



4th Meeting of Live Events Development Cell Reviews Roadmap to Position India as a Global Hub for Live Events

**Live Events Sector Poised to Become a Key Driver of
Employment, Tourism and Economic Multiplier across Allied
Sectors**

**Single-Window Clearance for Live Events on India Cine Hub
Portal to Ensure Faster, Transparent Approvals**

**States & UT's Urged to Adopt Model Executive Order by 31st
May 2026 to Streamline Licensing and Permissions for Live
Events**

**Government Reaffirms Commitment to Boost Live Events
Sector through Ease of Doing Business, Infrastructure, and
Skilling Initiatives**

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The 4th meeting of the Live Events Development Cell (LEDC) was held on 30th April 2026 at Vigyan Bhavan, under the chairmanship of Shri Chanchal Kumar, Secretary, Ministry of Information and Broadcasting (MIB). The meeting was attended by representatives from 9 Central Ministries, 6 States, and 12 industry members.



India's organised live events sector, valued at **₹145 billion** in 2025 as per industry estimates, has emerged as the highest growth segment in the media and entertainment sector. To promote this sector, the Ministry of Information & Broadcasting has set up a Live Events Development Cell (LEDC), in July 2025, under the chairpersonship of the Secretary, I&B. It includes representatives from Central Ministries, State Governments, industry bodies and other stakeholders.

LEDC aims to position the concert economy as one of the key drivers of national growth and make **India a global hub for live events by 2030** and generate **15-20 additional million jobs** in this sector. The sector is projected to **grow at 10% to ₹196 billion by 2028**.

During the Meeting, Secretary (MIB) highlighted the role of LEDC in creating a coordinated roadmap for the growth of India's live events industry. He noted that the Live Events sector is one of the fastest-growing segments of the Media and Entertainment industry, contributing significantly to employment generation, tourism promotion and economic multiplier across allied sectors.



The progress of various initiatives taken by LEDC was presented by Shri Prithul Kumar, Joint Secretary (Broadcasting), MIB. It was informed that a **single-window clearance system** for live event permissions has been developed on the **India Cine Hub (ICH)** portal. The adoption of the ICH portal by States will help digitize the live event permissions process, and ensure timely, transparent, and efficient approvals.

Further, the need for adoption of the “**Model Executive Order for Streamlining Licensing and Permissions for Live Events in India, 2026**” was emphasized with a target timeline of 31st May 2026, which was shared with States and Union Territories on 13th March, 2026. This framework aims to establish a simplified and standardised regulatory system for the live events industry in India.

The LEDC also discussed the draft concept note on “Greenfield Venue Development” & skilling initiatives for the live events segment. It was informed that the Indian Institute of Mass Communication (IIMC), in collaboration with MESC and EEMA, will soon introduce certificate courses in live events.



Speaking at the event, Shri Chanchal Kumar, Secretary, Ministry of Information and Broadcasting, said, “On behalf of the Government, both Centre and State, I assure that all necessary facilitation will be extended to make the processes for organising live events robust and transparent.” He further added, “There is complete alignment in the intent of all members of LEDC, the focus should now be on effective implementation.”

The Ministry of Information and Broadcasting will continue to work closely with all stakeholders to promote a supportive and growth-oriented ecosystem for the live events sector in India.

Mahesh Kumar/ Vivek Vishwash

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