

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

Dated, the 2nd September, 2025

Office Memorandum

SUBJECT: Promotion and Development of the Live Event Industry/Concert Economy in India- reg.

The undersigned is directed to forward herewith a copy of Minutes of the 1st Meeting of JWG held on 26th August, 2025 under the Chairmanship of Secretary, I&B on the subject mentioned above for perusal and Compliance.

2. This issues with the approval of Competent Authority.


(Mihir Kumar Jha)

Under Secretary to the Govt. of India
Tele: 23384754

Encl.: a/a

To:

All the participants as per attached list.

Copy for information to:

- (i) Sr. PPS to Secretary, M/o I&B
- (ii) PPS to JS(B-II), M/o I&B
- (iii) PS to DS (BC-IV), M/o I&B
- (iv) PA to US (BC-IV), M/o I&B

Minutes of the 1st Meeting of the Joint Working Group (JWG) for Promotion of Live Event Industry/Concert Economy in India

The First Meeting of the Joint Working Group (JWG) for Promotion of Live Event Industry/Concert Economy in India was held on 26.08.2025 at National Media Centre (NMC) at 3:30 PM under the chairmanship of Secretary I&B, Shri Sanjay Jaju. The list of participants is enclosed as Annexure I.

2. At the outset, Shri Sanjay Jaju, laid down the vision of Hon'ble PM along with the objectives and purpose of the Joint Working Group (JWG).

3. A presentation on the identified challenges and Action plan for the promotion of Live Events industry was given by Shri Prithul Kumar, Joint Secretary (B-II). A Copy of the Presentation is at Annexure II. Detailed point-wise deliberations were undertaken with the participants on the Action Plan envisaged under the Execution Framework.

4. The following key action points emerged for implementation:

S.No	Decision taken	Action to be taken	Action by / Timeline
1.	Addition/ Inclusion of members in JWG	<p>Inclusion of new members from Ministry/ Department/ State governments/ Organisations/ Industry Stakeholders in JWG from:</p> <p>1. Government of India:</p> <p>i. Joint Secretary, M/o Home Affairs,</p> <p>ii. Joint Secretary, D/O Revenue (MoF)</p> <p>iii. Joint Secretary, M/O Tourism,</p> <p>iv. Joint Secretary, DoNER</p> <p>(To be nominated by Secretary of concerned Ministry/Department)</p> <p>2. State Governments :</p> <p>i. ACS/ Prl. Secretary from concerned department in State Government of Haryana, Tamil Nadu, Assam & West Bengal</p> <p>3. From Organization/Industry:</p> <p>i. Board of Control for Cricket in India (BCCI)</p> <p>ii. AIFF (All India Football Federation)</p>	<p>Member Secretary- JWG.</p> <p>(Shri Brajesh Godra, DS, M/o I&B) /10 days</p>

Shri

		<ul style="list-style-type: none"> iii. IHP (Indian Hockey Federation) (To be nominated by concerned president) iv. ILMC (International Live Music Conference (ILMC)). v. Sh. Tarsame Mittal, (Manages shows for singers) 	
2.	List of Clearances & SoP (Standard Operating Procedures) for Single Window Clearances Portal for Live Event Industry.	<ul style="list-style-type: none"> i. To prepare a draft list of clearances and recommended SoP for the Live Events venues ii. To point out necessary and redundant permissions for Live Events iii. Oversee the Single window portal Development on ICH and its implementation iv. Key considerations in the single window framework - <ul style="list-style-type: none"> a) Pre-approved Permissions for existing Venues for specified audience numbers. Pre-approved Venue layouts and other details need to be prepared for the pre-approved permissions. b) Simplified processes should apply for repeated approvals. c) Formulation of an appropriate Citizen's Charter: Government organisations will be mandated to prescribe clear timelines for granting permissions, thereby ensuring transparency, preventing delays, and eliminating the need for undue follow-up by applicants. 	<ul style="list-style-type: none"> 1. Committee of BookMyShow - Shri Anil Makhija, Ms. Damini Bhalla, Head of Regulatory and Policy, District by Zomato, EMMA - Sh. Ankur Kalra. (10 days) 2. Development of Single Window Portal on ICH-MD/NFDC & Head/ICH Portal (15 October)
3.	Streamlining Music Licensing for live events	<p>Constitute a Sub- Group having members from Music Industry for:</p> <ul style="list-style-type: none"> i. Establish a common online process for music licensing, simplifying application and approvals by the stakeholders from IMI, PPL, IPRS, NOVEX, and others. to obtain music licenses in a transparent manner. DPIIT to coordinate. 	<p>Ms. Simrat Kaur, Director, DPIIT along with key music licencing stakeholders (3 months)</p>

Mishra

		ii. Rationalization of the tariff structure to establish a fair, transparent, and implementable framework for music licensing in the live events sector.	
4.	Venue Development	<ol style="list-style-type: none"> 1. States to adopt policies for enabling Development Greenfield Venues in the States 2. Formulation of a comprehensive policy to facilitate access to ASI-protected monuments for hosting live events, along with a standardized SOP to ensure preservation, security, and smooth conduct of such events. 3. Sports venue pricing should be rationalized, and policies should be streamlined to promote their use for live events. 	<ol style="list-style-type: none"> 1. Shri Sabbas Joseph to draft model greenfield venue policy (15 Days) 2. EEMA General Secretary to share ASI monuments draft policy (15 days) 3. Ministry of Sports & Youth Affairs
5.	Skilling, Certification & Workforce Development	<p>Develop a common industry-wide certification system for workforce skilling. This subject will be spearheaded by Shri. Deepak Choudhary - with EEMA & Shri. Sabbas Joseph, supporting the process.</p> <p>Live Events certification to be taken up by IICT.</p>	<ol style="list-style-type: none"> 1. Common certification framework to be developed by Deepak Choudhary and SJ with EEMA's support. (1 month) 2. CEO/IICT (1 month)
6.	Tourism Finance & Access to Capital	<p>Constitute a sub- group having members from MSME, District by Zomato, EEMA and other industry representatives for following:</p> <ol style="list-style-type: none"> (i) to point out matters related to Financial support mechanisms for the live events sector (ii) GST rebates - EEMA to submit this representation on behalf of the industry to reduce GST from 18% to 5%. 	<p>Shri Vinod Kumar, Director, DFS</p> <p>Ms. Damini Bhalla to lead from Industry (1 month)</p>

M. K. S.

		<p>(iii) RBI issue of cap on foreign remittances for payments to international artists. Representation to be submitted.</p> <p>(iv) Official recognition of the live entertainment sector under MSME & creation of a specific NIC for the sector, ensuring better access to finance and recognition as an industry.</p>	
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5. The Chair emphasized that collaboration, speed, and structured coordination among stakeholders will be the key factors for the success of the Live Events/Concert Economy Industry in India, as the sector holds vast potential for economic growth, employment generation, and revenue mobilization.

The meeting ended with a vote of thanks to the Chair.

Encl.:

1. List of Participants
2. Presentation on Action Plan & Timelines in the 1st Meeting of the Joint Working Group (JWG) on Promotion OF Live Events Industry

ASh

Annexure-I

List of participants -

1. Ms. Niharika Rai, Secretary, Tourism/MD & CEO of DTTDC, Delhi.
(md@delhitourism.gov.in)
2. Shri Vineel Krishna, JS, M/o Youth & Sports. (Vineel.krishna@nic.in)
3. Shri Hemraj Bagul, Director (DGIPR), Maharashtra. (hemrajbagul@gmail.com)
4. Col. V.S Bhati, Dir (Recognition), NCVET, M/o Skill Development & Entrepreneurship. (Director-recongnition@ncvet.gov.in)
5. Shri Vinod Kumar, Director, D/o Financial Services, M/o Finance.
(Vinod.k70@gov.in)
6. Ms. Simrat Kaur, Director, DPIIT. (simrat.kaur@gov.in)
7. Shri Aneish P. Rajan, Director, M/o Culture. (Aneish.rajan@nic.in)
8. Shri Sunil Kumar Kanaujia, Assistant Director, UP State Information Center.
(upsicnd.delhi@gmail.com)
9. Shri Atul Kumar Singh, Administrator/ India Gandhi Stadium, SAI.
(Atulsingh1.ofb@gmail.in)
10. Shri Pradeep Nigam, Sr. Vice President, RMPL. (svpradeep@rmpindia.org)
11. Ms. Nisha Thakkar, Manager, NFDC.
12. Shri Birju Mody, Vice President, PPL. (Birju.mody@pplindia.org)
13. Shri Rakshit Talwar, Head (P.P.) IPRS. (Rakshit.talwar@iprs.org)
14. Shri Blaise Fernandes, CEO, IMI. (blaisefernandes@indiaimi.org)
15. Shri Abhishek Bhattacharya, Joint Director, FICCI. (abhishek.bhattacharya@ficci.com)
16. Shri Manjit Singh, MD, Touchwood. (manjit@touchwood.in)
17. Shri Siddharth Kumar, Vice President, SAREGAMA (siddharthanand.kumar@rpsg.in)
18. Ms. Damini Bhalla, Head of Regulatory & Policy, District by zomato.
(damini.bhalla@zomato.com)
19. Shri Anil Makhija, COO, Book My Show. (anil.makhija@bookmyshow.com)
20. Shri Deepak Chaoudhary, EVA Live. (deepak@evalive.in)
21. Shri Kunal Khambati, District by Zomato. (kunal@zomato.com)
22. Shri Sabbas Joseph, WIZCRAFT. (joseph@wizcraft.com)
23. Shri Samit Garg, EEMA. (president@eemaindia.com)
24. Ms. Neetu Sikka, CII. (Neetu.sikka@cii.in)
25. Ms. Swati Thakre, CII. (Swati.thakre@cii.in)
26. Ms. Aditi Bhulda, FICCI. (Aditi.bhulda@ficci.com)

Joint Working Group on Live Events Industry Promotion - Action Plan & Tentative Timelines

FOR DISCUSSION IN THE FIRST MEETING | 26TH
AUGUST 2025

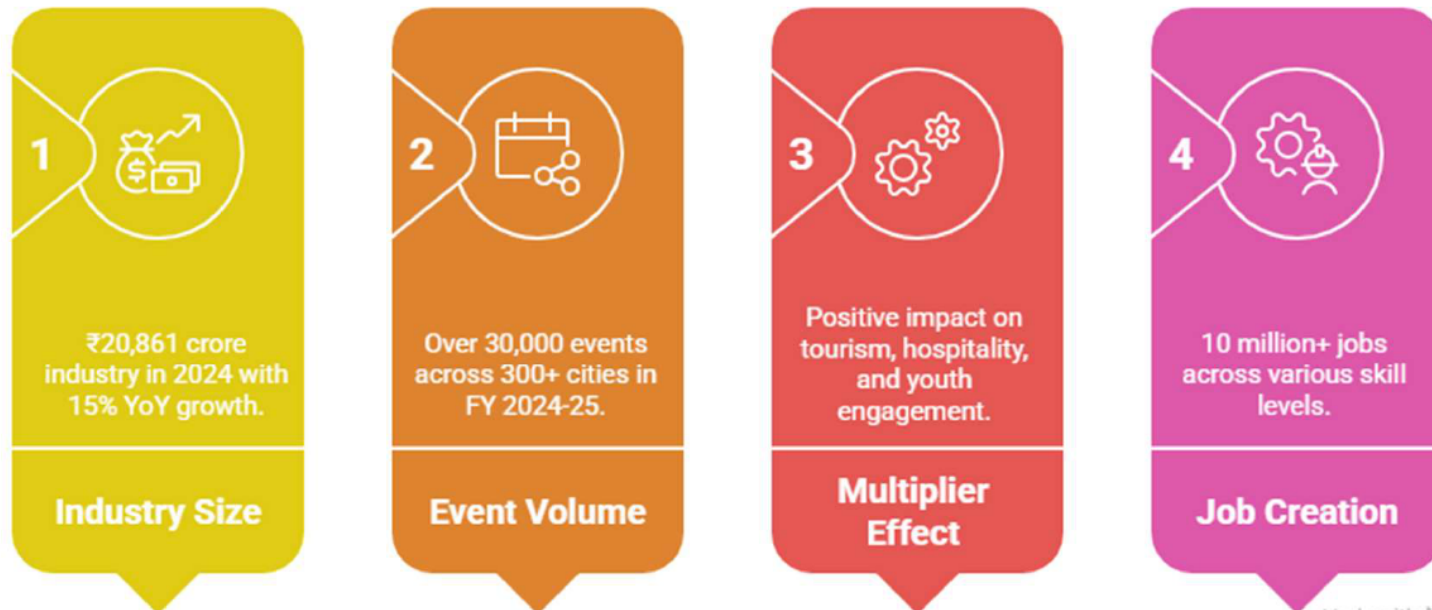
Background

- ▶ WAVES 2025 Summit - held in Mumbai (May 1–4, 2025)
- ▶ WAVES Culturals & Concerts Segment – In partnership with Live Events industry
- ▶ Launch of White Paper: 'India's Live Events Economy: A Strategic Growth Imperative'
- ▶ PM's Vision: Clarion call to Harness concert economy as a strategic growth driver – infrastructure, jobs, tourism, and soft power



Snapshot

Indian Events Industry



Strategic Goals (By 2030)

Promotion

Promoting domestic intellectual properties and attracting global tours.



Skills development

Implementing skilling and certification systems.



Job creation

Creating 15 to 20 million new jobs.



Infrastructure improvement

Developing world-class infrastructure in Tier 2/3 cities.

Formation of Joint Working Group (JWG) for Live Event Industry

JWG Constituted – 30th July, 2025

- **Chairperson:** Secretary, Ministry of I&B
- **Government Representatives:**
 - Joint Secretaries from Ministries (I&B, Culture, Sports, Skill, DPIIT, Finance & Finance),
 - State Government officials (Maharashtra, Delhi, UP, Telangana, Karnataka),
 - DG Sports Authority of India
- ▶ **Industry Representatives:**
 - ▶ EEMA, FICCI, CII, ILEA,
 - ▶ Book My Show, Wizcraft, Saregama, District by Zomato, Touchwood Entertainment Ltd.
 - ▶ Indian Performing Right Society (IPRS), Phonographic Performance LTD. (PPL), Recorded Music Performance LTD. (RMPL), Indian Music Industry (IMI) Trust




Objectives of JWG

- ▶ Develop a structured framework for growth of India's live events industry
- ▶ Facilitate ease of doing business via single-window clearances
- ▶ Promote India as a global hub for live events and concerts
- ▶ Ensure inter-ministerial and industry collaboration
- ▶ Development of Policy, Infrastructure, Skill & Global Promotions



Priority Action Areas

- ▶ Single Window Clearance System (ICH portal integration)
- ▶ Music Licensing & IP Rights Framework
- ▶ State-level Enablement & Local Clearances
- ▶ Tourism & Event Promotion
- ▶ Financial Incentives & Funding
- ▶ Recognition under MSME/Creative Industries
- ▶ Venue & Infrastructure Utilisation
- ▶ Performer's Visa & International Facilitation
- ▶ Skill Development & Workforce Training



ICH Portal – Single Window Clearance

- ▶ Stakeholders: MoIB, States, Ministries of Home Affairs, Culture, Tourism, etc.
- ▶ Key Actions:
 - ▶ Portal integration at ICH for live event clearances
 - ▶ Define nodal points for permissions
 - ▶ Assist in standardizing procedures across states
 - ▶ Common application form - Unified Templates for Permissions
 - ▶ Role-based access for departments
 - ▶ Already active for films – being expanded for live events

I- Applicant navigates to event permission

The screenshot shows the NFDC Film Facilitation Office Application Portal dashboard. The header includes the NFDC logo, the text 'Welcome, User', and navigation options for 'International Project' and 'Domestic Project'. A sidebar on the left lists menu items: Dashboard, New Application, State Permission, Railway Permission, ASI Permission, and Event Permission. The main content area features a welcome message and a 'Download Checklist' button. Below this are four cards for 'State Permission', 'Railway Permission', 'ASI Permission', and 'Event Permission', each with 'Apply now' and 'View all' buttons. The 'Event Permission' card is highlighted with a pink circle. On the right, a 'Guidelines' section lists rules for filming at airports, border areas, and railways.

Welcome to Film Facilitation Office Application Portal!

For permission for Feature films, Reality TV shows, Web and commercial TV series, kindly click on Start New Application. Kindly apply minimum 20 days prior to your shoot, as the States normally take 7-15 working days to process an application. FFO does not facilitate applications for documentaries, Music videos and AV commercials. Kindly apply to the respective State directly.

[Download Checklist](#)

State Permission
[Apply now >](#) [View all >](#)

Railway Permission
[Apply now >](#) [View all >](#)


ASI Permission
[Apply now >](#) [View all >](#)

Event Permission
[Apply now >](#) [View all >](#)

Guidelines

- ① **Filming at Airports / Aerial Filming** permission from Directorate General of Civil Aviation (DGCA) - Kindly apply at least two (2) months prior to the day of the shoot.
- ① **Filming at Border Areas** - Kindly apply at least two (2) months prior to the day of the shoot.
- ① **Filming at Railways** - Kindly apply at least two (2) months prior to the day of the shoot.

2- Applicant enters required details

 **NFDC**
National Food Development Corporation

Welcome, User

Domestic Project

Dashboard

New Application

State Permission

Railway Permission

ASI Permission

Event Permission

Event Permission Form

Home / Event Permission / New Application

State

District*

Event Description*

Venue*

Event Capacity*

Start Date & Time*

End Date & Time*

Contact No.*

Email*

Ticketed Event?* Yes No

Ticket Min Price

Ticket Max Price

Cancel Save as Draft Submit

3- State Nodal officer receives the application

Welcome, Prateek Raj

Event Permission Request List

Application status: [Dropdown] From date: [Dropdown] To date: [Dropdown]

Show: 10 Rows [Excel] [Pdf] Search: [Input]

S. No.	Application Number	Title	Date	Status	Action
1	FFO/NFDC/STATE/EVENT/24-25/928	Article 15	17-June-2025	Approved	
2	FFO/NFDC/STATE/EVENT/24-25/928	Barfi	16-July-2025	Submitted	
3	FFO/NFDC/STATE/EVENT/24-25/928	Criminal Justice	15-May-2025	Pending	
4	FFO/NFDC/STATE/EVENT/24-25/928	JL50	14-June-2025	Rejected	
5	FFO/NFDC/STATE/EVENT/24-25/928	TVF Pitchers	10-April-2025	In Progress	

View Form

Upload / View document

4- State Nodal officer reviews the submitted application

NFDC NATIONAL FEDERATION OF DISTRICT COUNCILS

Welcome, Prateek Raj

Event Permission Request

Home / Event Permission Request List / View

[Document Requisite](#) [Forward](#) [Approve / Reject](#) [Raise Query](#) [View Timeline](#)

Application ID* 1234 Submitted Date* 16/06/2025 State Uttar Pradesh

District* Gautam Budhh Nagar Start Date & Time* 16/06/2025, 9:00 AM End Date & Time* 16/06/2025, 6:00 PM

Event Description* abc Venue* xyz

Event Capacity* 500 Contact No.* 9988776655 Email* abc@gmail.com

Ticketed Event?* Yes No Ticket Min Price 250 Ticket Max Price 500

[Back](#)

5- State Nodal officer forwards the application to the Line Department's

NFDC
NATIONAL FEDERATION OF DISTRICT COUNCILS

Welcome, Prateek Raj

Dashboard

New Application

State Permission

Event Permission

Event Permission Request

Home / Event Permission Request List / View

Document Requisite Forward Approve / Reject Raise Query View Timeline

Application ID* Submitted Date* State*

1234 16/06/2025 Uttar Pradesh

District*

Gautam Budhh Nagar

Event Description*

abc

Event Capacity*

500

Ticketed Event?*

Yes No

Back

Application ID: FFO/NNFDC/22-23/568

First Name* Last Name* Email

First Name Last name Email

Department* Remarks

Enter Department Enter Remarks.


Upload Document*

Choose File No File Chosen

(Max. file size - 10MB, File Type-- .pdf)

Forward Cancel

6- Line Department reviews the submitted application

 **NFDC**
Commission of India

Welcome, Arjun

Dashboard

New Application

State Permission

Railway Permission

Event Permission

Event Permission Request

Home / Event Permission Request List/ View

[Approve / Reject](#) [Raise Query](#) [View Timeline](#)

Application ID* 1234 Submitted Date* 16/06/2025 State* Uttar Pradesh

District* Gautam Budhh Nagar Start Date & Time* 16/06/2025, 9:00 AM End Date & Time* 16/06/2025, 6:00 PM

Event Description* abc Venue* xyz

Event Capacity* 500 Contact No.* 9988776655 Email* abc@gmail.com

Ticketed Event?* Yes No Ticket Min Price 250 Ticket Max Price 500

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10- State Nodal officer Approves/Rejects the application

The screenshot displays the NFDC (National Federation of Dairy Cooperatives) portal interface. The user is logged in as Prateek Raj. The main content area shows an "Event Permission Request" form with the following details:

- Application ID*: 1234
- Submitted Date*: 16/06/2025
- State*: Uttar Pradesh
- District*: Gautam Budhh Nagar
- Event Description: abc
- Event Capacity*: 500
- Ticketed Event?*: Yes No
- Ticket Min Price: 250
- Ticket Max Price: 500

At the top right of the form, there are buttons for "Document Requisite", "Forward", "Approve / Reject", "Raise Query", and "View Timeline". A modal dialog titled "Approve / Reject" is open, containing the following fields and options:

- Application Number: FFO/NFDC/22-23/667
- Remarks: Enter Remarks.
- Upload Document: Choose File | No File Chosen (Max. file size - 10MB, File Type- .pdf)
- Buttons: Approve (green), Reject (red)

A pink oval highlights the "Approve / Reject" modal dialog and the "Approve / Reject" button on the form.



State Governments – Nodal Agencies

- ▶ Key Actions:
 - ▶ Appoint Nodal Officer for Live Events
 - ▶ Upload venue details with specifications
 - ▶ Integrate fire, traffic, sanitation, and municipal permissions
 - ▶ Digitally integrate state-level platforms with ICH
- ▶ Tentative Timeline:
 - ▶ Sept 2025 – Nodal Officers appointment
 - ▶ Nov 2025 – Venue database upload
 - ▶ Jan 2026 – Portal integration complete

Music Licensing & IP Rights

- ▶ **Integrate into ICH for rights verification & fee payment**
- ▶ Stakeholders: DPIIT, PPL, IPRS, Novex, RMPL, Music Rights Authorities
- ▶ Key Actions:
 - ▶ Expedite the single window being developed by DPIIT / IMI
 - ▶ Provide API integrations for licensing systems
 - ▶ Enable seamless rights verification and payments
- ▶ Tentative Timeline:
 - ▶ Oct 2025 – Development of single window portal by DPIIT
 - ▶ Nov 2025 – API framework finalization
 - ▶ Dec 2025 – Full system integration



IP & Creative Industry Recognition

- ▶ **Establish Centralized Digital Music Licensing Registry, promote IPs**
- ▶ Stakeholders: DPIIT
- ▶ Key Actions:
 - ▶ Create licensing registry for music rights
 - ▶ Facilitate registration of IPs like festivals and concerts
- ▶ Tentative Timeline:
 - ▶ Oct 2025 – Framework draft
 - ▶ Nov 2025 – Registry launch

Venue Utilisation

- ▶ **Enable use of stadiums and public spaces for events**
- ▶ Stakeholders: State Governments, Ministry of Sports, Ministry of Culture & ministry of Tourism
- ▶ Key Actions:
 - ▶ Develop framework for sports arenas & stadiums for non-sporting events
 - ▶ Mandate multi-use of stadiums/public spaces
- ▶ Tentative Timeline:
 - ▶ Oct 2025 – Draft framework (SOP) prepared
 - ▶ Dec 2025 – Adoption by States



Performer's Visa

- ▶ **Introduce new category of Performer's Visa**
- ▶ Stakeholder: Ministry of Home Affairs
- ▶ Key Actions:
 - ▶ Create Group Visa category for international performers
- ▶ Tentative Timeline:
 - ▶ Nov 2025 – Draft prepared
 - ▶ Jan 2026 – Notification issued

Skill Development

- ▶ **Integrate entertainment skills in NSQF, establish training programs**
- ▶ Stakeholders: MSDE & States
- ▶ Key Actions:
 - ▶ Introduce sector-specific skills in NSQF
 - ▶ Set up training centres & apprenticeships
 - ▶ Quality assurance for certification
- ▶ Tentative Timeline:
 - ▶ Nov 2025 – Curriculum finalized
 - ▶ Apr 2026 – First training batch

Tourism Promotion

- ▶ **Promote India as destination for event tourism**
- ▶ Stakeholders: Ministry of Tourism
- ▶ Key Actions:
 - ▶ Support to promote Indian IPs in international tourism events
 - ▶ Support venue upgradation via PPP and funds
 - ▶ Live event organization to be considered while developing Tourism infrastructure
- ▶ Tentative Timeline:
 - ▶ Oct 2025 – Event tourism strategy launched
 - ▶ Ongoing promotion thereafter



Financial Incentives

- ▶ **Funding mechanisms, GST rebates, CSR inclusion**
- ▶ Stakeholders: Department of Financial Services, Ministry of Finance
- ▶ Key Actions:
 - ▶ Expand financing and blended models
 - ▶ Formulate financial incentives and subsidies
- ▶ Tentative Timeline:
 - ▶ Dec 2025 – Policy draft
 - ▶ Feb 2026 – Implementation

MSME Recognition

- ▶ **Formally recognize live entertainment sector under MSME framework**
- ▶ Stakeholders: MSME Ministry
- ▶ Key Actions:
 - ▶ Recognize stakeholders (promoters, venues, service providers) under MSME
 - ▶ Extend MSME benefits
- ▶ Tentative Timeline:
 - ▶ Oct 2025 – Notification to be issued



Industry Stakeholders

- ▶ **Provide user feedback and adopt ICH portal**
- ▶ Stakeholders: Event Organisers, Associations, Production Houses
- ▶ Key Actions:
 - ▶ Contribute to CAF and portal UX design
 - ▶ Participate in consultations for policy gaps
 - ▶ Encourage adoption of portal
- ▶ Tentative Timeline:
 - ▶ Aug 2025 onwards – Continuous engagement



Thank you