

N-34027/7/2025-BC-IV  
Government of India  
Ministry of Information and Broadcasting  
Shastri Bhawan, New Delhi-110001

Dated the 30 July, 2025

**OFFICE MEMORANDUM**

**Subject: Constitution of a Joint Working Group (JWG) for promotion of Live Event Industry/Concert Economy in India- reg.**

India's 'Live Entertainment' sector holds immense growth potential and is rapidly emerging as a key pillar of the nation's creative economy. An "Execution Framework" was prepared by the Ministry of Information & Broadcasting (copy enclosed). It was circulated to the relevant Ministries, Departments, and State Governments via letter dated 1st July 2025. Their active participation and cooperation have been sought for this transformative initiative, for harnessing the cultural, economic, and employment potential of India's live entertainment sector.

2. This execution framework lays out a strategic vision and actionable initiatives on part of all its stakeholders in government & industry. The aim is to establish India as a leading global live entertainment destination by 2030, by fostering a robust ecosystem that supports artists, creates millions of jobs, and provides world-class venues for events.

3. In line with the objective of promoting and developing India's Live Entertainment Economy, it has been decided to constitute a Joint Working Group (JWG) for promotion of Live Event Industry/Concert Economy in India. The JWG will comprise of following members from the Ministry/Department/State Governments/Organization/ Industry Stakeholders:

**A. Government Representatives**

- 1) Secretary, Ministry of I&B – *Chairperson*
- 2) Joint Secretary (B-II), Ministry of I&B
- 3) Joint Secretary, Ministry of Culture
- 4) Joint Secretary, Ministry of Sports & Youth Affairs
- 5) Joint Secretary, Department for Promotion of Industry and Internal Trade
- 6) Joint Secretary, Ministry of Finance
- 7) Joint Secretary, Ministry of Skill Development & Entrepreneurship
- 8) Joint Secretary, Ministry of Micro, Small and Medium Enterprises
- 9) ACS/Prl. Secretary, Concerned Department in State Government of Maharashtra
- 10) ACS/Prl. Secretary, Concerned Department in State Government of Delhi
- 11) ACS/Prl. Secretary, Concerned Department in State Government of UP
- 12) ACS/Prl. Secretary, Concerned Department in State Government of Telengana
- 13) ACS/Prl. Secretary, Concerned Department in State Government of Karnataka
- 14) DG, Sports Authority of India (SAI)
- 15) Director/Deputy Secretary (BC-IV), Ministry of I&B – *Member Secretary*

**B. Industry Representatives**

- 1) President, Event & Entertainment Management Association (EEMA)
- 2) DG, Federation of Indian Chambers of Commerce and Industry (FICCI)
- 3) DG, Confederation of Indian Industry (CII)
- 4) President, International Live Events Association (ILEA)
- 5) CEO, Indian Performing Right Society (IPRS)
- 6) MD/CEO, Phonographic Performance LTD. (PPL)
- 7) CEO, Recorded Music Performance LTD. (RMPL)
- 8) President & CEO, Indian Music Industry (IMI) Trust
- 9) Founder & Director, Wizcraft
- 10) Founder & CEO, Book My Show
- 11) Founder & MD, Eva Live
- 12) CEO, Saregama
- 13) Whole-time Director, Touchwood Entertainment Ltd.
- 14) Founder & COO, District by Zomato

4. Any other department/Industry associate or expert, as required, may also be nominated/invited by the chairperson.

5. The Terms of Reference (ToR), along with the roles and responsibilities of the JWG, are outlined below.:

- a) To ensure the implementation of items mentioned in *Para 4 of Execution Framework* (copy enclosed) in a time bound manner, in regard to:
  - i. Infrastructure Development and Venue Enhancement
  - ii. Skill Development and Workforce Professionalization
  - iii. Promotion, Global Integration, and Policy
- b) Initiating action by various government bodies and industry stakeholders as elaborated in *Para 5 of Execution Framework*.
- c) Steer the Development of a *Single Window Clearance Mechanism* for Live Entertainment Permissions on ICH.

6. The concerned Ministry, Department, State Government, Organization, or Industry stakeholder may nominate the designated official to the Joint Working Group (JWG), as requested in para 3 above. The name and contact details of the nominated official may be emailed at brajesh.godra@nic.in at the earliest.

This has the approval of Hon'ble Minister of Information and Broadcasting.

Encl. As above.

  
30/7/2023  
(Brajesh Godra)

Deputy Secretary to the Govt. of India  
011-23383648

To,

(with the request to nominate the concerned official for the JWG)

1. Secretary, Ministry of Culture
2. Secretary, Ministry of Sports & Youth Affairs
3. Secretary, Department for Promotion of Industry and Internal Trade
4. Secretary, Ministry of Finance
5. Secretary, Ministry of Skill Development & Entrepreneurship
6. Secretary, Ministry of Micro, Small and Medium Enterprises
7. Chief Secretary, Government of Maharashtra
8. Chief Secretary, Government of Delhi
9. Chief Secretary, Government of UP
10. Chief Secretary, Government of Telengana
11. Chief Secretary, Government of Karnataka
12. MD/CEO/President/Founder/DG/Director/Whole-time Director/Head of the following organizations nominated as part of JWG -
  - (i) Sports Authority of India (SAI)
  - (ii) Event & Entertainment Management Association (EEMA)
  - (iii) FICCI
  - (iv) CII
  - (v) International Live Events Association (ILEA)
  - (vi) Book My Show
  - (vii) District by Zomato
  - (viii) Wizcraft
  - (ix) EVA Live
  - (x) Saregama
  - (xi) Touchwood Entertainment Ltd.
  - (xii) Indian Performing Right Society (IPRS)
  - (xiii) Phonographic Performance LTD. (PPL)
  - (xiv) Recorded Music Performance LTD. (RMPL)
  - (xv) Indian Music Industry (IMI) Trust

Copy for information to:

- (i) PPS to Secretary, I&B
- (ii) PPS to Joint Secretary (B-II), I&B