

N-34027/7/2025-BC-IV
GOVERNMENT OF INDIA
Ministry of Information & Broadcasting
Kartavya Bhavan 2, New Delhi – 110001

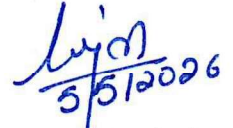
Dated: 05th May, 2026

Office Memorandum

Subject: Minutes of the 4th Meeting of Live Events Development Cell held on 30th April, 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 30.04.2026 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@nic.in.
3. This issues with the approval of Competent Authority.


5/5/2026

(Brajesh Godra)

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

Tele: 011-24015837

Encl.: a/a

To

1. All Members of LEDC
2. List of participants as per Annexure-A

Copy for information to:

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

Minutes of the 4th Meeting of the LEDC held on 30 April, 2026 at Vigyan Bhawan, New Delhi, under the Chairmanship of Shri Chanchal Kumar, Secretary, Ministry of I&B

The 4th Meeting of the Live Events Development Cell (LEDC) was held on 30th April, 2026 under the chairmanship of Shri. Chanchal Kumar, Secretary, Ministry of Information & Broadcasting (MoIB), at Vigyan Bhawan, New Delhi, to review the progress made and to deliberate on issues pertaining to the promotion and development of the Live Event Industry in India. The meeting was attended by representatives of Central Ministries, Departments and associated bodies, States, industry organizations, and other members of LEDC. The list of participants is enclosed as **Annexure-A**.

2. Shri Prithul Kumar, Joint Secretary (Broadcasting), MoIB, welcomed the Chairperson and expressed appreciation for his leadership and guidance, and also extended a welcome to all delegates. He urged States and industry stakeholders to actively support the timely and effective implementation of reform measures for the live events sector.

3. The chairperson, Shri Chanchal Kumar, Secretary, MoIB, in his keynote address, highlighted the growing importance of the live events sector, noting that around 34,000 events were held across the country in the previous year, significantly contributing to employment, tourism, and local economic development. He underscored the sector's strong 'multiplier effect' across allied industries such as travel, hospitality, and infrastructure, including in Tier II and Tier III cities. He referred to the meeting held with States and Union Territories (UTs) on 16th April 2026 and informed that the States and UTs are in the process of implementing the Model Executive Order for streamlining permissions, aimed at creating a simple, transparent, and time-bound approval system. He emphasised the need to simplify procedures, improve infrastructure, and ensure sustainable financing. He urged States to support the growth of the industry. He also reiterated India's aim to become a global hub for live events and invited further inputs from stakeholders.

4. JS(B) MoIB presented the progress regarding each of the agenda points and future roadmap for the development of the live events sector (Copy of the presentation attached as **Annexure-B**). The action points emerging from the discussion on the agenda points in the meeting and directions given by the chairperson, are as under:

1. Single Window Clearances Portal for Live Event Industry

- a) States/ UTs were requested to undertake the following actions-
 - i. **Designate Nodal Officer** for Live Events Licensing facilitation
 - ii. **Nominate departmental authorised officers** across the concerned authorities
 - iii. **Integrate all departmental and local licensing systems** with the ICH Portal
 - iv. **Route the complete license lifecycle** through ICH Portal **ONLY**.
 - v. **Onboarding of live event venues** on the ICH Portal
 - vi. Issue **implementation orders / notifications within 30 days** of publication and submit **compliance reports within 45 days** to the State / UT Nodal Officer
 - vii. **Notify Live Event licensing as a time-bound public service** under the relevant State / UT service delivery framework

- b) The concerned Central Ministries were requested to undertake the following integrations:
 - i. **DCGA/ Ministry of Civil Aviation:** Integrate DigitalSky with ICH for drone permissions
 - ii. **ASI/ Ministry of Culture:** Integrate the protected monuments/sites permitted for live events on the portal
 - iii. **SAI/ Ministry of Youth Affairs & Sports:** Integrate pre-approved sports venues. SAI/ MoYAS was requested to target the finalisation of their internal SOPs for booking priority by 10th May 2026, and complete the API integration/onboarding the ICH Live Events Portal by the end of May 2026.
 - iv. **DPIIT & Music Licencing Agencies-** VasantSangeetDwar portal integration with the ICH portal by 21st May 2026.
- c) The industry was advised to use only this portal for seeking all requisite permissions.
- d) Industry suggestions such as provision for pencil booking, allowing the live event user to also apply for film permission if any, and vice-verse, etc. MD, NFDC & Head, ICH were asked to obtain detailed feedback from the industry stakeholders, and ensure its incorporation in the portal
- e) States/ UTs also need to map their departmental processing steps into the portal for end-to-end workflow integration, not just nominate nodal officers.
- f) The contact details of nodal officials to be shared with the industry stakeholders, for coordination.
- g) Secretary, MoIB reiterated that States can retain local nuances while still converging their portals with the ICH Live Events portal via APIs

2. Implementation of Model Standard Operating Procedure (SOP) for Live Events for the States/ UTs

- a) It was mentioned about the VC chaired by Secretary, MoIB with representatives from States and Union Territories on 16th April 2026, where most of the States and UTs had committed to adopting the policy by 31st May 2026 (45-day time period).
- b) Maharashtra stated that SOP adoption is ongoing and will be completed by 31st May 2026, along with the single-window portal integration
- c) Assam indicated that the State has a policy in place pertaining to live events. It indicated that integration with the ICH Single Window Portal and onboarding of departments will be completed.
- d) Delhi stated that film-permission integration is already complete and integration with the live events portal is ongoing.
- e) Further, the following measures were also requested from the concerned Central Ministries:
 - i. **Ministry of Sports & Ministry of Culture**
 - 1) Enable use of sports arenas and heritage venues for live events
 - 2) Develop operational frameworks for venue utilisation
 - 3) Create a list of pre-approved venues for faster approvals
 - ii. **MHA**
 - 1) Enable group visa provisions for artists and crews. - Incorporate the requirement in the existing Film Visa category exempting the equipment's from customs duty for the show.

- 2) Review and streamline FRRO registration requirements - On a related operational issue, MHA stated that it would clarify with Mumbai FRRO why FRRO registration was reportedly being asked even for short-term stays in Maharashtra, which may be impacting event execution for foreign performers

iii. MSDE

- 1) Integrate live entertainment skills into NSQF
- 2) Establish training centres and certification bodies
- 3) Promote structured apprenticeship programmes

iv. Ministry of Tourism

- 1) Promote India as a global hub for event-based tourism in international and domestic conferences
- 2) Provide incentives, funding, and PPP support for venue development

v. Ministry of Finance & MSME

- 1) Provide financial incentives (GST rationalisation, CSR alignment)
- 2) Facilitate infrastructure financing (VGF, blended finance, long-term funding)
- 3) Recognise live entertainment sector under MSME

vi. DPIIT

- 1) Online Music licensing framework to be streamlined and unified
- 2) Standardise and rationalise copyright/music licensing
- 3) Enable registration of event IPs as recognised enterprises

vii. MoEFCC

- 1) to examine the feasibility and permissions framework for live events running beyond 10 PM

viii. DEA

- 1) Finalization of representation regarding **relaxation on capping on foreign remittances** for payments to international artists, which has been referred to the FEMA division. A letter from SIB may be sent to DEA again.

3. Pre-Approved Venues

- a) SAI and ASI were asked to assist in pre-approving major venues, so event organizers need not go through the same venue-level licensing and permissions process for each event
- b) ASI indicated its intent to onboard 224 monuments, subject to guidelines and procedures already captured in an SOP for organizing live events at those assets
- c) SAI was asked to ensure that all necessary certifications are in place for major venues, especially structural and fire-safety certifications
- d) A separate meeting may be convened with SAI to discuss venue-related structural and operational issues in more detail. Industry to provide the details of the issues.

4. Presentation on Greenfield Venue Development Policy by EY (Copy of the presentation attached as *Annexure C*)

- a) State Governments, industry stakeholders, and sports authorities were requested to review the draft prepared on the greenfield venue development framework (*Annexure C*) and provide their formal feedback.

- b) Joint Secretary (B) advised that the respective roles of the Government and the private sector in greenfield venue development be clearly delineated & to work out a Cost-Benefit Analysis (CBA) for the suggested PPP models
- c) SAI may lay down venue-specific Field of Play (FOP) protection guidelines from their existing venues, making them a mandatory compliance layer

5. Presentation on Skilling Curriculum in IIMC by the Live Event Skilling Committee chaired by Dr. Pragya Paliwal Gaur, VC, IIMC on progress (*Copy of the presentation attached as Annexure D*)

- a) A presentation was given by Ms. Sushma Gaikwad of MESC on behalf of the skilling committee.
- b) Requisite MoU between IIMC, MESC & EEMA, for starting live event skilling courses by IIMC may be finalized and signed by 15th May 2026
- c) Certificate/Short-term courses may be commenced by Jun 2026, after execution of the required MoUs
- d) Elective modules for existing programs in IIMC, are targeted for inclusion from the next academic session beginning in August 2026
- e) States and UT Governments may review the skilling modules proposed by IIMC and explore their adoption or replication through their respective skilling institutions.
- f) VC, IIMC indicated that the live events related skilling could also be undertaken using the five regional centres of IIMC across India

6. Discussions regarding recent cancellation of live events

- a) Joint Secretary (Broadcasting), MoIB acknowledged the seriousness of the issue of recent event cancellations and stated that the matter would be taken up with the concerned States. It was noted that a follow-up discussion may be convened on the issue after engagement with the concerned State(s)
- b) Joint Secretary (Broadcasting), MoIB noted that several of these concerns could be mitigated through adoption of the Model Executive Order, which includes safeguards against arbitrary cancellations

5. Joint Secretary (Broadcasting), MoIB thanked the representatives of State Governments, Central Ministries, and industry stakeholders for their participation and valuable inputs. He reiterated that the Government views the live events sector to be an important future growth driver of the M&E industry, and emphasised that continued coordination among the Central Government, State Governments, and industry stakeholders would be essential for effective implementation of the proposed measures.

The meeting ended with thanks to the Chair.

Government of India

1. Shri. Chanchal Kumar, Secretary, M/o Information & Broadcasting – **Chairperson, LEDC**
2. Shri. Prithul Kumar, Joint Secretary, Broadcasting-II, M/o Information & Broadcasting
3. Shri. Harikishore S., Joint Secretary, M/o Tourism
4. Dr. Sandeep Mahatme, Joint Secretary, M/o Home Affairs
5. Shri. Satyajit Mishra, Joint Secretary, M/o Environment, Forests and Climate Change
6. Dr. Pragya Paliwal Gaur, Vice Chancellor, IIMC
7. Shri. Brajesh Godra, Deputy Secretary (BAE & BC -IV), M/o Information & Broadcasting (Member Secretary, LEDC)
8. Ms. Simrat Kaur, Director, DPIIT
9. Shri. Ambar Pratap Singh, Executive Director, Sports Authority of India (M/o Youth Affairs & Sports)
10. Shri. Zulfequar Ali, Director (Monument-II), ASI
11. Shri. Ayushman Kumar, Chief of Media and Communications, M/o Youth Affairs & Sports
12. Ms. Shatarupa Mishra, Joint Director, CBDDT, M/o Finance
13. Shri. Nidhin Jose, Deputy Director, SAI (M/o Youth Affairs & Sports)
14. Shri. Shahbaz Hasibi, M/o Skill Development & Entrepreneurship
15. Shri. Manas Mondal, Deputy Secretary, M/o Development of North East Region
16. Shri. Mihir Kumar Jha, Under Secretary (BAE & BC-IV), M/o Information & Broadcasting
17. Shri. Pankaj Singla, Section Officer (BC-IV), MoIB
18. Shri. Charan Jeet Singh, M/o Environment, Forests and Climate Change
19. Dr. JD Marcus Knight, M/o Environment, Forests and Climate Change

State Governments

1. Shri. Kumar Padmapani Bora, Commissioner and Secretary, Information & Public Relations and Printing & Stationery Department, Assam
2. Shri. Hemraj Bagul, Director (Information), Maharashtra Information Centre
3. Shri. Kishor Gangurde, Director (Information), DGIPR, Maharashtra
4. Ms. Manvi Jagan, GM, TGTDC, Telangana
5. Shri. B.Rawakanth, Telangana Tourism, Telangana
6. Shri. R Rajesh Kannan, Govt. of Tamil Nadu
7. Shri. Neeraj Kumar, Joint Director, DIPR, Haryana
8. Ms. Varsha Andhale, DGIPR, Maharashtra
9. Shri. Maniksha Bakshi, Manager, Film Shooting Promotion Cell, Delhi

Industry

1. Shri. Ankur Kalra, EEMA
2. Shri. Deepak Choudhry, EVA Live
3. Shri. Kunal Khambati, District by Zomato
4. Shri. Anil Makhija, Book My Show
5. Ms. Damini Bhalla, District by Zomato
6. Shri. Vivek Kumar, Book My Show
7. Shri. Blaise Fernandes, IMI
8. Ms. Bhawna Chugh, Vice President, Novex Communications Pvt. Ltd.
9. Shri. Rakshit Talwar, I.P.R.S.
10. Ms. Sushma Gaikwad, MESC
11. Ms. Mansha Vij, FICCI
12. Shri. Mani Malar Hirijagner, Phonographic Performance Limited

(Joined via VC)

1. Shri. Sabbas Joseph, Wizcraft
2. Shri. Rahul Walia, Touchdown Media and Productions, USA

Others

1. Shri. Soumitra Sahu, Head, India Cine Hub, NFDC
2. Shri. Tanmay Shankar, Head (Digital Growth & Technology), NFDC
3. Dr. Rakesh Upadhyay, Associate Professor, IIMC
4. Shri. Varun Arora, Director, EY
5. Shri. Sunny Prashar, Project Manager, EY
6. Shri. Abhinav Pandey S, Project Consultant, EY
7. Shri. Nachiket Shirolkar, Project Consultant, EY
8. Shri. Abhay Kumar, Project Manager, UNEECOPS
9. Shri. Ankit Srivastava, Product Manager, NFDC
10. Shri. Sanjeev Kumar Sorokhaibam, Business Analyst, UNEECOPS
11. Ms. Arunika Sharma, Management Consultant
12. Shri. Dhruv Nair, Management Consultant

4th Meeting of the Live Event Development Cell (LEDC)

Promotion and Development of the Live Event Industry
Ministry of Information & Broadcasting, Government of India

30th April 2026



Government of India
**Ministry of
Information and Broadcasting**



Industry Context & Strategic Importance

01

Jan, 2025

PM Shri Narendra Modi's Clarion Call at the Odisha Conclave (2025): States & Industry to work for the **Concert Economy** as a key driver of **infrastructure, employment, tourism, and soft power**

02

WAVES Summit (1–4 May 2025):

PM highlighted India's Orange Economy

WAVES Cultural & Concerts – Key Pillar

Launch of the White Paper "India's Live Events Economy: A Strategic Growth Imperative"

03

1 July, 2025

Execution Framework:

Comprehensive strategy for growth of Sector- Prepared & circulated to all stakeholders

30th July, 2025

The **Joint Working Group (JWG)** as part of the **Live Events Development Cell (LEDC)** constituted

Members of the LEDC JWG:

10 Central Ministries and departments,

9 States,

17 Industry bodies & key players

Three LEDC meetings held on

- 26 Aug 2025,
- 16 Oct 2025,
- 4 Feb 2026

04

05

06

Live Event Development Cell (LEDC)

Joint Working Group (JWG)

Chairperson: Secretary, MoIB

Members

Government		Non-Government		
Central	State	Industry Associations	Industry Stakeholders	Others
MoHA	Assam	EEMA	Book My Show	BCCI
MoC	Delhi	FICCI	District by Zomato	AIFF
MoSYA	Haryana	CII	Wizcraft	IHF
DPIIT	Karnataka	IRPS	EVA Live	Shri. Rahul Walia, USA
DoR, MoF	Maharashtra	RMPL	Saregama	Shri. Tarsame Mittal
DoFS, Ministry of Finance	Tamil Nadu	PPL India		
MSDE	Telangana	IMI Trust		
MoT	Uttar Pradesh			
MSME	West Bengal			
DG, SAI				
DG, ASI				
MD, NFDC				
DS (BAE & BC -IV), MoIB Member Secretary				
Head, India Cine Hub				

Live Event Sector – M&E Report 2026

44%

growth from 2024 to 2025; highest growing segment of M&E industry

01

₹196

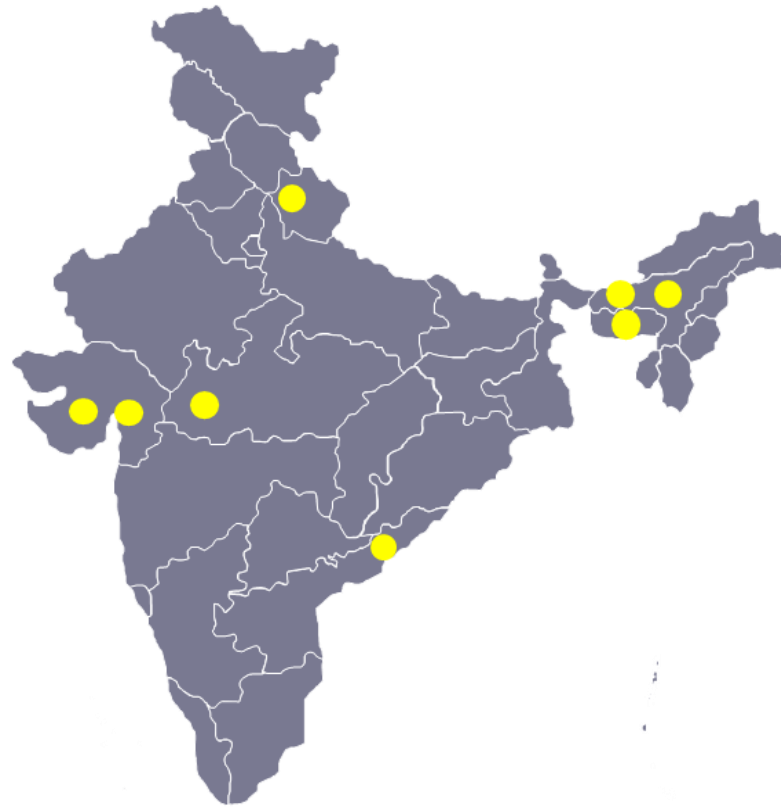
Billion projected market size by 2028 (~10% CAGR, 2025-28)

02

34,086

Live events held annually across India in 2025

03



Non-metro cities driving live events growth

Live events growth led by non-metros
Vizag, Vadodara, Indore, Shillong, Guwahati, Rajkot, Dehradun, Kokrajhar

04

130

large-format concert days attracting **10,000+** paid attendees in 2025

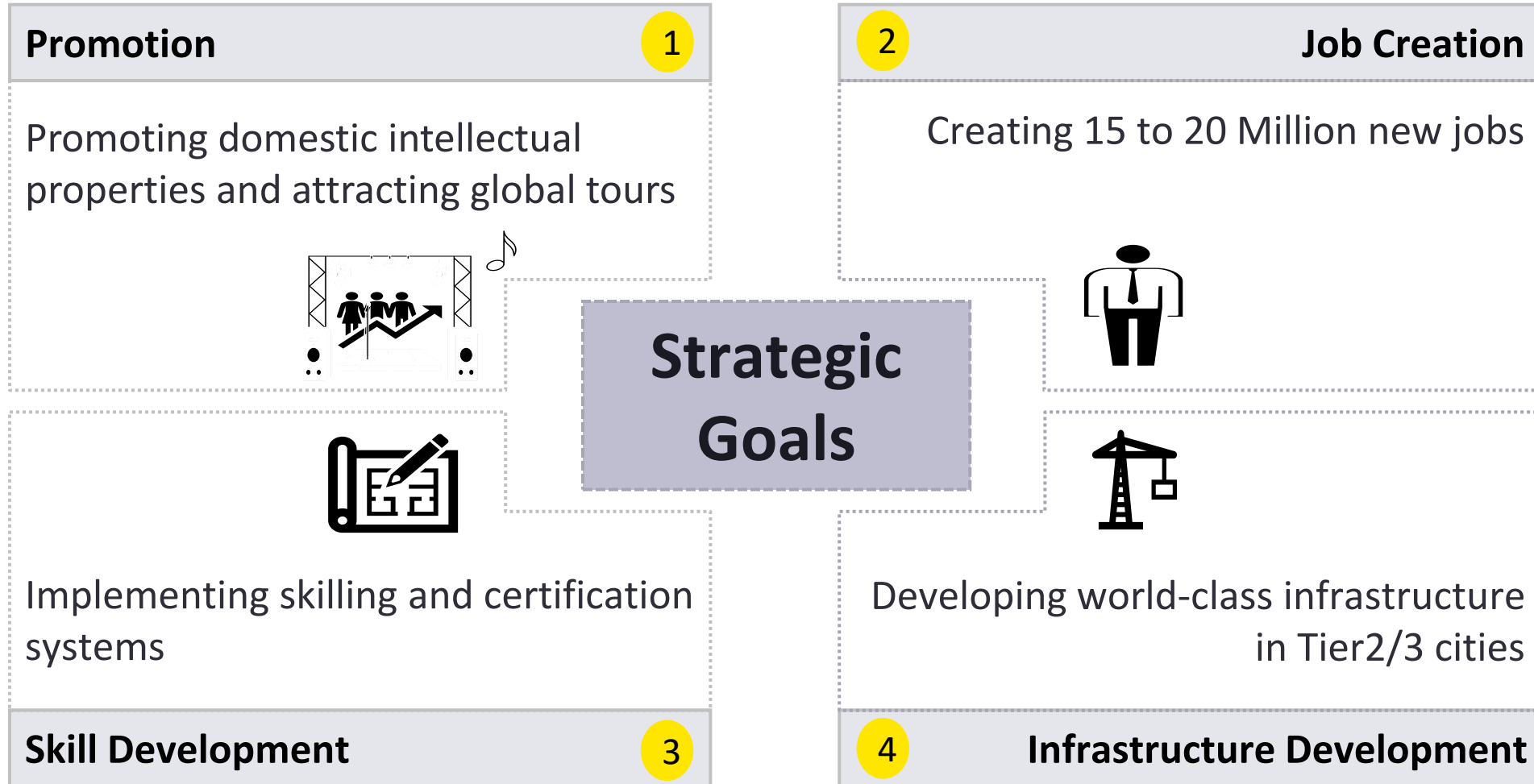
05

Live Events- A **strategic cultural and economic growth engine**

06

Notable Government activities: **LEDC, Meet in India Scheme, Skilling initiatives**

Strategic Goals for the Live Events Segment (By 2030)



Live Event Development Cell (LEDC)

Major Milestones of LEDC Joint Working Group (JWG)

1

Development of Single Window Portal for Live Events Permission on India Cine Hub website - CAF

2

Onboarding of 9 venues across India on the ICH Portal - 20th March 2026

3

"Model Executive Order, 2026", prepared by LEDC and given to States and UTs on 13th March,
Review VC by Secretary, I&B with States & UTs on 16 Apr, 26

4

Under Development: Draft Concept Note on Greenfield Venue Development Policy for Live Events

5

A three-member skilling committee constituted for standardized skilling frameworks for live events

Agenda

1

Development of Single Window Clearances Portal for Live Event Industry

2

Implementation of Model Standard Operating Procedure (SoP) for Live Events (States/UTs)

3

Pre-Approved Venues

4

Finance & Access to Capital

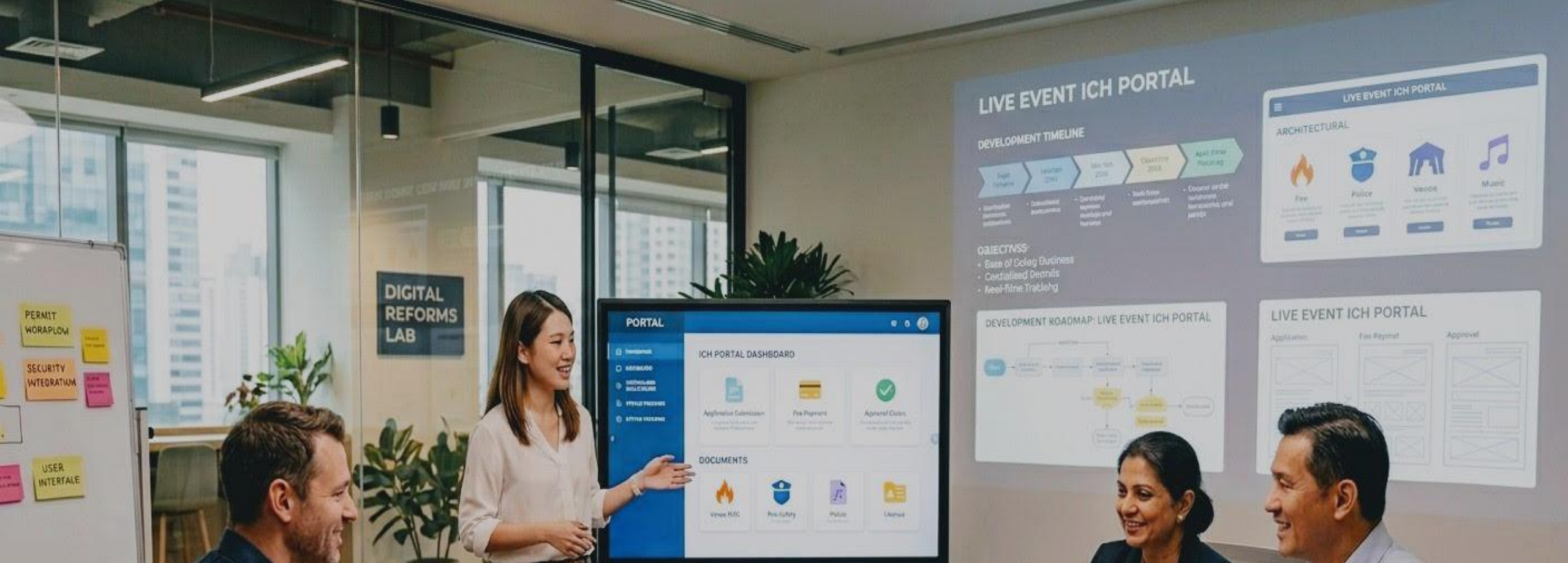
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Greenfield Venue Development: Draft Proposal and Policy Framework (EY)

6

Skilling Committee Update on IIMC Curriculum Progress





01

Development of Single Window Clearances Portal for Live Event Industry

Actionable update from the 3rd JWG Meeting

S.No.	Actionable Point (Responsibility)	Update
1	Live Events Permissions Portal Functioning (UNEECOPS Technologies + ICH + EY)	Single Window Live Events portal developed, upgraded and operational
2	Onboarding of Venues on the ICH Portal (ICH + UNEECOPS Technologies + States)	9 venues integrated on ICH portal; single-window permissions enabled from all over India
3	Integration of SAI, ASI & DPIIT portals with ICH (ICH + UNEECOPS Technologies + EY)	SAI & ASI portals under development; integration with ICH portal planned for SAI, ASI and DPIIT Portals
4	SAI to align and onboard venues on the ICH Single Window Portal (SAI + ICH + UNEECOPS Technologies + EY)	Onboarding of two venues of SAI completed on the ICH Portal. Onboarding of the remaining venue of SAI to be completed post ratification of their SOP

Key Functionalities of the Single Window Permissions Portal

Single Window Permissions Portal for Live Events Permission live on the India Cine Hub (ICH) Website

Key Portal Functionalities

1 **One Nation, One Platform** for Live Event licensing and permissions

2 **Single digital workflow** covering application, coordination, approvals, payments, and inspections

3 **Time-bound processing with real-time tracking and escalation** to prevent delays

4 **Integrated digital payments and composite fee handling** for applicant convenience

5 **Full transparency** through digital records, audit trails, and reasoned decisions

6 **Operational integration** Mapping of Venues, Authorized departments and officers, customizable workflows, and also API integration through external database linkages.

Single Window Clearance Portal for Live Events

Asks from Stakeholders

Central Ministries

- **DCGA/ Ministry of Civil Aviation:** Integrate DigitalSky with ICH for drone permissions
- **ASI/ Ministry of Culture:** Integrate list of protected monuments/sites permitted for live events
- **SAI/ Ministry of Youth Affairs & Sports:** Integrate pre-approved sports venues (Status: 2 completed, 1 pending)
- **DPIIT & Music Licencing Agencies-** SangeetDwar portal integration

States/ UTs

- **Designate Nodal Officer** for Live Events Licensing facilitation
- **Nominate departmental authorised officers** across the concerned authorities
- **Integrate all departmental and local licensing systems** with the ICH Portal
- **Route the complete license lifecycle** through ICH Portal **ONLY.**
- **Onboarding of live event venues** on the ICH Portal
- Issue **implementation orders / notifications within 30 days** of publication and submit **compliance reports within 45 days** to the State / UT Nodal Officer
- **Notify Live Event licensing as a time-bound public service** under the relevant State / UT service delivery framework

Industry Stakeholders

- **ONLY USE the ICH Portal** for Live Event **permission** applications
- **Support in onboarding of live event venues** on the ICH Portal
- **Respond promptly to queries** and **re-submit deficient** components



02

Implementation of Model Standard Operating Procedure (SoP) for Live Events (States/UTs)

Actionable update from the 3rd JWG Meeting

S.No.	Actionable Point (Responsibility)	Update
1	Circulation of Model SOP to States/UTs for Live Events (MoIB)	The " Model Executive Order for Streamlining Licensing and Permissions for Live Events in India, 2026 ", was shared by 13th March, 2026
2	Meeting with States/UTs for comments on the Model SOP (MoIB + ICH + EY)	VC on 16th April 2026 under the chairmanship of Secretary, MoIB
3	States to amend RTPS Acts for time-bound permissions (States)	Ongoing

Implementation of Model Executive Order for Live Events (States/UTs)

Improve Ease of Doing Business and support India's cultural and creative industries

1

Secy-MIB DO to All CS: States and UTs
13th March 2026
Model Executive Order for Streamlining
Licensing and Permissions for Live Events in
India, 2026'

2

Model Executive Order
'Ease of Doing Business'
Processes aligned to Digital Single-window
licensing system for Live Event
Standardised & Uniform System for
Clearances: with timelines with oversight

VC of Secretary, MoIB with representatives of States/ UTs on 16th April 2026

1

Chaired by Secretary, MoIB, with Secretary, MoT

2

Attended by representatives from 26 States and Union Territories

3

Comments and implementation timelines shared by States and UTs for adoption of Model Executive Order

Implementation of Model Executive Order for Live Events (States/UTs)

Improve Ease of Doing Business and support India's cultural and creative industries

01

Preliminary:

- Establishes the legal base by defining scope, key terms
- Confirms clear applicability across cases
- Overrides earlier inconsistent instructions

02

Implementation Mechanism:

- Identifies State & Departmental Nodal Officers
- Enables end-to-end digital processing through India Cine Hub
- Ensures transparency, audit trails, and interoperability

03

Licensing Framework:

- Standardizes applicable licenses, conditions and the application processes including, "Timelines", "Tatkal Processing", and "digital fee payment"
- Covers inspections, amendments, cancellations and refund provisions

04

Monitoring Committee:

- An escalation and accountability mechanism through a Monitoring Committee
- Delays are auto-referred, decisions are time-bound
- Unresolved cases may trigger auto-approval/reporting

05

Enforcement:

- Requires departments to issue implementation orders and submit compliance reports
- Provides for review, harmonization with Right to Public Services Delivery Acts and future amendments to maintain national consistency

06

Schedule 1: Model Licensing Conditions

- Provides a consolidated list of permitted licenses with standard conditions and formats
- Guides consistent enforcement, blocking extra ad-hoc requirements across departments

Implementation of Model Executive Order for Live Events (States/UTs)

Status of Adoption of Model Executive Order by States and UTs (as on 16th April 2026)

Adoption within Timelines (45 days):

Bihar, Chhattisgarh, **Delhi**, Goa, **Haryana**, Kerala, **Karnataka**, Madhya Pradesh, **Maharashtra**, Mizoram, Punjab, **Telangana**, Tripura, Uttarakhand, Jharkhand, Jammu & Kashmir, Nagaland, Ladakh

Under Consideration / Customisation:

Himachal Pradesh, Gujarat, Manipur, Lakshadweep, **Assam**, Andhra Pradesh

Post-Elections / MCC:

Tamil Nadu, Puducherry

Not Present

Arunachal Pradesh, Chandigarh, Dadra & Nagar Haveli and Daman & Diu, Meghalaya, Odisha, Rajasthan, Sikkim, **Uttar Pradesh**, **West Bengal**

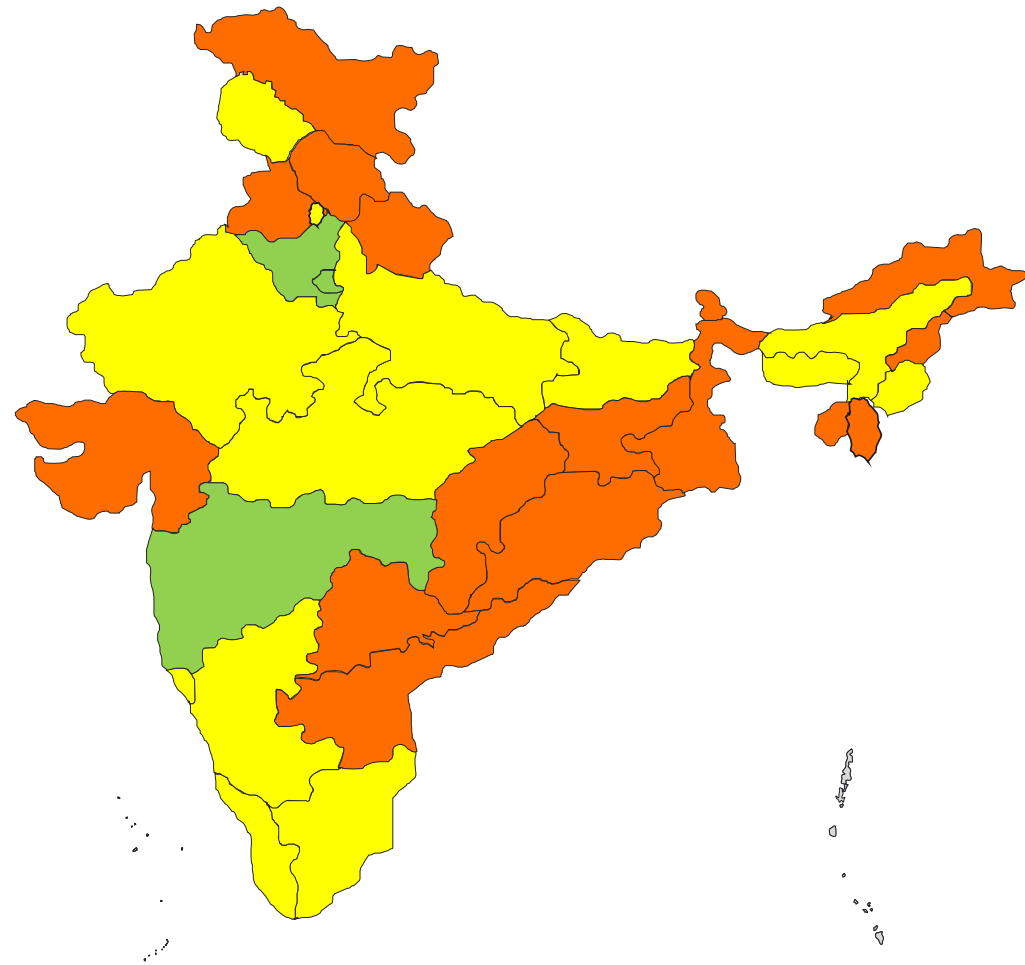
45 Days adoption timeline: 31st May 2026

Implementation of Model Executive Order for Live Events (States/UTs)




Nodal Officer Nomination & Venue Onboarding Status (States/UTs)

States/ UTs with nodal officials for Live Events

- | | | | |
|---|-----------------|----|----------------|
| 1 | Assam | 9 | Meghalaya |
| 2 | Haryana | 10 | Maharashtra |
| 3 | Bihar | 11 | Karnataka |
| 4 | Chandigarh | 12 | Madhya Pradesh |
| 5 | Delhi | 13 | Manipur |
| 6 | Goa | 14 | Rajasthan |
| 7 | Jammu & Kashmir | 15 | Tamil Nadu |
| 8 | Kerala | 16 | Uttar Pradesh |



Legend:

-  Nodal Officer nominated & venues onboarded
-  Nodal Officer nominated (venues pending)
-  Nodal Officer not nominated

Roles & Responsibilities of Central Ministries

To Improve Ease of Doing Business and support India's cultural and creative industries

01 M/o Sports & M/o Culture

- Operational frameworks to Enable use of Sports Arenas & Heritage Venues
- Preapproved Venues

02 MHA

- Introduce a dedicated Performer's Visa category
- Enable Group Visa provisions for artists and crews
- Review requirements of FRRO registration in States

03 MSDE

- Integrate live entertainment skills into NSQF framework
- Establish training centres, certification bodies & apprenticeships

04 M/o Tourism

- Promote India as a global hub for event-based tourism in International & Domestic Conferences/Conventions
- Explore to Provide incentives, funding, and PPP support for venue development

05 M/o Finance & MSME

- Enable financial incentives for live events sector - GST reduction, CSR alignment
- Facilitate infrastructure financing (VGF, blended finance, long-term funding)
- Recognise Live Entertainment under MSME

06 DPIIT

- Develop an online, transparent and unified licensing framework - SangeetDwar
- Standardisation & rationalisation of Copyright licencing
- Enable registration of event IPs as recognised enterprises

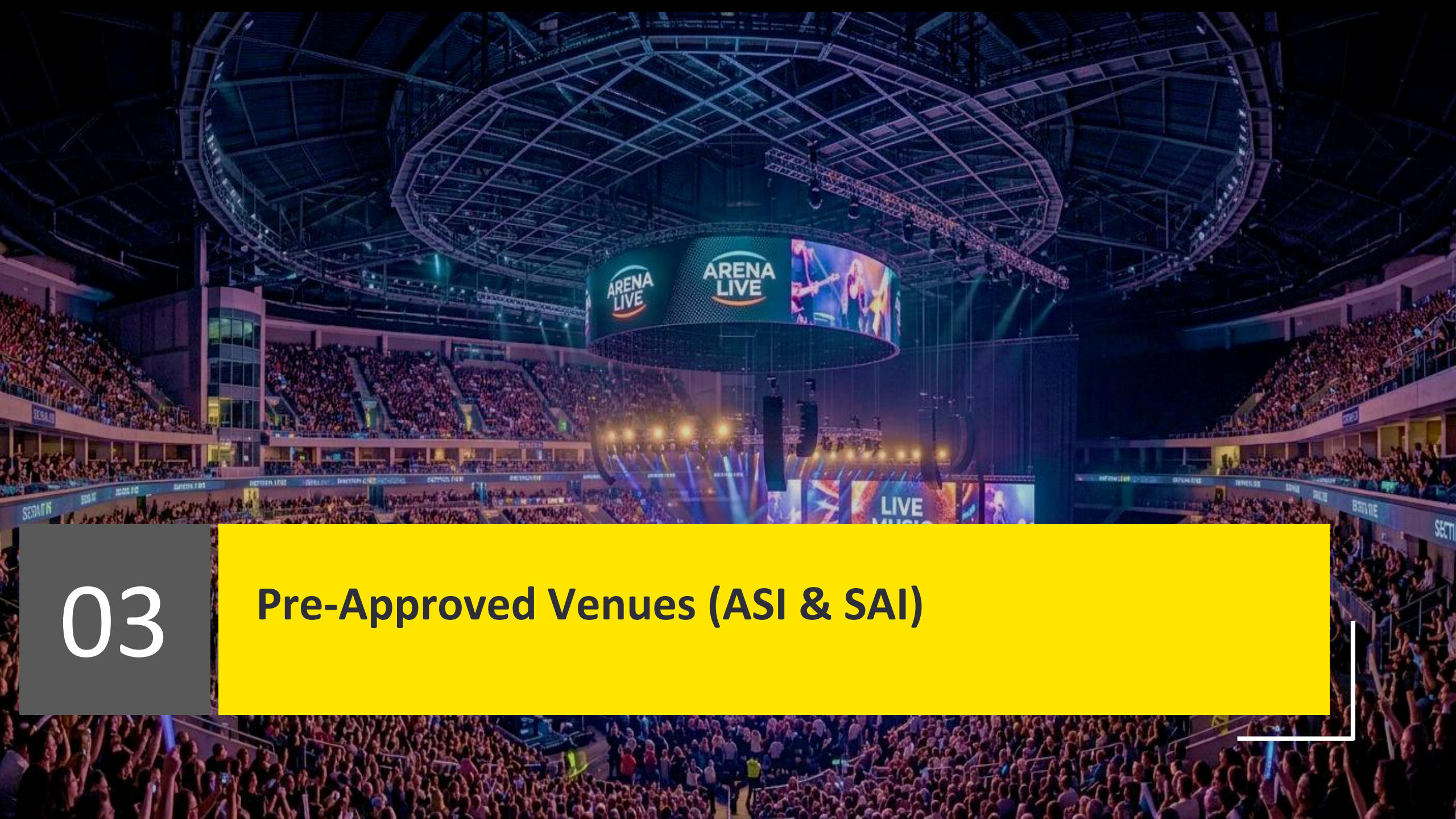
Roles & Responsibilities of Central Ministries

To Improve Ease of Doing Business and support India's cultural and creative industries

07

MoEFCC

- Continuation of Events beyond 10 pm
- Delineated Smoking areas



03

Pre-Approved Venues (ASI & SAI)

Actionable update from the 3rd JWG Meeting

S.No.	Actionable Point (Responsibility)	Update
1	SAI to share Model SOP on venue norms and tariff rationalisation (SAI)	<i>Ongoing</i>
2	ASI to share SOP and framework for pre-approved heritage venues	Completed
3	ASI to share list of 224 pre-approved heritage sites with defined SOPs and conditions	Completed

Implementation of Model SoP for Live Events (States/UTs)

Pre-Approved Venues

Ongoing Discussions for Venue Onboarding

- ASI Venues: Onboarding discussions ongoing
- Sai Venues: Onboarding discussions ongoing
- Private Venues: Onboarding discussions ongoing

- State Government / Government-owned or aided entities may **notify pre-approved venues** on SWCS based on prescribed safety, fire, electrical and crowd-management norms

- Event Organisers using pre-approved venues are **exempt from repeated inspections and separate licences** (Police, Fire, Electrical, Municipal), subject to layout conformity

- Private venues may apply through SWCS; **Pre-approved venues must register on SWCS**, maintain updated safety and statutory certifications, provide approved layouts, and maintain a live event calendar



04

Finance & Access to Capital

6. Finance & Access to Capital

Action to be taken	Updated Status
<p>Members from MSME, District by Zomato, and other industry representatives for following:</p> <ul style="list-style-type: none">• to identify Financial support mechanisms for the live events sector• GST rebates - EEMA to submit representation GST from 18% to 5%.• RBI issue of cap on foreign remittances for payments to international artists.• 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	<ol style="list-style-type: none">1. EEMA has informed that deliberations are on for preparing the issues related to escalating GST rates or other financial matters.2. Representation regarding relaxation on capping on foreign remittances for payments to international artists, which has been referred to the FEMA division of D/o Economic Affairs.3. MSME recognition are being taken up by MSME

The background of the slide is a photograph of a large stadium at night. The stadium's roof is illuminated with a warm orange-red light, creating a glowing, textured appearance. In the foreground, there are light trails from traffic on a road, with blue and white streaks on the left and red streaks on the right, suggesting a long-exposure shot. The overall scene is dark, with the stadium and light trails providing the primary sources of light.

05

**Development of Greenfield Venue – Draft
Proposal and Development Policy (EY to Present)**

A glowing lightbulb hangs from the top of the frame, casting a warm light. In the background, a group of people is seated around a table, engaged in a meeting or discussion. The scene is slightly blurred, emphasizing the lightbulb as a symbol of ideas and progress.

07

Skilling Committee Update on IIMC Curriculum Progress (IIMC / MESC to present)



08

Case Studies

Circo Loco Mumbai Concert

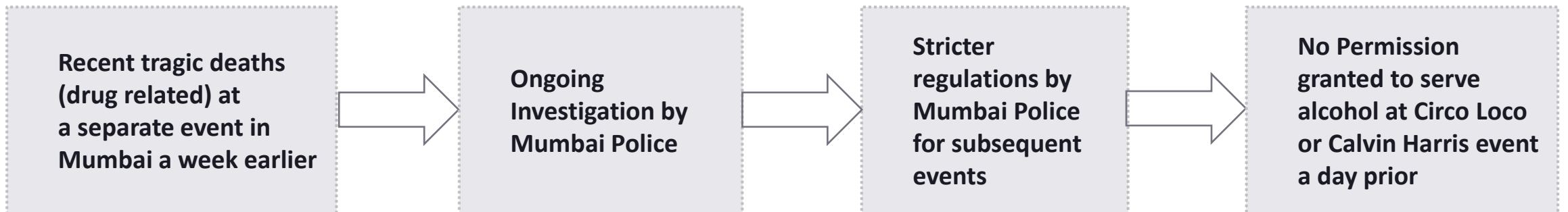
About the Event

- 1 Scheduled to take place on 19th April 2026 at Jio World Garden, Mumbai
- 2 Artist Line-up: Internationally renowned artists from India, The Netherlands, Italy and Great Britain
- 3 Cancelled early morning of 19th April 2026

Official reason for cancellation:

Permission denied by local police due to a possible law and order like situation ('Stampede like situation' due to unmanageable number of crowd cited)

Background





Thank you

The background image shows a large stadium with a distinctive orange, diamond-patterned facade, illuminated at night. In the foreground, a road with a guardrail is visible, with long, horizontal light trails in blue and red, suggesting traffic moving quickly. A yellow frame is overlaid on the left side of the image, containing the title and date.

Development of Greenfield Venue: Draft Proposal and Development Policy

30th April 2026

Demand Drivers for Live Entertainment Industry

1



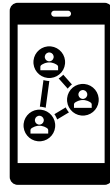
India has a **young audience** base, with **65%+** population below **35 years**

2



880+ million internet users and high digital adoption are expanding discovery and fandom

3



Streaming and social media have increased exposure to **global live entertainment**

4



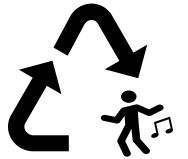
70%+ of Gen Z and millennials in **Tier-1 cities** attend at least one ticketed event annually

5



Consumer expectations are shifting toward **premium, immersive, destination-led experiences**

6



Large-format concerts are strengthening **India's event-tourism ecosystem**

Economic Impact of Large Sports & Live Event Venues

01

Drives regional economic growth and tourism



02

Boosts spending across hotels, retail, dining, and transport



03

Creates direct and indirect jobs during construction and operations



04

Generates year-round revenue through multi-use events and commercial models



05

Stimulates surrounding real estate, business activity, and mixed-use development



06

Strengthens the city's positioning as a destination and events hub



Social Impact of Large Sports & Live Event Venues

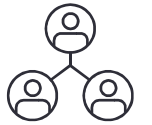
01

Creates major community and cultural gathering spaces



02

Supports social cohesion, civic pride, and public engagement



03

Improves quality of life through leisure, recreation, and lifestyle amenities



04

Encourages youth participation, sports development, and skills-building



05

Contributes to urban revitalisation, place-making, and community wellbeing

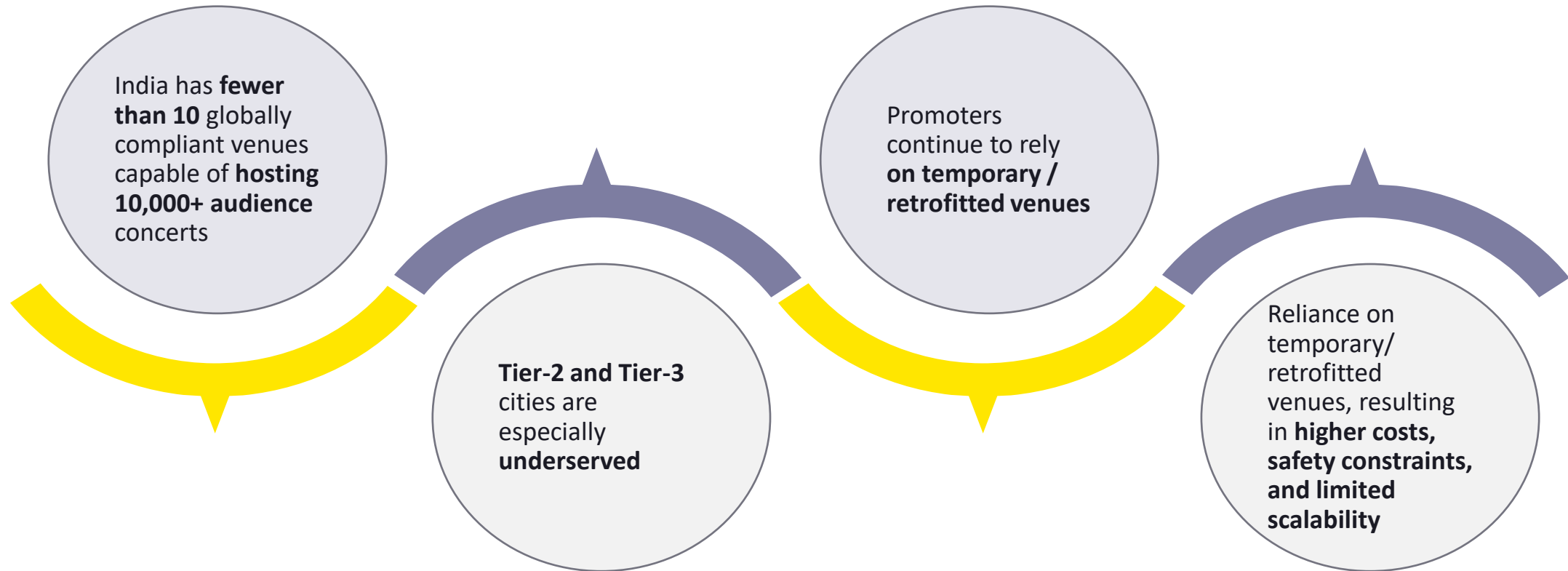


06

Enhances regional identity, visibility, and integrated live-work-play environments



India's Live Entertainment Growth Is Infrastructure-Constrained



Greenfield venue expansion will support India's journey toward becoming a global live entertainment hub

Overview of Greenfield Venues

Greenfield Venues



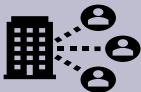
- Facilities developed on **previously unused land**
- Enable **planned, integrated infrastructure** aligned with **modern safety, accessibility, and sustainability standards**

Multipurpose Venues



- Facilities designed to **host multiple types of events** within a single infrastructure
- Optimize **space utilization, operational efficiency**, and maximise **revenue generating potential**

Purpose-Built Venues



- Designed to meet **specific functional and regulatory requirements**
- Developed for **defined uses** (e.g., concerts, stadiums, theatres, aquatic centres)
- Focus on **optimized user experience** with dedicated facilities
- **Limited flexibility**, as design prioritizes one primary function

Key Components of multi-purpose Venues



- **Main event space** (stadium / arena / hall)
- **Seating and spectator facilities**
- **Athlete/performer facilities and operational support areas** for safety, security, and technology
- **Associated facilities**, such as smaller live event / concert space, convention halls, sports complex, retail, F&B facilities

Benefits of Developing Multi-Purpose Venues

1

Increases **GST collections** and **local public revenues** through **events and tourism spend**

2

Reduces production and logistics costs through permanent, ready-to-use event infrastructure

3

Strengthens safety, crowd management, and emergency response through integrated design

4

Ensures higher regulatory and statutory compliance through standardized facilities

5

Improves audience and fan experience through better production quality and amenities

6

World class infrastructure attracts international tours and large-scale events

7

Boosts tourism, hospitality, and local commercial activity during major events

8

Creates employment and supports formalization of the events ecosystem

Benchmarking - International Venues

Category	Nagasaki Stadium City	New Perth Stadium	Allianz Riviera Stadium	Coca-Cola Arena	Etihad Arena
Arena Name	PEACE STADIUM connected by SoftBank	Optus Stadium	Allianz Riviera Stadium	Coca-Cola Arena	Etihad Arena (formerly Yas Aren
Country	Japan	Australia	France	Dubai, UAE	Abu Dhabi, UAE
Site Area	~75,000 sqm	~400,000 sqm	~140,000 sqm	~105,000 sqm	~ 35,000 sq. m.
Project Cost	~ US\$630 M	~US\$ 854M	~US\$ 240–287M	~US\$ 250 M	~ Up to US \$500M (Est)
Number of Events	250+ Events as of October 2025	307+ Major Events as of November 2024	300+ Major Events as of December 2025	500+ events (as of Jan 2026)	500+ events (as of January 2026)
Type of Events	Concerts, Public Screenings, Sports, Corporate Events	Live Events majorly Concerts and Sports	Concerts, Sports, largescale public events	Concerts, Sports, Comedy Shows, Exhibitions, Esports, Corporate Events	Gala dinners, Rock Concerts, Sports, Broadway Shows, Cultural Events

Benchmarking - International Venues

Category	Nagasaki Stadium City	New Perth Stadium	Allianz Riviera Stadium	Coca-Cola Arena	Etihad Arena
Development Type	Private Model	PPP Model	PPP Model	Public Model (Govt. Linked)	Public Model (Govt. Linked)
Construction Model	Land – Build – Operate	Design – Build – Finance - Maintain (DBFM)	Design– Finance– Build– Operate– Maintain (DBFOM)	Design & Build (D&B)	Design-Bid-Build (DBB)
Concession Period	<i>Not applicable</i>	25 Years	30 Years	<i>Not applicable</i>	<i>Not applicable</i>
Land Acquisition	Private Purchase	State-owned Land	Assembled by State	Internal allocation within Dubai Holding	State Controlled Land on Yas Island
Key Features & USP	20k stadium, 6k arena, Hotel, Smart-city infra, dedicated app	60k stadium with a dedicated precinct development, homage to local art and extensive F&B options. Assimilation of the Fans First approach	35-45k stadium with Multi-use infrastructure. Houses a sports museums, retail options. Eco-smart stadium with renewables	17k indoor arena with modular staging and high-load rigging. First fully air-conditioned multipurpose indoor arena in the Middle East	Flexible 500–18k capacity arena with fully integrated retail and hospitality. Smart Planning with efficient green standards and sustainable design strategies

Benchmarking - Domestic Venues

Category	Bharat Ratna Shri Atal Bihari Vajpayee Cricket Stadium	Narendra Modi Stadium + Sardar Vallabhbhai Patel (SVP) Sports Enclave	Mawkhanu Stadium	Dr. Shyamaprasad Mukherjee Indoor Stadium	The Sports Hub
Arena Name	Bharat Ratna Shri Atal Bihari Vajpayee Cricket Stadium	Narendra Modi Stadium and Sardar Vallabhbhai Patel Sports Enclave	Mawkhanu Football Stadium Complex	Dr. Shyamaprasad Mukherjee Indoor Stadium	The Sports Hub
City/Town, State	Lucknow, Uttar Pradesh	Ahmedabad, Gujarat	Maw/khanu, Meghalaya	Panaji, Goa	Thiruvananthapuram, Kerala
Site Area	~2,88,000 sqm	Narendra Modi Stadium: ~2,50,000 SQM SPV Sports Enclave: Up to 14,16,400 SQM	~Information not available on verifiable sources (as the project is under construction)	~32,000 sqm	~1,50,000 SQM
Project Cost	~ 313 Crore	~ INR 800 Crore (Narendra Modi Stadium) ~ INR 5050 Crore (Estimated) (SVP Sports Enclave)	~ 732 Crore	~81 Crore	~ 292 Crore
Number of Events	50+ Major Events	Narendra Modi Stadium: 61+ Major Events SVP Sports Enclave: <i>Nil</i>	<i>Nil as Stadium is still under construction</i>	100+ events (Sports and non-sports) (Not only major events)	53+ events
Types of Events	Cultural Shows, Sports Events, Corporate Events, Community Functions	Narendra Modi Stadium: Concerts, Cultural Events, Sports Events and other events SVP Sports Enclave: <i>Project still being developed</i>	Being envisioned as primarily a football only arena	Sports Events, Government Programs and Exhibitions such as events of IFFI	Sports and Non-sporting events including conventions and exhibitions

Benchmarking - Domestic Venues

Category	Ekana Cricket Stadium	Narendra Modi Stadium + Sardar Vallabhbhai Patel (SVP) Sports Enclave	Mawkhanu Stadium	Dr. Shyamaprasad Mukherjee Indoor Stadium	The Sports Hub
Development Type	PPP Project	Narendra Modi Stadium: Public Project SPV Sports Enclave: PPP Project	Public Project	Public Project	PPP Project
Construction Model	DBFOT (Design, Build, Finance, Operate and Transfer)	Narendra Modi Stadium: EPC (Engineering, Procurement, Construction) SPV Sports Enclave: <i>Still being confirmed</i>	EPC (Engineering, Procurement, Construction)	EPC (Engineering, Procurement, Construction)	DBOT (Design, Build, Operate and Transfer)
Concession Period	35 Years	Narendra Modi Stadium: <i>Nil</i> SPV Sports Enclave: <i>Project Under Construction</i>	<i>Nil</i>	<i>Nil</i>	15 years
Land Acquisition	State owned land leased by Lucknow Development Authority	Narendra Modi Stadium: <i>Nil</i> SPV Sports Enclave: Merging of Town Planning Schemes, Repurposing of land through Town Planning Schemes, Acquiring of land parcels	State owned land as part of the New Shillong Township	Land under the Goa University Campus	Land under the Kerala University Campus

Benchmarking - Domestic Venues

Category	Ekana Cricket Stadium	Narendra Modi Stadium + Sardar Vallabhbhai Patel (SVP) Sports Enclave	Mawkhanu Stadium	Dr. Shyamaprasad Mukherjee Indoor Stadium	The Sports Hub
Key Features & USP	<p>~50k stadium with world class amenities and venues to other sports.</p> <p>A stadium anchored sports city through PPP Model with integrated sports and mixed-use development</p>	<p>World's largest cricket stadium (132k capacity). Multi-use sports arena with modern infrastructure and visitor facilities. A smartly planned stadium with efficient green standards and sustainable design strategies</p> <p>SPV Sports Enclave (Proposed): Multi-sport enclave with major stadiums (incl. Narendra Modi Stadium), arenas, aquatic centre. Essential for India's organizing of Commonwealth Games 2030 and the bid for Olympic Games 2036</p>	<p>Planned capacity of 40k, India's largest football-only stadium. with a multi-utility sports and lifestyle hub. Up to date design elements honoring local traditions and sustainability measures</p>	<p>4k capacity modern arena with seating, media, medical, VIP facilities.</p>	<p>50k+ capacity ICC/FIFA-compliant multisport complex with clubhouse, convention, retail space. India's first PPP international-standard cricket cum football stadium project</p>

PPP Construction Models Indicative

1	Construct Only	Public sector leads design and keeps design risk, private contractor executes construction and assumes execution risk (Ex: HBF Park Stadium, Perth, Australia)
2	Novated Design and Construct	Client sets concept, contractor takes design-and-build risk post-novation (Ex: Emirates Stadium, London, UK)
3	Design and Construct	Private entity assumes full design-and-construction responsibility and risk (Ex: London Economy Stadium, London, UK & Levi's Stadium, California, USA)
4	Design, Construct and Maintain	Private sector takes design, build, and maintenance risk; public sector retains ownership (Ex: TQL Stadium, Ohio, USA)
5	Early Contractor Involvement	Early contractor involvement improves buildability and optimises risk early (Ex: Roshn Stadium, Riyadh, Saudi Arabia & Brisbane Olympic Stadium, Brisbane, Australia)
6	Managing Contractor	Contractor manages delivery for a fee; client retains greater risk (Ex: Melbourne Park, Melbourne, Australia & Queensland Country Bank, Townsville, Australia)
7	Design, Build and Operate	Private party takes design, build, and operational risk, public sector retains financing (Kai Tak Sports Park, Hong Kong, China)

PPP Construction Models Indicative

8	Design, Build, Finance and Maintain	Private sector takes design, build, finance, and maintenance risk, repaid via availability payments (Ex: Optus Stadium, Perth, Australia)
9	Design, Build, Finance and Operate	Private sector takes design, build, finance, and operational risk during the concession, while public ownership is retained (Ex: Stade de France, Paris, France)
10	Build, Own, Operate and Transfer	Private entity takes full lifecycle risk and commercial revenue risk before transfer to the public sector (Ex: Stadium Australia , Sydney, Australia & Sydney Super Dome, Sydney, Australia)
11	Build, Operate and Transfer	Private entity designs, builds, and operates the asset for a fixed term, while public ownership is retained (Ex: Beijing National Stadium, Beijing, India)
12	Design, Build, Finance, Operate and Transfer	Private entity takes design, finance, construction, and operations responsibility during the concession, the asset is transferred to the public sector at expiry (Ex: Bharat Ratna Shri Atal Bihari Vajpayee Cricket Stadium, Lucknow, India)
13	Design, Bid, Build	Design and construction are procured separately, with the construction contract competitively awarded after design completion (Ex: Qatar FIFA World Cup Stadiums, Qatar)
14	Design, Build and Finance	Private sector takes design, construction, and finance risk, while the public sector retains operations and lifecycle responsibility (Ex: CIBC Pan Am Stadium, Hamilton, Ontario, Canada)

Design, Build, Finance and Maintain (DBFM) Model

- 1 Works best when State wants to control operations, with private financing and strong maintenance discipline
- 2 State retains Ownership & Service control
- 3 Private Partner Responsibility: Design, Build, Finance and Maintain the asset over the concession period
- 4 Better long-term asset possible, as the private partner must maintain and rehabilitate the asset over concession period
- 5 **Suitability:** State to keep policy, service or operational control, but wants stronger lifecycle discipline than traditional procurement

Benefits of DBFM Model

Improved lifecycle
quality and
maintenance discipline

Single point delivery for
accountability and
upkeep

Upfront fiscal relief
while retaining public
ownership

Particularly suitable for
sensitive, strategic
assets

Construction Model: Design, Build, Finance and Maintain (DBFM)

Case Study: Optus Stadium, Perth, Australia



Optus Stadium (Photo Source: Optus Stadium Images)

1

Land: Constructed on a State Land Parcel

2

Funding Mechanism: 60% State & 40% Private

3

Project Co: Westadium Project Co Pty Ltd Consortium

- **Construction:** Brookfield Multiplex Engineering and Infrastructure Pty Ltd
- **Design:** Westadium Project Co
- **Operator:** VenuesLive Mgmt. Services

4

Concession Period: 28 Years (including 3 years of construction)

5

Govt. Support: Performance based "Annual Payments" to developer, Separate procuring of pre-construction site works, improvement of infrastructure to boost the asset

Design, Build, Finance, Operate and Maintain (DBFOM) Model

- 1 Highlights State's priority of strong performance accountability and long-term operational assurance
- 2 Enables maximum integrated risk transfer for State
- 3 Private Partner Responsibility: Design, Build, Finance, Operate and Maintain the asset over the concession period (Full lifecycle)
- 4 Private sector not only builds the asset, but also runs it and keeps it at defined performance standards
- 5 **Suitability:** State values whole-life value for money, operational certainty and taxpayer protection over retaining operations

Benefits of DBFOM Model

Guaranteed long-term operations and asset-renewal standards

Performance based payment leverage with flexible revenue and payment regimes

Deepest integrated risk transfer, and strong service certainty

Useful where public capability is limited

Construction Model: Design, Build, Finance, Operate and Maintain (DBFOM) Model

Case Study: Allianz Riviera Stadium, Nice, France



Allianz Riviera Stadium (Photo Source: Transfermarkt.co.uk)

1

Land: Assembled by public authorities as part of a national planning framework

2

Funding Mechanism: 27% to 33% & rest by Private

3

Project Co: Nice Eco Stadium SPV

- Construction: VINCI-led consortium featuring Caisse des Dépôts , and South Europe Infrastructure Equity Finance
- Design: Wilmotte & Associés and Egis Bâtiment
- Operator: Nice Eco Stadium SPV

4

Concession Period: 30 Years (includes 2 years of construction period)

5

Govt. Support: Direct Public Subsidies worth US\$ 79.5 Million, Declared as a "Project Of National Interest (OIN)"

Design, Build, Finance, Operate and Transfer (DBFOT) Model

- 1 To minimize State's financial burden, especially on assets that could be supported by commercial income or user charges
- 2 Attractive when State wants to reduce upfront fiscal burden and push more demand, financial and operational risk to private sector
- 3 Relevant where State wants the private sector to commercially optimize and operate the asset
- 4 Private Partner Responsibility: Design, Build, Finance, Operate the asset and Transfer it back to State upon end of concession period
- 5 **Suitability:** Monetizable assets, where private operators can recover investment through associated revenue streams

Benefits of DBFOT Model

Meaningful transfer of
demand and financial
risk

Stronger fiscal
advantage on user-pay
assets

Potential for revenue
share/ concession fee
upside

Best fit for commercially
monetizable assets

Construction Model: Design, Build, Finance, Operate and Transfer (DBFOT) Model

Case Study: Bharat Ratna Shri Atal Bihari Vajpayee Cricket Stadium, Lucknow, India



Bharat Ratna Shri Atal Bihari Vajpayee Cricket Stadium
(Photo Source: Travel+leisureasia)

1

Land: Leased by the Lucknow Development Authority (LDA) to Ekana Sportz City Pvt. Ltd

2

Funding Mechanism: No direct public capital funding

3

Project Co: Ekana Sportz City Pvt. Ltd. (ESCPL) SPV

- Construction: NCC Ltd. + GC Construction & Development Industries Pvt. Ltd.
- Design: Skyline Architectural Consultants
- Operator: Ekana Sportz City Pvt. Ltd

4

Concession Period: 35 Years (Not including the construction period)

5

Govt. Support: Annual lease rent of ₹1 per sqm/annum payable to LDA, Permission for commercially supportive ancillary uses

Indicative Construction Models (PPP)

Why these models?

- 1 Sit at a practical middle ground between traditional public procurement and full private ownership
- 2 Allow the State to bring in private sector for design, delivery, financing and long-term performance, without giving up the public character of the asset (Unlike the Build-Own-Operate (BOO) Model)
- 3 Transfer more meaningful risk than weaker PPP models (Such as EPC, DBB models), introducing private financial at risk and stronger lifecycle obligations
- 4 Align incentives over the entire lifecycle and not just construction
- 5 Make performance measurable and enforceable
- 6 More bankable and institutionally familiar than alternative structures, with clearer roles for risk allocation, payment mechanisms and concert enforcement

Indicative Construction Models (PPP)

Why are they better than other PPP Models?

1

DBFM, DBFOM and DBFOT models are better than **Traditional Procurement/ Engineering Procurement Construction (EPC)/ Design Bid Build (DBB) Models** because they **integrate construction with private finance, O&M obligations, and stronger accountability after commissioning**

2

DBFM, DBFOM and DBFOT models are better than **Design Build Operate Maintain (DBOM)/Design Build Maintain (DBM)** because they bring **private capital at risk, often creating stronger delivery incentives**

3

DBFM, DBFOM, DBFOT models are more appropriate for strategic and sensitive public infrastructure as compared to **Build Own Operate (BOO) Models** because the **BOO model may allow private asset ownership**

4

DBFM, DBFOM, DBFOT models link delivery to long-term performance, unlike **Operation & Maintenance or lease models**, where the **operator inherits assets, it did not design or build**

Strategic Imperatives for Future-Ready Venues

1

Balance the venue portfolio with **indoor and outdoor formats** to boost assets utilisation. **Create mixed-use growth districts**, integrating them with retail, dining, hospitality, and residential areas

2

Create and strengthen the Venue ecosystem around Ease of Access (Accessibility), and skilled workforce development aligned with event hospitality, operations and venue management

3

Professionalise Ticketing, Event Management Logistics, and Operations to global standards to drive up overall value of venues

4

Focus on sustainable and digital-first infrastructure and operations. Possible interventions: 100% Digital Ticketing, Dedicated Venue App, Waste Reduction, Rainwater Harvesting, Recycling, Green Building Recognition etc

5

Enable robust policy frameworks to support Greenfield Venue Ecosystem such as Enabling Bylaws and Clear & Equitable Concession Terms



Thank you

***REVOLUTIONIZING
INDIA'S
EXPERIENTIAL
ECONOMY WITH
EVENT EDUCATION***

POWERING THE ORANGE ECONOMY

Driven by India's Organized Live Events Sector,
projected to hit 18% growth by 2028.

₹145B

MARKET TODAY



₹196B

TOMORROW

DEMAND IS OUTPACING THE OPPORTUNITY & ECOSYSTEM READINESS



UNORGANIZED GROWTH

Rapid growth of the experiential industry that remains largely unorganized, untrained, and unprofessional.



TALENT SHORTAGE

Shortage of trained talent across production, technical ops, hospitality, and creative execution, ready for world-class experiences.



STANDARD LAG

Unprepared for international-standard production, safety, and event management practices and protocols.

THE TALENT GAP: A CRISIS IN PROFESSIONAL UPSKILLING

TALENT SHORTAGE

65%

of event agencies report a significant shortage of "industry-ready" talent despite rapid market growth.

THE NEED:

Global-standard events management education that blends international best practices, trending technologies, and 70% experiential learning — available across metros, cities, small towns, and villages



Theoretical Overload

Current university models focus on heavy theory, leaving students unprepared for ground-level execution.



Technology Lag

Existing curricula fail to address AI integration, virtual event tech, and data analytics.



Geographic Barriers

Top-tier education is concentrated in metros, leaving Tier 2/3 city students underserved.

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.



Mr. KAMAL HASSAN
2013- 2018



Mr. SUBHASH GHAI
2018- 2022



Mr. RAMESH SIPPY
2022-2024



Mr. Shankar Mahadevan
2024-Present

Our Chairman

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.



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

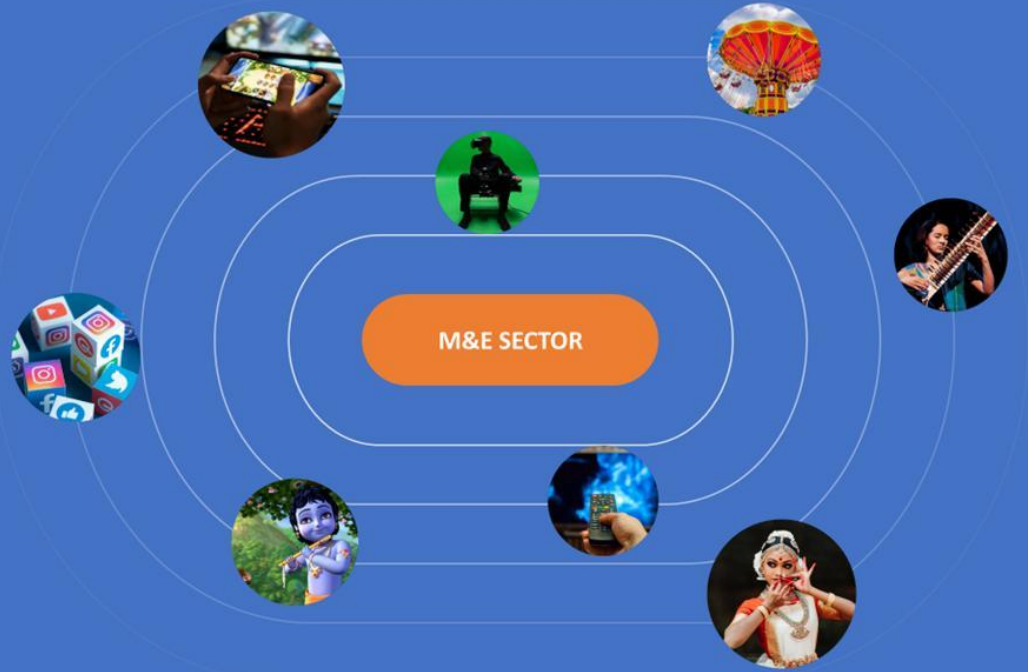
350+

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



ABOUT IIMC



भारतीय जन संचार संस्थान
**Indian Institute of Mass
Communication**
(Deemed to be University)

IIMC enjoys a pride of place in mass communication education, training and research. This is also reflected in its top position among the various evaluation studies undertaken by media and professional bodies year after year.

Inaugurated on August 17, 1965, IIMC has expanded its academic activities and now runs a range of specialised courses to meet the skilled manpower requirements of the rapidly expanding media and communication industry.

ESTABLISHED 1965

IIMC ACADEMIC PORTFOLIO: SPECIALIZED COURSES



भारतीय जन संचार संस्थान
Indian Institute of Mass
Communication
(Deemed to be University)

> PG Diploma in English Journalism

> PG Diploma in Hindi Journalism

> PG Diploma in Odia Journalism

> PG Diploma in Marathi Journalism

> Masters in Media and Business Studies

> Masters in New Media Communications

> MA in Media and Communication Governance

> PG Diploma in Advertising & PR

> PG Diploma in Radio & TV Journalism

> PG Diploma in Urdu Journalism

> PG Diploma in Malayalam Journalism

> Masters in Strategic Communication

> MA in Health Communication

> MA in Corporate Communication and Brand Management

IIMC LAUNCHED THE PHD PROGRAMME THIS YEAR

THE SOLUTION

THE IIMC Event Management Diploma Program



भारतीय जन संचार संस्थान
**Indian Institute of Mass
Communication**
(Deemed to be University)



ACCESSIBILITY

High-quality event education available across the length and breadth of India through centres in North India (New Delhi, Jammu & Kashmir), Central India (Dhenkanal, Odisha), Western India (Amravati), Eastern India (Aizawl, Mizoram) and South India (Kottayam, Kerala).



PEDAGOGY

Unique 70/30 experiential model delivered through workshops and simulations, video tutorials and project work, live event experience and internships, masterclass learnings, best practices and theoretical knowledge designed and delivered by industry experts.









CERTIFICATION

Diploma offered in partnership with India's leading and highly respected institute for Event and Experiential Management, recognized across the industry.

THE 70/30 EXPERIENTIAL ADVANTAGE: EMPOWERING STUDENTS IN A 360° ENVIRONMENT

70%

EXPERIENTIAL TRAINING

-  Hands-on simulations & workshops for skill development and technical proficiency
-  Case study analysis of world-renowned events and intellectual properties
-  Internships on live, large-scale events
-  Direct mentorship from industry masters through masterclasses, networking events and job fairs
-  Field visits and observational learning on-ground with access to vendor networks, industry associations and talent
-  Live event experience through capstone projects and real-time assignments

30%

THEORETICAL KNOW-HOW

-  Event Concept Development & Execution
-  Event Planning & Project Management
-  Logistics & Operations Management
-  Legal Frameworks & Compliance, Financial Management, Ethics, Safety
-  Entertainment & Artiste Management
-  Guest Hospitality Management
-  Technical Production, Stage Management & more

BENEFIT: Students are 3x more employable upon graduation

INDUSTRY CONNECT: UNPARALLELED ACCESS



LIVE PROJECT ACCESS

Hands-on opportunities on events and projects shared by the best experiential agencies and media houses



EXPERT MENTORSHIP

Masterclasses by industry leaders sharing practical insights



PLACEMENT PIPELINE

A 99% success track record of assisting graduates with partner agencies for fast-track placements

SUPPORTED BY THE INDUSTRY'S APEX BODY: EEMA

Agencies, game changers, and vendor partners collaborate to educate, mentor and employ our students

ACCREDITED BY: Media & Entertainment Skills Council (MESCC), Govt. of India

EEMA & INDUSTRY INVOLVEMENT: DRIVING ACADEMIC EXCELLENCE

DRIVING VALUE THROUGH IN-DEPTH ASSOCIATION



Masterclasses



Mentorship



Networking Opportunities



Industry Jury for Projects



Industry Internships



Access to Industry Events



Job Fairs



Placements



Course Matrix

Course Matrix

Subjects	Credits
Semester 1:	
Univ Courses	3
Univ Courses	3
Foundations of Event Management	3
Creative Development & Project planning	4
Event Hospitality & Guest Management	3
F&B Management for Events	2
Personality Development and Professional Skills for Events	2
	20

Course Matrix

Subjects	Credits
Semester 2:	
Event Technicals, Operations and Production Management	4
Wedding Management Elective 1	3
MICE Management Elective 2	3
Concerts & Festival Management Elective 3:	3
Health, Safety & Sustainability for Events	2
Experiential Marketing Strategies and Solutions	2
New Age Multimedia tools and technologies for events	2
Event Financial Management, Licenses, Permissions and Ethics	2
Univ Courses	2
Univ Courses	2
Internship	4
	23

BOUQUET OF EXISTING ELECTIVES



भारतीय जन संचार संस्थान
Indian Institute of Mass
Communication
(Deemed to be University)

Elective Basket-II			
Open Elective (Interdisciplinary) Course (OEIC*)			
Course Code	Course Title	Credit	Option
MA-MBS OE 108	Mergers and Acquisitions in Media	4	Any one in First Semester
MA-MBS OE 109	Modern Media Business Organisations	4	
MA-MBS OE 110	To be offered by the other Dept. or faculty Indian Knowledge Systems (IKS) in Communication	4	
MA-MBS OE 111	To be offered by the other Dept. or faculty Fundamentals of Governance	4	
MA-MBS OE 112	To be offered by the other Dept. or faculty Fact Checking & Verification	4	
MA-MBS OE 113	To be offered by the other Dept. or faculty Development Communication	4	

BOUQUET OF EXISTING ELECTIVES



भारतीय जन संचार संस्थान
Indian Institute of Mass
Communication
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Elective Basket-V			
Open Elective Interdisciplinary Course (OEIC)			
Course Code	Course Title	Credit	Opt in
MA-MBS OE 208	Media Operations and Projects	4	Any one in Second Semester
MA-MBS OE 209	Digital Marketing	4	
MA-MBS OE 210	Customer Relations Management	4	
MA-MBS OE 211	To be offered by the other Dept. or faculty Political Communication	4	

BOUQUET OF EXISTING ELECTIVES



भारतीय जन संचार संस्थान
Indian Institute of Mass
Communication
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Elective Basket-VII			
Discipline Based Core Elective Course (DBCE)			
Course Code	Course Title	Credit	Opt in
MA-MBS CE 304	Media Business Analytics	4	Any one in Third Semester
MA-MBS CE 305	Digital Media and Emerging Technologies	4	
MA-MBS CE 306	International Media Markets	4	
MA-MBS CE 307	Intellectual property rights and licensing	4	

Elective Basket-VIII			
Open Elective Interdisciplinary Course (OEIC)			
Course Code	Course Title	Credit	Opt in
MA-MBS OE 308	To be offered by other faculty Business, Government, Culture and Society	4	Any one in Third Semester
MA-MBS OE 309	To be offered by other faculty Business Ethics and Corporate Governance	4	
MA-MBS OE 310	To be offered by other faculty Media and Information Literacy	4	

BOUQUET OF EXISTING ELECTIVES



भारतीय जन संचार संस्थान
Indian Institute of Mass
Communication
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Elective Basket- X			
DBCC			
Course Code	Course Title	Credit	Opt in
MA-MBS CC 404	Effective Leadership and Team Building	4	Any one in Fourth Semester
MA-MBS CC 405	Risk and Crisis Management	4	

Elective Basket- XI			
Mandatory Elective Non-Credit Course (MENC**)			
Course Code	Course Title	Credit	Opt in
MA-MBS ME 406	Analyzing Annual Reports	2	Any one in Second Semester
MA-MBS ME 407	Critical Thinking and Decision Making	2	

BOUQUET OF EXISTING ELECTIVES



भारतीय जन संचार संस्थान
Indian Institute of Mass
Communication
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ELECTIVE BASKET-II

OPEN ELECTIVE (INTERDISCIPLINARY) COURSE (OEIC)			
Course Code	Course Title	Credit	Opt in
MA-NMC OE 106	Educational Communication and Technology	4	<i>Any one in First Semester</i>
MA-NMC OE 107	Development Communication	4	
MA-NMC OE 108	Indian Knowledge System	4	

ELECTIVE BASKET-II

OPEN ELECTIVE (INTERDISCIPLINARY) COURSE (OEIC)			
Course Code	Course Title	Credit	Opt in
MA-NMC OE 206	Visual Cultures, Practices & Documentation in the Digital Age	4	<i>Any one in Second Semester</i>
MA-NMC OE 207	Political Communication	4	
MA-NMC OE 208	E Governance	4	

INDUSTRY'S VALUE-ADD: EMPLOYMENT ENHANCERS

EEMA

- ★ **Eduposium:** Participation in a two-day bootcamp in Event Specialization areas.
- ✿ **Digital EEMA Certificate:** Well-recognized industry certification upon completion.
- 🗄️ **Skilling Database:** Students listed on official EEMA databases to enhance employability.

MESC

- ✔️ **NSQF Certification:** Skilling certification aligned with National Skills Qualification Framework.
- 📄 **MECAT:** Access to MESC's Standardized online assessment platform.
- 🎓 **Creative Warriors:** Access to Vidyadaan & Creative Warriors online workshops.
- 🔄 **Reskilling & Upskilling:** Continuous learning programs powered by MESC.

FINAL SEMESTER INCLUSIONS: Bridging the gap between education and industry readiness.

HIGHLIGHTS & UNIQUE SELLING PROPOSITION

VISION: Driving Employability & Entrepreneurship



High Pedigree course matrix developed with intense industry focus.



360-degree perspective in Pedagogy for holistic learning.



70% Experiential & 30% Theoretical learning model.



Additional certifications by EEMA & MESC for industry validation.



Interdisciplinary perspective in line with National Education Policy (NEP).



Global Standard of program development & delivery.

WAY FORWARD: STRATEGIC ACTIVATION PLAN

01

ELECTIVE

Activation of event management elective in existing programmes to drive immediate student engagement.

02

DIPLOMA

Forward plans for diploma programme:

- Statutory approvals
- Faculty onboarding
- Student intake plans

03

CERTIFICATE

Developing short-term certification programmes tailored for working professionals seeking upskilling.



***THE FUTURE OF EVENTS IS
EXPERIENTIAL, GLOBAL &
TRENDING***

Join us in shaping the architects of
tomorrow's experiences