

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

Dated, the 12th October, 2026

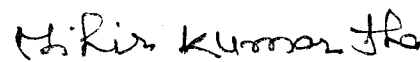
Office Memorandum

Subject: Minutes of the 5th Meeting of Live Events Development Cell held on 7th October, 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 7th October, 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 Member Secretary, LEDC at brajesh.godra@gov.in.

3. This issues with the approval of Competent Authority.


(Mihir Kumar Jha)

Under Secretary to the Govt. of India
Tele: 011-24015755

Encl.: a/a

To

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(Broadcasting), M/o I&B
- (iii) PA to Deputy Secretary (BC-IV), M/o I&B

Minutes of the 5th Meeting of the LEDC held on 7 October 2026 at Dr. Ambedkar International Centre, New Delhi, under the Chairmanship of Secretary, Ministry of Information and Broadcasting

The 5th Meeting of the Live Events Development Cell (LEDC) was held on 7th October 2026 under the chairmanship of Shri Chanchal Kumar, Secretary, Ministry of Information & Broadcasting (MoIB), at Hall No. 2, Dr. Ambedkar International Centre (DAIC), 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 and Departments representatives of States and Union Territories, and industry stakeholders of LEDC. The list of participants is enclosed as **Annexure-A**.

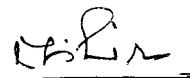
2. Shri Chanchal Kumar, Secretary, Ministry of I&B, in his opening address, noted that the Live Events Development Cell, constituted over 14 months ago by the Hon'ble Minister of I&B, has brought the Centre, States and industry together through four meetings. Referring to the Hon'ble Prime Minister's Independence Day address emphasising the concert economy's potential and the need for enabling systems and infrastructure, he underscored that the Cell's key focus should be on streamlining licensing, single-window clearances, visas, remittances and music licensing, alongside the development of suitable venues. He noted that the first-generation reforms for the live events sector are now in place, and urged States/UTs to complete the remaining steps, viz. designation of Nodal Officers, onboarding of venues, adoption of the Model Executive Order (MEO) and notifying live event licensing as a time-bound public service.

3. He informed that WAVES 2027 is scheduled from 14th to 17th October, 2027, and that two launches are proposed, in collaboration with the industry: "Inclusivity Guidelines for Safety of Women and Divyangjan at Live Events", and a "Green Concert Protocol".

4. He emphasised that the 2030 roadmap targets cannot be met in the metros alone and require purpose-built infrastructure in Tier II and Tier III cities, which can be achieved only through the joint efforts of the Central Government, State Governments and the industry.

5. Shri Prithul Kumar, Joint Secretary (Broadcasting & Administration), MoIB thanked the chairperson for his guidance and presented the progress regarding each of the agenda points (*Copy of the presentation attached as Annexure-B*). He highlighted that the organised live events sector, valued at about ₹145 billion in 2025, is projected to reach ₹196 billion by 2028, support over one crore livelihoods, and has a multiplier effect of about 4.

6. He informed the following developments since the 4th LEDC meeting:
- a) FEMA notification pertaining to waiving of the Bank Guarantee Requirement for advance remittances above USD \$5,00,000 to international artists
 - b) Clarification by MHA towards FRRO registration of foreign artists and crews on short-term stays



- c) issuance of SOP by SAI for use of sports venues for live events
 - d) MoU between IIMC, MESO & EEMA for live event skilling courses
7. 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) It was informed that 7 remaining States and UTs are being followed up for nomination of nodal officials for live events. Joint Secretary, MoIB mentioned that Chief Secretaries have been written to for expediting the process.
- b) States/ UTs and Industry Stakeholders were requested to undertake the following actions-
 - I. **Integrate all departmental and local licensing systems** with the ICH Portal through APIs, so that applicants accessing the State portals are routed directly to the ICH Portal. States and UTs were given until end of November 2026 to complete the adoption of SOP and ICH Portal onboarding
 - II. **Route the complete license lifecycle** through ICH Portal **ONLY**
 - III. **Onboard live event venues** on the ICH Portal
 - IV. **Notify Live Event licensing as a time-bound public service** under the relevant State/ UT service delivery framework
- a) The concerned Central Ministries were requested to undertake the following integrations.
 - I. **DGCA/ Ministry of Civil Aviation:** DGCA has, vide letter to MoIB, conveyed that only a link to DigitalSky Portal will be provided. MoCA to be pursued again for full integration of drone permissions with the ICH Portal and a separate reference may be sent to MoCA & DGCA.
 - II. **ASI/ Ministry of Culture:** ASI has a separate portal, SAHMAT (System for Approval at Historic Monuments of ASI with Transparency). The SOP will be completed **by Oct, 2026**, followed by integration with the ICH Portal and onboarding of their live event venues **by Nov, 2026**.
 - III. **SAI/ Ministry of Youth Affairs & Sports:** SAI SOP for booking and organizing of live events at its venues was ratified on September 18, 2026. SAI informed that its portal will be developed in 1.5 months. SAI were advised to complete integration with the ICH Portal **by Nov, 2026** for live events related permissions
 - IV. **DPIIT & Music Licencing Agencies:** DPIIT informed that it has conveyed to MoIB that technical part of the portal is not handled by them, and it is an industry-led portal.
- b) API-based integration to be adopted wherever technically feasible, so that applicants need not submit the same information repeatedly. States and UTs may retain their internal workflows, while the applicant-facing experience should be seamless.
- c) MHA was sought that a mechanism be explored to facilitate group-based

visa processing for artists, performers and crew associated with a live event, on the lines of existing Film Visa facility. A reference in this regard would be sent to MHA separately.

d) The industry was advised to only use the ICH Portal to seek all requisite permissions

2. Implementation of Model Executive Order (MEO) for Live Events for the States/ UTs

a) It was informed that the MEO has been adopted by **Maharashtra, Arunachal Pradesh, Tripura, Uttarakhand and Andaman & Nicobar Islands**, while adoption by the remaining States/UTs remains a key priority

b) The status of adoption of the MEO in the LEDC member States and UTs:

I. **Maharashtra:** MEO adopted

II. **Goa:** Approval has been received; adoption of the MEO and integration of the State website with the ICH Portal will be completed **by end of Nov 2026**

III. **Tamil Nadu:** Approved: the final notification has been prepared and approval for budget modification is pending. Secretary, MoIB advised Tamil Nadu to notify the MEO **by 20th Oct 2026**

IV. **Karnataka:** In view of the change of Government, adoption will be completed by **10th Nov, 2026**.

V. **Delhi:** The MEO has been aligned with the concerned stakeholders (such as SAI) and a meeting with the Chief Secretary of Delhi was held on 9th September 2026. The MEO would be adopted with Cabinet approval **by 10th Nov 2026**.

VI. **Assam:** A Nodal Officer has been designated. The MEO is being aligned with the State's Event Tourism Policy and is under active consideration at the senior level. The document is ready for submission and is expected to be adopted **by Nov, 2026**.

VII. **West Bengal:** To be adopted **by 10th Nov 2026**.

VIII. **Uttar Pradesh:** To be adopted **by Nov, 2026**.

c) States/ UTs were advised to on board all services and venues on the portal, continue simplifying licensing procedures, and complete adoption within the committed timelines

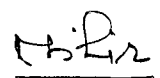
d) Director, DGIPR, Maharashtra made a presentation on adoption of the MEO (*Copy of the presentation attached as **Annexure C***). The key points were:

I. Issuance of the SOP in September 2026 after inter-departmental and industry consultations; framework titled SPICE

II. A State Event Facilitation Cell and a State Level Monitoring Committee chaired by Secretary, DGIPR

III. Three-step digital pathway, with the State SWCS to be integrated with the ICH Portal

IV. Common Application Form, composite fee, Tatkal processing, readiness inspection 24 hours before the event, and exemption from repeated inspections at pre-approved venues



e) Further, the following were discussed with the other Central Ministries and Departments:

I. MSDE

- 1) MSDE informed about development of RPL skill sets for the live events sector.
- 2) MSDE was requested to facilitate the integration of live entertainment skills into the National Skills Qualifications Framework (NSQF), establish dedicated training centres and certification bodies, and promote structured apprenticeship programmes to develop a skilled workforce for the live events sector.

II. DPIIT

- 1) **One Single National Music Licence:** DPIIT may examine (i) a unified licensing window through which a single licence with notified tariffs covers an event, with apportionment among rights holders at the back end; (ii) clarify that only registered copyright societies may issue public performance licences; and (iii) subject tariff schedules to review by a designated authority
- 2) As mentioned above, DPIIT mentioned that the portal is industry-led
- 3) PPL stated that issuing multiple licences through VasantSangeetDwar would not address the primary concern of event organisers, as allowing individual rights holders to license separately could lead to a cumulative increase in licensing fees. PPL supported the position that licences should be issued only by registered copyright societies, in line with international practices.
- 4) EEMA suggested that the matter be taken up as a separate agenda. Secretary, MoIB advised the music licensing stakeholders to decide among themselves and come back to the Ministry

III. MoEFCC

- 1) MoEFCC indicated that the law cannot be changed for events beyond 10 PM. MoIB to take up the matter again with MoEFCC, including the proposal for **Notified Entertainment Precincts** under the Noise Pollution (Regulation and Control) Rules, 2000.

IV. DEA

- 1) DEA informed that inclusion of live event and performance venues in the Harmonised Master List of Infrastructure Sub-sectors funding, would require a proposal from the concerned Line Ministry, duly examined against the Rangarajan Committee criteria, with a clearly defined and justified threshold.
- 2) The proposal may thereafter be considered by the Institutional Mechanism chaired by Secretary (Economic Affairs).

3. Pre-Approved Venues

- a) ASI and SAI to identify venues to be onboarded on to the ICH Portal, so event organizers need not go through the same venue-level licensing and permissions process for each event
- b) States and UTs to identify and map suitable venues, with capacity, location and facilities to be made available on the portal
- c) The industry was requested to come back with private venues for onboarding on the ICH Portal within **two months**. A minimum capacity of **5,000+** was indicated for onboarding of venues, to start with.

4. Brownfield & Greenfield Venue Development

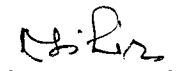
- a) It was noted that there are limited number of venues in India that can organize live events
- b) It was identified that requirement is not only for large venues but also for smaller venues for the industry's growth
- c) States and UTs were requested to identify and develop purpose-built venue infrastructure for live events, and States/UTs, industry stakeholders and LEDC members were asked to provide formal feedback on the draft framework shared
- d) Central's potential support through a VGF Scheme was also discussed.

5. Presentation on Skilling Curriculum for live events sector at IIMC (by the Live Event Skilling Committee) *(Copy of the presentation attached as Annexure D)*

- a) It was informed that one diploma has been approved by AICTE and validated by the industry
- b) Secretary, MoIB advised that:
 - i. Course content should match industry demands, and the skilling committee should function as a **continuous standing committee**
 - ii. Advance Diploma may be developed with AICTE, and degree courses may also be considered in the next one to two years
 - iii. Problems faced in approvals may be identified and flagged with UGC and AICTE
- c) VC, IIMC, mentioned that regional campuses of IIMC would be utilized for the courses, thus enabling a multilingual approach
- d) IIMC to consider using the template for terminology suggested by EEMA while designing the courses
- e) States and UTs may explore adoption of the skilling modules by IIMC through their respective skilling institutions

6. WAVES 2027

- a) WAVES 2027 will be held from 14th to 17th October 2027
- b) The Inclusivity Guidelines for Safety of Women and Divyangjan at Live Events and the Green Concert Protocol will be prepared with the support of the industry



- c) Joint Secretary, MoIB stated that the development of both initiatives should be led by EEMA. Dedicated committees would be constituted to steer their development and implementation.
- d) Industry body ASSOCHAM mentioned their interest in working for the "Green Concert Protocol" document, while FICCI, MESC and PHDCCI expressed their interest to work towards constitution of "Inclusivity Guidelines for Safety of Women and Divyangjan at Live Events"
- e) MESC also indicated their willingness to set up a Skilling Pavilion at WAVES 2027
- f) Support of industry stakeholders was sought for organizing of various segments under the "Cultural and Concerts" pillar at WAVES 2027

8. It was mentioned that capacity building workshops will be organized for States and UTs for familiarity with operationalization of the ICH Portal.

9. Joint Secretary, MoIB thanked the Chair for his valuable guidance & directions on the key issues for advancing the objectives of the initiative. The members assured that the guidance provided would be duly considered while taking forward the identified actions and ensuring their timely implementation. He further thanked the representatives of State Governments, Central Ministries, and industry stakeholders for their participation and valuable inputs, and emphasised that continued coordination among all stakeholders would be essential for effective implementation of the proposed measures.

The meeting ended with thanks to the Chair.

Annexure A

Government of India

1. Shri Chanchal Kumar IAS, Secretary, M/o Information & Broadcasting
(Chairperson, LEDC)
2. Shri Prithul Kumar, Joint Secretary (Broadcasting & Administration), M/o Information & Broadcasting
3. Dr. Pragya Paliwal Gaur, Vice Chancellor, IIMC
4. Shri Brajesh Godra, Deputy Secretary (BAE & BC -IV), M/o Information & Broadcasting (Member Secretary, LEDC)
5. Shri Mihir Kumar Jha, Under Secretary, M/o Information & Broadcasting
6. Shri Mahesh Kumar, CMC, M/o Information & Broadcasting
7. Ms. Seema Joshi, Director, Department of Economic Affairs, M/o Finance
8. Shri S.K. Singh, Under Secretary, Department of Financial Services, M/o

Finance

9. Shri R.D. Meena, Director, M/o Home Affairs
10. Dr. Sanjay Kumar Manjul, Additional Director General, Archaeological Survey of India, M/o Culture
11. Shri Zulfeqar Ali, Archaeological Survey of India
12. Shri Mohd. Zuber, Deputy Secretary, M/o Youth Affairs & Sports
13. Shri V.S. Arvind, M/o Skill Development & Entrepreneurship
14. Shri Sanjay Kumar, DPIIT
15. Ms. Shivalika Bakshi, Legal Consultant, DPIIT, M/o Commerce & Industry

State Governments

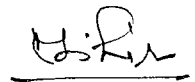
1. Shri J. Manjunath, Secretary, DIPR, Karnataka
2. Shri Manas Mandal, Joint Secretary (Film), Govt. of West Bengal
3. Shri Hemraj Bagul, Director, DGIPR, Maharashtra
4. Shri K. Tamilselvarajan, Additional Director, I&PR Department, Govt. of Tamil Nadu
5. Shri R. Rajesh Kannan, Information Officer, Govt. of Tamil Nadu, New Delhi
6. Shri Anirudh Kumar Mishra, Additional Director, DIPR, Uttar Pradesh
7. Shri Sunil Kanaujia, Assistant Director (Information), DIPR, Uttar Pradesh
8. Shri Mrunal Walke, General Manager, Entertainment Society of Goa, Govt. of Goa
9. Dr. Partha Pratim Das, Assam Tourism, Assam
10. Mr. Maniksha Bakshi, Delhi Tourism (DTTDC), Delhi
11. Ms. Priyanka Gaur, DTTDC, Delhi

Industry

1. Ms. Priti Khanna, Executive Director, EEMA
2. Shri Naveen Gupta, SPALBA, EEMA
3. Shri Sanjeev Pasricha, EEMA
4. Shri Ramkumar Vijayan, Head – Tourism, Media & Entertainment, ASSOCHAM
5. Ms. Sonal Mathur, Director – Media & Entertainment, FICCI
6. Ms. Mansha Vij, FICCI
7. Dr. Subhash Mehta, Deputy Secretary, PHDCCI
8. Ms. Lavanya Upadhyay, Executive Officer, PHDCCI
9. Ms. Pooja Arora, COO, Media & Entertainment Skills Council (MESC)
10. Shri G.B. Aayeer, CEO, Phonographic Performance Limited (PPL)
11. Shri Shailesh Kripal, General Manager, Phonographic Performance Limited (PPL)
12. Shri Varun Sharma, I.P.R.S.
13. Shri Jenil Shah, General Secretary, IMI
14. Shri Ashish R. Dixit, RMPL
15. Shri Vivek Kumar, Book My Show
16. Ms Damini Bhalla, District (VC)

Others

1. Shri Soumitra Sahu, Head, India Cine Hub, NFDC
2. Shri Tanmay Shankar, Head (Digital Growth & Technology), NFDC
3. Ms. Prajakta Sapate, Deputy Head, India Cine Hub, NFDC



4. Ms. Payal Bose, Operations Manager, India Cine Hub, NFDC
5. Prof. Rakesh Goswami, IIMC, New Delhi
6. Shri Sunny S. Prashar, Project Manager, EY
7. Shri Ayush Goel, Project Consultant, EY
8. Shri Abhinav Pandey S, Project Consultant, EY
9. Shri Nachiket D. Shirolkar, Project Consultant, EY
10. Shri Abhay Kumar, Project Manager, UNEECOPS
11. Shri Vikrant Gautam, Senior Business Analyst, UNEECOPS

HSG

5TH MEETING • 07 OCTOBER 2026

Live Events Development Cell (LEDC)

Promotion and development of India's live events industry

Agenda presentation for the 5th meeting of the Cell, chaired by Secretary, Ministry of Information & Broadcasting



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





80TH INDEPENDENCE DAY • RED FORT • 15 AUGUST 2026

“

The concert economy is growing rapidly and has tremendous appeal for the country's youth. **Artists from across the world want to perform a concert on Indian soil** at some point. This is a huge opportunity, and **we must create the systems and infrastructure needed to mobilise this opportunity.**

Shri Narendra Modi

Hon'ble Prime Minister of India

Live events: A High-impact Economic Multiplier

India's organised live events sector today, and the Roadmap target for 2030

₹145 bn

Organised live events sector in 2025, across ~34,000 events



₹196 bn

Projected sector size by 2028



1 crore+

Livelihoods supported by the sector



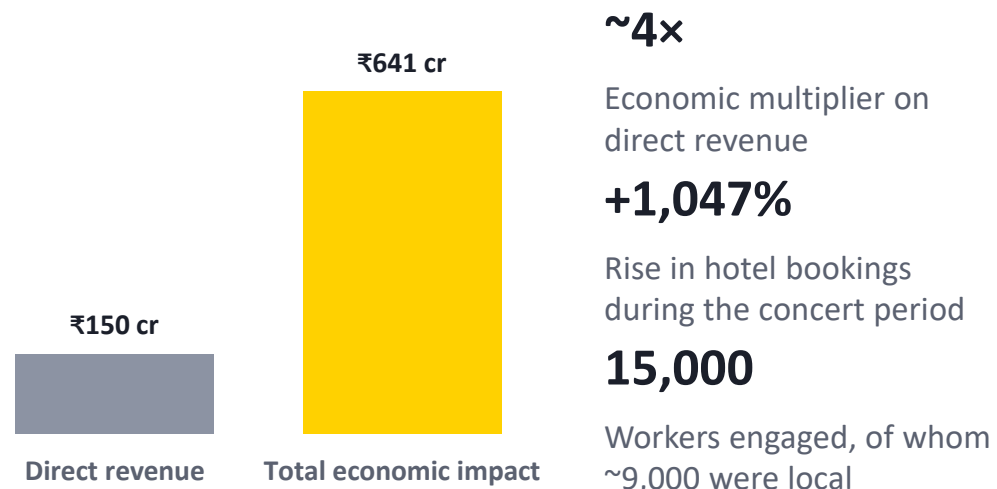
2× | 15–20 mn

Roadmap 2030: double the sector; 15–20 million direct and ancillary jobs



Coldplay concerts, Ahmedabad (January 2025)

Total economic impact vs direct revenue, ₹ crore



Other marquee events, 2025

Dil-Luminati Tour

14 Shows · 13 Cities · Est. total impact ₹943 cr+

Post Malone, Guwahati

1 Concert · Est. total impact ₹43 cr+
· 53% Visitors from outside Guwahati

LEDC: Whole-of-Government platform for the Live Events Sector

Chairperson: Secretary, Ministry of Information & Broadcasting · Member Secretary: DS (BAE & BC-IV), MIB



14

Central Ministries and
Departments



10

States and Union Territories



21

Industry bodies and key players

From the Odisha Conclave to the 5th LEDC



First-generation reforms



Model Executive Order, 2026

Uniform, time-bound licensing framework for adoption by States/UTs

IN PLACE



Single window on India Cine Hub

One portal for all live event clearances

IN PLACE



Department-specific facilitations

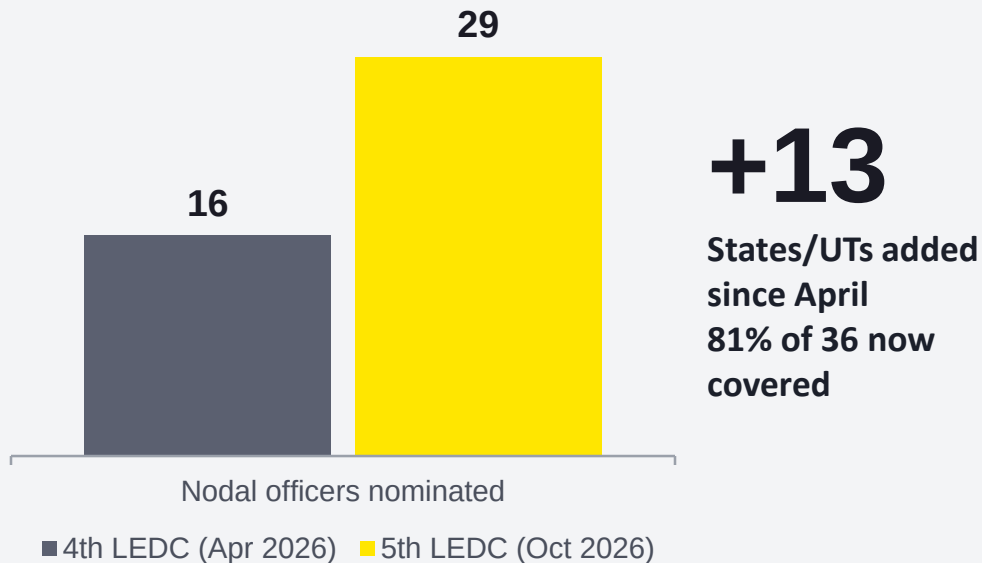
ASI & SAI venue SOPs, RBI remittance relaxation, FCRA rationalisation (MHA) and others

BEING WORKED UPON

Progress since the 4th LEDC (30 April 2026)

Portal readiness has moved. Four department-level facilitations have been secured

States/UTs on the ICH Live Events Portal Nodal officers nominated (of 36 States/UTs)



Model Executive Order adopted by 5 States/UTs



FEMA notification

NOTIFIED

Bank guarantee requirement waived for advance remittances above USD 500,000 to international artists



FRRO re-registration (MHA)

CLARIFIED

180-day threshold clarified; re-registration for short-term stays by foreign performers streamlined. Performer's visa under consideration



SAI stadia booking & event SOP

PUBLISHED 18 SEP 2026

Opens SAI venues to live events; Major Dhyan Chand National Stadium onboarding under way



Skilling MoUs (IIMC)

SIGNED 29 SEP 2026

IIMC–EEMA and IIMC–MESC MoUs for live event skilling courses



Events beyond 10 PM (MoEFCC)

CLARIFIED

Not possible under the present legal framework; precinct-based alternative proposed under Agenda 2

Agenda for the 5th LEDC

Six items, two presentations by participants, followed by an open forum

1



Single Window Clearances Portal

Implementation status: States/UTs, Central Ministries and industry

2



Model SOP for Live Events (MEO)

Adoption by States/UTs; Central Ministry actions; proposals on music licensing and entertainment precincts

3



Pre-approved venues

SAI and ASI SOPs; venue onboarding on the ICH portal

4



Brownfield & greenfield venues

Feedback on the draft framework; purpose-built venue infrastructure and financing.

5



Live event skilling curriculum at IIMC

MoU status, courses and adoption by States/UTs

6



Launches proposed for WAVES 2027

Inclusivity Guidelines; Green Concert Protocol – to be prepared with industry support

ICH Live Events Portal: where we stand

Nodal officers, mapping and integrations with Central systems

29 / 36

States/UTs have
nominated a nodal officer

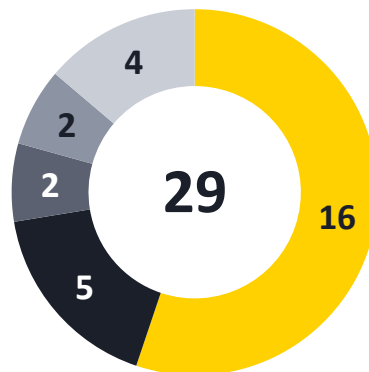
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States/UTs yet to nominate:

- Andhra Pradesh (AP)
- Chhattisgarh
- Dadra & Nagar Haveli and Daman & Diu (DNH&DD)
- Jharkhand
- Ladakh
- Mizoram
- Telangana

Nodal officers by department

29 nominations across 36 States/UTs



● Information & Public Relations	16
● Tourism	5
● Art & Culture	2
● Information & Cultural Affairs	2
● Others (one each): Industry & Commerce, Local Administration, State Information Centre, Home	4

Integrations with Central systems

Sought from Central Ministries; all in progress



DGCA / Ministry of Civil Aviation

IN PROGRESS

DigitalSky integration with ICH for Drone Permissions



ASI / Ministry of Culture

IN PROGRESS

Venue onboarding and Portal Integration to commence after ratification of SOP



SAI / Ministry of Youth Affairs & Sports

IN PROGRESS

Venue Onboarding to be completed and integration of their application form fields within ICH Portal



DPIIT & music licensing agencies

IN PROGRESS

VasantSangeetDwar portal integration with ICH

State/UT readiness at a glance

MEO adoption · Nodal Officer Nominated

#	State / UT	MEO Adopted	Nodal Officer
1	Andaman & Nicobar Islands	✓	✓
2	Andhra Pradesh	—	—
3	Arunachal Pradesh	✓	✓
4	Assam	—	✓
5	Bihar	—	✓
6	Chandigarh	—	✓
7	Chhattisgarh	—	—
8	Dadra & Nagar Haveli and Daman & Diu	—	—
9	Delhi	—	✓
10	Goa	—	✓
11	Gujarat	—	✓
12	Haryana	—	✓
13	Himachal Pradesh	—	✓
14	Jammu & Kashmir	—	✓
15	Jharkhand	—	—
16	Karnataka	—	✓
17	Kerala	—	✓
18	Ladakh	—	—

#	State / UT	MEO Adopted	Nodal Officer
19	Lakshadweep	—	✓
20	Madhya Pradesh	—	✓
21	Maharashtra	✓	✓
22	Manipur	—	✓
23	Meghalaya	—	✓
24	Mizoram	—	—
25	Nagaland	—	✓
26	Odisha	—	✓
27	Puducherry	—	✓
28	Punjab	—	✓
29	Rajasthan	—	✓
30	Sikkim	—	✓
31	Tamil Nadu	—	✓
32	Telangana	—	—
33	Tripura	✓	✓
34	Uttar Pradesh	—	✓
35	Uttarakhand	✓	✓
36	West Bengal	—	✓

■ Completed
 ■ Pending

MEO adopted: 5 · Nodal officer nominated: 29

Single Window: Actions Requested

For the portal to work as the sole channel, each stakeholder has defined steps



States / UTs

1. **Designate a Nodal Officer** for live events licensing facilitation
2. **Nominate departmental authorised officers** across all concerned authorities
3. **Integrate departmental and local licensing systems** with the ICH portal
4. **Route the complete licence lifecycle** through the ICH portal only
5. **Onboard live event venues** on the ICH portal
6. **Notify live event licensing as a time-bound public service** under the State/UT service delivery framework



Central Ministries

1. **DGCA / MoCA:** integrate DigitalSky with ICH for drone permissions
2. **ASI / Ministry of Culture:** Ratify the SOP to enable integration of protected monuments and sites permitted for live events
3. **SAI / MoYAS:** Identify and integrate venues on the ICH Portal. Integration of application form fields on ICH Portal to be initiated
4. **DPIIT & music licensing agencies:** Integration of the VasantSangeetDwar portal with ICH Portal



Industry

1. **Use the ICH portal exclusively** for seeking live event permissions
2. **Register private venues** on the portal with up-to-date safety and statutory certifications
3. **Flag process gaps** to the State nodal officer and the LEDC secretariat



Objective: Every live event permission in India – State, local and Central – applied for, tracked and granted through the ICH portal alone, within notified timelines

Model Executive Order, 2026: adopted by 5 of 36 States/UTs

A State-adoptable framework replacing fragmented licensing with a harmonised, digital, time-bound system

Adoption Status



Adopted the MEO

- 1 Maharashtra (LEDC member State)
- 2 Arunachal Pradesh
- 3 Tripura
- 4 Uttarakhand
- 5 Andaman & Nicobar Islands

Follow-up with States/UTs

- **13 Mar 2026**
MEO circulated to States/UTs for adoption
- **16 Apr 2026**
Secretary, MIB chairs VC on adoption / contextualisation of the MEO
- **31 May 2026**
45-day target for States/UTs to adopt or customise the MEO
- **16 Jun 2026**
Review VC: most States/UTs indicated adoption within 30 days
- **15 Jul 2026**
JS (Broadcasting), MIB - review VC; States/UTs urged to adopt
- **25 AUG 2026**
MEETING WITH STATE DIPR CHAIRED BY SIB: most States/UTs indicated adoption within 30 days

What the MEO delivers

-  **Single-window mechanism**
With institutional accountability
-  **Standard licence conditions**
Timelines, tatkal processing, digital fee payment
-  **Rationalised permissions**
Redundant NOCs removed; six mandatory licences tracked digitally
-  **State Nodal Officer**
Single point of contact, supported by officers of all line departments
-  **Time-bound public service**
Licensing notified under the state service delivery framework
-  **Monitoring Committee**
Delays auto-referred; time-bound decisions; deemed approval

PRESENTATION BY A PARTICIPANT



Government of Maharashtra

The only LEDC member State to have adopted the Model Executive Order

Adoption of the Model Executive Order, 2026: Maharashtra's experience

AGENDA ITEM 2(B)

Central Ministries: status against actions sought at the 4th LEDC

Nine Ministries/Departments; three proposals for today's discussion follow



Ministry of Youth Affairs & Sports / SAI

SOP issued

Sports arenas for live events; venue utilisation framework; pre-approved venues

Status: Stadia booking and event SOP published on 18 Sep 2026; Major Dhyan Chand National Stadium onboarding under way



Ministry of Culture / ASI

SOP Pending

Heritage venues for live events; operational framework; pre-approved list

Status: SOP for live events at protected monuments to be issued; onboarding of permitted monuments on ICH to follow



Ministry of Home Affairs

Partly done

Group Visa for Artists & Crews (Film Visa Category), Customs Duty Exemption for Show Equipment, and FRRO Facilitation

Status: FRRO re-registration for short-term stays streamlined; Group visa provisions to be taken forward



Ministry of Skill Development & Entrepreneurship

Response awaited

Live entertainment skills in NSQF; training centres and certification bodies; apprenticeships

Status: Response Awaited



Ministry of Tourism

Response awaited

Promote India as a global hub for event-based tourism; incentives, funding and PPP support for venues

Status: Response awaited



Ministry of Finance & MSME

Response awaited

GST rationalisation, CSR alignment; infrastructure financing (VGF, blended finance); MSME recognition

Status: Response awaited



DPIIT

Proposal tabled

Unified online music licensing; copyright rationalisation; event IPs as recognised enterprises

Status: VasantSangeetDwar-ICH integration under discussion; proposal for one national music licence tabled today



MoEFCC

Proposal tabled

Feasibility of live events running beyond 10 PM

Status: Not possible in the present legal framework; Proposal for Notified Entertainment Precincts to be considered



Dept. of Economic Affairs

Response awaited

Relaxation of the cap on foreign remittances for payments to international artists

Status: Referred to the FEMA Division; SIB to write to DEA again

Proposal for DPIIT: one national music licence for live events

Convert an open-ended legal exposure into a predictable budget line, at nil cost to the exchequer



The problem today

- Event organisers face overlapping demands from multiple societies and entities for the same event
- Recurring litigation on who is entitled to issue licences and set tariffs
- Open-ended copyright exposure makes event budgeting unpredictable and deters investors



International practice



United Kingdom

PPL and PRS for Music operate jointly through PPL PRS Ltd, issuing a single licence, TheMusicLicence



Canada

Entandem, established by SOCAN and Re:Sound, administers music license



Proposal: DPIIT may

- 1 A single license with notified tariffs covers an event
- 2 Back-end apportionment of licence fees among eligible rights holders
- 3 Licensing only by Registered Copyright Societies
- 4 Enable independent review of tariff schedules



Expected outcome: predictable licensing costs, fewer disputes and stronger investor confidence – the single largest gain in investor confidence available at nil cost to the exchequer

Proposal for MoEFCC: notified entertainment precincts

Noise standards that attach to a notified precinct rather than to each individual event



Present position

- Loudspeaker and public event restrictions apply after 10:00 PM
- Rule 5(3), Noise Pollution Rules, 2000 already lets State Governments permit loudspeakers between 10 PM to 12 AM on up to 15 days a year
- MoEFCC: extending events beyond 10 PM is not possible in the present legal framework



International practice



New South Wales, Australia

Vibrancy Reforms, 2023–25

- Precinct-wide sound standards and trading hours for Special Entertainment Precincts
- Precinct plans override venue-specific conditions
- Implementation supported by the 24-Hour Economy Commissioner



Proposal: MoEFCC may

- 1 Create a category of Notified Entertainment Precincts under the Noise Pollution (Regulation and Control) Rules, 2000
- 2 Apply ambient noise standards to the precinct, than each event, with monitoring at precinct boundary
- 3 States/UTs may propose precincts with defined boundaries, operating hours and sound limits
- 4 Locate precincts at a safe distance from silence zones

Pre-approved venues: SOPs in place, onboarding to follow

Organisers should not repeat venue-level licensing for every event at a pre-approved venue



ASI venues

SOP to be issued

224 Protected monuments and sites

Onboarding of permitted venues to be initiated after ratification of SOP



SAI venues

SOP PUBLISHED 18 SEP 2026

2 Stadia onboarded: JLN stadium and IG stadium, New Delhi

Major Dhyan Chand National Stadium onboarding under way; Integration with ICH Portal to be initiated



Private venues

ONBOARDING UNDER WAY

2 Venues in process: CIDCO ground, Navi Mumbai and NESCO Centre, Mumbai

Private venues register on the ICH portal and keep certifications current

How pre-approval works



Government venues

- SAI and ASI to pre-approve major venues so that organisers need not go through venue-level licensing for each event
- State Governments and Government-owned or aided entities may notify pre-approved venues, based on prescribed safety, fire, electrical and crowd-management norms



Private venues

- Register on the ICH portal, keeping safety and statutory certifications updated
- Provide approved layouts and maintain a live events calendar on the portal

Purpose-built venues: from framework to financing

India has very few purpose-built venues in the 15,000–20,000 capacity range



Where we are

- **Draft greenfield venue development framework** circulated with LEDC Stakeholders
- Formal feedback awaited
- **Dates of correspondence: 5th May 2026, 25th August 2026, 5th October 2026**
- **Key Observation:** Most large events in India are staged at sports stadia or open grounds, with conflicts of scheduling, acoustics and cost of setup
- **Venue development is in practice a State/UT subject:** Land, Municipal Permissions and policing rest with States

FEEDBACK AWAITED



International practice

Saudi Arabia and Republic of Korea

Purpose-built arena programmes pursued as state-supported infrastructure

Singapore

Sports Hub developed on PPP lines; now known as The Kallang (Brownfield Venue Development)

United Kingdom

£1 levy on tickets of large-capacity shows (adopted by the Royal Albert Hall in 2025), Administered by an industry trust to sustain smaller venues (After ~175 towns stopped receiving touring shows)



Proposals

- 1 **States and UTs** to identify and develop purpose-built venue infrastructure for live events
- 2 **DEA may include dedicated live event and performance venues** above a threshold capacity in the **Harmonised Master List of Infrastructure Sub-sectors – as done for sports infrastructure in 2020**, unlocking infrastructure lending norms, longer loan tenures, InvIT eligibility and external commercial borrowing
- 3 **Central support through the VGF Scheme:** Up to 30% of total project cost, as allowed for social infrastructure sub-sectors

PRESENTATION BY A PARTICIPANT



Live Event Skilling Committee

Chaired by the Vice Chancellor, Indian Institute of Mass Communication (IIMC)

Skilling curriculum for the live events sector at IIMC: progress report

AGENDA ITEM 5

WAVES 2027: Two Launches to be Prepared with LEDC Support

LAUNCH 01



Inclusivity Guidelines

Safety of women and Divyangjan at live events and concerts · 16 indicative measures



Safety of women artists and attendees

- Gender-responsive venue risk assessment
- Well-lit entry, exit, parking and last-mile zones
- Trained women security staff and help desks
- Secure, access-controlled backstage and changing rooms
- Confidential reporting and rapid-response protocols
- Safe crowd management at entry and dispersal
- Sensitisation of organisers, staff, crew and vendors
- Zero tolerance on harassment and misconduct



Safety and accessibility for Divyangjan

- Accessibility audit of venues and infrastructure
- Barrier-free entry, seating, stages and backstage
- Accessible toilets, parking and viewing platforms
- Accessible ticketing and advance facility information
- Sign-language, captioning and assistive services
- Trained accessibility staff and assistance desks
- Inclusive emergency alerts and evacuation plans
- Accessible feedback and grievance redressal

LAUNCH 02



Green Concert Protocol

Sustainability standards for all concerts and cultural events · nine pillars

- 1 Circular and reusable stage infrastructure
- 2 Low-plastic backstage operations
- 3 Digital-first event operations
- 4 Public transport and shared mobility
- 5 Carbon measurement and reduction
- 6 Waste prevention and segregation
- 7 Sustainable and local procurement
- 8 Clean energy and resource efficiency
- 9 Green governance and accountability

WAVES 2027 Cultural & Concerts segment: Nine Proposed Initiatives

Proposed alongside the two launches; partner agencies indicative



WAVES Kala Sanjeevani

Promoting rare and endangered art forms

Partners: Ministry of Culture, ICCR



WAVES Guru–Shishya Sessions

Recitals and interactions showcasing the guru–shishya tradition

Partners: Ministry of Culture



Cultural Leaders Roundtable / Global South Cultural Forum

Cultural diplomacy, creative economy and digital heritage

Partners: Ministry of Culture, Ministry of External Affairs



Co-located city cultural events

Concerts, theatre and bhakti events across the city; City Cultural Passport

Partners: Industry leaders, Government of Maharashtra



Artist Rights and Royalties Clinic

Help desks and workshops on contracts, copyright, royalties and distribution

Partners: IPRS, PPL, IMI, Copyright Office, SNA, platforms



Bharat & the World

State/UT performing traditions and performances from across the world

Partners: States/UTs, foreign missions



AI × Cultural Performance Lab

Responsible AI in music, scenography, translation and heritage reconstruction

Partners: MeitY, IndiaAI Mission, NASSCOM, SNA, industry bodies



Gala Premiere: Red Carpet

Announcement of upcoming national and international tours in India

Partners: Ticketing and live entertainment platforms



WAVES Cultural Archive (OTT)

Digital archive of performances, interviews, instruments, costumes and oral histories

Partners: Prasar Bharati, NFDC, Sangeet Natak Akademi

OPEN FORUM



Remarks from participants

States/UTs, Central Ministries and Departments, industry bodies and key players

Issues, feedback and suggestions on the agenda items and the way forward

AFTER AGENDA ITEM 6

Chair invites remarks from the floor

Any other matter with the permission of the Chair

Summary of actions sought from the 5th LEDC

For confirmation in the record of discussions



States / UTs

- ✓ Adopt or contextualise the MEO (31 States/UTs in process)
- ✓ Nominate nodal and departmental officers (7 yet to nominate)
- ✓ Integrate departmental and local systems; route the full license lifecycle through ICH only
- ✓ Notify live event licensing as a time-bound public service
- ✓ Onboard venues; identify sites for purpose-built venues
- ✓ Send formal feedback on the greenfield venue framework
- ✓ Adopt IIMC skilling modules through State skilling institutions



Central Ministries

- ✓ DGCA, ASI, SAI, DPIIT: Complete integrations with the ICH portal
- ✓ DPIIT: One national music licence with notified tariffs
- ✓ MoEFCC: Notified entertainment precincts under the Noise Pollution Rules, 2000
- ✓ DEA: Remittance cap relaxation; live event venues in the Harmonised Master List
- ✓ MoF & MSME: VGF support, GST/CSR measures, MSME recognition
- ✓ MHA: Group visa for artists and crews · MSDE: NSQF integration · MoT: event-tourism promotion



Industry

- ✓ Use the ICH portal exclusively for permissions
- ✓ Register private venues and keep certifications current
- ✓ Co-develop the Inclusivity Guidelines and the Green Concert Protocol for launch at WAVES 2027
- ✓ Provide feedback on the greenfield venue framework
- ✓ Support the IIMC skilling courses with industry placements and faculty

Thank you

Live Events Development Cell · Ministry of Information & Broadcasting, Government of India

Secretariat: DS (BAE & BC-IV), Member Secretary, LEDC · India Cine Hub Live Events Portal



Government of India

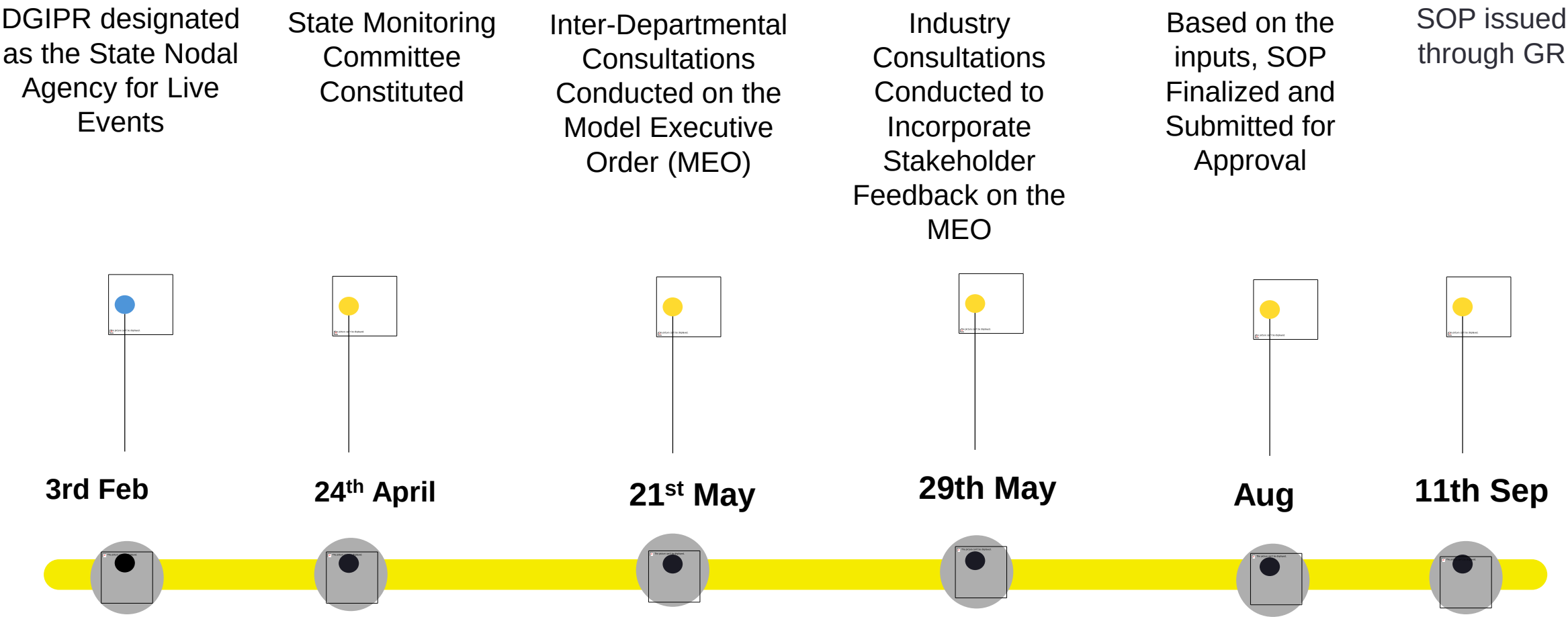
**Ministry of
Information and Broadcasting**



**Adoption of the Model
Executive Order and
Development of the State
SOP for Live Events**



Adoption of the MEO and Development of the State SOP Enabled Key Initiatives





STATE EXECUTIVE
ORDER IS TITLED

SPLICE

Streamlining Permissions and Licensing for Integrated Comprehensive Events

STRATEGIC OBJECTIVES **Eight priorities, organised around four outcomes**

01 Faster, simpler approvals

- Streamline event approvals through a Single Window Clearance System
- Reduce approval timelines and procedural duplication

02 Consistent regulation

- Standardise regulatory and compliance processes
- Promote a predictable and investor-friendly ecosystem

03 Investment & destination

- Attract domestic and international investments
- Position Maharashtra as a premier live events destination

04 Sector growth

- Promote entertainment tourism and marquee events
- Drive sector growth, innovation and employment generation



INSTITUTIONAL FRAMEWORK

State Event Facilitation Cell

SWCS ROLLOUT

Three-step digital pathway

MANDATE	Coordinate approvals and industry engagement; develop venues, promote tourism and operate the SWCS.	
GOVERNANCE	State Level Monitoring Committee and relevant Competent Authorities.	
DATA ASSETS	— State Event Calendar — Venue Registry — Event Impact Database	— Economic Impact Reports — Approval Dashboard

- 01

INTERIM STATE ROUTE

Use MIB’s ICH portal until Maharashtra’s SWCS launches.
- 02

SYSTEM CONNECTION

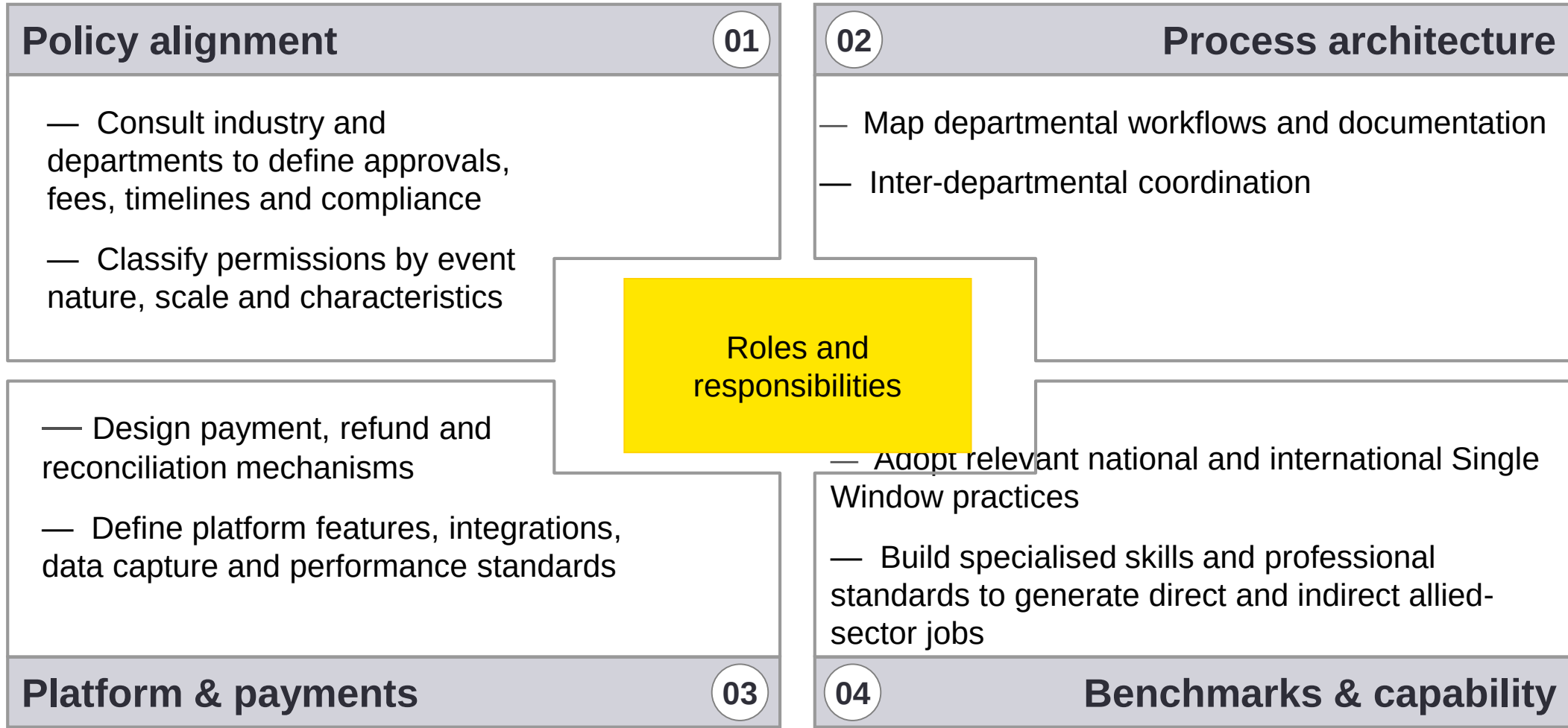
DGIPR connects departmental and local systems for end-to-end processing, tracking and monitoring.
- 03

FUTURE STATE

State SWCS will be built from operational feedback, then integrated with ICH.

DGIPR sustains the SWCS through four operating roles

SWCS CONTINUITY MECHANISM: Roles and Responsibilities of DGIPR



Existing licences remain mandatory

CHAPTER III LIVE EVENT LICENSING FRAMEWORK: APPLICABLE LICENCES (1/3)



APPLICABLE LICENCES Requirements vary by event, venue and activity

01 Safety & mobility

POLICE (LAW & ORDER)

NOC; event permission; event details; loudspeaker and drone permissions

TRAFFIC POLICE

NOC; parking approval

FIRE SAFETY

NOC; venue layout

ELECTRICAL SAFETY

NOC; generator installation

02 Venue & jurisdiction

MUNICIPAL CORPORATION / GRAM PANCHAYAT

Jurisdictional NOC; venue, temporary structure and food-stall permissions; venue layout; waste-management compliance

EDUCATION / GARDEN

School-ground, park or garden permission

MAHARASHTRA MARITIME BOARD

Approval, where applicable

03 Event-specific clearances

EXCISE

Licence to serve or sell alcohol

FRRO

Foreign-artist clearance

ARCHAEOLOGICAL SURVEY OF INDIA

Approval for heritage-site events

MUSIC RIGHTS

IPRS, PPL, NOVEX and ISRA licences

From MEO

State Licenses



An organised,
audience-facing
event with one or
more qualifying
characteristics.

Examples: performances,
festivals, concerts, sports,
activations and public
celebrations.

QUALIFIES THROUGH ONE OR MORE OF SIX TESTS

01	AUDIENCE & PROGRAMME Public or invited audience	02	APPROVALS & SAFETY Permissions + safety controls
03	TEMPORARY PRODUCTION Stages, sound, lighting, power	04	VENUE Public or temporary venues
05	OPERATIONS & COMMERCE Providers, tickets, sponsors	06	MEDIA & PUBLIC IMPACT Broadcast, promotion, operations

BOUNDARY

Not included: ordinary private functions requiring no event-specific production, permissions or dedicated safety.



CASE-SPECIFIC PERMISSIONS

PERMISSION	APPLIES WHEN	WHY IT REMAINS
01 Pest NOC	Venue pest-treatment proof is required, especially for closed venues	Confirms food-safety protection and valid venue treatment.
02 SWM permission	Waste requires segregation and collection.	Ensures dry/wet segregation and disposal through an approved vendor or municipal service.
03 Foreign artist clearance	A foreign artist performs; Home Department clearance applies.	Ensures oversight of foreign nationals; passport and valid visa are required.
04 Show Tax / Theatre Licence	Municipal permission for conducting public entertainment venues within PMC limits.	Maintains compliance with municipal safety, occupancy, sanitation, and local regulatory requirements.
05 Excise slips	Alcohol is served to patrons of legal drinking age.	Links eligible attendance to excise monitoring

PRINCIPLE **Require each permission only when the event, venue or activity creates the relevant regulatory need.**



APPLICATION PROCESS

Common Application Form

One primary interface for every live-event licence and permission.

- SUBMIT** All applications through the CAF on the SWCS.
- CAPTURE** Information and supporting documents required by the relevant Competent Authorities.

Single entry point • Consistent application data

COMPOSITE LICENCE FEE

DGIPR-notified fee structure

- STANDARD** DGIPR determines and notifies applicable approval and licence fees as State Nodal Agency.
- INPUTS** Based on recommendations from Competent Authorities, including State Level Monitoring Committee members. The determination is final.
- TATKAL
(3 days processing)** An additional notified fee applies only when expedited processing is selected



INSPECTION MECHANISM

24

HOURS BEFORE
Event readiness complete

COMPLETE	Technical rehearsals, sound checks, safety demonstrations and other preparatory activities.
UPDATE	Inspection report and completion status recorded on the SWCS in real time.
EVIDENCE	Duly uploaded photographs of the inspected site.

PRE-APPROVED VENUES

No repeated event-level inspection

Relief applies when the event layout matches the pre-approved configuration.

EXEMPT	Repeat physical inspection and separate NOCs.
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RENEW	2×	PER YEAR Bi-annual venue inspection
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Venue conformity is the condition for continued relief.



STATE LEVEL MONITORING COMMITTEE

Constituted for SWCS governance and coordination

COMPOSITION

- 01

Chairperson

Principal Secretary & DG,
Information and Public Relations;
State Nodal Officer.
- 02

MIB representation

MIB SWCS Nodal Officers.
- 03

Member Secretary

Deputy Director-level or above
representative of the Competent
Authority handling the delayed
application.
- 04

Industry voice

Event-organising institution
stakeholders.

CORE MANDATE

- IMPLEMENT

Implement and monitor the SWCS and Live
Event governance framework.
- COORDINATE

Coordinate inter-departmental approvals,
permissions and compliance.
- RESOLVE

Resolve delays, bottlenecks, operational
issues and stakeholder grievances.
- IMPROVE

Harmonise rules, standardise approvals and
advance safety, tourism, investment and
sector growth.

Committee for Single Window Clearance (Live Events)

CHAPTER IV: POWERS AND FUNCTIONS OF THE MONITORING COMMITTEE: COMPOSITION



Chairperson	Members	Invited Members
Principal Secretary and Director General, Information and Public Relation, GAD	Police Department- Maharashtra & Mumbai – Additional Director General of Police (Law & Order), Additional Director General of Police (Traffic), Joint Commissioner of Police, Mumbai Police Information Technology Department- Director, Information Technology Municipal Corporation of Greater Mumbai- Additional Municipal Commissioner / Deputy Commissioner District Collector & Magistrate, Mumbai City & Suburban- Additional District Magistrate Archaeological Survey of India (GoI)- Director Maharashtra Fire & Emergency Services- Director Directorate of Archaeology & Museums- Director Public Works Department (PWD) – Chief Engineer BEST Undertaking- Chief Engineer (Electrical) State Excise Department – Commissioner/ Joint Commissioner Directorate of Cultural Affairs- Director Revenue & Forest Department – Joint Secretary & Deputy Secretary Rural Development Department- Joint Secretary & Deputy Secretary Energy Department- Joint Secretary & Deputy Secretary Administrative Innovation, Excellence & Good Governance (GAD) - Joint Secretary & Deputy Secretary Environment & Climate Change Department- Joint Secretary & Deputy Secretary Public Health Department- Joint Secretary & Deputy Secretary Information & Public Relations- Director (Information) (Administration, Director Information) (News & Public Relations), Deputy Director (News), Senior Assistant Director (Documentary)	Event Organising institutions (as required)



01 Police & drones

Attendance, timings, VIP presence, venue, organiser and jurisdiction details; authorised drone operators, safeguards and police coordination.

02 Traffic & private land

Event, venue, timing, attendance and brief details for traffic planning; landowner NOC where applicable.

03 Municipal permissions

Pest control, waste management, public health, hygiene, food safety and protection of municipal property.

04 Fire & temporary structures

Separate rules by venue type; access, exits, seating, fire-resistant materials, cooking and stalls, extinguishers and fire marshals.

05 Electrical safety

Load and temporary-supply assessment, licensed contractors, inspection and safe wiring; layout, SLD, test reports, load and licence documents.

06 Excise

Temporary One Day Function Licence, premises registration, plus solvency certificate or bank guarantee requirements.

Maharashtra is advancing three building blocks for live events



STATE INITIATIVES | LIVE EVENTS

Infrastructure, industry-ready skills and a simpler path to approvals

01

GREENFIELD VENUE

Evaluating viable models to develop a purpose-built live-events venue.

CURRENT FOCUS

Identify the delivery and operating model, including DBOT/DBFOT/BOO, for efficient development and sustainable operations.

02

LIVE-EVENT SKILLS

Working with MSSU to design courses for the live-events sector.

NEXT STEP

Conduct industry consultations to identify on-ground skill requirements and develop courses.

03

SINGLE-WINDOW CLEARANCE

Exploring a simpler, coordinated approval experience.

UNDER REVIEW

State-owned single-window clearance system



Thank You!



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**Indian Institute of Mass
Communication**
(Deemed to be University)



Annexure-D

SHAPING INDIA'S EXPERIENCE ECONOMY THROUGH EVENT EDUCATION



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ABOUT IIMC



- Premier institute for mass communication education, training and research in India
- Consistently ranked among the top institutions in evaluation studies by media and professional bodies, year after year
- Inaugurated on August 17, 1965
- Offers **8 PG Diploma programmes**, spanning regional-language journalism (English, Hindi, Odia, Marathi, Urdu, Malayalam) and specialized tracks in Advertising & PR and Radio & TV Journalism
- Offers **6 Master's programmes** covering emerging and strategic domains — Media & Business Studies, New Media Communications, Media & Communication Governance, Strategic Communication, Health Communication, and Corporate Communication & Brand Management
- **14 specialized courses** in total, reflecting a portfolio built to match evolving industry needs and expanded into doctoral education with the **launch of the PhD programme this year.**

MESC & EEMA: OUR PARTNERS

MESC (Media & Entertainment Skills Council)

- Not-for-profit skill council set up in 2012 under the Ministry of Skill Development & Entrepreneurship
- Supported by FICCI and NSDC; an NCVET-awarding body
- Sets national skill standards across 12 M&E sub-sectors, including Live Performance / Event Management
- Runs NSQF certification, MECAT assessment, and the Creative Warriors and Vidyadaan platforms
- 7,00,000+ trainings, 5000+ certified trainers, 350+ affiliated universities and colleges

EEMA (Event & Entertainment Management Association)

- India's apex non-profit industry body for events, experiential marketing, entertainment, MICE and weddings.
- Unites event and sports management firms, brand activation agencies, MICE and wedding planners, and artist management companies on one platform
- Represents the industry before government, statutory and licensing bodies
- Offers students internships, live event access, masterclasses, the Eduposium bootcamp and placements



A formal MoU was signed between IIMC and MESC on 29th September, 2026

MoU: IIMC & EEMA



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DEVELOPMENT SO FAR....

- 1. MoU Signed:** A formal IIMC–MESCC partnership was signed on 29 September 2026.
- 2. Programme Designed:** A two-semester, 43-credit Event Management Diploma course matrix has been drafted.
- 3. MESCC Built In:** NSQF certification, MECAT, Creative Warriors and upskilling are included in the final semester.
- 4. Elective Slots Mapped:** Existing elective baskets across MA and PG Diploma programmes have been identified for the event management elective.
- 5. Roadmap Set:** A three-stage activation plan is in place: elective, then diploma, then short-term certificates.

10 Programmes with live-event content

20+ Papers covering events & live media

5 Language journalism diplomas on board

MA PROGRAMMES

MA Media Business Studies Live events as an M&E segment; sports, hybrid & virtual events 4	MA Strategic Communication Event management in PR & corporate communication 1	MA New Media Communications Live photo events, comics exhibition, startup fair 9	MA Corporate Comm. & Brand Management Event planning, crisis management & evaluation 1
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PG DIPLOMAS

Advertising & PR Live events development 1	English Journalism Event management & experiential comm. 1	Hindi Journalism Live media coverage & event management 2	Malayalam Journalism Corporate, cultural & hybrid events 1	Marathi Journalism Planning, budgeting & risk management 1	Odia Journalism Event management & experiential comm. 1
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ALREADY ON THE GROUND

Live photo events	Grassroot comics exhibition	Startup fair participation	Creator-led live campaign	AR/VR studio visit	Design thinking challenge
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HOW MESC ENABLES EXPERIENTIAL LEARNING IN EVENT MANAGEMENT?

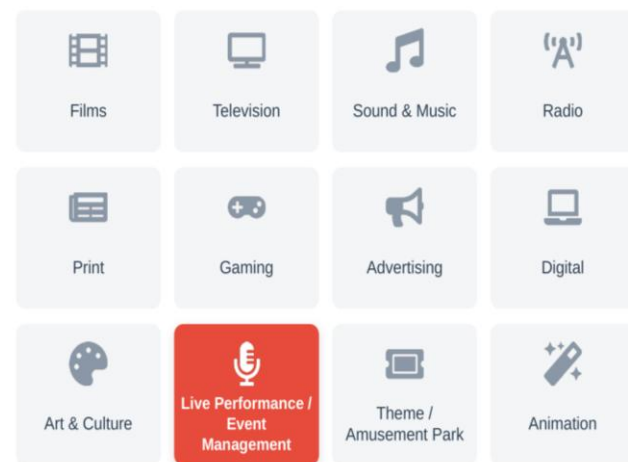
1. **Recognized domain:** Event Management is one of MESC's 12 M&E sub-sectors.
2. **Defined competencies:** Qualification Packs benchmark hands-on learning in a jointly reviewed curriculum.
3. **Assessed & certified:** MECAT tests applied skills; NSQF certifies them nationally.
4. **Expert & global exposure:** Creative Warriors workshops, plus WorldSkills-aligned training via AWSITC and IICS.
5. **Scale & reach:** 7 lakh+ trainings and 5000+ certified trainers support practice across IIMC's regional centres.
6. **Career-ready & lifelong:** Industry-validated certification, ongoing upskilling, and the IIMC–MESC MoU (Sept 2026).



A continuous loop: upskilling feeds back into new job-role standards and fresh practice

THE LEARNER'S JOURNEY: WHERE MESC COMES IN

Experiential learning runs throughout; MESC standards frame it and MESC certification closes it



WHY IT MATTERS

- Event skills sit inside a national, occupation-mapped framework, not as an add-on.
- Qualification Packs describe what an event professional must be able to do.
- That gives the 70% experiential component a clear benchmark.



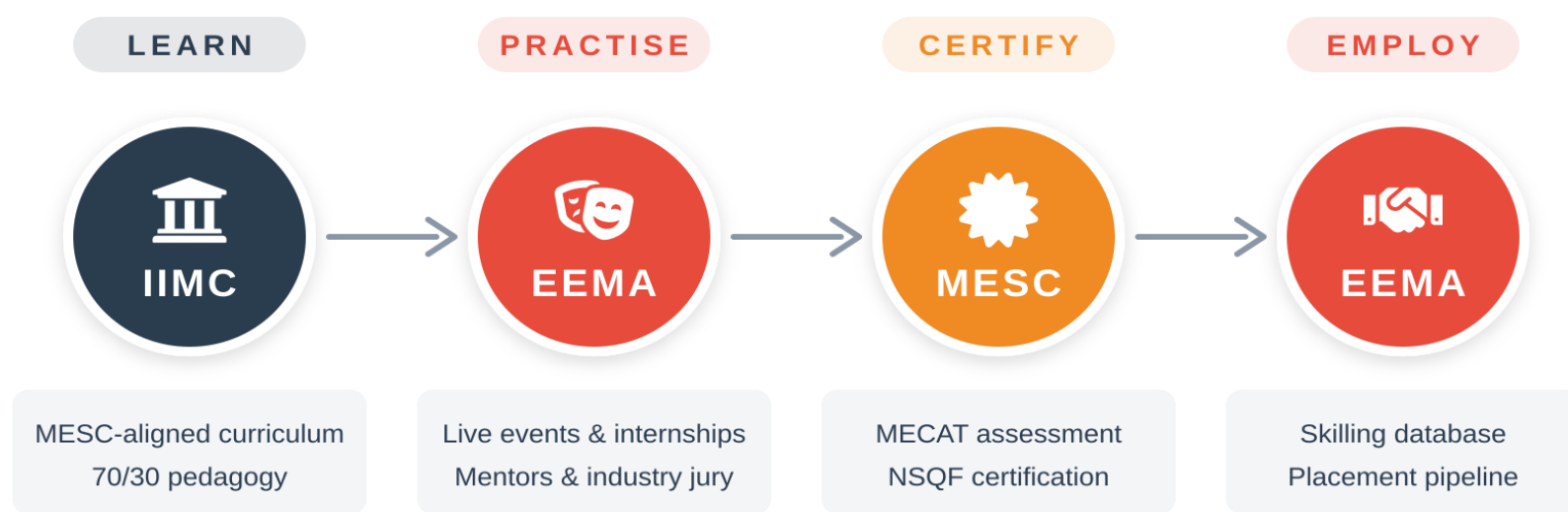
ONE YEAR. INDUSTRY READY



- **Regulatory Fit:** Two semesters, 43 credits, meeting the UGC/NEP PG Diploma norm.
- **IIMC Model:** In line with IIMC's established one-year PG Diplomas.
- **Complete Curriculum:** Foundations, specialization and an internship in one year.
- **Industry Urgency:** Fast talent supply for a ₹196B market with a 65% skills gap.
- **Practice-Led:** 70% experiential learning across a full annual event cycle.
- **Accessible:** Lower cost and time for Tier 2 and Tier 3 learners.
- **Job-Ready:** NSQF and EEMA certification plus placement support within the year.



THE INDUSTRY BRIDGE: EEMA-MAKING MESC COUNT



EEMA frames MESC certification: practice before it, jobs after it

1. **Shapes the curriculum:** Brings real industry needs into the MESC-aligned syllabus.
2. **Provides the practice:** Live events and internships build the skills MESC certifies.
3. **Validates skills:** Its industry jury works alongside MESC's MECAT assessment.
4. **Gives certification value:** EEMA recognition makes NSQF certification count with employers.
5. **Creates jobs:** A skilling database and placement pipeline for certified graduates.

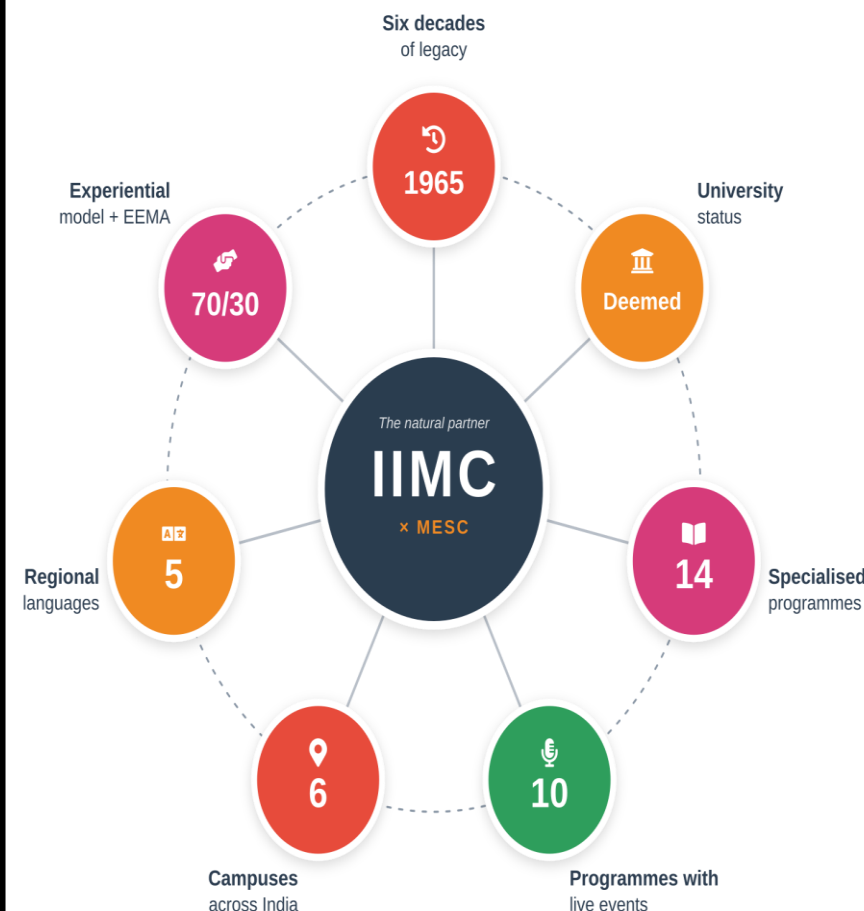


IIMC

BUILT FOR SKILLING, READY TO SCALE

WHY IIMC FOR MESC?

1. **Proven Legacy:** Six decades in media education since 1965, consistently ranked among India's top institutions.
2. **University Status:** A Deemed-to-be University able to award recognized diplomas, with a PhD programme now launched.
3. **Full M&E Spectrum:** 14 specialized programmes across journalism, advertising, PR, new media, and corporate and strategic communication.
4. **Live Events Already Embedded:** 10 programmes and 20+ papers already cover events and live media.
5. **Pan-India Reach:** Six campuses in Delhi, J&K, Odisha, Maharashtra, Mizoram and Kerala, reaching Tier 2 and Tier 3 learners.
6. **Multilingual Delivery:** Journalism programmes in Hindi, Urdu, Odia, Marathi and Malayalam enable skilling in regional languages.
7. **Industry-Ready Model:** 70/30 experiential pedagogy, backed by an EEMA partnership for live events and placements.





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IIMC × MESC × EEMA

THANK YOU

Together, shaping the architects of tomorrow's experiences

