

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

D.O.No.N-34027/7/2025-BC-IV (Pt.)

13<sup>th</sup> March, 2026

Dear Advisor to the Administrator,

As you may be aware that the Live Events Development Cell (LEDC) has been setup as a Joint Working Group under my Chairpersonship. It comprises of concerned Central Ministries, State Governments, industry bodies, and stakeholders to enable structured sectoral growth.

2. LEDC has been working for the promotion of Live Event sector in India, aligned with the Hon'ble Prime Minister's vision to position the concert economy as a national growth driver. Live events sector is expected to grow at a CAGR of 18%. The sector size is projected to double by 2030. It may also generate 15–20 million direct and indirect jobs.

3. The LEDC in its deliberations had noted that organising an event presently requires obtaining 10 to 15 clearances from separate agencies such as the local administration, police, fire department, electricity, tax, etc. Organisers must secure multiple clearances from different authorities, with no unified or time-bound process, leading to uncertainty and higher compliance costs. Further, the live events industry faces significant regulatory friction due to redundant and inconsistent licensing requirements across States. For example, events in Maharashtra may require Pest NOC, Show Tax NOC and municipal bar slips, while in Delhi GST NOC and MCD food/bar receipts are needed; other States impose separate Entertainment Tax (e.g., Madhya Pradesh/Tamil Nadu) or Panchayat fees (e.g., Karnataka). Such variations and outdated permissions are not aligned with ease of doing business & deter new entrants.

4. A **Model Executive Order for Streamlining Licensing and Permissions for Live Events in India, 2026** has been prepared after due consultation by the LEDC (**Annexure**). It is a framework for the States/UTs, to help streamline the live event permissions. It addressed key gaps, including non-standardised clearances, multiple and redundant licenses, and the absence of approval timelines. The standardised licence templates with Model Licence Conditions for Live Events and SOPs, derived from pan-India best practices, retaining core regulatory objectives (safety, law & order, fire) while improving clarity, predictability, and ease of compliance for businesses will greatly enhance the Ease of Doing Business in the Live Event Space.

5. In the 3rd meeting of the LEDC held on 4 February 2026, it was decided to request all States/UTs to immediately adopt the Model SOP for Live Event Clearances through executive orders as part of the Ease of Doing Business initiative.

6. I, therefore, request that the State/UT may suitably adopt the **Model Executive Order for Live Event Clearances**, thereby enabling a more efficient and industry-friendly ecosystem for the live entertainment sector and the status of adoption and implementation of the Model Executive Order be communicated to this Ministry at the earliest convenience.

Yours sincerely,

**Encl.:** *Annexure*

**Sd/-**  
**(Sanjay Jaju)**

**To:**  
**The Advisor to the Administrators of Union Territories**

Copy to –

All Members of LEDC, MIB

  
**(Sanjay Jaju)**