

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



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

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

1<sup>st</sup> July, 2025

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



Dear *Subhagha*,

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](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. In line with this, the Execution Framework enclosed seeks your Ministry's support in including live event service providers, promoters, and IP owners under the MSME classification. This will enable targeted benefits such as access to finance, marketing support, and entrepreneurial development schemes.

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

*Best wishes*

Yours sincerely,

Encl. – As above.

(Sanjay Jaju)

Shri S.C.L. Das  
Secretary  
Ministry of Small and Medium Enterprises.  
Udyog Bhawan  
New Delhi.