

## FLASH NEWS

- Launch of the Michael Menezes Auditorium and the EEMA Virtual Campus
- EEMA Gurukul - Masterclass with Experts - Workshop by Deloitte
- BW Applause Experiential Marketing Awards
- 3rd NEC meeting
- FICCI Virasat
- We Care 2.0
- Artist committee
- Association with MakeMyTrip for MMTBiz Account for EEMA Members
- Tie-Up with Regional Association
- EEMA meets Union Minister for MSME
- EEMA meets with License Stakeholders



### FROM THE DESK OF THE EXECUTIVE VICE PRESIDENT

**PVN Vidyasagar** (Sagar Pingali)  
evp@eemaindia.com

Dear EEMA Colleagues,

Seasons greetings to all of you. After having taken charge as the EVP along with the new NEC team, we have all put together our thoughts and are now in the process of translating them into action. A lot of work has been happening in the background and we look forward to some very fruitful results and an exciting path ahead, for our industry at large.

As we all steamroll into action post Covid, its indeed heartening to see everyone busy and heading to normalcy. As EEMA, we are in the process of some very interesting partnerships, with in the industry and with allied partners, which will drive value for all members at large and EEMA members for certain.

The Gurukul's and the knowledge sessions definitely need to be shared by all of us, so larger numbers benefit from the shared knowledge. Please do share the same within your organisations and your fraternity and encourage attendance in the future.

I look forward to the next few months, to be able to bring other initiatives to fruition, along with the combined efforts of the NEC, being ably led by Samit Garg as the President and look forward to active participation from each and every member - company or individual.



### FROM THE DESK OF THE GENERAL SECRETARY

**Vinod Janardhan**  
generalsecretary@eemaindia.com

Dear Friends,

These past few months this newsletter has been a vehicle for the delivery of thoughtful information on EEMA as an apex body of our event industry. We would like to thank all the members and particularly the reviewers for providing us the support and feedback necessary to deliver quality material.

We are here for a positive impact. We hope you enjoy and learn from our newsletter, as in the past issues, and find it a source of up-to-date and information on EEMA. For members, both current and future, we expect that time will improve our citation rankings in your eyes.

Your EEMA is doing some really great work this season and it is a very exciting and readable piece of flash. Collectively members and EEMA the apex body will effectively elevate the impact of the wonderful premise of this newsletter.

Again, thank you so much for your support. It was a pleasure bringing this reading for you all.



## EVENT info

### Launch of the Sir Michael Menezes Auditorium and the EEMA Virtual Campus

05th November 2022



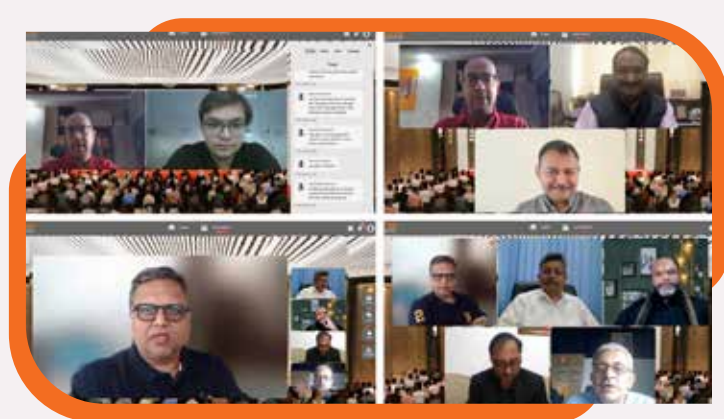
In order to pay tribute to one of the Founding Members and Past President of EEMA, Late. Michael Menezes, EEMA launched a virtual auditorium titled as, 'Sir Michael Menezes Auditorium'. It was inaugurated along with the launch of the EEMA Virtual Campus on the 5th November 2022 amongst the presence of other founding members and Past Presidents such as Sabbas Joseph, Sanjoy K Roy, Roshan Abbas and more.

EEMA Virtual Campus is a platform that provides opportunity to host events / workshops or multiple online sessions together all at a single place. This platform is also open for EEMA members to conduct their specific events.



### EEMA Gurukul – Masterclass with Experts - Workshop by Deloitte

05th November 2022



A detailed and interactive masterclass titled, 'Genuine Simple Tax and Demystifying GST' was organized the 5th November 2022, in the Sir Michael Menezes Auditorium. Key Speakers, Vishal Negandhi, Director – Indirect Tax, Deloitte along with Hardik Gandhi, Partner, Indirect Tax, Deloitte and Prathvi Shetty, Manager, Indirect Tax, Deloitte, led the masterclass.

They explained the idea of Budget amendments on input tax credit and various issues and controversies surrounding GST.

### Association With BW Applause Experiential Marketing Awards

08th November 2022



EEMA associated with the 5th edition of Business World Applause Experiential Marketing Awards, organized on the 8th November 2022 at The Leela Ambience, Gurugram. The event was attended by industry professionals in the business of experiential marketing, events, Weddings & MICE.

EEMA made an important presentation on the roadmap of events and experiences in India and how the future is looking. Some relevant conversations with probable association partners were also made.



## EVENT info

### 3<sup>RD</sup> NEC MEETING : 09th November 2022

The third meeting of the National Executive Committee was organized in a hybrid format on 9th November 2022. Key points from the previous two NEC meetings were extracted and discussed for further course of action. NEC Members ideated for achieving eema's goals for the year ahead. Highlights included Event Policy Draft, Constitution finalisation, Association with MakeMyTrip, financial performance and forecast, EEMAGINE 2023 and the zonal updates on plans.

### FICCI Virasat:



FICCI organized Virasat, Celebrating Indigenous Arts & Roadmap for Creative Economy. EEMA member Sanjoy Roy was instrumental to bring together key stakeholders, including policymakers, TVET experts and industry as the chair of the committee. EEMA was also represented by President Samit Garg and Chetan Vohra at the discussion on India: Future Destination for MICE Tourism & Festivals.

MICE tourism and Festivals are one of the key revenue spinners for the experiential and travel economy in modern times. The contribution to the events industry to the MICE pie has been growing considerably in the past few years. EEMA & FICCI are working collectively towards creating more opportunity for the sector to grow.

### Announcing the Appointment of Our New Chairperson for We Care 2.0

**SUSHMA GAIKWAD IS CHAIRPERSON, WE CARE.**



Sushma stated that she feels very privileged to take on this role at such an exciting time for our industry's profession, the needs of eema's members, industry people, and other stakeholders that are changing rapidly. She proposed dealing with these changes in a thoughtful and innovative way which would benefit all stakeholders for years to come. The way forward for We Care was presented.

Key pillars on which We Care will be moving further comprised of We Care for Equality, We Care for Quality, We Care for Awareness and We Care for People.



## QUIZ TRIVIA

Team Building Events are mainly used to increase employees motivation and build relationships



True



False

## EVENT info

### EEMA Artists Committee is BACK! HARMONY FOR ALL



The EEMA Artists Committee is back with a purpose for artists. The Committee of Nanni Singh, Tarsame Mittal, Gitikka Ganju Dhar & Shashi Bokadia will meet regularly and play a role as under.

1. We would like someone from EEMA social handles to make social pages through EEMA handles for Artists Committee. The intent here is for us to promote the talent that is registered with us. Give them a platform to interact. Do our sessions and workshops there. This will not be visible to those who are not registered EEMA members and perhaps inspire them to register to avail the benefits.
2. We will regularly push out info material on benefits for artists on being an EEMA member and give out those benefits to those that are already registered.
3. Our first month will be dedicated to making our social presence in the artists community.
4. Our HARMONY document bullets are ready. We will on a regular basis share creatives for those specific headings and do small workshops with experts in those spaces.

[eemaartistscommittee@gmail.com](mailto:eemaartistscommittee@gmail.com)

#### EVENT AND ENTERTAINMENT MANAGEMENT ASSOCIATION

##### ADMINISTRATIVE OFFICE:

E-330, Ground Floor, Greater Kailash – 2,  
 New Delhi. 110048 INDIA  
 | Phone: +91. 11. 29211029  
 | Fax: +91. 11. 40074304  
 | Email: [info@eemaindia.com](mailto:info@eemaindia.com)  
 | Web: [www.eemaindia.com](http://www.eemaindia.com)

##### REGISTERED OFFICE:

B-9, 3rd Floor, Greater Kailash Enclave – 2,  
 New Delhi – 110048 INDIA

### Association with MakeMyTrip for MMTBiz Account for EEMA Members



EEMA is working on an exclusive partnership with MakeMyTrip for providing MMT Biz Account to all EEMA members. An all-in-one corporate travel solution, MMT biz will seamlessly manage all business travel needs for the members. It will provide exclusive benefits for EEMA Members such as

- Special Corporate fares on flights.
- Flexibility with Flight Cancellation, Date-change, Meals & Seat Selection.
- Added GST Benefits on Flights & Hotels with Exclusive Privileges.
- Seamless Policy Integration with Controlled Approval Flows.
- One-on-one Preferential Rates on SpiceJet & Go First (Partnership with IndiGo for a Direct Tie-up Under Process).
- Minimum Convenience Fees for Flights – ₹ 150 (Tax-inclusive) Hotels – no convenience fee).
- Dedicated Support to EEMA Members and a customized EEMA landing page.



### Tie-Up with Regional Association



Another regional MOU was signed with Event and Entertainment Management Association of Chhattisgarh (EEMAC).

Collaborating with regional associations is an important part of EEMA's current agenda to unite everyone and become a much larger industry voice with multiplied strength in terms of members represented.



## EVENT info

### EEMA meets Union Minister for MSME Shri Narayan Rane



EEMA officials met with Union Minister for MSME, Shri Narayan Rane and presented a pitch deck on the events and experiential industry employing people right from light man to artists and supporting families. An appeal was presented to register event management as an industry category due to its non-existence in the registry.

Shri Narayan Rane has promised to initiate and process the application on a war footing. The next meeting is scheduled in Mumbai in next month.

### EEMA meets with License Stakeholders

16th November 2022

A meeting was held on 16th November 2022 at Universal Music Office at BKC, Mumbai. In attendance were Mr. Devraj Sanyal - Universal, Mr. Vikram Mehra - Saregama, Mr. Mandar Thakur - Times, Mr. GB Aayeer - PPL, Mr. Tarsame Mittal - TM, Mr. Samit Garg - President EEMA & Mr. Ankur Kalra - EEMA



A wide range of issues were discussed that included current case harassment to event organisations. Discussion included.

- How can we simplify the entire music licensing / royalty collection business and make it reasonable and rational so that maximum agencies take advantage of the same.
- Explore the possibility of a single window music license which covers all the bodies and is available online with a hassle free operation.
- Relief solution pertaining to harassment from unpleasant collection agents and venues on ground before the start of events.
- Reduction and rationalisation of rates so that corporate events and social / weddings functions (non-religious) become compliant and it benefits all the stakeholders involved.

## WE ARE GROWING November 2022



**Aman Sharma**  
Star Member, EEMA



**Rishin kar**  
Platinum Member, EEMA



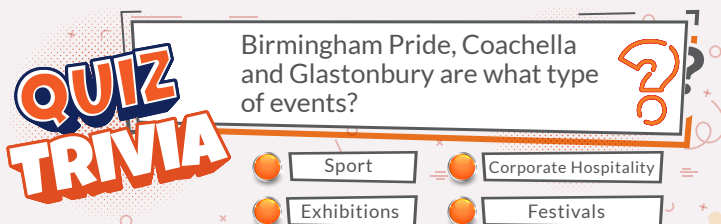
**Byju Paul**  
Gold Member, EEMA - West



**Anirban Adhikari**  
Silver Member, EEMA - East



**Nikhil Bothra**  
Associate Member, EEMA - East



 Event and Entertainment Management Association  
E-330, 80 Ft. Rd, Block E, Greater Kailash II, New Delhi 110048. IND  
 +91. 11. 4007 4304  www.eemaindia.com

