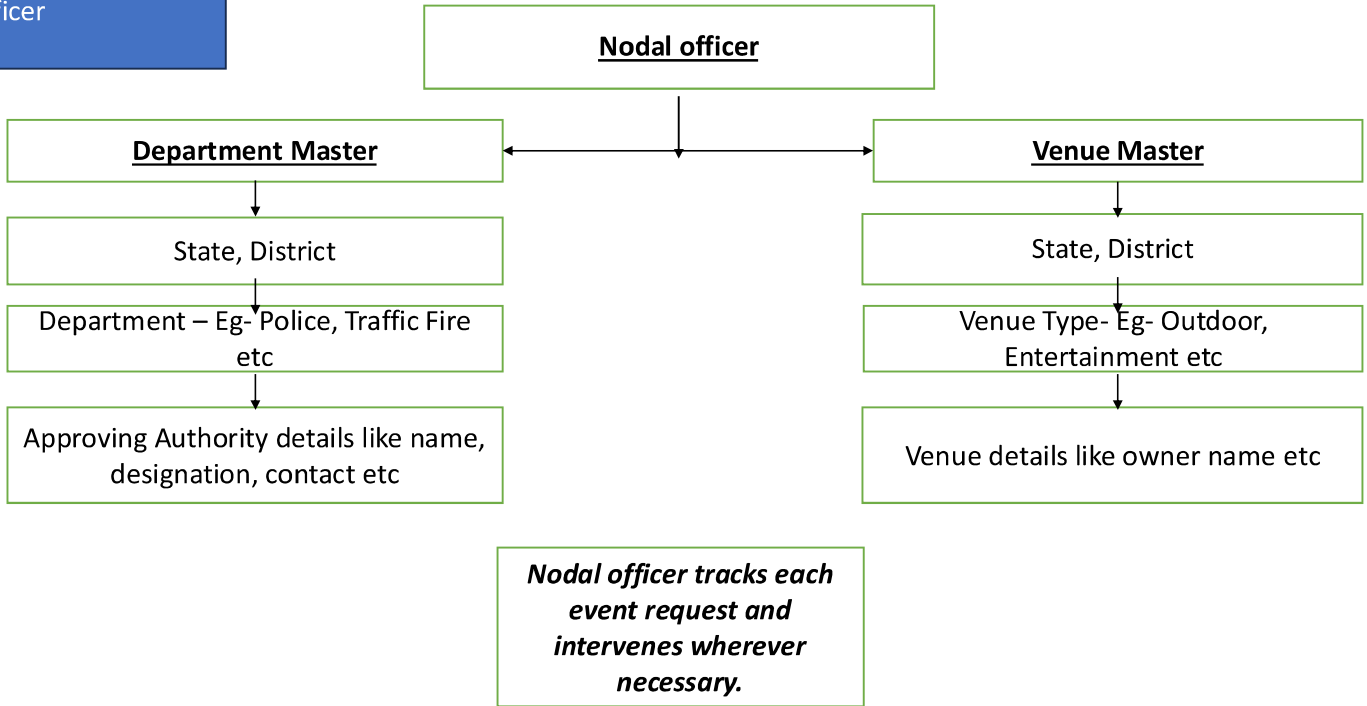
Central-level Nodal Officers, identified by the MIB

- Has the power to oversee application process and take decisions in case of delays
- Responsible for matters relating to the operation, coordination and facilitation of the Portal

What are the application submission & processing timelines?

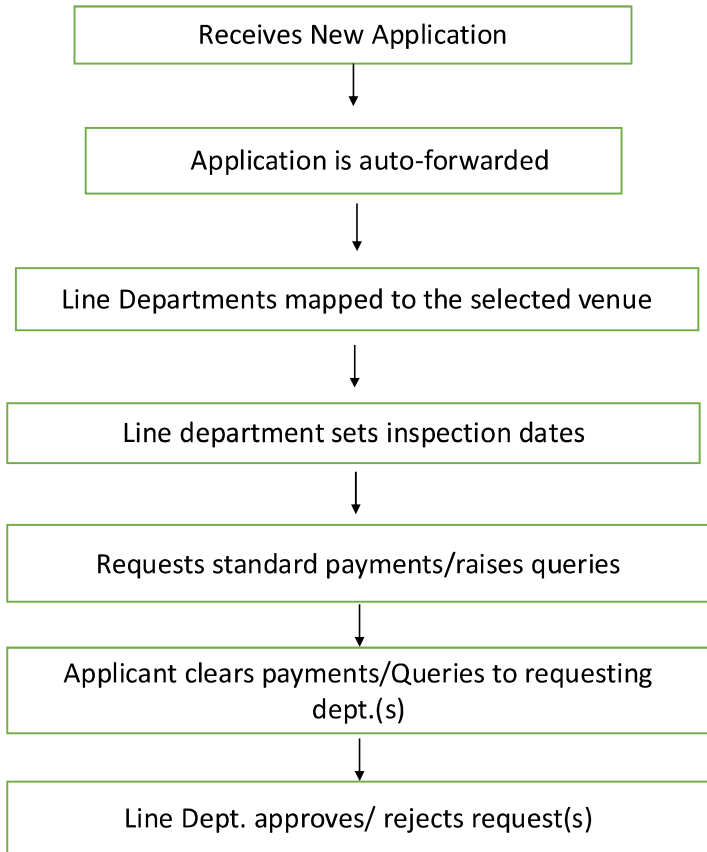
Types of Applications		Submission Timeline by Applicant	Processing timelines by Line Departments	Remarks
1	Normal processing	At least 15 days prior to event start date	Within 7 days from the date of submission on Portal	<ul style="list-style-type: none"> • All licences can be applied for simultaneously or in stages, final submission no later than 10 days before event start date • Queries to be submitted within 3 days, no new queries to be raised thereafter (unless non-compliance is recorded in writing)
2	Expedited (Tatkal) processing	Can be submitted <15 days prior to event start date	Within 2 days from the date of submission on Portal	Payment of an Expedited Processing Fee applicable, as notified by the State Government
3	Emergency approvals (for amendments)	As soon as Applicant has clarity on amendments needed in licence	Within 2 days, subject to submission of complete documents	Applicable only for seeking amendments to existing approved licences (Example - addition of new liquor type, extra drones, etc.)

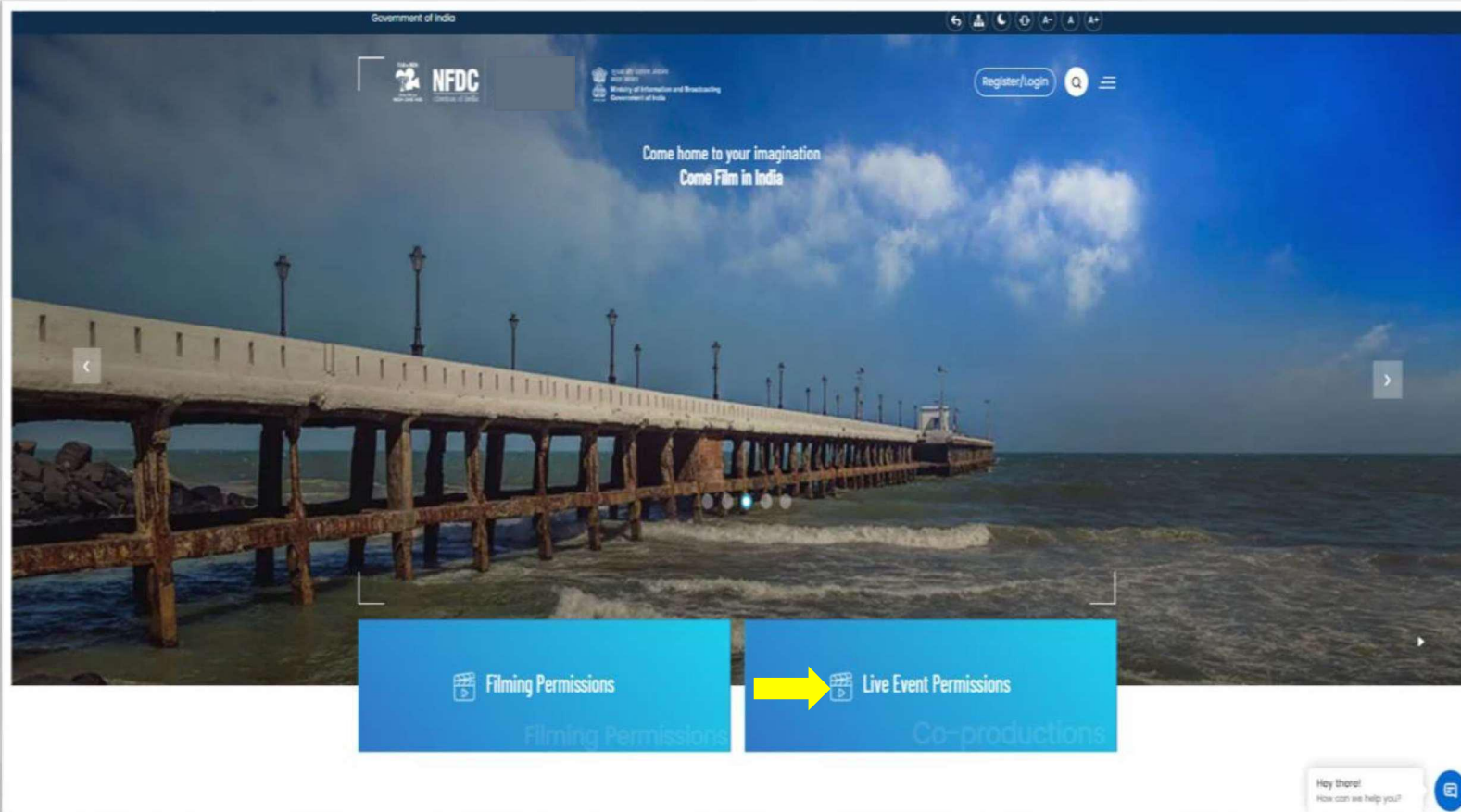
Nodal Officer workflow



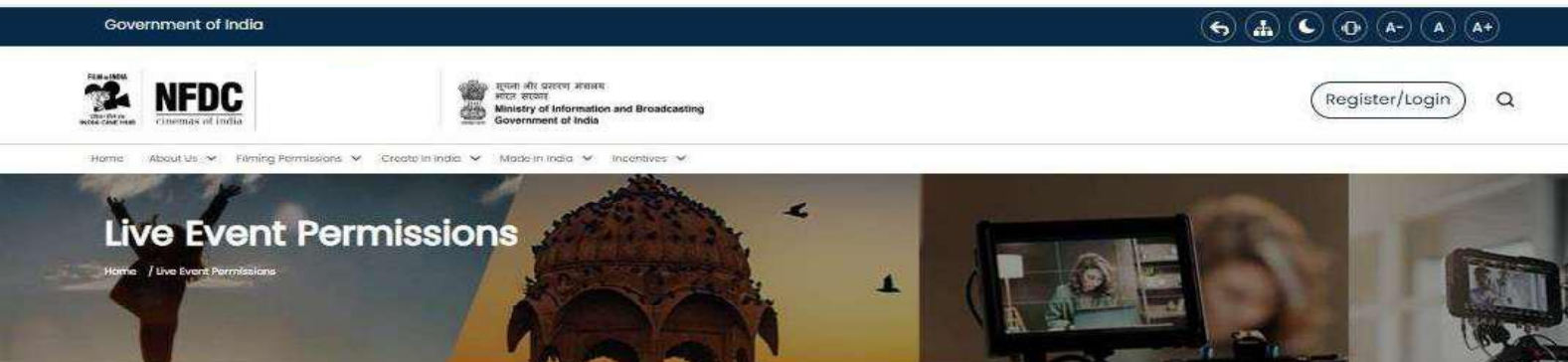
APPLICATION IS AUTO FORWARDED TO OFFICE OF CHIEF SECRETARY OF STATE IN CASE OF NO ACTION 2 WEEKS BEFORE START OF EVENT BY LINE DEPARTMENT/ NODAL OFFICER

Line Department workflow





Navigate to the login/sign up page to register



Live Event Permissions

India's event industry has transformed into a dynamic engine of the country's creative economy, bringing together entertainment, culture, technology, and large-scale audience engagement. From film festivals and red-carpet premieres to music concerts, expos, conventions, fan events and brand experiences, the sector now operates at a global scale. World-class venues, improved production capabilities and digital platforms have made it easier than ever to design and deliver high-impact events across the country. As India positions itself as a global destination for entertainment and culture, the event industry plays a vital role in showcasing talent, driving tourism and strengthening the broader media and film landscape.

Please click here to apply for Live-event permissions

Clicking here will navigate the user to the Login screen for event permissions.



Create an account to register as an applicant



The screenshot shows the NFDC (National Film Development Corporation) login page. On the left, there is a logo for 'FILM INDIA' and 'NFDC cinemas of india' above a photograph of a film set with a camera on a tripod and a monitor. On the right, the page is titled 'Login' and includes the text 'To apply for filming permission, coproduction status and Incentives'. Below this is an input field labeled 'Enter Email' and a blue 'Login' button. At the bottom, there is a link that says 'Don't have an account? [Create an account now](#)', with a yellow arrow pointing to the link.

Visitor/Applicant View

Applicant can view existing application or apply for a new permission

Event Permission + New Application

Show: 10 Rows: [Excel](#) [Pdf](#) Search:

S.No.	Event Name	Type	Event Date	Applied On	Application No.	Applicant Email	Status	Action
1	TKTK	Concert/Musical Performance	29-Jan-2026	23-Jan-2026	ICH/EVENT/26-27/6	ppsinghuneecops@gmail.com	Draft	⋮
2	TKTK	Concert/Musical Performance	29-Jan-2026	23-Jan-2026	ICH/EVENT/26-27/5	ppsinghuneecops@gmail.com	Draft	⋮
3	Concert A	Concert/Musical Performance	22-Jan-2026	21-Jan-2026	ICH/EVENT/26-27/4	ppsinghuneecops@gmail.com	Pending	⋮
4	Dummy event	Sports Event	17-Feb-2026	21-Jan-2026	ICH/EVENT/26-27/3	ppsinghuneecops@gmail.com	Draft	⋮
5	Test1	Exhibition	09-Feb-2026	29-Jan-2026	ICH/EVENT/26-27/2	ppsinghuneecops@gmail.com	Approved	⋮
6	Film Festival	Concert/Musical Performance	06-Feb-2026	19-Jan-2026	ICH/EVENT/26-27/1	ppsinghuneecops@gmail.com	Pending	⋮

Showing 1 to 6 of 6 rows: Previous 1 Next

Step 1: General Event Details

Event Permission
Home / Event Permission

1 General Event Details 2 Security & Safety 3 Crew Details 4 Food & Beverages

Step 1: General Event Details

- Event name, type, category
- Start, end and tear down date
- Organiser Details
- Event Description

Step 2: Security & Safety

The screenshot shows the NFDC dashboard with a navigation menu on the left. The main content area displays the 'Security & Safety' step, which is highlighted with a green checkmark and a yellow arrow pointing to it. Below the step name, there is a progress bar with four steps: 'General Event Details' (checked), 'Security & Safety' (checked and highlighted), 'Crew Details' (3), and 'Food & Beverages' (4). The text 'Step 2: Event Security And Safety Measures' is displayed below the progress bar.

- Security Agency details
- Entry and exit points
- Medical Support details
- Fire safety, Power, traffic plans
- Disaster Management POC

Step 3: Crew Details

The screenshot shows the NFDC dashboard with a navigation menu on the left. The main content area displays the 'Crew Details' step, which is highlighted with a green checkmark and a yellow arrow pointing to it. Below the step name, there is a progress bar with four steps: 'General Event Details' (checked), 'Security & Safety' (checked), 'Crew Details' (checked and highlighted), and 'Food & Beverages' (4). The text 'Step: 3 Event Crew Details' is displayed below the progress bar.

- Total crew count
- Primary crew details
- Performance duration
- Equipment & tech details Eg – Pyro, Drone etc

Step 4: Food & Beverage

Food And Beverages

Home / Food and Beverages

✓ General Event Details ✓ Security & Safety ✓ Crew Details ✓ Food & Beverages

Step:4 Food And Beverages

- Food service arrangements
- Beverage Service
- Food Safety & Hygiene
- Food storage & Waste Management

Final review and submission

Department wise-approvals Status

FILM IN INDIA
NFDC
cinemas of india

Welcome PPs

Event Project

Dashboard

New Application

Event Permission

Help Center

Show 10 Rows Excel Pdf Search:

S.No.	Event Name	Type	Event Date	Applied On	Application No.	Applicant Email	Status	Action
1	TKTK	Concert/Musical Performance	29-Jan-2026	23-Jan-2026	ICH/EVENT/26-27/6	ppsinghuncops@gmail.com	Draft	⋮
2	TKTK	Concert/Musical Performance	29-Jan-2026	23-Jan-2026	ICH/EVENT/26-27/5	ppsinghuncops@gmail.com	Draft	⋮
3	Concert A	Concert/Musical Performance	22-Jan-2026	21-Jan-2026	ICH/EVENT/26-27/4	ppsinghuncops@gmail.com	Pending	⋮
4	Dummy event	Sports Event	17-Feb-2026	21-Jan-2026	ICH/EVENT/26-27/3	ppsinghuncops@gmail.com	View Details Department Approvals View Payments View Queries	⋮
5	Test1	Exhibition	09-Feb-2026	29-Jan-2026	ICH/EVENT/26-27/2	ppsinghuncops@gmail.com	⋮	
6	Film Festival	Concert/Musical Performance	05-Feb-2026	19-Jan-2026	ICH/EVENT/26-27/1	ppsinghuncops@gmail.com	⋮	

Showing 1 to 6 of 6 rows

Previous Next

List of departments along with approval/ pending/ rejection status

Event Department Approvals

Show: 10 Rows Search:

S.No.	Department	Authority	Designation	Name	Remarks	Assigned On	Approval Status
1	Police Department	p2 authority	tst desig	Ronny Singh	fdtsdf	2026-01-29 04:43:10	Approved
2	Fire Department	Ft authority	Desig new1	Sonam Mishra		2026-01-29 07:49:22	Pending
3	Police Department	p33	tst2 desig	Tinu Maurya		2026-01-23 03:47:05	Pending
4	Police Department	pl	Commissioner of Police	Seema Rasotgi	approve by seema	2026-01-28 01:19:14	Approved

Showing 1 to 4 of 4 rows

Previous 1 Next

Make payments using QR code or link provided by the line department

View Payment Details

Home / View Payment Details

Event Name: Film Festival

Event Start Date: 05-Feb-2026

Event End Date: 06-Feb-2026

Authority: pl

Department: Police Department

Designation:

Payment Type: Inspection charge

Requested Amount: 4000

Remarks: Upload slip after payment. You can scan and pay or can use link.

Payment Link: <https://www.google.com/>

Payment Receipt: No receipt uploaded

Payment Status: Requested

Option to pay by QR code uploaded by the line dept.

Option to pay by payment link uploaded by the line dept.

Processing by Line Department

View the details of each application

The screenshot displays the NFDC (National Film Development Corporation) Event Permission application processing interface. The header includes the NFDC logo and the text "cinemas of india". The user is logged in as "Seema". The main content area is titled "Event Permission" and features a table with columns for S.No., Event Name, Type, Event Date, Applied On, Application No., Applicant Email, Status, and Action. Two applications are listed: one with status "Approved" and one with status "Pending". A dropdown menu is open for the "Pending" application, showing options: "View Details", "Department Approvals", "View Payments", and "View Queries". The interface also includes a sidebar with navigation options like "Dashboard", "New Application", and "Event Permission", and a footer with pagination controls.

Event Permission

Show 10 Rows

Search:

S.No.	Event Name	Type	Event Date	Applied On	Application No.	Applicant Email	Status	Action
1	Test1	Exhibition	09-Feb-2026	29-Jan-2026	ICH/EVENT/26-27/2	ppsinghuneecops@gmail.com	Approved	
2	Film Festival	Concert/Musical Performance	05-Feb-2026	19-Jan-2026	ICH/EVENT/26-27/1	ppsinghuneecops@gmail.com	Pending	

- View Details
- Department Approvals
- View Payments
- View Queries

Showing 1 to 2 of 2 rows

Previous 1 Next

View summary of each application in terms of status and application details

The line dept can also initiate queries, download, view documents uploaded by the applicant, approve or reject the application and view the action timeline

The screenshot shows the 'View Event Details' page for an application. The top navigation bar includes 'Dashboard', 'New Application', and 'Welcome Seema'. The main content area is divided into three status panels: 'Inspection Status' (green), 'Payment Status' (blue), and 'Approval Status' (orange). The 'Inspection Status' panel shows the date as 03-Feb-2026 and the status as 'Pending'. The 'Payment Status' panel has a 'Request' button. The 'Approval Status' panel shows 'Your Approval Status: Pending' and 'Approval Date: N/A'. Below these panels is a 'Step 1: General Event Details' section with a form containing: Application No: ICH/EVENT/26-27/1, Event State(s): MAHARASHTRA, Event Description: Its a film festival, Event Name: Film Festival, and Event Type: Concert/Musical Performance.

Set inspection date

While setting the inspection date, the system allows the dept to set the date between the setup and the actual event date.

The screenshot shows a 'Set Inspection Date' modal window. It includes a form for 'Inspection Date *' (dd-mm-yyyy) and 'Remarks'. Below the form is a table titled 'Other Tentative Inspection Dates' with columns for '#', 'Tentative Date', 'Depart', and 'Remarks'. A calendar for February 2026 is displayed, with a yellow callout indicating that the range between the setup and event dates is allowed for selection, while all other dates are inactive.

#	Tentative Date	Depart	Remarks
1	03-02-2026	Police D	
2	04-02-2026	Fire Dep	
3	05-02-2026	Police D	

Request payments from the applicant for clearance

The screenshot shows the NFDC portal interface. A modal window titled "₹ Payment Request" is open, allowing the user to request payment from the applicant. The modal contains the following fields and information:

- Application ID:** ICH/EVENT/26-27/1
- Authority:** p1
- Department:** Police Department
- Type Of Charges:** Enter Type of Charges
- Request Amount:** Enter Amount
- Upload QR Code:** Choose File (No file chosen)
- Payment Link:** Enter Payment link
- Remarks:** (Empty text area)
- Buttons:** Submit, Cancel

The background page shows "View Event Details" for Application No: ICH/EVENT/26-27/1, with an inspection date of 03-Feb-2026 and a status of "Pending".

View the status of the payments requested from the applicant

The screenshot shows the NFDC portal interface. A modal window titled "₹ Payment Status" is open, displaying the status of payment requests. The modal contains the following information:

#	Payment Type	Amount	Request Date	QR	Link	Remarks	Receipt
No payment records found							

Below the table, there is a message: "Click on below button to request Applicant for payment".

Buttons: Request, View Status

The background page shows "View Event Details" for Application No: ICH/EVENT/26-27/1, with an inspection date of 03-Feb-2026 and a status of "Pending".

Action timeline of various other departments

The screenshot displays the NFDC application portal interface. The main content area is titled "View Event Details" and includes sections for "Inspection Status" (with date 03-Feb-2026 and status "Pending") and "Payment Status" (with a "Request" button). Below this is "Step 1: General Event Details" with fields for Application No., Event State(s), Event Description, and Event Name.

Overlaid on the right is a "View Application Approval Timeline" window showing a vertical timeline of events:

- 19-01-2026: Application Submitted
- 2026-01-19 12:25:15: Seema Rasotgi (Police Department) - Status: Forwarded, Remark: N/A
- 2026-01-19 12:25:15: Tinu Maurya (Police Department) - Status: Forwarded, Remark: N/A
- 2026-01-19 12:25:15: Sonam Mishra (Fire Department) - Status: Forwarded, Remark: N/A
- 2026-01-19 12:25:15: Ronny Singh (Police Department) - Status: Forwarded, Remark: N/A

Add queries to the application

The screenshot shows the "Event Query Form" in the NFDC application portal. The form is for application reference ID "ICH/EVENT/26-27/1". It includes a "Subject" input field, an "Add Your Comments/Remarks" text area, and an "Upload Attachment" section with a "Choose File" button and a note "(Max. file size - 10MB, file type - .pdf)". The form has "Reset" and "Send Query" buttons at the bottom.

Processing by Nodal Officer

List of applications for events permissions

Event Permission

Show 10 Rows: [Excel](#) [Pdf](#) Search:

S.No.	Event Name	Type	Event Date	Applied On	Application No.	Applicant Email	Status	Action
1	Concert A	Concert/Musical Performance	22-Jan-2026	21-Jan-2026	ICH/EVENT/26-27/4	ppsinghuneecops@gmail.com	Pending	⋮
2	TestI	Exhibition	09-Feb-2026	29-Jan-2026	ICH/EVENT/26-27/2	ppsinghuneecops@gmail.com	Approved	⋮
3	Film Festival	Concert/Musical Performance	05-Feb-2026	19-Jan-2026	ICH/EVENT/26-27/1	ppsinghuneecops@gmail.com	Pending	⋮

Showing 1 to 3 of 3 rows

Previous 1 Next

Application Details Tab: Detailed view of the application

Approval details tab: Simplified stats that help in analysis and intervention by the Nodal officer if needed.

The screenshot displays the 'View Event Details' page in the NFDC system. The page includes a navigation sidebar on the left with options like 'Dashboard', 'New Application', and 'Event Masters'. The main content area shows event details for application ICH/EVENT/26-27/4, including event name, venue, and applicant information. Below this, there are four summary cards: 'Application Status 0% Approved', 'Department Involved 01', 'Total Charges Raised ₹-', and 'Total Amount Paid ₹-'. An 'Approval Status' table lists the involved departments and their current status.

Application ID	ICH/EVENT/26-27/4	Event Name	Concert/Musical Performance	State	MAHARASHTRA
Event Type	Concert/Musical Performance	Venue	Travis Stadium	Date	22-Jan-2026 to 23-Jan-2026
Applicant Name	PPs Singh	Email	ppsinghuneecops@gmail.com	Mobile	8908908908

#	Authority	Department	Approval Status	Charges Raised	Payment Status	Inspection Dates	Inspection Status
1	ABCD	Traffic Police Department	Pending	₹0		Not scheduled	Not Scheduled

The Nodal officer can add new departments

The screenshot shows the 'Department Master' page in the NFDC system. It features a table listing various departments across different districts, including their authority, designation, name, and status. A yellow arrow points to the '+ Add Department' button in the top right corner of the table area.

S.No.	District	Department	Authority	Designation	Name	Status	Action
1	AKOLA	Excise Department	MHD	Director	Supratim	Active	⋮
2	AKOLA	Health Department	Akola Health Dept	deputy Manager	Saurabh	Active	⋮
3	AKOLA	Municipal Corporation/Local Government	MCM	Deputy Manager	Kuber	Active	⋮
4	AKOLA	Public Works Department (PWD)	PWD	Director	Ahmed	Active	⋮
5	AKOLA	Entertainment Tax/Copyright Societies	ACD	Director	Kapil	Active	⋮
6	MUMBAI	Excise Department	Mumbai Excise	Deputy CCommissioner	Nilamani	Active	⋮
7	MUMBAI	Health Department	District Health Office	Deputy Manager	Arjun	Active	⋮
8	MUMBAI	Municipal Corporation/Local Government	PWD	Deputy Director	Prakhar	Active	⋮
9	AKOLA	Traffic Police Department	Akola Municipal Corporation (AMC)	Administrator	Prakash	Active	⋮

New Venues

Venue Master

Show: 10 Rows Excel PDF Search:

S.No.	Venue	District	Type	Classification	Capacity	Status	Action
1	Kirti Desmukh Stadium	Akola	Corporate/Business	Government	1000	Active	⋮
2	Pragati Krida Kendra	Mumbai	Corporate/Business	Government	1000	Active	⋮
3	Samrat Sports Park	Mumbai	Social/Celebrations	Government	N/A	Active	⋮
4	Aryavarta National Arena	Mumbai	Social/Celebrations	Government	2000	Active	⋮
5	Trishul Sports Complex	Akola	Corporate/Business	Government	1000	Active	⋮
6	Broadway Stadium	Akola	Corporate/Business	Private	1000	Active	⋮
7	Broadway Stadium	Akola	Corporate/Business	Private	1000	Active	⋮
8	Travis Stadium	Akola	Social/Celebrations	Private	500	Active	⋮
9	Grand Chamber - Orchid Banquet Hall	Pune	Social/Celebrations	Government	1000	Active	⋮

State-wise venues

S No.	Venue Names	Location
1	Mahalaxmi Racecourse	Mumbai, Maharashtra
2	Jio World Garden	Mumbai, Maharashtra
3	DY Patil Stadium	Mumbai, Maharashtra
4	NSCI Dome	Mumbai, Maharashtra
5	MMRDA Grounds	Mumbai, Maharashtra
6	NESCO Center	Mumbai, Maharashtra
7	JLN Stadium	Delhi
8	Indira Gandhi Sports Complex	Delhi
9	Huda Grounds	Gurugram, Haryana
10	Huda Gymkhana	Gurugram, Haryana

And map venues to departments for future applications

Dashboard

New Application >

Event Masters >

Department Master

Venue Master

Map Venue Department

Mapped Venue With Department

Show 10 Rows Excel Pdf

Search:

S.No.	State	District	Venue	Email	Department	Authority	Designation	Status
1	MAHARASHTRA	Akola	Kirti Desmukh Stadium	supratimdas@gmail.com	Excise Department	MHD	Director	Active
2	MAHARASHTRA	Akola	Kirti Desmukh Stadium	Saurabhkumar@gmail.com	Health Department	Akola Health Dept	deputy Manager	Active
3	MAHARASHTRA	Akola	Kirti Desmukh Stadium	Kuberpundit@gmail.com	Municipal Corporation/Local Government	MCM	Deputy Manager	Active
4	MAHARASHTRA	Akola	Kirti Desmukh Stadium	kchoudhury@gmail.com	Entertainment Tax/Copyright Societies	ACD	Director	Active
5	MAHARASHTRA	Akola	Kirti Desmukh Stadium	kajal@gmail.com	Traffic Police Department	ABCD	Arson Prevention-checking	Active
6	MAHARASHTRA	Akola	Kirti Desmukh Stadium	apatel@gmail.com	Public Works Department (PWD)	PWD	Director	Active
7	MAHARASHTRA	Akola	Travis Stadium	kchoudhury@gmail.com	Entertainment Tax/Copyright Societies	ACD	Director	Active
8	MAHARASHTRA	Akola	Travis Stadium	kajal@gmail.com	Traffic Police Department	ABCD	Arson Prevention-checking	Active
9	MAHARASHTRA	Mumbai	Jio World Garden	ronysingh@gmail.com	Police Department	p2 authority	tst desig	Active
10	MAHARASHTRA	Mumbai	Jio World Garden	sonammishra@gmail.com	Fire Department	FI authority	Desig newl	Active

Dashboard Attributes

LINE DEPARTMENT

- **Inspection Status:** Allows date to be set, upload the final document of approval/ rejection
- **Payment Status:** Allows for payment to be requested & View Status
- **Approval Status:** with date specified
- Add query
- Download applicant's documents
- View timeline

NODAL OFFICER

- Event Overview
- Application Status (covers final approval status of all line departments)
- Departments involved
- Total charges raised
- Total amount paid
- Download documents
- Approve/ reject application
- View timelines



FILM IN INDIA



इंडिया सिने हब
INDIA CINE HUB

Thank you.

MODEL FRAMEWORK FOR LIVE EVENTS LICENSING SOP FOR STATES



4TH FEBRUARY 2026

STRUCTURE OF THE PRESENTATION

MODEL FRAMEWORK FOR LIVE EVENTS LICENSING: SOP FOR STATES	1.	What are the current challenges faced by the Live Events industry?
	2.	How can these challenges be solved?
	3.	Adoption of SOP and Standard Licence Formats <ul style="list-style-type: none"> ● How can States/UTs adopt or adapt the SOP? ● Applicable Licences & Model Licence Formats <ul style="list-style-type: none"> ○ Police (Law & Order) NOC ○ Traffic Police NOC ○ Municipal Corporation or Gram Panchayat NOC ○ Fire Safety NOC ○ Electrical Safety NOC ○ Excise Licence ● Modification, Rejection & Cancellation of Live Event Licences ● Proposed Inspection Mechanism ● Pre-Approved Venues & Empanelled Ticketing Partners ● Annexure: Prescribed formats for Licences/ NOCs

WHAT ARE THE CURRENT CHALLENGES FACED BY THE LIVE EVENTS INDUSTRY? (1/4)



Challenges with the regulatory landscape

Multiple authorities issue different licences and NOCs for live events

There is no single published list of required licences for live events that organisers have access to

Onus solely falls on organisers to discover and apply for the required state-level licences



Wide State-level disparities

Obligations and number of licences required vary widely across States

Example: Hyderabad typically requires 4 licences (Traffic, Police, Fire, FSSAI). However, if the same event is to be hosted in Mumbai, the number of licences required increases to 9, with additional requirements such as pest control clearance, Medical Officer NOC, etc.

- Organisers have to comply with different licence formats across different States, which have varied T&Cs/ requirements
- The process to apply for such different licences also varies across States, with organisers having to contact different Authorities across different States – making clearances cumbersome

3

WHAT ARE THE CURRENT CHALLENGES FACED BY THE LIVE EVENTS INDUSTRY? (2/4)



Redundant licensing requirements

There are certain licences which while not needed in some States, but are required by other States

Further, requirements within certain licences are outdated but continue to be sought (detailed in licence-wise section)

No consistency in licensing requirements, adds to compliance and not in line with ease of doing business

Illustrative list of redundant licences required currently by State Governments is provided below – States are requested to remove such permissions, regardless of the names by which they are called.

S. No.	Licence	Location	Authority
1.	FRRO (Foreigners Regional Registration Office)	Maharashtra	Home Department, Government of Maharashtra
2.	Pest NOC	Maharashtra	BMC (Brihanmumbai Municipal Corporation)
3.	Show Tax NOC	Maharashtra (Pune)	Pune Municipal Corporation
4.	Excise slips for patrons	Maharashtra	Department of Excise, Govt. of Maharashtra
5.	Solid Waste Management	Maharashtra	BMC (Brihanmumbai Municipal Corporation) in Mumbai, Pune Municipal Corporation in Pune
6.	GST NOC	Delhi	Department of Trade & Taxes
7.	MCD receipts for bars and food	Delhi	Municipal Corporation of Delhi
8.	Entertainment Licence	Madhya Pradesh (Indore), Tamil Nadu (Chennai)	Indore Municipal Corporation in Madhya Pradesh, Greater Chennai Corporation in Tamil Nadu
9.	Panchayat Licence	Karnataka (Bengaluru)	Rural Development and Panchayat Raj Department, Karnataka

4

WHAT ARE THE CURRENT CHALLENGES FACED BY THE LIVE EVENTS INDUSTRY? (3/4)



No clarity on approval timelines

Absence of clear timelines or standardized processes in the grant of permissions

Example: Municipal NOC approvals in Delhi are issued within 1 day, whereas it takes around 4 days in Pune and Mumbai, and can take up to 21 days in Haryana

- Permissions can range between days to weeks, sometimes being granted on the event day itself
- Hampers other event-related arrangements and negatively impacts customer experience



Absence of a unified digital interface

No single digital interface exists for organisers to apply for licences across States

The current process is heavily people dependent

- Unavailability of the concerned person leads the application to get stuck
- Further increase in the approval timelines, with no clarity on the final approval date

5

WHAT ARE THE CURRENT CHALLENGES FACED BY THE LIVE EVENTS INDUSTRY? (4/4)



Last-minute cancellations by Venue Providers

Many times, Government-owned or managed venue providers cancel upon organisers even after all required licences have been obtained

- These last-minute cancellations cause reputational harm to organisers and inconvenience audiences
- Beyond commercial losses, such cancellations undermine the reliability of India's concert economy



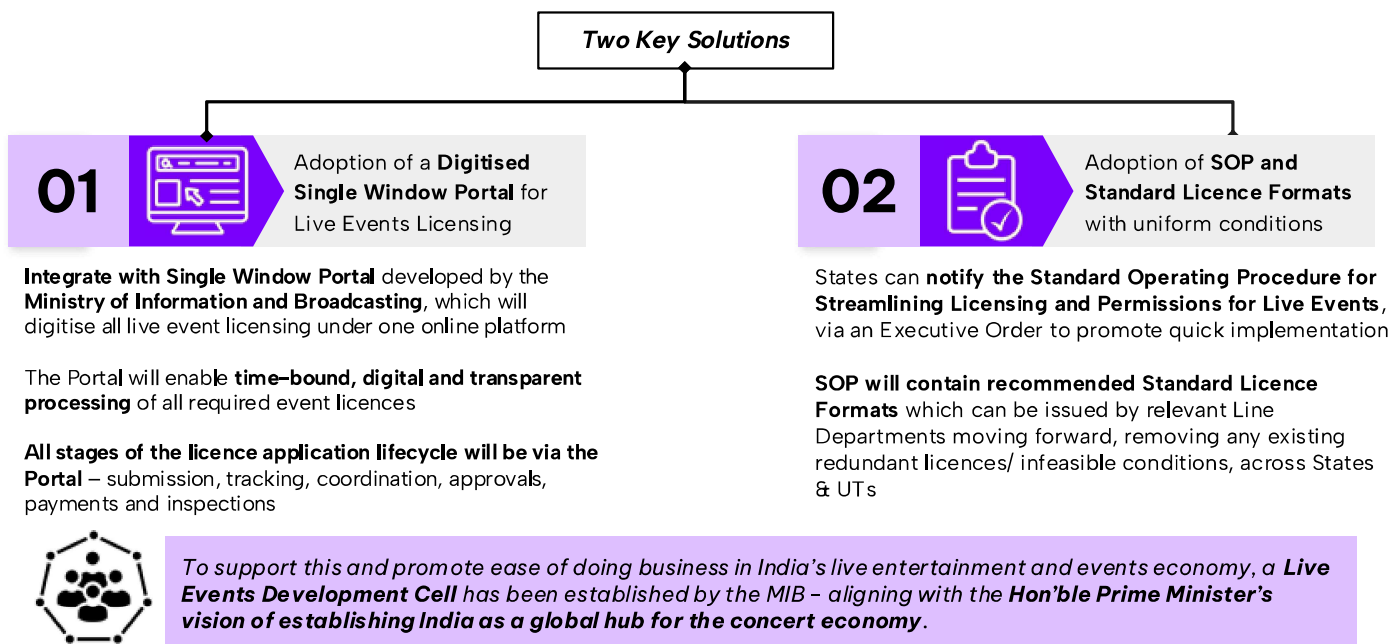
Burden of multiple last-minute inspections

Multiple Line Departments conduct separate last-minute visits for organising inspections, which could be aligned with the organisers in advance

- Organisers are not left with adequate time to implement the recommendations received from the last-minute inspections
- Implementing the recommendations adds to the burden of planning and also increases last-minute costs for organisers

6

HOW CAN THESE CHALLENGES BE SOLVED?



7

HOW CAN STATES/UTs ADOPT OR ADAPT THE SOP?



Issue the **Standard Operating Procedure for Streamlining Licensing and Permissions for Live Events**, by **notifying respective State Executive Orders** to promote quick implementation

- **No statutory amendments are required** for notifying the Executive Order
- The Order will have an **overriding effect over prior executive instructions, circulars**, etc. that are inconsistent with its provisions, while remaining consistent with all laws enacted by Parliament or State Legislatures
- **Competent Authorities/ Line Departments to align their licensing procedures** and issue necessary circulars or directions for implementation
- Competent Authorities/ Line Departments to **issue requisite event licences/ NOCs in proposed standard, model licence formats**
- **Dispense redundant licences or impractical conditions** within existing licences, aligning with standard proposed format

8

APPLICABLE LICENCES & MODEL LICENCE FORMATS

Every Live Event shall obtain the following licences (to the extent required)

-  Police (Law & Order) NOC, including loudspeaker and drone permissions
-  Traffic Police NOC
-  Municipal Corporation/ Gram Panchayat NOC, according to jurisdiction
-  Fire Safety NOC
-  Electrical Safety NOC
-  Excise licence, where alcohol is served or sold

Overall conditions:

- All the mentioned licences shall be applied for, processed and granted exclusively through the Portal
- No additional licences ordinarily required beyond the above, unless mandated by law
- Standardised licence terms and conditions to apply across all Competent Authorities/ Line Departments, aligned with the proposed model licence formats
- Existing Departmental licence conditions to be reviewed and harmonised, and applied uniformly to future licences
- All binding directions to be issued through the Portal; informal or oral instructions to have no effect

To this end, model licence conditions for applicable Live Event Licences have been proposed in the following slides

1. POLICE (LAW & ORDER) NOC



What are the existing challenges with this NOC?

No defined framework for calculating number of Police personnel and security Marshals required – results in excessive deployment and significant costs

No standard SOP for nature of police support sought from deployed Police personnel throughout the event duration

Ambiguity in logistical arrangements to be made at event for deployed police personnel

Applications are only accepted within a week of the event, compressing organiser timelines

Impactical restriction on loudspeaker capacity – 3.5 watts recommended, which is outdated and don't align with professional sound systems being used in live events

Infeasible requirement of prior Police approval for any change in sound system location, even if minor

Disproportionate requirement of **submitting CCTV footage** of complete event recording

Prohibition on conducting noiseless backend logistical work after 10 PM (dismantling, set changes, load-outs)



How are we proposing to solve for these challenges?

Relevant Competent Authority/ Line Department to notify a circular containing the model licence/ NOC format

What conditions or details will this model licence entail?



Deployed Police personnel, stationed for entire event duration with clear SOP on actions/support



Logistical requirements for deployed Police, as agreed upon



Deployment of security arrangements (Marshals, CCTV cameras, DFMDs/HHMDs, etc.), as agreed upon with any specific security measure as directed



Special approvals: Drones as per DGCA approval; fire-based special effects, designated smoking areas; backend logistical work (with no sound amplification) allowed beyond 10 PM



Provision of first-aid facilities, ambulance for > 2,000 event attendees



Emergency access and evacuation signage prominently displayed

2. TRAFFIC POLICE NOC



What are the existing challenges with this NOC?

No defined framework for calculating number of Traffic Police personnel required, resulting in excessive deployment of personnel leading to higher costs

No standard SOP for nature of Traffic Police support sought from deployed personnel throughout the event duration

Ambiguity in exact traffic management support being provided by deployed Traffic Police personnel (temporary barricading/ diversions, installation of official signage, parking control, crowd and vehicle flow regulation, etc.)

Disproportionate and outdated signage mandate on organisers (every 200 metres from the jurisdictional Traffic Police Station, instead of the industry practice of placing at key junctions) – leading to unnecessary logistical costs

Government venue providers lack consistent guidelines on parking space allocations, organisers have to arrange for private properties for parking



How are we proposing to solve for these challenges?

Relevant Competent Authority/ Line Department to notify a circular containing the model licence/ NOC format

What conditions or details will this model licence entail?



Deployed Traffic Police personnel, stationed for entire event duration with clear SOP on actions/support



Complete details of traffic management support being provided by the Department



Entry, exit, drop-off and pick-up points as coordinated with organiser



Arrangements (traffic cones, directional signages, etc.) at key points, as agreed upon and provided by the Traffic Police



Parking areas mapped and published in the event layout submitted on the Portal

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3. MUNICIPAL CORPORATION OR GRAM PANCHAYAT NOC



What are the existing challenges with this NOC?

Approval timelines vary widely across States and remain heavily person dependent, ranging from 1 days in some States to 21 days in others

NOC fees include waste management, but **lack of government-recognised vendors**, forcing organisers to rely on private vendors

Additional **requirement for obtaining Municipal slips for bars** in certain States

Additional municipal taxes charged (e.g., entertainment tax in some cities) despite GST payment

Include conditions on matters governed by other authorities, such as bans on laser lights (regulated by Police or DGCA)

Full annual advertising fees charged for short-term (1–2 day) event hoardings



How are we proposing to solve for these challenges?

Relevant Competent Authority/ Line Department to notify a circular containing the model licence/ NOC format

What conditions or details will this model licence entail?



General hygiene conditions maintained at the venue, with waste management arrangements



Clearance needed from an pre-approved authorised vendor listed by Line Department



Special permissions: Temporary food stalls, amusement activities and structure to be permitted as per approvals on the Portal



No separate Municipal slips required for bars/ temporary food stalls



No additional municipal NOCs or clearances (including pest control, waste management, show tax, etc.) required



For events up to 20 days, fees for advertisements and hoardings charged on a daily/ pro-rata basis, and payable on Portal

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4. FIRE SAFETY NOC



What are the existing challenges with this NOC?

Lack of round-the-clock deployment of Fire Safety personnel

Fire tenders are deployed in fixed shifts, so if an event runs longer than 8 hours (e.g., 10 hours), organisers have to pay for a full additional shift

Only one fire tender is provided for a limited 8 hour period, forcing organisers to arrange additional private tenders

Multiple visits to the Department needed, increasing administrative effort

Insufficient fire safety support, as different types of fires require specific expertise (e.g., standard tenders cannot handle electrical fires)

Burden of testing of fire equipment (e.g., extinguishers) and **staff training** is generally put on organisers

Only certain fuel types are permitted in designated zones for cooking/ reheating food



How are we proposing to solve for these challenges?

Relevant Competent Authority/ Line Department to notify a circular containing the model licence/ NOC format

What conditions or details will this model licence entail?



Deployed fire safety personnel for entire event on an hourly basis



Deployed fire tenders for entire event duration, as per attendance (1 tender for <10,000 attendees; 2 tenders for ≥10,000 attendees)



Adequate fire-fighting equipment installed at key locations, as assessed by the Fire Safety Authority



All approach/internal roads, entrances, exits, and passages kept clear, with routes clearly signposted



Clearly marked entry, exit, emergency exits, escape routes, and 'No Smoking' signs at entrances and key locations



Use of electric induction, ovens, LPG cylinders or coal permitted in designated areas, as approved on the Portal

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5. ELECTRICAL SAFETY NOC



What are the existing challenges with this NOC?

Ambiguity in identifying reliable electrical contractors authorised to issue Electrical Safety NOCs

Test report submissions are required after completing electrical work in some States, even though the work is done by licensed electricians, adding unnecessary compliance burden

Licence conditions in some States mention the NOC being "**Temporary**" and "**not being valid for main program**" – creates uncertainty as no final NOC is subsequently issued to organisers, even after all clearances and payment of licence fees

Safety norms and technical standards not necessarily prescribed, for using alternative power sources in the event



How are we proposing to solve for these challenges?

Relevant Competent Authority/ Line Department to notify a circular containing the model licence/ NOC format

What conditions or details will this model licence entail?



List of pre-approved Government-licensed electrical contractors, notified by the Line Department



All electrical installations and temporary wiring carried out by a licensed electrician or contractor, in compliance with applicable laws



Deployed licensed electrician (with valid M.T. number) for the entire event



Electrical wiring to be properly fixed and insulated, and shall not pass through or come into contact with combustible materials



Exact safety norms and technical standards to be prescribed for use of generators, inverters or other alternative power sources, as agreed upon

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6. EXCISE LICENCE



What are the existing challenges with this licence?

Excise fees calculated differently across States (per bar, per day, etc.), causing wide cost variations

Additional security deposits required in some States, with cumbersome refund processes causing delays/ non-recovery

An **additional day of licence is required only to store liquor a day before**, since stock setup on event day can cause delays

No mechanism to return unused liquor stock (except in few States), leading to wastage

Serving hours vary across States, complicating event planning

Differing local restrictions within States (segregation by liquor type, masking of counters, branding prohibitions etc.)

Legal drinking age differences across states, including differing rules for Light Drinking Alcohol and hard spirits



How are we proposing to solve for these challenges?

Relevant Competent Authority/ Line Department to notify a circular containing the model licence/ NOC format

What conditions or details will this model licence entail?



Flat per-event, per-day excise licence fee to be charged, irrespective of number of bars – to be applicable uniformly across all liquor categories



No security deposit or refundable amount to be levied over and above the prescribed licence fee



Storage of liquor at the venue one day prior to the event permitted for setup purposes, without requiring an additional day's licence



Liquor service permitted throughout the event day/s (24 hours) until 3 hours after the event end time



Return of unsold liquor to the source permitted within 2 days after event, with State Excise Offer approval



No additional operational restrictions to apply on organisers

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MODIFICATION, REJECTION & CANCELLATION OF LIVE EVENT LICENCES



What is the process of seeking modifications in approved licences?

- Modification of licence particulars can be sought up to 3 days before event start date
- Requests will be routed via the Portal only to the relevant Line Department, without affecting other licences
- If change in venue is needed, modification is not possible and a fresh application is required



What is the process of rejecting licence applications?

- Line Department has to communicate the reason of rejection
- If a component of the application is rejected by one or more Line Department, applicant can re-submit those specific components (rather than restarting the entire process) – fresh application is required only for complete rejections



What happens during live event cancellations?

All attempts will be made to not cancel the event.

Force majeure and Government-directed cancellations


- Applicant will be entitled to 100% of the licence fee
- Refund status will be updated on the Portal and processed within 30 days of filing the request

Cancellation by Applicant

- Request must be filed at least 24 hours before the event date
- All linked licences stand withdrawn upon cancellation
- Refunds, if applicable, will be processed within 30 days, as determined by the State Government
 - 100% if cancellation is requested more than 72 hours before the event
 - 80% if requested between 48–72 hours
 - 60% if requested between 24–48 hours

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PROPOSED INSPECTION MECHANISM



What is the prescribed Inspection Mechanism for approving licences?

- **Inspections are to be conducted** by Line Departments, as applicable
- All required **inspections must be completed at least 48 hours before the event start date**, subject to applicant readiness
- Inspection report and confirmation of completion of inspection must be **updated on the Portal in real-time**
- **No repeat inspections** should be conducted, unless documented non-compliance is recorded
- **Any repeat inspection** required must be conducted **at least 24 hours before the event start date**




Recommendation: Line Departments can conduct regular reviews, meetings and visits in coordination with the organiser, such that arrangements can be done as per the compliance requirements prior to the inspections. This would also help organisers to be better prepared when relevant Line Departments (listed below) come for their respective inspections.

- Police Department
- Traffic Police Department
- Excise Department
- Electrical Department
- Fire Safety Department


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PRE-APPROVED VENUES & EMPANELLED TICKETING PARTNERS



What are Pre-Approved Venues?

- State Governments/ Government-owned or aided entities can **notify venues meeting prescribed norms** as pre-approved for live events on the Portal
- Applicants using pre-approved venues will be **exempt from repeated inspections and separate NOCs** (police, fire, electrical, municipal), provided the event layout conforms to the approved configuration
- **Private venue providers may apply for pre-approval** through the Portal, subject to inspections and periodic renewal
- State Governments should **maintain and periodically update the list of pre-approved venues** on the Portal



Who are Empanelled Ticketing Partners?

- State Governments can **notify empanelled ticketing partners** on the Portal to promote consumer protection and transparency
- Ticketing partners may register for empanelment through the Portal by providing entity details
- **Empanelment remains valid until withdrawn** by the ticketing partner through the Portal

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ANNEXURE:

PRESCRIBED FORMATS FOR LICENCES/ NOCS

1. PRESCRIBED FORMAT OF POLICE (LAW & ORDER) NOC (1/2)

Reference no.: AABCC

Date: [DD/MM/YYYY]

Subject: No-objection certificate for [inset name and nature of Live Event] organised at [venue name and address] from [Event start date and time] to [Event end date and time]

In view of the above subject, please refer to the following terms and conditions while organising the [name and nature of Live Event] expected to be attended by [number of attendees] at [venue name] from [Event start date and time] to [Event end date and time].

1. A total of [number] Police personnel shall be deployed for the entire duration of the Live Event, including pre-event checks and post-event dispersal. This deployment has been determined based on the assessment conducted by [name of Police Authority].
2. As mutually discussed and agreed with the Police Authority of [name of jurisdiction], the [Applicant name] shall provide logistical arrangements for the deployed Police personnel during the Live Event, including seating and drinking water.
3. The [Applicant name] shall deploy a total of [number] security marshals from a security agency duly licensed under the Private Security Agencies (Regulation) Act, 2005. This deployment has been finalised as per the declaration made and approval received on the Single Window Clearance System.
4. CCTV cameras shall be installed at certain areas of the [venue name], including entry and exit points and stage area(s).
5. Door Frame Metal Detectors (DFMDs) and/or Hand-Held Metal Detectors (HHMDs) shall be provided at entry points of [venue name]. Separate frisking arrangements shall be made for female attendees by female guards.

6....

1. PRESCRIBED FORMAT OF POLICE (LAW & ORDER) NOC (2/2)

- ...
6. Loudspeakers or public address systems shall be permitted up to 2:00 AM for indoor venues and up to 12:00 AM for outdoor venues, subject to compliance with the Noise Pollution (Regulation and Control) Rules, 2000 and relevant notifications of the Ministry of Environment, Forest and Climate Change.
 7. Backend logistical work, such as dismantling, load-outs, or set changes, can be carried out after 10:00 PM under working lights, provided that no sound amplification occurs, except in case of health and safety emergency, and such activity remains confined to the [venue name].
 8. Drone operations for filming or event coverage shall be permitted for up to 20 drones within designated Green Zones as per the DGCA DigitalSky Airspace Map. Where more than 20 drones are proposed or operations extend into Yellow or Red Zones, application is to be sought from the relevant Air Traffic Control or Air Defence Authority.
 9. Use of special effects involving fire, including but not limited to use of pyrotechnics, crackers, comets, mines, or other flame-based effects, shall be permitted in [Event name], as per the declaration made and approval received on the Single Window Clearance System.
 10. Designated smoking zones shall be permitted within the [venue name], provided fire extinguisher and proper ventilation are ensured within the smoking zone.
 11. First-aid kits shall be made available within [venue name], and access to at least one ambulance equipped with first-aid equipment shall be provided, if more than 2,000 attendees are attending the [Event name].
 12. Visible signages shall be placed at [venue name] regarding emergency access information.
 13. Deploy [list of specific security measures] at [venue name], as assessed and recommended by [name of Police Authority].
 14. Any violation of the above conditions may result in the cancellation of this no-objection certificate.

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2. PRESCRIBED FORMAT OF TRAFFIC POLICE NOC

Reference no.: AABBC

Date: [DD/MM/YYYY]

Subject: No-objection certificate for [inset name and nature of Live Event] organised at [venue name and address] from [Event start date and time] to [Event end date and time]

In view of the above subject, please refer to the following terms and conditions while organising the [name and nature of Live Event] expected to be attended by [number of attendees] at [venue name] from [Event start date and time] to [Event end date and time].

1. A total of [number] Traffic Police personnel shall be deployed for the entire duration of the Live Event, at the [venue name] and adjoining roads to manage vehicular and pedestrian traffic. This deployment has been determined based on the assessment conducted by [name of Traffic Police Authority].
2. The deployed Traffic Police shall regulate vehicle entry, exit, drop-off, and pick-up points in coordination with the [Applicant name], and ensure smooth public access to the [venue name], based on the assessment conducted by [name of Traffic Police Authority].
3. The deployed Traffic Police shall implement necessary traffic arrangements, including temporary barricading and diversions, installation of signages and traffic cones, based on the assessment conducted by [name of Traffic Police Authority].
4. The [Applicant name] shall place a total of [number] official signage or directional boards at entry points, junctions and designated parking areas, based on the assessment conducted by [name of Traffic Police Authority].
5. Any available parking area(s) at the [venue name] shall be mapped, marked and published in the Event layout submitted by the [Applicant name] on SWCS, for review and assessment by the Traffic Police Authority of [name of jurisdiction].
6. Extended service timings of public transport routes for the [Event date(s)], if any, shall be jointly notified by the Traffic Police Authority of [name of jurisdiction] and Transport Department of [name of jurisdiction] and disseminated through appropriate channels.
7. Any violation of the above conditions may result in the cancellation of this no-objection certificate.

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3. PRESCRIBED FORMAT OF MUNICIPAL CORPORATION OR GRAM PANCHAYAT NOC

Reference no.: AABBC	Date: [DD/MM/YYYY]
Subject: No-objection certificate for [inset name and nature of Live Event] organised at [venue name and address] from [Event start date and time] to [Event end date and time]	
In view of the above subject, please refer to the following terms and conditions while organising the [name and nature of Live Event] expected to be attended by [number of attendees] at [venue name] from [Event start date and time] to [Event end date and time].	
1. General cleanliness and hygienic conditions shall be maintained at the [venue name], with arrangements for solid and liquid management, including dustbins, containers and/or other equipment.	
2. The [Applicant name] shall get waste management clearance from any authorised waste management vendor listed below, for the [Event name]: a. [Vendor 1 name and contact details] b. [Vendor 2 name and contact details] c. ... <i>[Note: The relevant Municipal Corporation or Gram Panchayat authority shall include the list of authorised waste management vendors, available in the jurisdiction.]</i>	
3. Temporary food stalls shall be permitted at the [venue name], as per the declaration made and approval received on the Single Window Clearance System.	
4. Amusement activities shall be permitted at the [venue name] in temporary places including but not limited to any tent, canopy, enclosure, booth, removable structure, or open place (i.e., any open area for performance) earmarked with area for such activities, provided the [Applicant name] has submitted a site plan of such area(s) on SWCS, for review and assessment by the Municipal Corporation or Gram Panchayat Authority of [name of jurisdiction].	
5. The [Applicant name] shall not be required to obtain municipal slips for bars and/ or temporary food stalls, under this no-objection certificate.	
6. The [Applicant name] shall not be required to obtain any separate no-objection certificates or clearances, such as those for pest control, solid waste management, show tax, and others, under this no-objection certificate.	
7. The organiser may display hoardings or advertisements relating to the Live Event in public areas, subject to payment of advertising or hoarding fees on a daily or pro-rata basis through the Single Window Clearance System, for Events of less than or equal to twenty (20) days.	
8. Any violation of the above conditions may result in the cancellation of this no-objection certificate.	

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4. PRESCRIBED FORMAT OF FIRE SAFETY NOC (1/2)

Reference no.: AABBC	Date: [DD/MM/YYYY]
Subject: No-objection certificate for [inset name and nature of Live Event] organised at [venue name and address] from [Event start date and time] to [Event end date and time]	
In view of the above subject, please refer to the following terms and conditions while organising the [name and nature of Live Event] expected to be attended by [number of attendees] at [venue name] from [Event start date and time] to [Event end date and time].	
1. [Number] Fire Safety personnel shall be deployed at [venue name] for the [Event name], and shall remain present for the entire duration of the Event on each day, including the setup and dismantling phases. This number has been determined based on the assessment conducted by [name of Fire Safety Authority].	
2. Such deployment of Fire Safety personnel at [venue name] for the [Event name], will be on an hourly basis.	
3. [Number] fire tender(s) shall be deployed at [venue name] for the [Event name] on each day. This number has been determined based on the assessment conducted by [name of Fire Safety Authority], as per the norms of having one (1) fire tender for events with fewer than 10,000 attendees; and two (2) fire tenders for events with 10,000 or more attendees.	
4. The [Applicant name] shall maintain and place the following fire fighting equipment near the electric main board, stage, kitchen (if applicable) and other prominent places, at the [venue name] for the [Event name], during the entire duration of the Event on each day, including the setup and dismantling phases: a. [Number and type of fire fighting equipment 1] b. [Number and type of fire fighting equipment 2] c. ... <i>[Note: The relevant Fire Safety authority shall include the type and requisite number of fire fighting equipment required for the Event. Any other prominent location may also be added and specified here in the Fire Safety no-objection certificate, as per the assessment conducted by the relevant Fire Safety authority.]</i>	
...	

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4. PRESCRIBED FORMAT OF FIRE SAFETY NOC (2/2)

...

5. The [Applicant name] shall ensure that the approach road, internal road, entrance, exit and internal passage(s) are free from obstruction during the entire Event duration.
6. The [Applicant name] shall ensure that all escape routes are kept unobstructed throughout the Event duration, and marked with appropriate signage(s) to guide occupants to a safe location in case of an emergency.
7. The [Applicant name] shall ensure that all entry, exit and emergency exit points with readable signage(s).
8. The [Applicant name] shall ensure that 'No Smoking' boards are displayed in English at the main entrance and at prominent places in the [venue name].
9. If the [Applicant name] requires usage of electric induction and oven to heat and serve food at the [venue name], they shall mark designated area(s) within the [venue name] for such usage, and ensure that the usage is restricted to only such designated area(s).
10. If the [Applicant name] requires usage of LPG cylinders and coal for cooking at the [venue name], such usage shall be permitted as per the declaration made and approval received on the Single Window Clearance System.
11. Any violation of the above conditions may result in the cancellation of this no-objection certificate.

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5. PRESCRIBED FORMAT OF ELECTRICAL SAFETY NOC

Reference no.: AABBC

Date: [DD/MM/YYYY]

Subject: No-objection certificate for [inset name and nature of Live Event] organised at [venue name and address] from [Event start date and time] to [Event end date and time]

In view of the above subject, please refer to the following terms and conditions while organising the [name and nature of Live Event] expected to be attended by [number of attendees] at [venue name] from [Event start date and time] to [Event end date and time].

1. The following list of Government-licensed Electrical Contractors are authorised to issue Electrical Safety no-objection certificates for [Event name]:
 - a. [Contractor 1 name and contact details]
 - b. [Contractor 2 name and contact details]
 - c. ...

[Note: The relevant Electrical Safety authority shall include the list of Government-licensed Electrical Contractors, authorised to issue Electrical Safety no-objection certificates valid for Live Events in the State.]
2. The [Applicant name] shall ensure that the entire electrical installation for the [Event name] at the [venue name] is carried out by a licensed electrician/ electrical contractor holding a valid M.T. number. Such electrical installations and wirings in the temporary hanger or stalls shall comply with the Indian Electricity Rules, 1956.
3. The [Applicant name] shall ensure that a licensed electrician (having valid M.T. number) shall remain stationed at the [venue name] throughout the Event duration, including the setup and dismantling phases.
4. The [Applicant name] shall ensure that all electric wiring is fixed on cleats and shall not come into contact with or pass through any cloth, decorative material, timber frame, or similar combustible surface.
5. If any alternative or backup power source (such as a generator, inverter, or equivalent) is used in the [Event name], the [Applicant name] shall ensure that the same is installed and operated at [venue name], in compliance with applicable safety norms and technical standards prescribed below:
 - a. [Safety norm and/or technical standard 1, for usage of alternative power source]
 - b. [Safety norm and/or technical standard 2, for usage of alternative power source]
 - c. ...

[Note: The relevant Electrical Safety authority shall prescribe the specific safety norm(s) and/or technical standard(s) for usage of alternative or backup power source in Live Events organised in the State.]
6. Any violation of the above conditions may result in the cancellation of this no-objection certificate.

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6. PRESCRIBED FORMAT OF EXCISE LICENCE

Reference no.: AABBC

Date: [DD/MM/YYYY]

Subject: Licence for the sale and service of [type of liquor] in [inset name and nature of Live Event] organised at [venue name and address] from [Event start date and time] to [Event end date and time]

In view of the above subject, please refer to the following terms and conditions for sale and service of [type of liquor] in the [name and nature of Live Event] expected to be attended by [number of attendees] at [venue name] from [Event start date and time] to [Event end date and time].

1. A flat Excise licence fee of ₹ [fee amount], as determined by the Excise Department of [State name], per event per day, shall be charged for the service of liquor at the [Event name], irrespective of the number of bars. This fee shall apply uniformly across all types of Indian and foreign liquor.
2. No additional security deposit or any refundable amount shall be levied over and above the prescribed Licence fee.
3. The [Applicant name] shall be permitted to store liquor at the [venue name] one day in advance of the scheduled Event date, solely for the purposes of facilitating setup. No separate Excise licence shall be required for such storage.
4. The [Applicant name] shall be permitted to serve liquor at the [Event name] from 11:30 AM of [Event start date] to 2:00 AM on the following day.
5. In the event that any stock of liquor remains unsold, the [Applicant name] can return any stock of unsold liquor in the form of sealed bottles after the [Event name] to the source of supply within two (2) working days of the [Event name], with the previous written permission of State Excise Officer not below the rank of Sub-Inspector in whose jurisdiction the licensed premises is located.
6. The [Applicant name] shall not be required to follow any additional requirements such as segregation of bars or zones by liquor type, masking of counters, or branding prohibitions for the [Event name]. Any such operational restrictions shall not be applicable for Live Events.
7. Any violation of the above conditions may result in the cancellation of this licence.



THANK YOU



Standard Operating Procedure (SOP) for Sporting Events

January 2026



Government of India
Ministry of Youth Affairs and Sports

01 Proposed Guidelines

Purpose and Operating Context

The SOP provides an end-to-end operating framework for using SAI stadiums in New Delhi (JLN, IGSC, Dr. Karni Singh, Major Dhyan Chand, Dr. SPM Swimming Pool) for sporting and non-sporting events, with sport remaining the primary use at all times. It is meant to standardise how events are planned, approved, operated, and closed so that athlete training, spectator safety, and long-term asset integrity are not compromised.

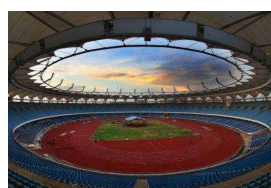
Operationally, anyone using these venues must:

- Treat sporting calendars and training plans as non-negotiable inputs to scheduling.
- Plan events through defined stages: request, feasibility, conditional concurrence, detailed planning, statutory approvals, final permission, handover, execution, and restoration.

Operating Principles for Using the Stadium	Description
Sports-first	Check training and competition schedules before blocking dates; non-sport events cannot reduce playability or athlete access to any field of play.
Assess protection	Layouts must avoid heavy loading on turf/tracks, use protection systems (mats, coverings), and build restoration timelines into contracts and Gantt charts
Safety and security	No event is allowed to proceed without an approved crowd, fire, medical and emergency plan, proportionate to risk and expected footfall
Public accountability	All decisions (approvals, rejections, conditions, damages) are documented and auditable; the same process applies across organisers
Financial Sustainability	Organiser pays for overlays, utilities beyond baseline, and restoration; revenue cannot override safety or sporting primacy.
Inclusivity	Layouts must respect accessibility, gender-safe planning, and barrier-free circulation.
Environmental Responsibility	Waste, sanitation, water, and energy planning form part of the operational package, not an afterthought.
Statutory Supremacy	Stadium approval never replaces permissions from police, fire, municipal, environmental or disaster-management authorities



SAI Stadiums in Scope and Their Primary Uses



Jawaharlal Nehru (JLN) Stadium Complex



Indira Gandhi Sports Complex (IGSC)



Dr. Shyama Prasad Mukherjee Swimming Pool Complex



Dr. Karni Singh Shooting Range



Major Dhyan Chand National Stadium

Primary sporting formats (core use)				
Athletics (track and field), football, major multi-sport competitions, para-athletics	Indoor sports such as badminton, table tennis, gymnastics, wrestling, boxing, indoor volleyball, basketball.	Swimming, diving, water polo (where infrastructure permits).	Rifle, pistol and shotgun shooting disciplines	Field hockey, football (training), field-based national programmes
Secondary / allied sporting formats (where feasible)				
Rugby, temporary field hockey, opening and closing ceremonies for multi-sport events (sport-linked only).	Multipurpose indoor sports, martial arts, parasports, youth and grassroots competitions.	Artistic swimming, junior and masters aquatic competitions, national training camps.	National selection trials, international shooting competitions, athlete training camps.	Junior and women's tournaments, parasports, multi-age national championships.

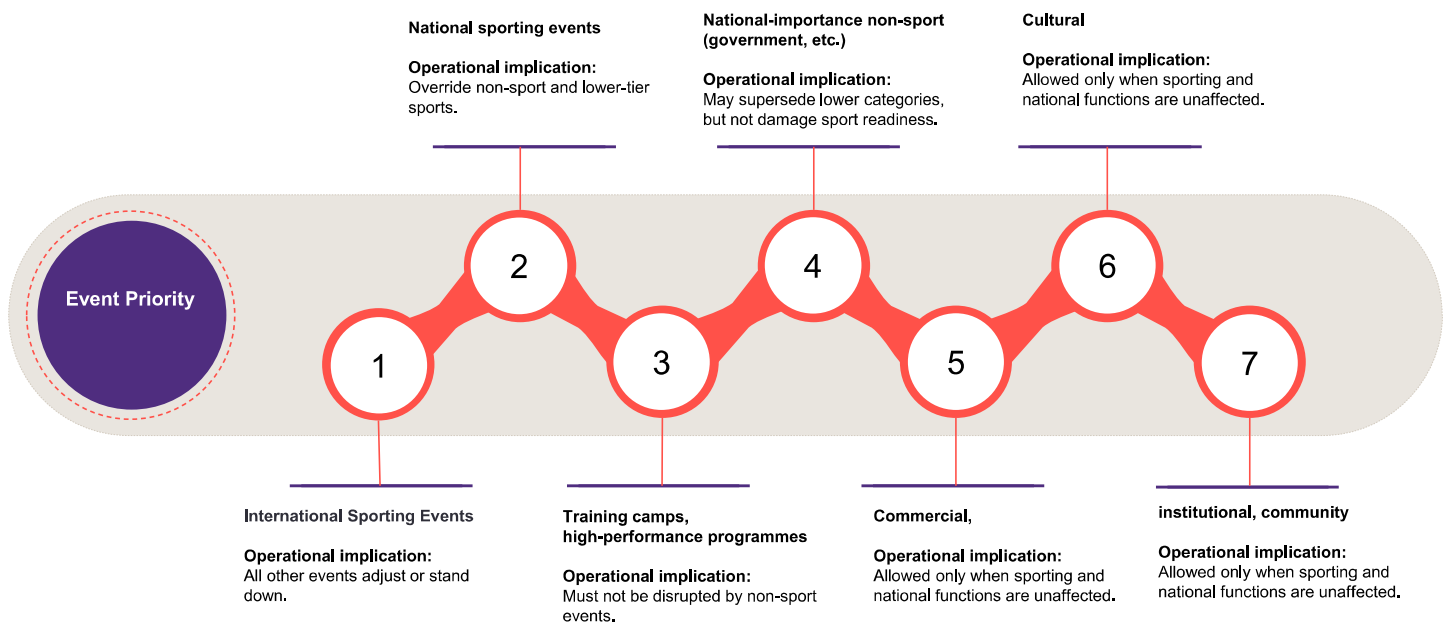


Event Typology, Priority and Scheduling

Events are categorised from A to D (high to low impact) based on scale, risk, and operational complexity; this determines minimum planning lead time, depth of documentation, and level of inter-agency coordination. Mandatory assessment criteria for operations include purpose alignment with sporting calendars, expected footfall, operational complexity, infrastructure impact, risk profile, duration and statutory requirements.



Priority Hierarchy for Scheduling



Infrastructure and Utilities: Baseline vs Event Overlay

Baseline Provision: Baseline includes fixed seating, permanent toilets and drinking water, core electrical and lighting, basic medical rooms, and permanent fire-safety systems. These are provided as-is and may not suffice for large or high-impact events without further assessment.

Organiser Responsibility	Description
Event-Specific Overlay (Organiser Responsibility)	<p>If demand exceeds baseline, the organiser must design, install and pay for temporary:</p> <ul style="list-style-type: none"> • Power generation and distribution, backup units, AV and broadcast power. • Additional sanitation, including portable toilets and hand-wash units & Extra lighting for competition, circulation or media. • Medical posts, ambulances and field hospitals proportional to risk. & Waste management systems (bins, segregation, disposal arrangements). • Field-of-play protection, crowd barriers, temporary seating, wayfinding and accreditation infrastructure. • All overlays must comply with electrical, fire, environmental, municipal and sport-technical regulations, integrate safely with permanent systems, and be fully dismantled and restored post-event.
Spatial Zoning and Access Control in Operations	<p>The SOP defines a zoning framework that operations teams must translate into zone plans, access control maps and stewarding plans. Key zones and their operational rules:</p> <ul style="list-style-type: none"> • Core playing areas: Highly restricted, used only for sanctioned sport, training, or technical rehearsals with explicit turf/track protection plans and joint inspections. • Seating and stands: Used strictly within certified structural and evacuation capacities; no storage or constructions in aisles and exit paths & Concourse and circulation: Kept free for movement and services; only light-footfall functions like accreditation and ticketing are allowed without obstructing escape routes. • Enclosed rooms/halls: Used for operations, media, meetings, or controlled events within occupancy and fire-safety limits; HVAC, electrical loading and exits must be validated in advance. • Lawns and open grounds: Used for warm-ups or temporary infrastructure, subject to soil/drainage checks, environmental controls and waste plans. • Back-of-house: Restricted to authorised staff; used for technical and service operations with strict access control and protection of MEP and ICT assets.

Booking and Approval Process: Step-by-Step Operations View(1/2)

This is the core operational workflow for every event.

Stages	Workflow details	Description
1	Booking Request and Preliminary Scrutiny	<ul style="list-style-type: none"> • Organiser submits Form 1 with concept note, dates (including setup/dismantling), category (A–D), estimated audience, areas required and high-level utility needs. • Stadium authority conducts Checklist 1: venue availability versus sporting calendar, zoning fit, indicative infrastructure impact, and basic risk signals. • Outcome can be clarification, rejection with reasons, or movement to conditional concurrence.
2	Conditional Concurrence and Detailed Planning	<ul style="list-style-type: none"> • Stadium issues Form 2 (in-principle availability) stating provisional dates, areas, and key conditions; this is explicitly not final permission. • Organiser submits detailed plans: layouts, zoning, circulation, crowd and evacuation plans, fire and disaster plans, utility overlays, traffic and parking, medical and waste plans, insurance. • Event Planning & Safety Committee uses Checklist 2 to review completeness, zoning integrity, crowd management logic, and safety/utility design, and may ask for revisions.
3	Safety and security	<ul style="list-style-type: none"> • Organiser obtains police security clearance, fire department approval, municipal permits, electrical load approval, environmental/noise permissions and any other required NOCs. • Form 3 (Statutory Compliance Declaration) is submitted with references and validity dates; stadium checks completeness using Checklist 3 but does not substitute authority decisions.

Booking and Approval Process: Step-by-Step Operations View(2/2)

This is the core operational workflow for every event.

Stages	Workflow details	Our Approach
4	Final Permission and Pre-Event Handover	<ul style="list-style-type: none">Final permission letter is issued only after documentation, statutory approvals, and safety/asset-protection conditions are in place.Form 4 (Pre-Event Readiness Venue Handover) and Checklist 4 capture: approved plans on site, zoning demarcation, installation of temporary infrastructure, testing of power/lighting/fire systems, readiness of crowd control and medical arrangements, and communication of the command structure and emergency contacts.Joint baseline condition (photos/checklists) of sensitive areas is recorded for later restoration assessment.
5	Event Execution, Monitoring, Closure and Restoration	<ul style="list-style-type: none">Organiser runs the event strictly as per approved plans, ensuring real-time safety, crowd management, asset protection and coordination with authorities.Stadium authority may conduct inspections and issue operational directions where required for safety or infrastructure protection.After the event, all temporary structures, utilities and materials are dismantled, waste is cleared, and systems are normalised; joint post-event inspection is recorded in Form 5 and Checklist 5.Any damages are attributed, rectified at the organiser's cost, and only then is formal closure and readiness for future sporting use certified.

02 Standard Forms for Sporting Event Management

FORM-1: Booking Request & Event Information Form

Details	Workflow details	To be filled by Organiser
Organiser Details	1. Name of Organising Entity: 2. Legal Status (Company / Trust / Society / Government Body / Other): 3. Registration Number (if applicable): 4. Registered Address: 5. Authorised Signatory – Name & Designation: 6. Contact Details – Email: 7. Contact Details – Mobile Number:	
Event Overview	8. Event Title: 9. Brief Description of Event (purpose, nature, key activities): 10. Event Category (Tick one): 11. Is the event ticketed? 12. Is the event commercial in nature?	<input type="checkbox"/> Category A <input type="checkbox"/> Category B <input type="checkbox"/> Category C <input type="checkbox"/> Category D <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No
Proposed Schedule	13. Proposed Event Dates: 14. Proposed Setup Period (dates & duration): 15. Proposed Event Days & Timings: 16. Proposed Dismantling Period (dates & duration):	



FORM-1: Booking Request & Event Information Form

Details	Workflow details	To be filled by Organiser
Audience & Scale	17. Indicative Audience Size (per day): 18. Expected Peak Attendance: 19. Expected audience movement pattern (seated / standing / mixed)	
Spatial Requirements	Proposed Areas of Stadium for Use (tick applicable): 21. Any temporary structures proposed	<input type="checkbox"/> Seating Areas / Stands <input type="checkbox"/> Concourse Areas <input type="checkbox"/> Enclosed Halls / Rooms <input type="checkbox"/> Open Grounds / Lawns <input type="checkbox"/> Playing Surface (if any – specify and justify): <input type="checkbox"/> Yes <input type="checkbox"/> No (If yes, specify briefly):
Infrastructure & Utilities (Indicative)	22. Additional power requirement anticipated? 23. Temporary sanitation facilities anticipated? 24. Temporary lighting / AV installations anticipated? 25. Any other special infrastructure requirements:	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No
Declarations	Declaration by Organiser:	I/We hereby declare that the information provided above is true and correct to the best of my/our knowledge. I/We understand that submission of this form does not constitute approval or entitlement and that the event shall be subject to further scrutiny, statutory approvals, and conditions as prescribed under the SOP. Name & Signature of Authorised Signatory: Date: Place:



FORM-3: Statutory Compliance Declaration Form

Details	Workflow details	To be issued by Stadium-in-Charge
Reference & Event Details	1. Event Reference Number: 2. Event Title: 3. Name of Stadium / Sports Facility: 4. Event Dates (including setup & dismantling):	
Organiser Details	5. Name of Organising Entity: 6. Legal Status of Organiser: 7. Authorised Signatory (Name & Designation): 8. Contact Details (Email & Mobile):	
IndStatutory Approvals & NOCs	9. Police / Security Clearance Obtained 10. Fire Department Approval Obtained 11. Municipal / Local Body Permission Obtained 12. Electrical Safety & Load Approval Obtained 13. Environmental / Noise Permission Obtained 14. Any Other Statutory Approval (Specify)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable Reference No. & Date: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable Reference No. & Date: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable Reference No. & Date: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable Reference No. & Date: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable Reference No. & Date: Approval Authority, Reference No. & Date:
Compliance Declaration by Organiser	15. Declaration:	I/We hereby declare that all applicable statutory approvals, licenses, and No Objection Certificates required for the conduct of the above-mentioned sporting event have been obtained and are valid for the entire duration of the event, including setup and dismantling. I/We understand that venue-related permissions do not substitute statutory approvals and that any non-compliance may result in suspension or cancellation of the event. Name & Signature of Authorised Signatory: Date: Place:



FORM-4: Pre-Event Readiness & Venue Handover Form

Details	Workflow details	To be issued by Stadium-in-charge
Reference & Event Details	1. Event Reference Number: 2. Event Title: 3. Name of Stadium / Sports Facility: 4. Approved Event Dates (including setup & dismantling):	
Organiser Details	5. Name of Organising Entity: 6. Authorised Signatory (Name & Designation): 7. Stadium Authority Representative (Name & Designation):	
IndStatutory Approvals & NOCs	8. Approved event layouts and plans available on-site: 9. Zoning and circulation demarcation completed: 10. Temporary infrastructure installed and inspected: 11. Power, lighting, and backup systems tested: 12. Fire safety systems and equipment in place: 13. Crowd management and access control arrangements ready: 14. Medical and emergency arrangements in place: 15. Command & control structure communicated: 16. Emergency contact list circulated to stakeholders:	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No
Venue Condition & Handover	17. Baseline condition of venue recorded (photos / checklist): 18. Sensitive and restricted areas identified and secured: 19. Approved areas handed over for event use: 20. Any pre-existing issues or limitations noted (specify):	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No



FORM-4: Pre-Event Readiness & Venue Handover Form

Details	Workflow details	To be issued by Stadium-in-charge
Declaration & Handover Confirmation	21. Declaration by Stadium Authority:	The venue is handed over for the approved sporting event subject to compliance with all conditions, safety requirements, and restoration obligations. Name & Signature of Stadium Authority Representative: Date:
	22. Acknowledgement by Organiser:	I/We acknowledge receipt of the venue in its recorded condition and accept responsibility for compliance, asset protection, and restoration. Name & Signature of Authorised Signatory: Date

FORM-5: Post-Event Closure & Restoration Certificate

Details	Workflow details	To be issued by Stadium-in-charge
Reference & Event Details	1. Event Reference Number:	
	2. Event Title:	
	3. Name of Stadium / Sports Facility:	
	4. Event Dates (including setup & dismantling):	
Organiser & Authority Details	5. Name of Organising Entity:	
	6. Authorised Signatory (Name & Designation):	
	7. Stadium Authority Representative (Name & Designation):	
Post-Event Closure Verification	8. Event activities formally concluded:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	9. Temporary structures and overlays dismantled:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	10. All event-related materials removed from venue:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	11. Power, lighting, and temporary utilities disconnected:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	12. Waste cleared and site cleaned:	<input type="checkbox"/> Yes <input type="checkbox"/> No
	13. Venue returned to safe and usable condition:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Compliance Declaration by Organiser	19. Any safety, security, or operational incidents reported during event?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	20. If yes, brief description and reference to incident report:	

FORM-5: Post-Event Closure & Restoration Certificate

Details	Workflow details	To be issued by Stadium-in-charge
Declaration & Closure Certification	21. Declaration by Stadium Authority:	Based on post-event inspection, the venue has been assessed for restoration and compliance with approved conditions. Closure is certified subject to resolution of any recorded observations. Name & Signature of Stadium Authority Representative: Date:
	22. Declaration by Organiser:	I/We confirm completion of dismantling, restoration, and compliance obligations as recorded above. Name & Signature of Authorised Signatory: Date:



03 Stage-Wise Checklists for Event Approval

Checklist 1: Stage 1 – Booking & Preliminary Scrutiny

Section	Checklist Item	Compliance (Yes / No / NA)	Committee Review & Sign-off	Remark
A. Organiser Details	Name of organising entity provided			
	Legal status of organiser identified			
	Authorised signatory details provided			
	Contact details (email & phone) provided			
	Brief organiser background / experience provided			
B. Event Concept	Form-1 submitted and complete			
	Event clearly identified as non-sporting			
	Event purpose and nature clearly described			
	Event category (A / B / C) identified			
C. Dates & Duration	Proposed event dates specified			
	Setup period specified			
	Dismantling period specified			
	Total venue occupation period assessed			
D. Audience & Scale	Indicative audience size declared			
	Peak footfall estimate provided			
	Event likely to exceed seated capacity identified			
E. Spatial Use	Proposed areas of stadium identified			
	Playing surface use requested(Yes/No)			
	Spatial request aligns with zoning principles			
F. Calendar & Priority Check	No conflict with sporting calendar			
	Adequate recovery window available			
	No conflict with national/public commitments			
G. Preliminary Feasibility	Event compatible with stadium typology			
	Indicative infrastructure impact acceptable			
	Event suitable to proceed to conditional concurrence			

Checklist 2: Stage 2 – Detailed Planning Review

Section	Checklist Item	Compliance (Yes / No / NA)	Committee Review & Sign-off	Remarks
A. Documentation Completeness	Form-2 (Conditional Concurrence) issued and acknowledged			
	Detailed event plans submitted as per SOP			
	Event scope consistent with conditional concurrence			
B. Layout & Zoning	Detailed layout plan submitted			
	Zoning of public / restricted / service areas defined			
	Emergency exits and evacuation routes marked			
	Playing surface protected / excluded as per approval			
C. Crowd Management	Crowd movement and circulation plan submitted			
	Entry and exit points clearly defined			
	Crowd density risks preliminarily assessed			
D. Safety & Emergency Planning	Emergency evacuation plan submitted			
	Fire safety plan submitted (if applicable)			
	Medical & first-aid deployment plan submitted			
E. Infrastructure & Utilities	Indicative power load assessment submitted			
	Temporary power and backup arrangements planned			
	Temporary sanitation requirements assessed			
	Lighting, AV, and production requirements outlined			
F. Traffic & Access	Traffic and parking management plan submitted			
	Pedestrian and service access segregated			
G. Environmental & ESG Considerations	Waste management plan submitted			
	Noise and environmental impact considered			
	Accessibility and inclusivity measures considered			
H. Preliminary Risk & Feasibility Assessment	Overall risk profile acceptable at planning stage			
	Event suitable to proceed to statutory approvals stage			

Checklist 3: Stage 3 – Statutory Approvals Verification

Section	Checklist Item	Compliance (Yes / No / NA)	Committee Review & Sign-off	Remarks
A. Form & Documentation	Form-3 (Statutory Compliance Declaration) submitted			
	Form-3 duly signed by authorised signatory			
	Statutory approvals valid for event, setup & dismantling period			
B. Police & Security	Police / Security clearance obtained			
	Conditions imposed by police noted and incorporated			
C. Fire & Life Safety	Fire department approval obtained			
	Fire safety conditions incorporated in event plans			
D. Municipal / Local Body	Municipal / local body permission obtained			
	Local body conditions incorporated			
E. Electrical Safety	Electrical safety & load approval obtained			
	Temporary power arrangements approved			
F. Environmental & Noise	Environmental / noise-related permission obtained			
	Noise and environmental conditions incorporated			
G. Other Statutory Approvals	Any other statutory approval required identified			
	All additional approvals obtained (if applicable)			
H. Compliance Verification	All statutory approvals verified and on record			
	No outstanding statutory condition pending			
	Event suitable to proceed to final permission stage			

Checklist 4: Stage 4 – Pre-Event Readiness & Handover

Section	Checklist Item	Compliance (Yes / No / NA)	Committee Review & Sign-off	Remarks
A. Documentation & Authority	Form-4 (Pre-Event Readiness & Venue Handover) prepared			
	Form-4 jointly signed by organiser and stadium authority			
	Final permission / approval letter issued			
B. Layout & Zoning Readiness	Approved layouts displayed / available on-site			
	Public, restricted, and service zones demarcated			
	Emergency exits and evacuation routes unobstructed			
C. Safety & Emergency Preparedness	Fire safety systems installed and checked			
	Emergency evacuation plan briefed to staff			
	Medical and ambulance arrangements in place			
D. Infrastructure & Utilities Readiness	Permanent utilities operational and stable			
	Temporary power systems installed and tested			
	Temporary sanitation facilities installed (if required)			
E. Security & Access Control	Security deployment confirmed			
	Access control and accreditation systems in place			
	Vehicle access and service routes managed			
F. Venue Condition & Asset Protection	Baseline condition of venue recorded			
	Sensitive assets identified and protected			
	Any pre-existing damage documented			
G. Final Readiness Confirmation	All readiness requirements satisfied			
	Event cleared to proceed to execution stage			

Checklist 5: Stage 5 – Post-Event Closure & Restoration

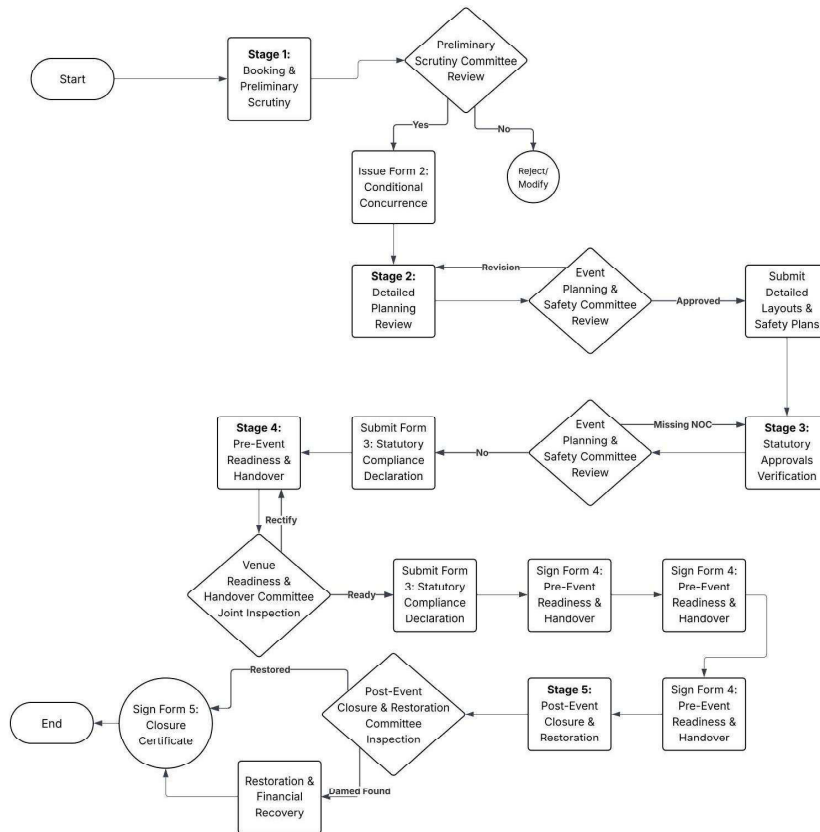
Section	Checklist Item	Compliance (Yes / No / NA)	Committee Review & Sign-off	Remarks
A. Event Closure	Event activities formally concluded			
	Public safely dispersed from venue			
	No ongoing event-related operations remaining			
B. Dismantling & Removal	Temporary stages and structures dismantled			
	Temporary power, lighting, and AV removed			
	Temporary sanitation facilities removed			
	All event materials and equipment removed			
C. Cleaning & Housekeeping	Waste cleared from all utilised areas			
	Venue cleaned and sanitised			
	No debris obstructing circulation areas			
D. Asset Restoration	Playing surfaces restored (if applicable)			
	Seating, concourse, and enclosed areas restored			
	Utilities and technical systems normalised			
	Protective coverings removed without damage			
E. Damage & Incident Assessment	Any damage observed during inspection			
	Details of damage recorded (if any)			
	Rectification actions identified			
F. Documentation & Certification	Form-5 (Post-Event Closure & Restoration) prepared			
	Form-5 jointly signed by organiser and authority			
	Security deposit / guarantees reviewed (if applicable)			
G. Final Closure Confirmation	All post-event obligations fulfilled			
	Event formally closed and records archived			

04 Turf Protection

Turf Protection Technical Specifications

Parameter	Minimum Specification	Preferred / Best Practice	Remarks
Material	High-density polyethylene (HDPE) or equivalent	UV-stabilised HDPE with anti-slip surface	Material must be weather resistant
Panel Thickness	Minimum 15 mm	18–25 mm depending on load class	Higher thickness for heavy footfall
Load Bearing Capacity	Minimum 5 tonnes/sq.m (distributed load)	8–10 tonnes/sq.m for concert/staging areas	Point loads not permitted
Ventilation / Perforation	Perforated or ventilated design mandatory	Integrated airflow channels across panel	Prevents turf suffocation
Drainage	Integrated drainage slots	Multi-directional drainage paths	No water pooling
Panel Size / Modularity	Interlocking modular panels	Medium-size panels for manual handling	Avoid oversized panels
Surface Finish	Anti-slip textured surface	Certified slip-resistance	Public safety requirement
Fixing / Anchoring	No anchoring or drilling permitted	Gravity + interlocking only	Critical compliance condition
Edge Treatment	Smooth or ramped edges	Integrated transition ramps	Reduces trip hazards
Compatibility with Natural Turf	Must not damage root zone	Proven use on natural grass pitches	Turf expert may certify
Compatibility with Synthetic Turf / Track	Compatible with surface warranty	OEM-approved protection systems	Warranty protection
Installation Method	Manual placement only	Trained crew under turf supervisor	No machinery on turf
Maximum Continuous Coverage Duration	48–72 hours	As short as operationally feasible	Longer duration increases risk
Fire Behaviour	Fire retardant material	Certified fire rating	Especially for concerts
Cleaning & Maintenance	Panels clean and debris-free	Pre- and post-use cleaning	Avoid contamination

05 SOP Flow Chart



Promotion and Development of Live Event and Concert Economy



Archaeological Survey of India

Date: 04th February 2026



Archaeological Survey of India (ASI)

ASI established in 1861, operating under the Ministry of Culture, safeguards and manages 3,600+ ancient monuments, archaeological sites, and remains of national importance including World Heritage Sites.

Key Functions

- **Survey & Exploration:** Discover and document historical sites
- **Excavation:** Uncover antiquities and historical artefacts
- **Conservation:** Preserve monuments
- **Cultural Resource Management:** Maintain the integrity & cultural value of India's heritage

Presence

Pan-India network of 70+ field offices including 38 **Circles**

Plays a pivotal role in **collaborating with National and international organizations** for archaeological research, protection, maintenance and promotion of heritage sites



Live Event/Concert Economy

- ❖ India's **live event and concert economy is rapidly expanding**, driven by cultural tourism, destination events, OTT-led content demand, and experiential travel.
- ❖ **Heritage locations and iconic public spaces offer globally competitive venues**, but require structured governance to balance access, conservation, and safety.
- ❖ A **transparent permissions ecosystem is critical** while **safeguarding** authenticity and integrity of **centrally protected monuments**.
- ❖ All mechanisms shall be **provisioned under the AMASR Act 1958, and/Rules 1959**, and other related guidelines.



ASI's Approach from Permissions to Enablement

- ❖ Shift from fragmented, manual approvals to a **single - (digital) window**, based system
- ❖ **Objectives** of the single window system:
 - Ease of organizing filming, live events and cultural performances
 - Transparency and accountability
 - Quick decision-making
- ❖ ASI's framework incorporates and ensures adherence to **Ancient Monuments and Archaeological Sites and Remains (AMASR) Act, 1958 and/ Rules, 1959**
- ❖ Cultural event areas across **224 monuments** identified; additionally, other monuments may be considered for events based on proposal and site feasibility
- ❖ Further permissions are subject to **adherence to nature and character** of the monuments



Association with India Cine Hub Portal

- ❖ **January 2025: First** inter-ministerial **meeting** held to **associate ASI permissions** with India Cine Hub portal

- ❖ **Aug–Sept 2025:** Technical **adaption completed** successfully

- ❖ **Current Status:**
 - Filming permissions fully integrated
 - Cultural & live event permissions proposed to be taken up for integration

- ❖ **Outcomes**
 - Centralised digital intake of applications
 - Reduction in offline requests
 - Improved application traceability



Permission Flow: Centralised, Yet Monument-Specific

- ❖ Dedicated **permission portal** of ASI is currently under upgradation

- ❖ While applications are **centralised digitally**, decision-making remains:
 - **Monument-specific**
 - Based on state of the conservation of monument, visitor flow, and site capacity

- ❖ **Final approvals** continue to rest with **ASI authorities**, ensuring:
 - Heritage protection
 - Site-level discretion
 - Compliance with AMASR Act, 1958 and/Rules, 1959 and conservation norms



Documentation & Approval Flow for Single Window System



❖ **Standardised documentation** requirements defined:

- Event concept & layout
- Equipment details
- Crew size & timelines
- Safety, insurance, and indemnities

❖ **Actions taken to centralise:**

- Uniform application formats
- Defined workflows
- Time-bound processing stages



Event Categorisation Framework



❖ Dedicated **permission portal** of ASI is currently under upgradation

❖ While applications are **centralised digitally**, decision-making remains:

- **Monument-specific**
- Based on state of the conservation of monument, visitor flow, and site capacity

❖ **Final approvals** continue to rest with **ASI authorities**, ensuring:

- Heritage protection
- Site-level discretion
- Compliance with AMASR Act, 1958 and/Rules, 1959 and conservation norms



THANK YOU



MODEL FRAMEWORK FOR LIVE EVENTS LICENSING INTER-MINISTERIAL COORDINATION FRAMEWORK FOR CENTRAL-LEVEL REFORMS



4TH FEBRUARY 2026

STRUCTURE OF THE PRESENTATION

MODEL FRAMEWORK FOR LIVE EVENTS LICENSING:	1. Objective & Implementation Pathway <ul style="list-style-type: none"> • What does the Inter-Ministerial Coordination Framework intend to do? • How can Central Ministries and their agencies support in implementation of the Framework?
INTER-MINISTERIAL COORDINATION FRAMEWORK FOR CENTRAL-LEVEL REFORMS	2. Requests to participating Ministries and/or their agencies <ul style="list-style-type: none"> • Ministry of Tourism • Ministry of Environment, Forest and Climate Change • Ministry of Health and Family Welfare (COPTA) • Ministry of Culture (Archeological Survey of India) • Ministry of Health and Family Welfare (Food Safety and Standards Authority of India) • Ministry of Home Affairs • Department of Revenue • Directorate General of Foreign Trade

OBJECTIVE & IMPLEMENTATION PATHWAY

Organisation of live events involves multiple permissions and clearances issued by diverse Central Ministries and their agencies, and there remain certain bottlenecks which lead to operational inefficiency. To this end, MIB will be issuing an **Inter-Ministerial Coordination Framework***.



What does the Inter-Ministerial Coordination Framework intend to do?

- Request concerned Central Ministries and their agencies to **digitally integrate requisite live event permissions with the Single Window Portal**
- Request concerned Central Ministries and their agencies to **facilitate the execution of proposed central-level reforms**, under their respective rule-making or executive powers



How can Central Ministries and their agencies support in implementation of the Framework?

- **Participate in the National Live Events Facilitation Cell (NLEFC)** constituted by MIB, which will act as the central secretariat for coordination on live events licensing
- **Nominate a Nodal Officer** to liaise with the NLEFC for policy, data-integration and timeline monitoring
- **Review the proposed central-level reforms** recommended under the Framework and **issue requisite directions** for harmonised processing of live-event permissions

**Nothing in the Framework shall be construed to derogate from, limit or modify any statutory power vested in a Ministry, Department, or statutory authority under any law for the time being in force. The proposed Framework is facilitative and shall operate in consultation and coordination, not in substitution of existing legal procedures.*

3

1. MINISTRY OF TOURISM (MoT)



Live events-led tourism

Live events in India today go beyond entertainment – they are **high-impact tourism catalysts**, driving demand across hotels, transport, food & beverage, retail, local services, etc. and being a **huge attraction for domestic and international tourism**.

Key challenges today:

- Challenges with hotels: prices are inflated around events, existing hotel bookings are cancelled
- Limited incentives/ grants to attract large-scale international artists
- Absence of right infrastructure for hosting live events



Promoting event tourism through strategic partnerships

Request to MoT:



Give boost to local infrastructure, accommodations and attractions near large event-venue spaces



Introduce **tourism packages** which can be designed across the event dates



Support in cultural promotion of India, for both domestic and international artists performances



Introduce **event-linked tourism grants**, facilitating organising of live events and **securing exclusive contracts with foreign artists**



Support in development of purpose-built venues for organising live events

4

2. MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE (MOEFCC)



Industry concern: Inability to deliver world-class experience due to noise-related curfew



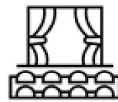
The 10 PM sound curfew severely limits evening concerts and festivals, creating a mismatch with international benchmarks for live events (such as Tomorrowland, Coachella, Rolling Loud Thailand) that run till midnight/1 AM)

Because of peak-hour traffic, attendees often cannot reach venues before 8 PM, leaving very little time to run events



How are we proposing to solve for these challenges?

Request to MoEFCC:



Amend the Noise Pollution (Regulation and Control) Rules, 2000 to adopt flexible curfew norms for indoor and outdoor venues in designated zones (industrial or corporate areas with limited residential buildings), allowing controlled use of loudspeakers during night hours for live events:

- Between 10.00 p.m. and 2.00 a.m. in closed venues such as auditoria, conference rooms, community halls and banquet halls
- Between 10.00 p.m. and 12.00 a.m. in outdoor venues

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3. MINISTRY OF HEALTH AND FAMILY WELFARE (MOHFW)



Industry concern: Constraints on creating designated smoking zones at live events



Live events are not explicitly recognised by the MoHFW, causing on-ground confusion when creating designated smoking zones at such events



How are we proposing to solve for these challenges?

Request to MoHFW:



Include live events in the definition of public places under Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, as is the case for restaurants, hotels and airports, which permit smoking within smoking areas

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4. ARCHEOLOGICAL SURVEY OF INDIA (ASI)



Industry concern: Uncertainty and delays in organising events at ASI-protected sites



Events near or within ASI-protected monuments require separate approvals, with stringent restrictions on sound/ light/ crowd arrangements.

Permissions involve several levels of review between local ASI offices and headquarters, leading to long delays and confusion for organisers

Events using creative or non-standard elements (such as projecting logos or visuals onto monuments, using alternate sources of power supply), require additional approvals, with no formalised framework or timeline for reviewing such proposals, resulting in delays and uncertainty



How are we proposing to solve for these challenges?

Request to ASI:



Bring ASI-related permissions onto the Portal for easier and faster approvals



Update ASI's **Guidelines for Organising Cultural Events in Specific Areas of Protected Monuments/ Sites** as follows:

- Publish and consistently update the **positive list of monuments/sites** permissible for events
- Permit both **free** and **ticketed** cultural events
- **Release SOP for hosting cultural events at protected sites** (without participating in the 'Adopt a Heritage' programme)
- Notify in advance, **site-specific operating protocols** for parking, capacity, noise, lighting, protocols for events involving special production requirements and other parameters

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5. FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA (FSSAI)



Industry concern: Regulatory friction for temporary food businesses



Food businesses with a valid FSSAI licence in a State still have to take **separate, premise-specific FSSAI approvals for temporary event stalls** in the same State

This adds to their compliance, even for short events, despite no change in food operations, safety standards or underlying regulatory obligations



How are we proposing to solve for these challenges?

Request to FSSAI:



Simplify licensing for food stalls at live events by allowing automatic approval for businesses that already have a valid State or Central FSSAI licence



Allow food businesses with a permanent kitchen in a State to inform FSSAI (by email/ FoSCoS to set up temporary stalls at events in the same State



In areas like Delhi NCR and Chandigarh, with overlapping jurisdictions, a valid Central FSSAI licence should be enough for automatic approval of temporary event stalls



Issue clear, standard guidelines for temporary food stalls at events to ensure safety and consistency across States

8

6. MINISTRY OF HOME AFFAIRS (MHA)



Industry concern: Redundant FRRO/FRO registration requirements for Foreign Artists



Central rules exempt foreign nationals on visas valid for up to 180 days from FRRO/FRO registration, as reiterated in the MHA Visa Manual

Despite this, **some States still require separate FRRO/FRO registration for granting permissions to foreign artists** performing at live events

Such permissions take upto 1-2 weeks, despite the artists having passport, valid visa and other documents – causing delays for artists and organisers



How are we proposing to solve for these challenges?

Request to Foreigners Division, MHA:



Issue a notification confirming that foreign artists visiting India for live events for up to 180 days do not need separate FRRO/FRO registration for granting permissions to foreign artists performing at live events

Direct States and local authorities to follow the Central exemption and cease the practice of imposing additional requirements

9

7. DEPARTMENT OF REVENUE AND DIRECTORATE GENERAL OF FOREIGN TRADE



Industry concern: Delays in customs clearance

No single point of contact for customs clearance of live event equipment

Customs clearance at entry and exit points is unpredictable, often taking several days or weeks. For clearance of shipment under ATA Carnet different Customs stations within India **follow different procedures**

Lack of unfamiliarity with high-value live event equipment, causing import and re-export delays

Equipment imported under 'professional equipment' under ATA Carnet is permitted only for 4 months (with pre-approved extension) from the date of import – insufficient and not economical for larger events which need to move city to city

Live events not recognised as a temporary import category, as a result **film productions get faster customs clearance and can apply for temporary duty exemptions**, which live events cannot



How are we proposing to solve for these challenges?

Request to Department of Revenue and DGFT:



Amend existing notifications (or issue new) to:

- **Issue a standard procedure** for clearance of shipment under ATA Carnet across all customs stations
- **Extend the permit time period** for 'professional equipment' under ATA Carnet to 8 months



Participate in MIB's **Working Group on Customs Clearance for Live Events** (to be created under LEDC) to **facilitate import/export, logistics and customs clearance** for live event equipment



Set up Green Channel counters with Fast Track Clearance at major airports to process live event equipment import **within 24 hours**



Set up a customs duty exemption for live events with fast-track customs facilitation, in coordination with the MIB

10



THANK YOU

Concert Tourism Policy of Assam

From Vision
to Execution

Government
of Assam

Why the Policy Was Necessary



Growing youth demand for
global concerts



High economic potential of
mega events



Absence of a formal
facilitation framework



Need to position Assam on
India's concert map

How the Policy Was Designed



Assessment of global & national concert tourism trends



Learning from successful international models



Inter-departmental consultations



Focus on ease of doing events & economic returns

Policy Vision

Make

Make Assam a premier concert tourism destination

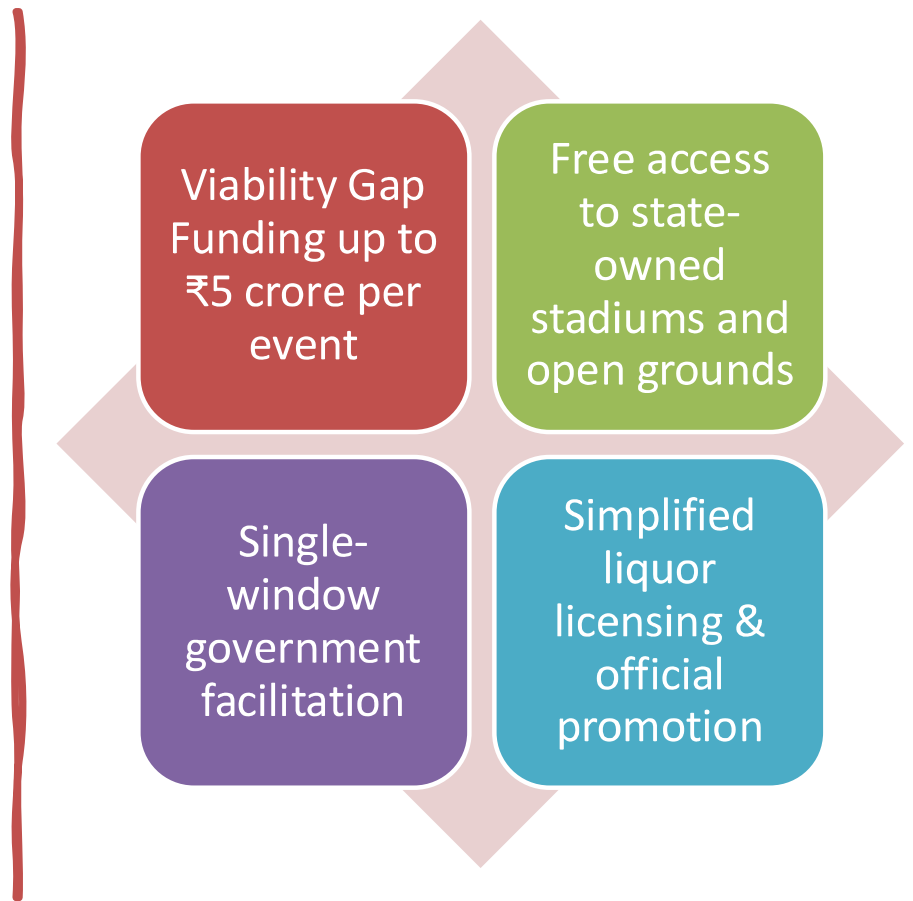
Use

Use concerts as tourism & branding multipliers

Ensure

Ensure sustainability and global standards

Key Inclusions in the Policy



Eligibility Framework



GLOBAL-PRESENCE OF ORGANIZERS



OWNERSHIP OF INTERNATIONAL CONCERT IPS

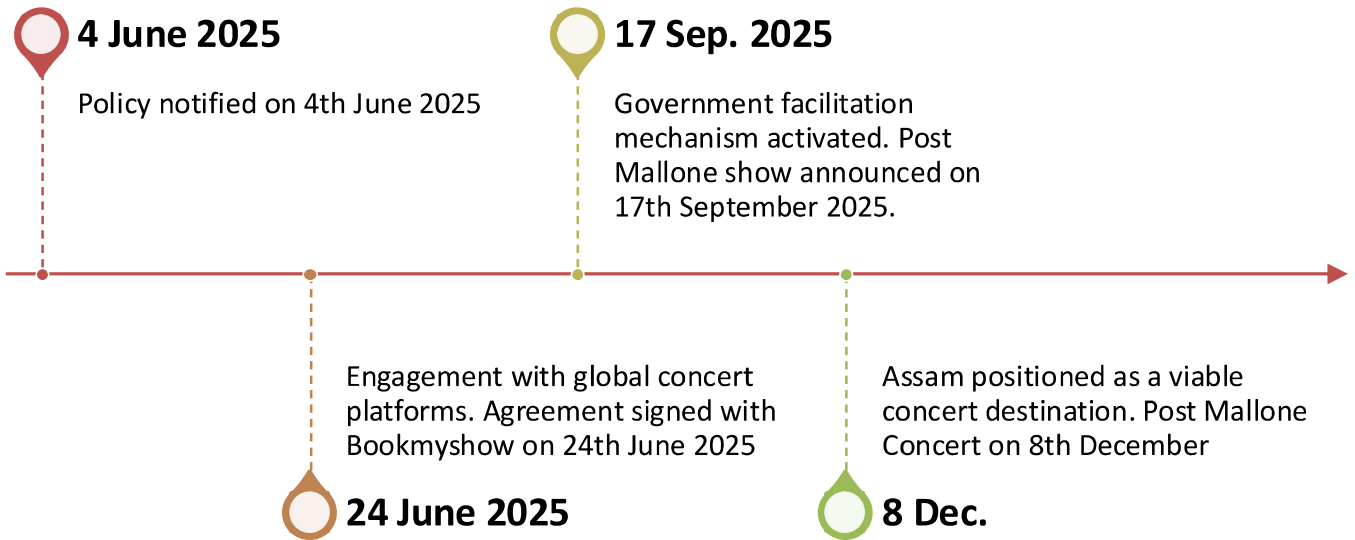


MINIMUM 10 LARGE CONCERTS IN INDIA



EACH EVENT WITH 20,000+ PAID AUDIENCE

From Policy to Implementation



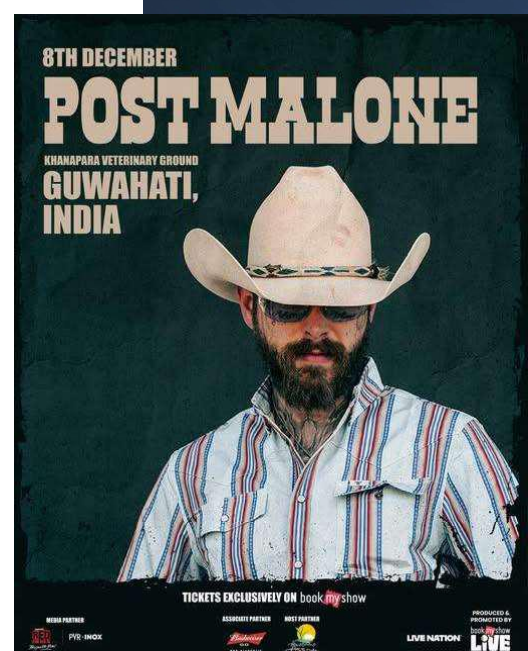
Case Study:

Partnership with
BookMyShow

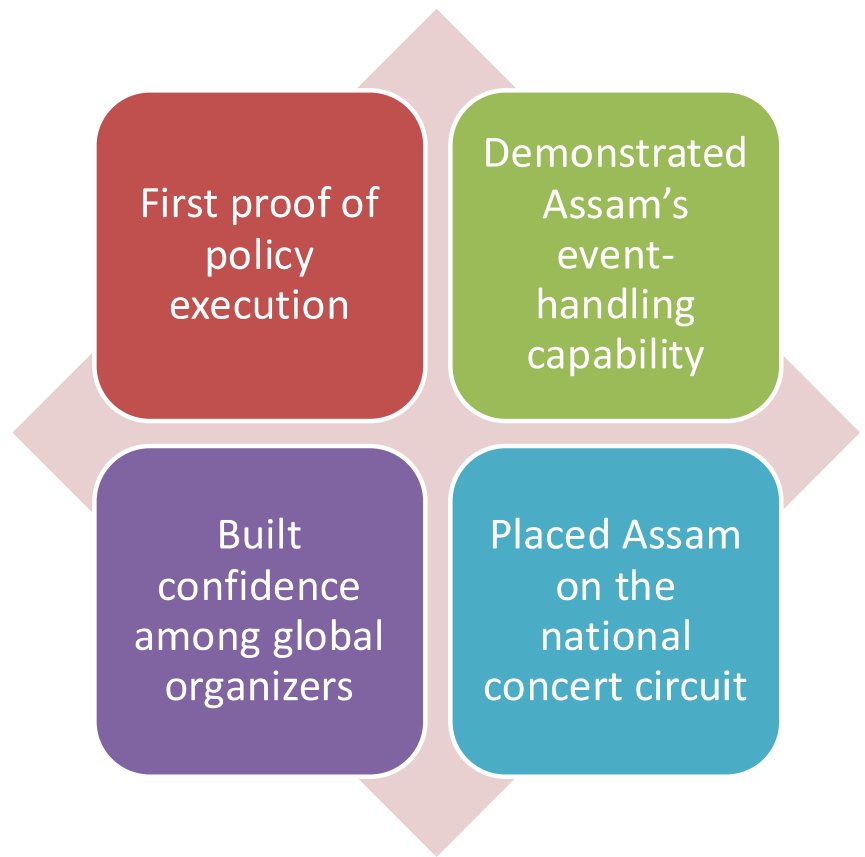
Featuring international artist
Post Malone

One of the largest global
concerts hosted in Assam

Executed fully under policy
provisions



Why This Concert is a Milestone



Support
Provided to
BookMyShow

- **Single Window** Government facilitation for permissions, licenses, and clearances through **Nodal Agency**
- **Coordination** with local authorities for security and crowd management
- Access to **venue infrastructure** and essential public utilities
- Event **promotion** through Assam Tourism and official state channels
- **Sponsorship** Support

Estimated Economic Impact



SIGNIFICANT
TICKETING AND GST
REVENUE



HIGH HOTEL &
HOMESTAY
OCCUPANCY SURGE



INCREASED
RESTAURANT & LOCAL
BUSINESS TURNOVER



BOOST TO TRANSPORT
& LOGISTICS SECTOR

Employment & Livelihood Impact

Direct jobs: event
staff, security,
technicians

Indirect jobs:
hospitality,
vendors, transport

Strong local
economic
multiplier effect

Brand Assam Impact



NATIONAL &
INTERNATIONAL
MEDIA COVERAGE



MASSIVE SOCIAL
MEDIA VISIBILITY

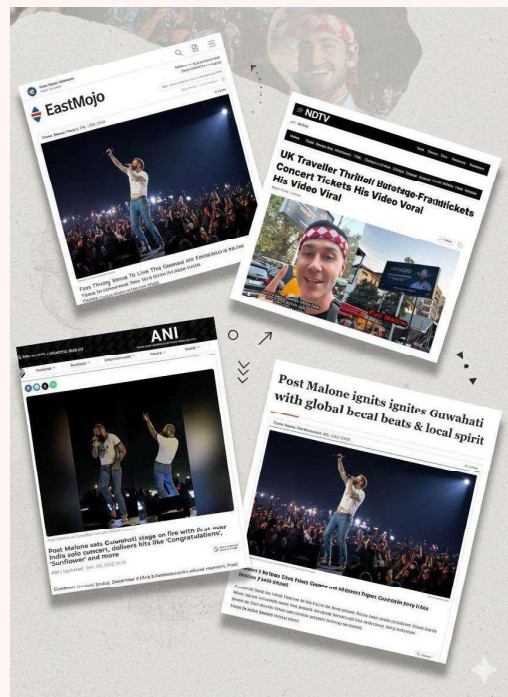


YOUTH-CENTRIC
DESTINATION
BRANDING



PERCEPTION SHIFT
TOWARDS MODERN
ASSAM

Brand Assam Impact




Official Bookmyshow aftermovie

Instagram

Log In

Sign Up



bookmyshow.live and 2 others
Original audio

bookmyshow.live 7w
Posty really said 'once in a lifetime'...
and Guwahati's keeping it forever 🎶

[Post Malone, Guwahati, Concert,
Assam, India, Rockstar,
BookMyShowLive]

boroft_ 7w
Og edit 🔥
Like Reply

vaibhvkadamm 6w
@baricci 🍕🍕🍕
Like Reply

sinmoy.jr 7w

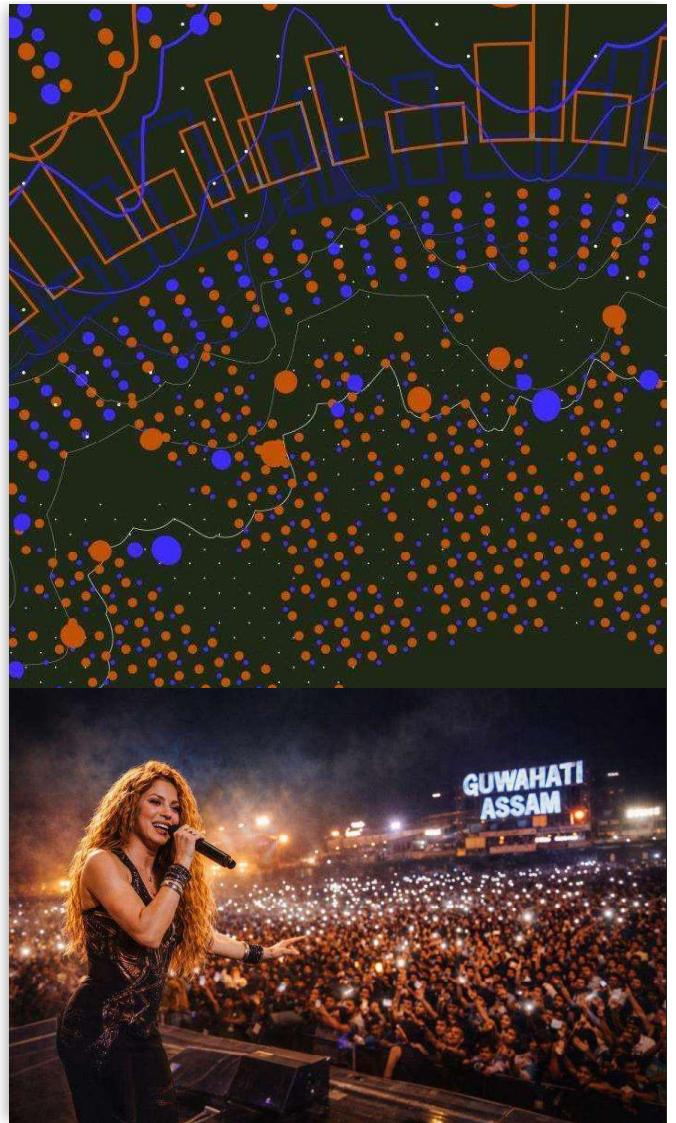
6K 84
December 11, 2025

Log in to like or comment.



Way Forward

- Host 3–5 international concerts annually
- Launch Assam Concert Tourism Calendar
- Integrate concerts with tourism circuits
- Establish concert tourism as a core tourism vertical



Thank You



Concert Economy

Positioning Haryana as a Premier Destination for Live Events

Department of Industries & Commerce, Govt of Haryana

Haryana leads the way across key indicators and reform agendas

Haryana has been a key contributor in the economic growth of the country



9500+

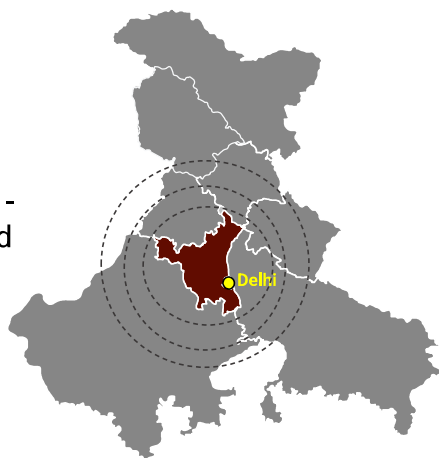
DPIIT registered startups

Highest

per capita revenue collection under GST - showcasing the large consumption trend

Top Achiever

in key reform areas such as business entry, land administration and sector specific healthcare of **Business Reform Action Plan 2024**



19

of India's ~117 Unicorns

3rd

Ranked in MSME National Awards 2022 by the Ministry of MSME

Top Achiever

amongst landlocked States in **Logistics Ease Across Different States Index 2024**

Robust Industrial Infrastructure with Sustainability at its Core

Offering fully developed industrial plots with all utilities (power, water, gas etc.) at doorstep and social infra such as schools, hospitals etc.



Robust Industrial Infrastructure

64

Industrial Estates set up across the State over **42,000 Acres**

Sector Specific Parks

Food, Footwear, Technology Parks, Electronic Manufacturing Clusters

143

New MSME clusters being developed in all **22 Districts**

10

New Industrial Model Townships proposed

Dedicated Industrial Clusters

Auto and EV clusters in Gurugram, Manesar, Kharkhauda, Palwal and surrounding areas

Dedicated Food Parks established at Barhi, Rai, Saha and Rohtak

Electronic Manufacturing Cluster being developed at IMT Sohna

Robust textile centers at Panipat & Bhiwani

Largest medical and scientific instruments cluster in India Ambala



Progressive Policy Regime Across Sectors

Offering fiscal and non-fiscal incentives to improve cost, ease and speed of doing business



Major Incentives

- Investment Subsidy in lieu of Net SGST
- Capital Subsidy
- Employment Generation Subsidy
- Stamp Duty Refund
- Electricity Duty Exemption
- EDC Charges Refund

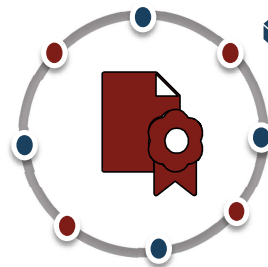


Haryana Enterprises & Employment Policy 2020

Logistics, Warehousing & Retail Policy 2019

Electric Vehicle Policy 2022

Haryana Registered Vehicle Scrappage & Recycling Facility Incentive Policy 2024



MSME Policy 2019

Haryana AatmaNirbhar Textile Policy 2022

Data Center Policy 2022

Start-Up Policy 2022

Upcoming Policies

Make in Haryana Industrial Policy

Haryana Pharmaceutical and Medical Devices Manufacturing Policy

Haryana Electronics System Design & Manufacturing Policy

Haryana AVGC-XR Policy

Haryana Toys Manufacturing Policy

Haryana IT/ITeS, AI & Emerging Tech Policy

Haryana Global Capability Centre Policy

Proposed Haryana Live Events Facilitation Policy

Initiatives undertaken by Government of Haryana

Ensuring end to end handholding and facilitation support



Initiatives	Current Status	Future Steps
1 Single Window Portal (SWP)	1 Dedicated Single Window Portal	1 <ul style="list-style-type: none"> Dedicated Microsite Integration with ICH Portal
2 Pre-Approved Venues	2 Compilation of list is underway	2 Compilation of compendium
3 Dedicated Policy for facilitating Live Events	3 Basis Model SOPs to be provided by MIB	3 Notification of Policy

Vision

Establishing Haryana as a Top Concert Destination

Comprehensive Facilitation

Ensure Ease of Doing Business

5

Proposed Haryana Live Events Facilitation Policy



Proposed Salient Features

Time Bound Approvals

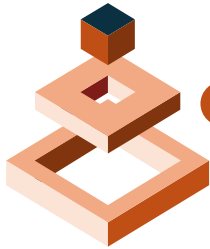
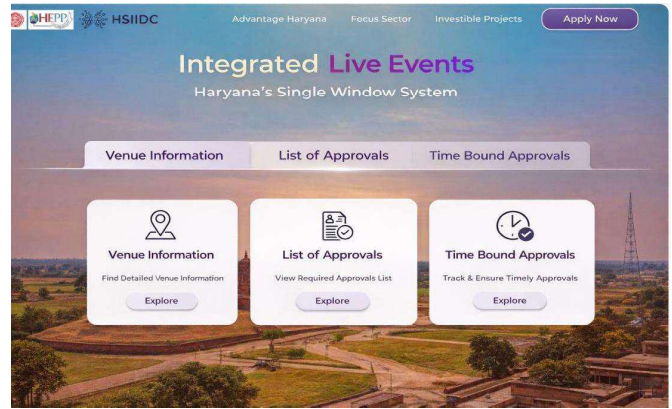
Skilling Ecosystem Creation for Live Entertainment Economy

Facilitating Venue Development in PPP Mode

Single Window Clearance Mechanism

6

Proposed Revamped Single Window System



1 AI Based Chatbot

2 Deemed Approval

3 API integration with ICH

4 Grievance Redressal



Thank You.

DEPARTMENT OF INDUSTRIES & COMMERCE, GOVERNMENT OF HARYANA



Promotion and Development of Live Entertainment Economy

Nodal Agency
DGIPR, Government of Maharashtra

1. Background, Vision, and Market Opportunity



Sector Transformation and Vision

Government initiatives are formalizing and globalizing India's live events industry to position it as a cultural and economic leader by 2030

Maharashtra's Strategic Role

Maharashtra's venues, creative industries, and connectivity position it as a competitive national hub for live entertainment and economic growth

Market Growth and Drivers

The organized live events market valued at ₹20,861 crore in 2024, growing at 15% annually due to sponsorships, technology adoption, and rising consumer interest

Economic and Cultural Impact

Live events foster cultural exchange, community engagement, tourism, and create extensive employment across diverse sectors



2. Economic Impact and Market Potential

Economic Multiplier Effect

- ❑ Live events generate broad economic benefits beyond ticket sales, boosting hospitality, transport, retail, and creative industries

Ahmedabad Case Study

- ❑ A single global concert in Ahmedabad created **₹641 crore** economic value including direct and indirect revenues

Maharashtra's Revenue Potential

- ❑ Maharashtra's diverse venues and connectivity attract premium events, enhancing tourism, employment, and urban growth

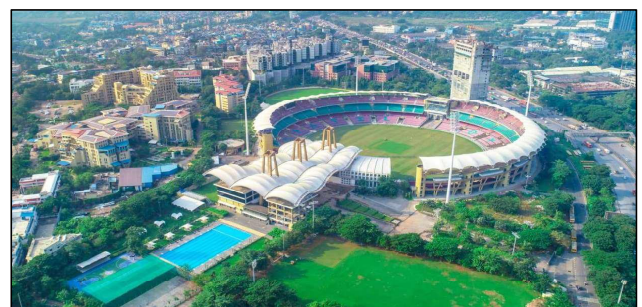
3. Maharashtra – Gateway to Live Concerts



❑ World Class Infrastructure



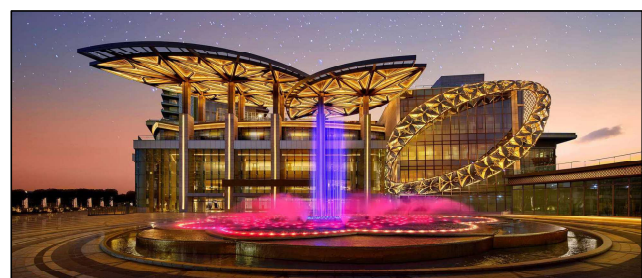
Navi Mumbai International Airport



International Standard Stadiums



State-of-the-Art Metro Connectivity

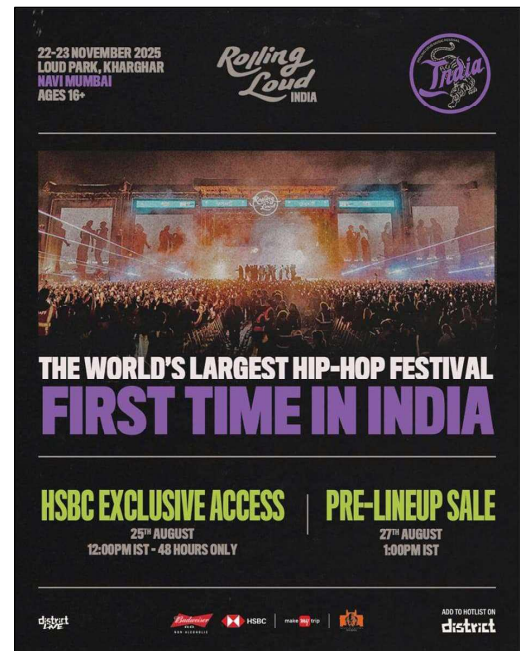


Jio World Convention Centre



4. Maharashtra – Gateway to Live Concerts

Major concerts – Mumbai



5. Policy Evolution and Sector Priorities



WAVES Conference 2025 Policy Direction



Structured Execution Framework

A predictable event planning framework is needed to reduce delays and improve coordination across states

Standardized Procedures

Standardizing processes nationwide boosts confidence among international organizers and supports entertainment growth

Central–State Collaboration

Collaboration between central and state bodies ensures consistent operations and a business-friendly environment

Infrastructure and Capacity Building

Upgrading infrastructure and embracing technology supports sustainability, safety, and efficiency in live events.

6. Need for Coordinated State Action



- ❑ **Complex Governance Network:** Live events require collaboration across multiple state departments and agencies for licensing, safety, and compliance
- ❑ **Integrated Administrative Framework:** A unified framework defining roles and timelines streamlines approvals and reduces procedural delays
- ❑ **Enhanced Accountability and Efficiency:** Transparent processes and shared technology enable quick resolution of delays and improve operational discipline
- ❑ **Improved Event Experience:** Coordinated planning enhances crowd management, safety, traffic flow, and public convenience at events

7. Maharashtra's Nodal Agency and Strategic Role



DGIPR as State Nodal Agency

DGIPR coordinates between government bodies to operationalize Maharashtra's live events vision effectively across departments. **Circular issued on 3rd Feb, 2026**

Leadership and Stakeholder Interface

Mrs. Varsha Phadke-Andhale leads as State Nodal Officer, providing a single interface to improve decision-making and reduce fragmentation.

Promotion of Maharashtra

DGIPR leverages multimedia networks to promote Maharashtra as a global hub for live entertainment and cultural events.

Strategic Advantage and Alignment

Combining administrative authority with promotion, DGIPR enhances Maharashtra's competitive edge in hosting world-class events.

8. Governance Modernization and Digital Integration



- ❑ **Single-Window Event Approval:** Maharashtra integrates all event permissions into one digital portal, simplifying approvals for organizers nationwide.
- ❑ **Service Level Agreements:** SLAs enforce timely decision-making, reduce delays, and improve Maharashtra's competitive edge in entertainment markets.
- ❑ **Competitive Venue Pricing:** Reviewing and rationalizing venue rental charges attracts premium events and encourages recurring concerts.
- ❑ **Transparency and Accountability:** Digital governance enables real-time application tracking, reduces friction, and builds trust with stakeholders.

9. Infrastructure Readiness and Asset Utilization



- ❑ **Comprehensive Venue Database:** Maharashtra develops a plug-and-play venue database with detailed technical specifications for event promoters
- ❑ **Pre-approved Venue List:** The state curates a final list of pre-approved venues to streamline approval for national and international events
- ❑ **Utilization Framework:** A mandatory framework ensures optimal use of stadiums, arenas, and public performance spaces for economic benefits
- ❑ **Infrastructure Modernization:** Optimizing infrastructure utilization promotes maintenance, improvements, and modernization of event venues

10. Investment Promotion and Event Safety



- ❑ **Infrastructure Development:** Maharashtra is allocating land for large entertainment venues like mega-arenas and amphitheatres to attract global investors
- ❑ **Policy Incentives:** Investor-friendly policies include capital subsidies, tax benefits, and long-term leasing to boost private sector participation
- ❑ **Event Safety Prioritization:** Advanced security clearances, crowd management, and emergency response ensure safe and trusted event environments
- ❑ **Balanced Growth Approach:** Integration of investment promotion with safety frameworks creates a sustainable and future-ready entertainment ecosystem



Thank you!

DGIPR, Government of Maharashtra



Section II

Model Policy for Live Events Development

Presented by:

Sabbas Joseph
 Founder Director
 Wizcraft

Aalap Bansal
 Partner, Government & Public Services
 (Industrial & Infrastructure Development
 Advisory), KPMG

February 2026

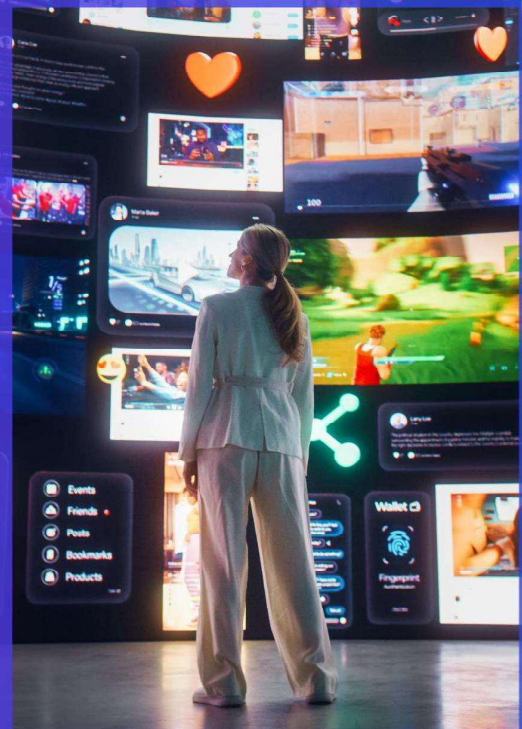
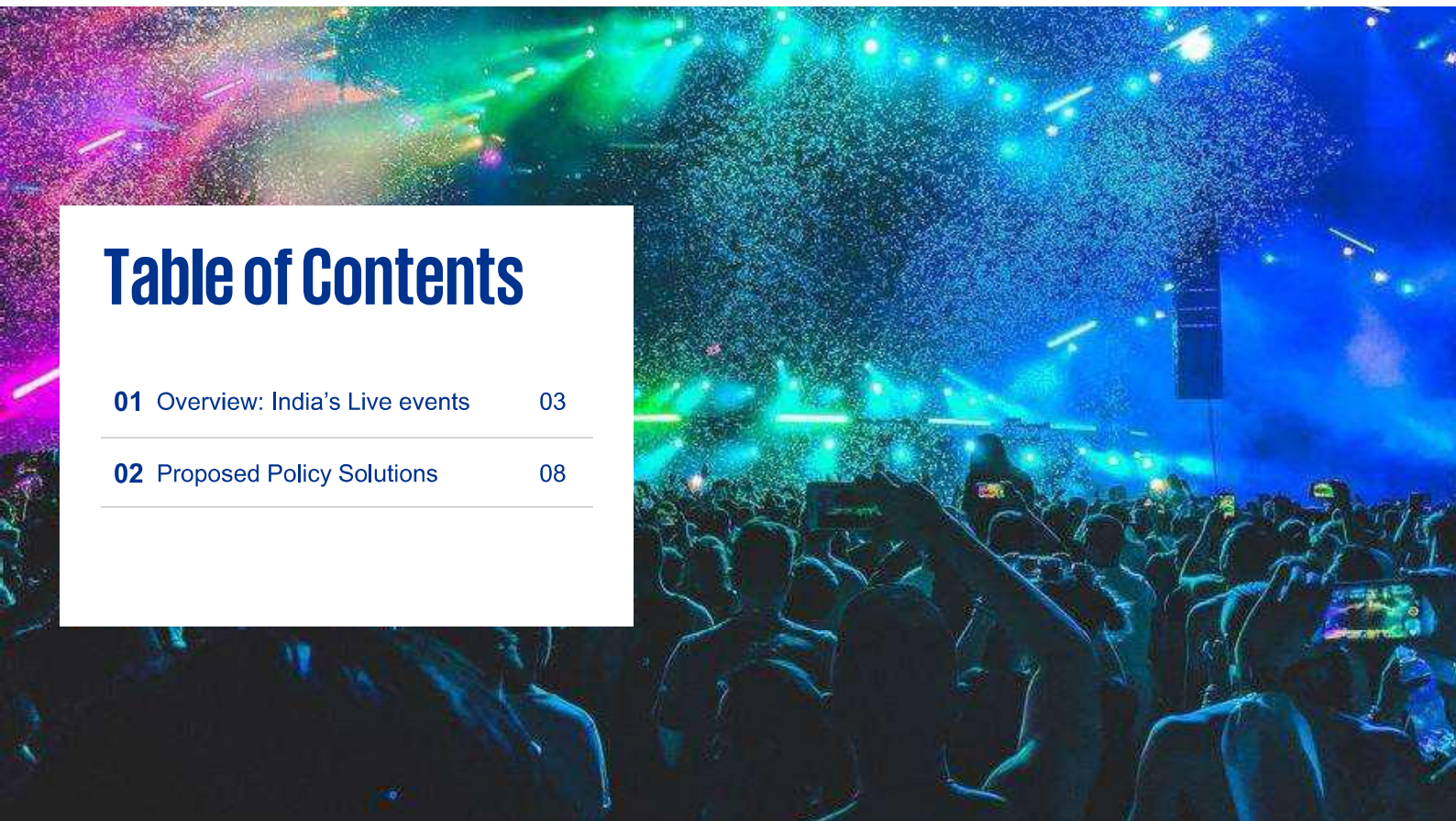


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02	Proposed Policy Solutions	08

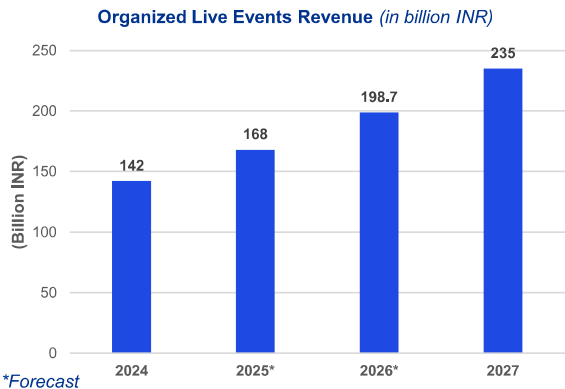


01

Overview: India's Live events

India's Live Events Economy: An Overview

- India's live events sector (concerts, festivals, cultural/live performances) is a **high-multiplier segment** within Media & Entertainment (M&E), driving direct/indirect jobs, tourism inflows, urban revitalization, and experiential consumption amid rising youth disposable incomes.



Demand for **live events** is strong and rising within a **INR 2.5 trillion M&E market**, with the segment consistently delivering double-digit growth. However, **limited venue supply** particularly the scarcity of 10,000+ capacity arenas, remains the primary constraint despite the significant economic **impact large events** generate for host cities.

Latest Live Events Factsheet (2024):

- India's M&E Sector crosses **INR 2.5 trillion in 2024**, up 3.3% vs prior year; contributes **0.73% to India's GDP**
- Organized live-events segment estimated at **INR 142 billion in 2024** (includes concerts, sports, B2B, government events, weddings)
- Live events grew **~15% in 2024 vs 2023** (organized segment growth)
- Industry forecasts show live events could **reach ~ INR 235 billion by 2027 at ~18% CAGR** (short-term projection)

Market Size and Growth:

- Indian M&E sector:** Projected to **grow 7.2% to INR 2.7 trillion in 2025**, with a 7% CAGR reaching INR 3.1 trillion by 2027.
- Online ticketing growth:** Online event ticketing market estimated USD 3.3–3.6bn in the year 2024–25 and rising.
- Demand drivers:** ~65% population under 35 (youth density), rising disposable income & mobile internet penetration.

Source: FICCI-EY M&E note (27 Mar 2025); Exchange4Media live events sizing (2025); MIB Live Events Whitepaper (Ministry of Information and Broadcasting, 2025), IMARC ticketing market [India Online Event Ticketing Market Size, Share Report 2024](#)

GOLD PLAY CONCERT INDIA

**Location:**

Total 5 shows across Navi Mumbai and Ahmedabad in Jan 2025

**Venue Type:**

Stadiums (D.Y. Patil Stadium & Narendra Modi Stadium)

**Ticket Rate Bands:**

Navi Mumbai: INR 2,500-35,000
Ahmedabad: INR 2,500-12,500

**No. of Tickets Sold:**

~387,000 across all 5 shows

**Amount Collected (Gross Sales):**

~INR 246 Cr. (GST collection alone is ~72 Cr.)



SUNBURN EVENT

**Location:**

Sunburn festival happened in Goa till 2023 (3-day event). This year venue shifted to Mumbai.

**Venue Type:**

Temporary Festival Ground setup at Vagator, Goa in 2023

**Ticket Rate Bands:**

~1,50,000 across all three days in Goa

**No. of Tickets Sold:**

~6,000-20,000+

**Amount Collected (Gross Sales):**

~INR 90 Cr. (GST collection is ~16 Cr.)

What are the gaps that remain for India's Live Events Economy?



02

Proposed Policy Frameworks



Proposed Policy Frameworks for Live Events

Objective: Position India as a **top-5 global live entertainment hub** by 2030 via public-private collaboration, infrastructure repurposing, single-window reforms, and priority financing alignment, unlocking **15–20 million jobs**, tourism boost, and cultural soft power.

National Policy on Public-Private Sector Collaboration for Utilizing / Repurposing Existing Infrastructure and Developing New Plug-and-Play Infrastructure for Live Events

Development of Infrastructure Needed for Enabling Live Events particularly in Tier 2 and Tier 3 cities of India

Streamlining of Permissions Needed for Live Events in India and Methods/Ways to Ease Them

Making Live Events Infrastructure Attractive to Private Funding Institutions



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Proposed Solution 1 : National Policy on Public-Private Sector Collaboration (1/2)

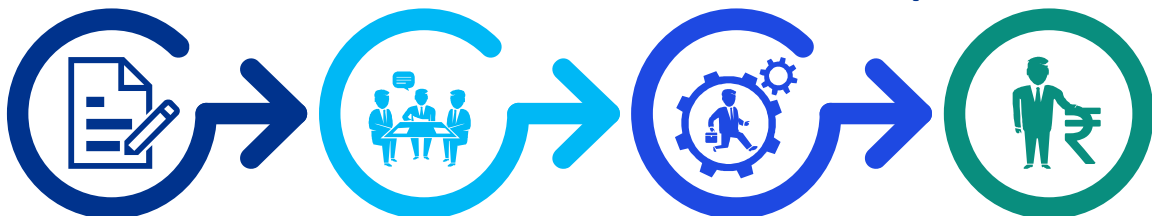
Create a **national framework** that enables states to partner with private investors to (i) repurpose existing public assets (brownfield) and (ii) develop plug-and-play greenfield venues on vacant public land, quickly, transparently, and viably, while protecting public value and local communities.

Framework for Public-Private Partnerships (PPPs):

Develop a national policy inspired by existing PPP models, emphasizing adaptive reuse of brownfield sites (e.g., stadiums, sports complexes, community halls, and airports) for live events.

Developing Plug-and-Play Infrastructure on Vacant Land

Encourage greenfield development via PPPs on state-owned vacant lands, with policies providing land leases at concessional rates and supported through viability gap funding. Align with the National Infrastructure Pipeline (NIP) for fast-tracking projects, focusing on scalable venues in Tier-2/3 cities to decentralize event hosting.



Repurposing Brownfield Infrastructure: Policy guidelines should incentivize states to partner with private firms for retrofitting existing assets, such as converting underutilized sports venues into multi-purpose event spaces with temporary plug-and-play features (e.g., modular staging and lighting).

Overall Enabling Mechanisms: Promote a whole-of-government approach, including tax incentives and streamlined approvals, to foster collaborations, as outlined in the whitepaper on India's Live Events Economy, aiming to position India as a top global live entertainment destination by 2030.

How will this help and why is it needed?

Brownfield infrastructure development is the fastest, cheapest way to add usable capacity. Greenfield development ensures development of plug & play infrastructure for live events.

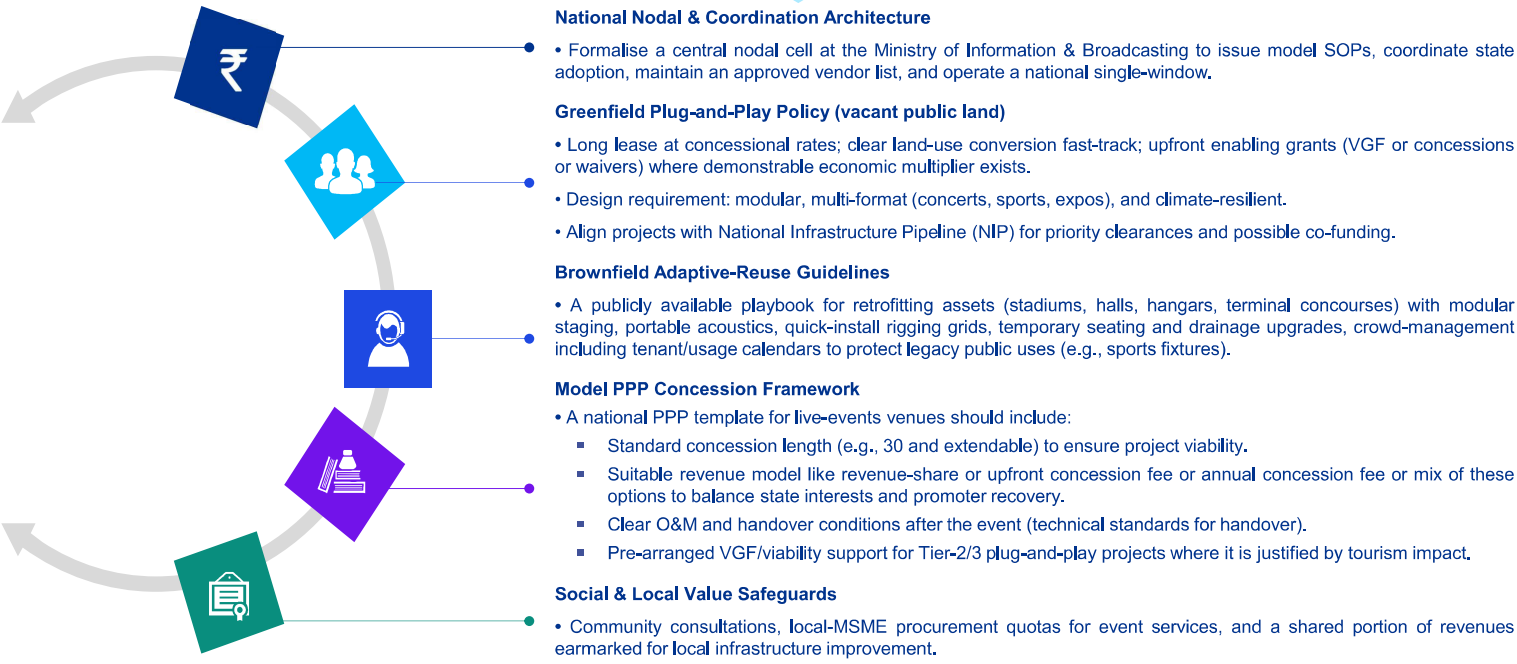


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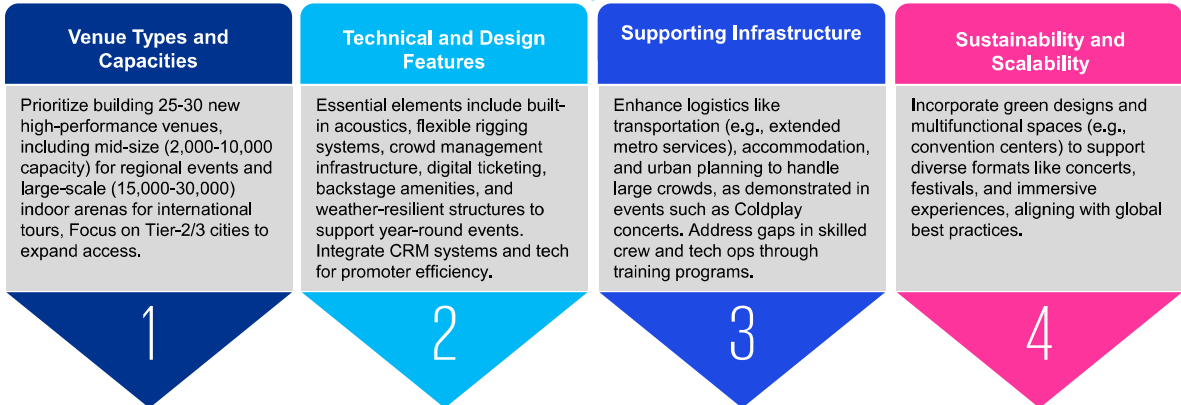
Proposed Solution 1: National Policy on Public-Private Sector Collaboration (2/2)

Core Policy Elements - What the National Policy must contain?



Proposed Solution 2: Infrastructure Enhancement for Enabling Live Events

With the live events industry expanding at a strong global pace and attendance growing significantly year after year, developing new infrastructure is essential to handle rising crowd volumes, support increasingly complex event formats, and meet the sharply increasing expectations around safety, accessibility, and technology.



What are the overall Infrastructure Goals that we are aiming to achieve?

- Venue-Integrated Technical Infrastructure:** Development of purpose-built venues equipped with advanced structural, acoustic, electrical, and broadcast-ready systems, including high-capacity rigging grids, power architecture, strong media backbones, digital access-control, and modular staging layouts that can be rapidly reconfigured for varying event scales.
- City-Scale Operational Infrastructure Backbone:** Parallel strengthening of urban systems, multimodal mobility plans, scalable accommodation supply, emergency response integration, telecom bandwidth augmentation, and large-event sanitation protocols, to ensure end-to-end resilience and throughput for high-density crowd movements.
- Professional Event Operations & Safety Ecosystem:** A trained and accredited technical workforce (rigging, safety engineering, EMS, production management), supported by standardized operational SOPs and compliance frameworks, to guarantee safe, efficient, and repeatable execution of complex live event environments.

Proposed Solution 3 : Permissions for Live Events and Ways to Ease Them

Easing permissions for live events is critical because it reduces operational friction, shortens production lead-times, and enables cities to reliably host high-quality, compliant events at scale, unlocking economic, cultural, and tourism value that is otherwise constrained by administrative bottlenecks.

Key Permissions Required	Organizers typically need 10-15 clearances , including fire safety, municipal licenses, noise permits, traffic management, artist visas, police approvals for law and order, and sometimes IPR/excise checks. These vary by state and event type .
Problems with the current system	The current permissions system is fragmented and sequential , leading to long lead times and inconsistent compliance. Manual paperwork and non-standard fees create operational uncertainty, inefficiency, and unpredictable costs for organisers.

Few suggestions for easing permissions for Live Events in India

- National Single-Window Digital Portal:** Establish a unified, end-to-end approval system (extending the India Cine Hub model) enabling a single application, auto-routing to all agencies, integrated payments, and time-bound approvals within a defined statutory window.
- Standardised Model SOPs Across States:** Publish national SOPs for fire safety, noise, mobility, crowd management, and temporary structures to eliminate procedural variability and create a common compliance baseline for all jurisdictions.
- Pre-Certified Venue & Promoter Registries:** Create national registries for technically pre-certified venues and certified promoters, enabling fast-track clearances, reduced documentation cycles, and priority processing for large-scale domestic and international tours.
- Delegated Authority & Statutory Timelines:** Empower urban local bodies to issue consolidated approvals through the single window, supported by mandatory timelines, deemed-approval provisions, and automated escalation mechanisms.
- Standardised Fee Bands & Transparent Tariff Schedules:** Implement a harmonised fee framework based on venue capacity and risk categories, ensuring predictable cost structures and removing non-standardised, ad-hoc charges.
- Integrated Grievance Redressal & State-Level Alignment:** Set up a fast-track tribunal/ombudsman for disputes and integrate state-level systems (e.g., Assam's Concert Tourism Policy, Mumbai/Delhi single-window pilots) into a national architecture for seamless inter-state coordination.

CURRENT CHALLENGES

- **Multiple permissions** needed for organizing one event.
- **Ambiguity in application procedure across states.**
- **Time consuming process** in obtaining permissions
- **No standardization in terms of number of permits are required.**
- **No uniformity in fee structures**

1. NOC / Inspection report of fire and emergency services for event area
2. NOC / inspection report of electricity department for event area
3. Stability certificate from PWD department for stage and temporary structures.
4. Sketch and floor plan of functional area
5. Agreement of client with event company with quotations
6. Registration certificate of event company
7. Statement of director / proprietor / partner / authorized person (with authority letter) and photo identity proof
8. Statement of client
9. Phone number, address of client, photo
10. Identity of client
11. CRZ certificate of open area (if applicable)
12. Permission from Tourism Dept.
13. Sound permissions from PCB / Dist. Collector
14. License for public performance/communication from PPL, Novamax, IPRL etc., if applicable
15. Firework permission, if using fireworks
16. Panchayat permission, if required
17. Statement of owner of premises or authorized person along with authority letter and photo ID and NOC
18. Statement of applicant may be recorded, and each applicant be produced for enquiry
19. Drone permission, if drone is used

TYPICAL PERMISSION LIST

Typical scenario in obtaining permissions

16+	2.5	2.5L
NO. OF PERMISSIONS	AVG. TIME (IN MONTHS)	AVG. COST OF ALL PERMISSIONS



Proposed Solution 4 : Making Live Events Infrastructure Attractive to Private Funding Institutions (1/3)

Why Private Lenders/Investors Are Hesitant ?

- 1 Demand volatility** — Event calendars fluctuate seasonally, making revenue streams unpredictable.
- 2 High upfront technical capex** — Production-grade staging, AV, rigging, and power systems require large initial investment.
- 3 Limited operating track record** — Most venues lack long-term, stable revenue histories, making financial modelling difficult.
- 4 No infrastructure classification** — Without HML recognition, projects face shorter loan tenors and higher borrowing costs.
- 5 Perceived risk concentration** — Revenue depends on event frequency, promoter reliability, and market cycles, increasing perceived credit risk.

Harmonised Master List (HML) — Why it matters?

The **Harmonised Master List (HML)** classifies infrastructure subsectors and is used by finance ministries and lenders to determine eligibility for long-tenor lending, access to ECBs, and participation by institutions such as IIFCL and pension/insurance funds.

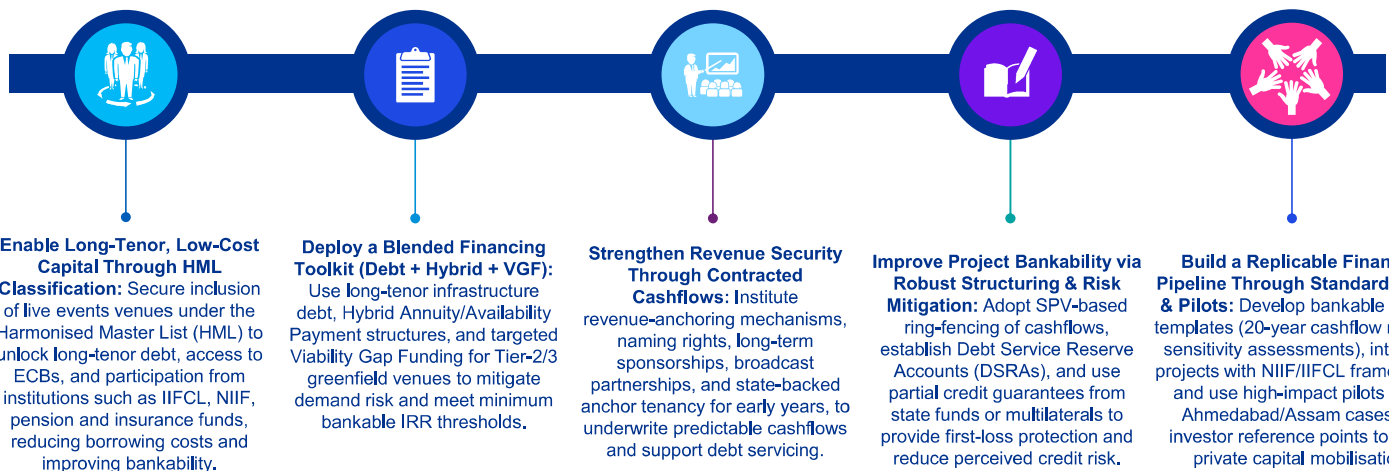
Recommendation:

Propose a targeted amendment or clarification to the HML that includes 'Live events and performance venues (multi-use cultural & entertainment infrastructure)' under the Social & Commercial infrastructure sub-category. The HML amendment should state the qualifying conditions: multi-use design, minimum technical standards, public interest/tourism mandate, and covenants on public access.

Why will this help?

- **IIFCL / long-tenor debt:** State-owned infrastructure lenders like India Infrastructure Finance Company Limited (IIFCL) provide long-tenor loans to HML-classed assets; their participation reduces bank risk and lengthens tenors.
- **NIIF & institutional equity:** NIIF and other sovereign-anchored funds can consider co-investment if assets show infra-like cashflows (calendar-diversified, anchor tenants, long concessions).

Proposed Solution 4 : Making Live Events Infrastructure Attractive to Private Funding Institutions (2/3)



How will these measures help attract Private Funding?

- 1. Lower financing costs and unlock long-term capital:** HML classification and blended financing tools make venues eligible for long-tenor, lower-interest infrastructure debt, reducing project cost and improving financial viability.
- 2. Reduce investor risk and stabilise early cashflows:** Mechanisms like hybrid annuity models, VGF, contracted revenues, SPV ring-fencing, and guarantees significantly de-risk demand volatility and ensure predictable cashflows for lenders.
- 3. Create a scalable, investor-friendly project pipeline:** Standardised SOPs, bankable project templates, and proven pilot cases build lender confidence and enable repeatable investment at scale across cities and states.

Proposed Solution 4 : Making Live Events Infrastructure Attractive to Private Funding Institutions (3/3)



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असाधारण
EXTRAORDINARY
भाग I—खण्ड 1
PART I—Section 1
प्राधिकार से प्रकाशित
PUBLISHED BY AUTHORITY

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(अवसंरचना नीति और कार्यक्रम अनुभाग)
अधिसूचना
नई दिल्ली, 26 अप्रैल, 2021

[भाग I—खण्ड 1]

भारत का राजपत्र : असाधारण

5

5.	Social and Commercial Infrastructure	<ul style="list-style-type: none">• Education Institutions (capital stock)• Sports Infrastructure⁷• Hospitals (capital stock)⁸• Tourism infrastructure viz. (i) three-star or higher category classified hotels located outside cities with population of more than 1 million, (ii) ropeways and cable cars• Common infrastructure for Industrial Parks and other parks with industrial activity such as food parks, textile parks, Special Economic Zones, tourism facilities and agriculture markets• Post-harvest storage infrastructure for agriculture and horticultural produce including cold storage• Terminal markets• Soil-testing laboratories• Cold Chain⁹• Affordable Housing¹⁰• Affordable Rental Housing Complex¹¹• Exhibition-cum-Convention Centre¹²
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¹² "Exhibition-cum-Convention Centre" is defined as Exhibition and Convention Centre Projects with minimum built-up floor area* of 100,000 square metres of exclusively exhibition space or convention space or both combined.

* Built up floor area includes primary facilities such as exhibition centres, convention halls, auditoriums, plenary halls, business centres, meeting halls etc.

Currently, Exhibition-cum-Convention Centres are part of HML list. The proposal is to add 'Live events and performance venues to this list,



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BUILDING A SKILLED ECOSYSTEM FOR India's Live Event & Concert Economy

For Live Events Development Cell (LEDC)

“India's Orange Economy stands on three strong pillars – content, creativity, and culture; therefore, in the coming years, India's creative economy will hold a significant share in the country's GDP.”

Shri. Narendra Modi
Hon'ble Prime Minister of India



GLOBAL MARKET SHARE

>5%

By 2026; Double growth annually

MARKET POTENTIAL

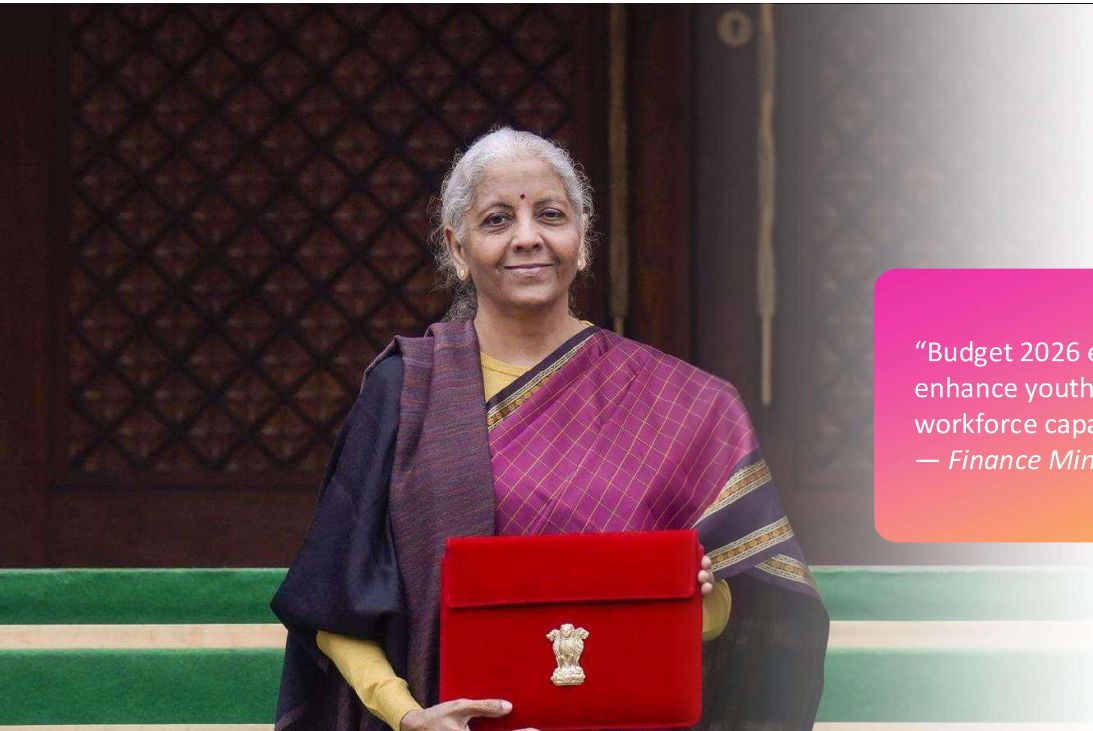
\$35+ Bn

by 2026 from \$2.3 Bn in 2019

JOB CREATION

20 Lakh

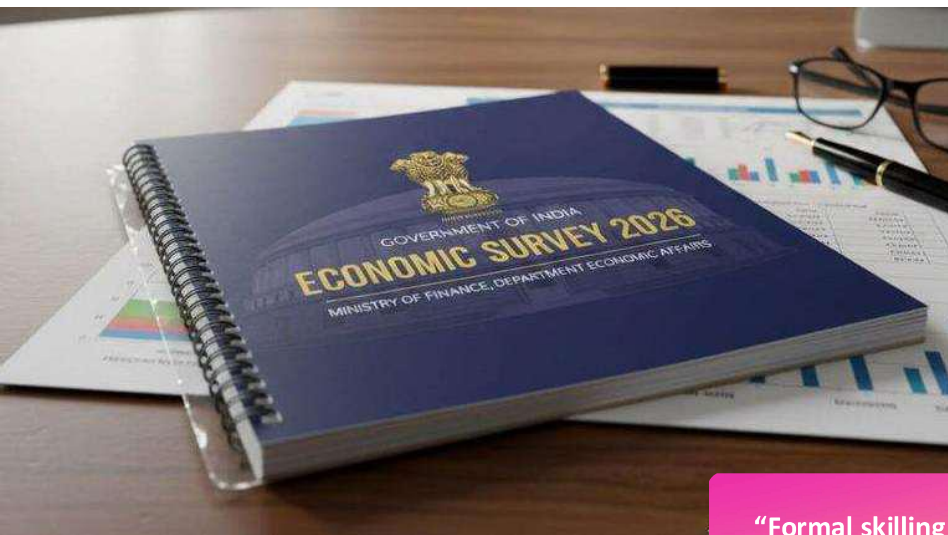
New jobs by 2030



“Budget 2026 emphasises skill development to enhance youth employability and strengthen workforce capability.”

— Finance Minister Nirmala Sitharaman

In the **2026-27 Union Budget**, Finance Minister **Nirmala Sitharaman** linked **skilling initiatives with employability and economic growth**, noting a significant increase in allocations to enhance youth skills and job readiness. She added, the government would support initiatives (like creative and design labs in schools/colleges) to prepare students for emerging industry demands including content creation and digital skills.



“Formal skilling can accelerate job growth by ~13%”

— Economic Survey 2026

INDIA AT THE FOREFRONT OF GLOBAL CREATIVE INNOVATION

INDIA'S GLOBAL CREATIVE RISE



Youngest Creative Nation

With a median age of just 28, India holds the world's largest pool of young creative talent.



Explosive Growth in Creative Sectors

Digital Media, Film, Gaming, Animation, Design, and AR/VR industries are witnessing unprecedented expansion.



5 Million+ Youth Ready for the Global Stage

A vibrant, tech-savvy generation is prepared to drive innovation across global creative ecosystems.

Ministry of Skill Development & Entrepreneurship (MSDE) is powering the movement through its mission:
Create In India & Skill India

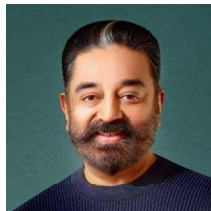
www.mescindia.org | www.iicsindia.org

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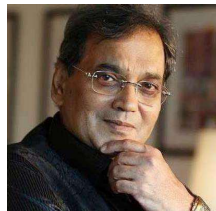
About MESC

- Founded in 2012 under the Ministry of Skill Development & Entrepreneurship, is a not-for-profit organization promoting skill development in the M&E Sector.
- Supported by FICCI and NSDC, MESC is an NCVET-awarding body, bridging the skill gap through industry-academia collaboration, and certification programs to create a robust skilling ecosystem.

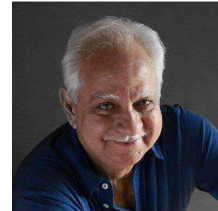
Our Chairman



Mr. KAMAL HASSAN
2013- 2018



Mr. SUBHASH GHAI
2018- 2022



Mr. RAMESH SIPPY
2022-2024



Mr. Shankar Mahadevan
2024-Present

Vidyadaan & Creative Warriors

MESC's flagship platforms for online workshops and expert-led sessions, nurturing creative talent across India

MECAT

MESC's standardized online assessment platform to evaluate creative skills across various media domains.



MEDIA & ENTERTAINMENT SKILLS COUNCIL

Indian Institute of Creative Skills

IICS, dedicated to nurturing world-class talent in media, entertainment, and creative arts.

AWSITC

MESC's Authorized WorldSkills India Training Centre, providing world-class skill training aligned with international standards

KEY ACHIEVEMENTS

7,00,000+

Trainings conducted in M&E

5000+

Certified Trainers

1200+

Affiliated Training Institutions

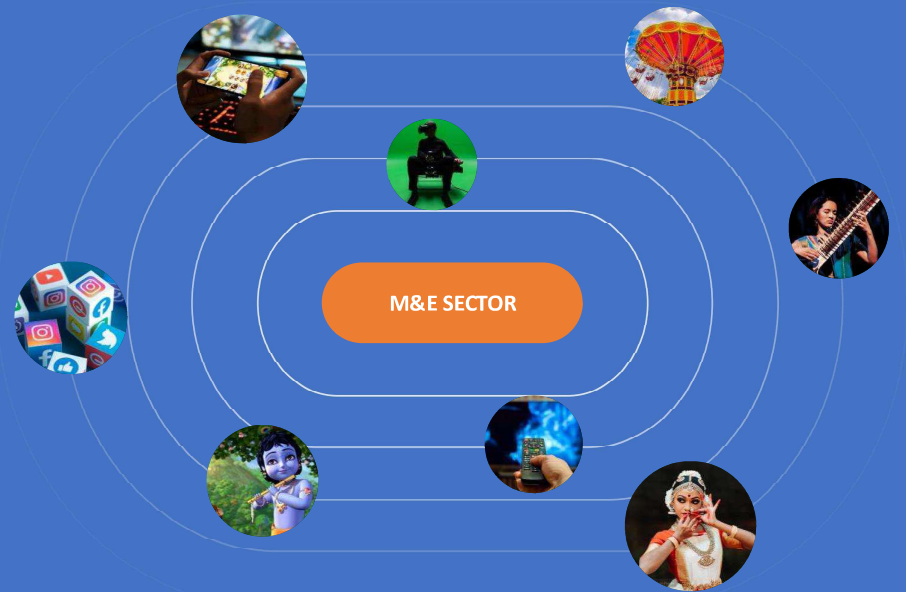
350+

Affiliated Universities & Colleges

OUR QUALIFICATION PACKS

MESC Caters to 12 sub sectors of M&E:

- Films
- Television
- Sound & Music
- Radio
- Print
- Gaming
- Advertising
- Digital
- Art & Culture
- Live Performance/ Event Management
- Theme/ Amusement Park
- Animation



MESC

SOME OF OUR GOVERNING COUNCIL MEMBERS & INDUSTRY LEADERS

LIVE EVENT & CONCERT ECONOMY

Opportunity Landscape



Live Event segment growing with a CAGR of ~18%

- The live events segment in India is estimated at over **₹14,000 crore (₹142 billion) in 2024** and is projected to grow to **₹23,000+ crore (₹235 billion) by 2027**, one of the highest growth rates within the media and entertainment sector.
- The broader **events and exhibitions market** is valued at approximately **USD 5–6 billion** and is projected to reach **USD 8–9 billion by 2030**, driven by domestic demand and international events hosted in India.



01

Live events act as a direct economic multiplier, driving revenue generation, local employment, and consumption in host cities and regions.

02

Growth is no longer limited to metro cities; Tier-2 and Tier-3 cities are increasingly hosting large-scale events, expanding both audience reach and workforce demand.

9



NATURE OF THE

Live Events Ecosystem

- **Project-based & time-bound** industry with high execution pressure
- **Freelance and contract-driven workforce**, engaged per event
- **Multiple agencies and teams** working simultaneously on-ground
- **Execution quality and safety** directly impact event success
- Limited scope for error during live operations
- The talent requirement is **multi-disciplinary in nature**, broadly spanning:
 - **Creative roles:** Event Design, Content, Production, Show Direction
 - **Technical roles:** Audio, Lighting, Rigging, Staging, Video Systems
 - **Operational roles:** Logistics, Venue Operations, Safety, Crowd Management
 - **Managerial roles:** Event Planning, Coordination, Budgeting, Execution Control

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WHAT HAS HAPPENED SO FAR

Skilling Landscape

1. Skill development in the live events sector has largely evolved through **informal and on-the-job learning models**
2. Most professionals acquire skills through **experience-based progression**, mentorship, and repeated event exposure
3. **Formal education programs specific to live events remain limited**, with most learning embedded within broader media, management, or technical courses



4. **Absence of clearly defined career pathways** and role-based progression for live event professionals

5. Training approaches vary significantly in **content, duration, depth, and quality**, with no common benchmarks

6. **Industry-led and institution-led initiatives** exist in select locations, addressing specific roles or functions

Now, Transition towards formalised skilling pathways

11

EXISTING SKILLING AND

Education Initiatives

Media & Entertainment Skills Council (MESC) is working towards building a **structured skilling ecosystem** for the live events and experiential management sector.

1. Development of Industry Aligned Curriculum

Development and alignment of industry-relevant **national occupational roles, curricula, and skill pathways** for live events and experiential domains.

Job Roles: Event Planner/ Event Manager, Set Carpenter, Set Decorator, Set Plasterer, Set Painter, Art Director, Assistant Cameraman, Celebrity PR Manager etc.

2. Indian Institute of Creative Skills

IICS offers an **Events & Experiential Management program** with **multiple entry and exit options**, structured as a **3-year degree pathway**, aligned with industry requirements.

Industry Partners: Mr. Ashish Kulkarni, Mr. Sabbas Joesph, M. Sushma Gaikwad, Mr. Samit Garg etc.

3. Partnership with HEIs & Industry Collaboration

MESC is actively working with Universities, Colleges and Institutions to integrate modules and offering programs related to Event Management. **Industry collaboration** has been integrated into program design and delivery, including partnership with **Wizcraft**, a leading live events and experiential company

4. Upskilling of Workforce

MESC is **actively upskilling the existing workforce** through industry-aligned training, certification, and capacity-building initiatives to enhance employability, safety, and professionalism

12



EXISTING SKILLING AND

Education Initiatives

Wizcraft, in collaboration with higher education institutions, is offering **degree programs in event management** at:

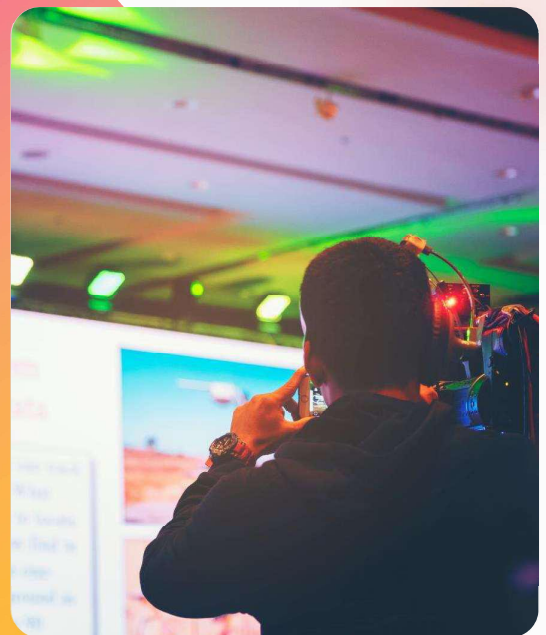
- **Jagran Lakecity University, Bhopal**
- **Jain University, Bengaluru**
- Other locations through institutional partnerships

- These initiatives combine **academic learning, applied training, and live event exposure**, creating early models for scalable skilling
- While these efforts demonstrate **clear progress and momentum**, they currently operate at **limited scale** and require consolidation and standardisation

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Key Gaps in Current Skilling Ecosystem

- **Absence of standardised curricula** across institutions offering event-related programs
- **Limited alignment with nationally recognized occupational standards**, leading to inconsistent skill outcomes
- **Insufficient hands-on exposure** to live event environments during training
- Inconsistent focus on safety, risk management, and compliance, despite high on-ground execution risks
- **Lack of clearly defined career progression pathways** for live event professionals
- Limited mechanisms for **formal recognition of existing skills** acquired through experience



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ROLE OF


Industry Aligned Skilling Framework

- **Industry participation** ensures relevance, practicality, and alignment with on-ground requirements
- **Standardisation of roles and competencies** enables consistency in skill outcomes across regions and institutions
- **Modular and flexible frameworks** allow institutions to adapt programs based on local needs while maintaining core standards
- **Alignment with national education and skilling systems** supports scalability and wider adoption
- Industry-aligned frameworks help bridge the gap between **training, employment, and career progression**

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INDIAN INSTITUTE OF CREATIVE SKILLS

Pilot & Anchor Institution

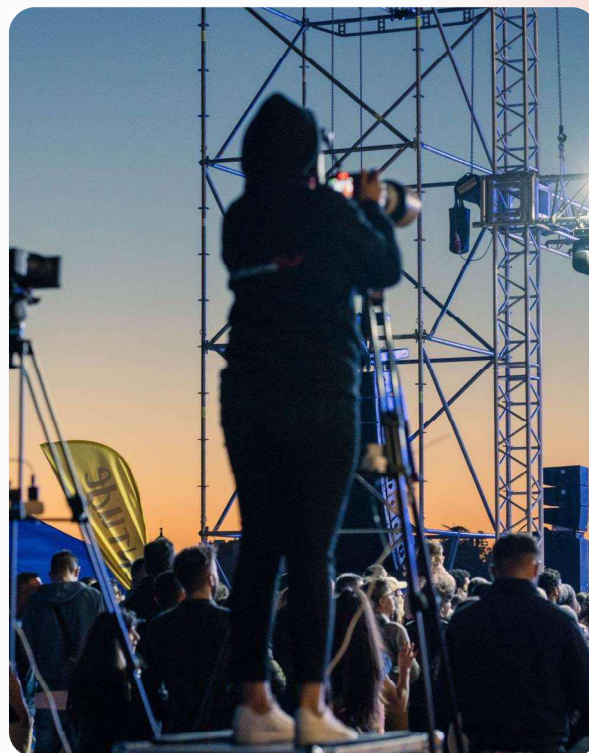
- **Indian Institute of Creative Skills (IICS)** has been identified as a **pilot and anchor institution** for structured skilling in live events and experiential management
 - Functions as a **national testbed** for:
 - Program and course design
 - Curriculum structuring aligned to industry needs
 - Training delivery, assessment, and certification models
 - Operates an **integrated ecosystem**, bringing together:
 - Formal education pathways
 - Skill-based training modules
 - Continuous industry engagement and mentoring
- 
- **Pilot implementation and test phase are currently ongoing** at IICS, with programs being developed, delivered, and evaluated in real-time
 - Enables **hands-on learning and live exposure**, including participation in live events and applied training environments
 - Supports **iterative refinement** of programs based on learner outcomes and industry feedback during the test phase
 - Creates a **validated, replicable reference model** for adoption across universities and institutions

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INDICATIVE SKILLING FRAMEWORK

For Live Events

- **Foundation-level learning** covering the live event ecosystem, workflows, and on-ground practices
- **Specialisation tracks** aligned to industry roles:
 - **Creative & Production**
 - **Technical Services** (audio, lighting, rigging, staging)
 - **Operations & Safety**
 - **Event Management & Coordination**
- **Modular structure** allowing flexibility across institutions and learner pathways
- Strong **emphasis on applied learning**, including practical training and real-event exposure
- Integration of **assessment and certification** aligned to defined skill outcomes



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EARLY INTEGRATION WITHIN

School Education

- Introduction of **early awareness and orientation** on live events and experiential domains at the school level
- Exposure to **career pathways** in live events through workshops, modules, and experiential learning activities
- Integration of **foundational skills** such as teamwork, creativity, communication, safety awareness, and project-based learning
- Alignment with **vocational and skill-oriented education frameworks** at secondary and senior secondary levels
- Enables **early identification of aptitude and interest**, supporting smoother transition to higher education and skilling pathways
- Creates a **long-term talent pipeline** for the live event and concert economy

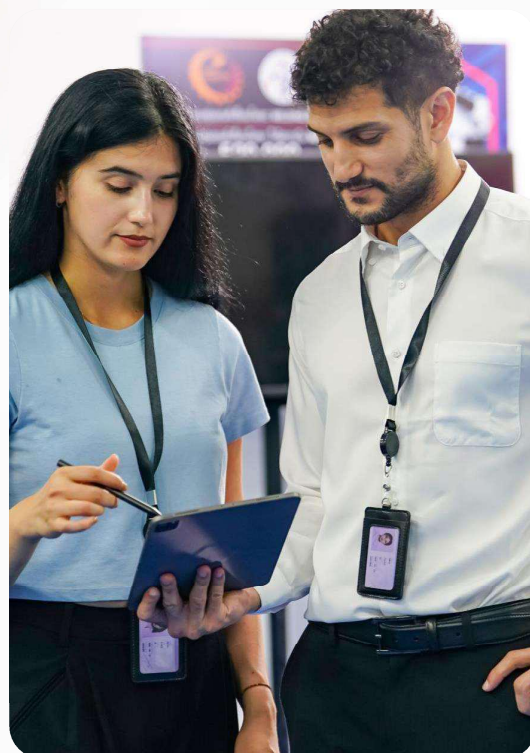


18

INTEGRATION WITH

Higher Education Institutions

- **Strategic collaboration with universities and higher education institutions** to mainstream live event and experiential management skilling
- **Embedding live event skilling components** within existing graduation and diploma programs, rather than creating parallel systems
- Adoption of **credit-linked, modular program structures** allowing:
 - Flexible entry and exit options
 - Learner progression across academic years
 - Alignment with formal education frameworks
- **Blended delivery models**, combining classroom learning, skill-based training, and live event exposure
- Programs designed to be **contextual and adaptable** to institutional strengths, regional needs, and industry presence
- Enables **scalable national rollout** while maintaining consistency in core skill outcomes



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WAY FORWARD

Strengthening Skilling for the Live Events Ecosystem

- **Consolidation of existing skilling and education initiatives** to build a coherent and aligned ecosystem
- **Standardization of skilling pathways** across institutions, while allowing flexibility in delivery models
- **Expansion of pilot programs** tested at anchor institutions to additional universities and regions
- **Strengthening apprenticeship and live exposure mechanisms** to ensure job-ready skills
- Improved **recognition and validation of skills** acquired through training and on-ground experience
- Continuous **industry engagement and feedback** to keep skilling aligned with evolving sector needs

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THANK YOU
FOR ATTENTION