

संजय जाजू, भा.प्र.से.
सचिव
SANJAY JAJU, IAS
Secretary



सत्यमेव जयते

WAVES
WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT
Come, sail with us

भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली - 110001

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

No. N-34027/7/2025-BC-IV

1st July, 2025

Dear *Rajit,*

The Ministry of Information & Broadcasting successfully organized the World Audio Visual Entertainment Summit (WAVES 2025) in Mumbai from 1st to 4th May, 2025. This landmark summit brought together stakeholders from the creative economy at an unprecedented scale, including policymakers, producers, streamers, and international partners.

2. As one of the key outcome of the summit, a comprehensive White-Paper titled "India's Live Events Economy: A Strategic Growth Imperative", was prepared & presented WAVES 2025, outlining a forward-looking vision and actionable roadmap for this high-potential sector. It is available on the Ministry's website at https://mib.gov.in/sites/default/files/2025-06/india-s-live-events-economy-whitepaper-final-compressed_0.pdf

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

4. In response to this visionary mandate, the Ministry has prepared an Execution Framework for the Development and Promotion of India's Live Entertainment Economy (copy enclosed) broadly based upon the inputs from the White Paper. The framework proposes actionable steps for enabling infrastructure, regulatory reform, skilling, and cultural IP development to establish India among the top five global live entertainment destinations by 2030.

5. You are requested to kindly examine the enclosed framework and take appropriate action on the steps relevant to your department. You are requested to take forward this mandate by integrating entertainment-related skill sets into the National Skill Qualification Framework (NSQF). This includes the creation of certification programs, training infrastructure, and structured apprenticeships to professionalize the workforce and facilitate upward mobility. This will create employment opportunities, and further the PM's vision of transforming India into a global destination for live entertainment.

6. Your active cooperation in this transformative initiative is crucial to harnessing the cultural, economic, and employment potential of India's live entertainment sector.

Warm regards

Yours sincerely,

Encl. – As above.

(Sanjay Jaju)

Shri Rajit Punhani
Secretary
Ministry of Skill Development and Entrepreneurship (MSDE)
Kaushal Bhawan, New Moti Bagh
New Delhi.