

2. India's Emerging Concert Economy – Economy

The Ministry of Information and Broadcasting has established a Live Events Development Cell (LEDC) to facilitate the expansion of “concert economy”, boosting employment and tourism in the country

Live Events Development Cell (LEDC)

Concept and Institutional Framework– The Live Events Development Cell (LEDC) was constituted in July 2025 under the aegis of the Ministry of Information and Broadcasting, following directions from the Union Minister. It is envisaged as a single-window institutional mechanism to resolve long-standing regulatory, administrative, and coordination bottlenecks faced by India's live events ecosystem. The cell operates as a collaborative platform, integrating

1. Central Government ministries and regulatory bodies
2. State Governments and local urban authorities
3. Industry associations and promoters
4. Music copyright societies and licensing agencies
5. Major live event, sports, and entertainment companies

LEDC reflects a shift from ad-hoc event clearances to a structured policy-driven facilitation approach.

Objectives and Functional Role of LEDC

To streamline permissions and approvals related to

1. Licences and clearances
2. Copyright and performance rights
3. Law and order, traffic, and municipal permissions

To reduce time, cost, and uncertainty involved in organising large-scale events. To enable geographical diversification of live events beyond metropolitan centres. To promote India as a global destination for concerts, festivals, sports leagues, and cultural performances. To support the emergence of a formal, organised, and professional live events industry.

India's Live Events Market– Growth Trajectory

Market Size and Momentum– The organised live events market was valued at approximately ₹20,861 crore in 2024. The sector recorded a robust 15% annual growth rate, outperforming several traditional media segments such as print and linear television. Theatre and performing arts witnessed a 45% increase in attendance, signalling

1. Post-pandemic revival of physical cultural participation
2. Growing audience appetite for experiential and immersive entertainment

Spatial Expansion– Beyond Metropolitan India

Rise of Tier-2 and Tier-3 Cities– Live entertainment is no longer metro-centric; smaller cities are emerging as new cultural hubs. Notable growth in live event footfalls

1. Shillong – 213%
2. Guwahati – 188%
3. Kokrajhar – 143%

Visakhapatnam recorded the highest growth at 490%, followed by Vadodara – 230%

This trend reflects

1. Rising disposable incomes
2. Improved connectivity and digital ticketing
3. Youth-driven demand for global-standard cultural experiences

Significance of the Rising “Concert Economy”

Employment and Livelihood Creation– A single large-format live event generates over 15,000 direct and indirect jobs, including

1. Performing artists and creative professionals
2. Sound, light, and stage technicians
3. Event managers, logistics staff, and security personnel
4. Hospitality workers, transport operators, and local vendors

The sector contributes significantly to gig-based and creative economy employment.

Tourism and Local Economic Multipliers– Live events increasingly drive domestic tourism, with audiences travelling inter-city for concerts, theatre, and sports. Spillover benefits accrue to

1. Hotels and homestays
2. Restaurants and local markets
3. Urban transport and ancillary services

City Branding and Urban Economies– High-profile concerts and festivals help cities

1. Build a distinct cultural identity
2. Attract future investments and talent
3. Transition towards experience-based urban economies

Events enhance global visibility of Indian cities on international cultural circuits.

Cultural Diplomacy and Soft Power – International concerts and festivals strengthen India’s cultural soft power. They project India as

1. Youth-centric and culturally plural
2. Open to global artistic collaboration
3. A destination for global creative industries

Key Challenges Facing the Live Events Ecosystem

Infrastructure Deficits– Many cities lack

1. World-class multi-purpose concert venues
2. Scientific acoustics and sound-management systems
3. Adequate seating and crowd-capacity planning
4. Parking infrastructure and last-mile connectivity

This constrains both scale and frequency of events.

Safety and Crowd Management Concerns– Large gatherings pose challenges related to

1. Crowd control and stampede prevention
2. Fire safety and evacuation protocols
3. Medical preparedness and emergency response

Regulatory enforcement remains uneven across states and cities.

Environmental Sustainability Issues– Large-scale events generate

1. High volumes of solid waste
2. Significant energy consumption
3. Increased carbon emissions

Adoption of green event standards remains limited and fragmented.

Way Forward– Policy and Institutional Measures

Standardised Event Management Protocols– Development of national guidelines covering

1. Crowd management and safety audits
2. Emergency response systems

3. Mandatory insurance and liability coverage

This will enhance public trust and investor confidence.

Skill Development and Workforce Professionalisation– Integration of event-related skills into

1. Skill India Mission
2. Programmes of the National Skill Development Corporation

Focus areas include

1. Event management and production
2. Sound, light, and stage engineering
3. Live broadcast and digital event technologies

Balanced Urban and Cultural Planning– Identification of designated event zones within cities to

1. Manage noise, traffic, and security
2. Reduce friction with residential areas

Align live events planning with

1. Smart Cities initiatives
2. Urban mobility and tourism strategies

Conclusion

The LEDC represents a strategic policy intervention aimed at institutionalising India's rapidly expanding live events ecosystem. By addressing regulatory frictions, infrastructure gaps, and skill shortages, it can transform live events into a major pillar of India's creative economy, urban development, and cultural diplomacy. If effectively implemented, the concert economy can become a sustainable growth engine, linking culture, employment, tourism, and global soft power.

Source– <https://www.thehindu.com/news/national/ib-ministries-live-events-development-cell-to-support-expansion-of-concert-economy/article70467173.ece>