

MINUTES OF THE MEETING

Venue	Zoom Meeting App Date 24/11/23			
Subject	National Executive Council Meeting Time 3:00 PM			
Attendees	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>1. Samit Garg, President</p> <p>2. PVN Vidyasagar, Executive Vice President</p> <p>3. Vinod Janardhan, General Secretary</p> <p>4. Ankur Kalra, Treasurer</p> <p>5. Vipul Pandhi, VP North</p> <p>6. DV Vinod Gopal, VP South</p> </td> <td style="width: 10%; vertical-align: top; text-align: center;"> <p>EEMA</p> <p>Secretariat:</p> </td> <td style="width: 40%; vertical-align: top;"> <p>1. Ankita Mukherjee</p> <p>2. Tushar Malik</p> <p>3. Roopa Sandhir</p> </td> </tr> </table>	<p>1. Samit Garg, President</p> <p>2. PVN Vidyasagar, Executive Vice President</p> <p>3. Vinod Janardhan, General Secretary</p> <p>4. Ankur Kalra, Treasurer</p> <p>5. Vipul Pandhi, VP North</p> <p>6. DV Vinod Gopal, VP South</p>	<p>EEMA</p> <p>Secretariat:</p>	<p>1. Ankita Mukherjee</p> <p>2. Tushar Malik</p> <p>3. Roopa Sandhir</p>
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1) Key Point: Challenges in Finalizing EEMAGINE 2023 Accounts

The President highlighted that there were issues with finalizing EEMAGINE 2023 accounts. Invoices intended for EEMA were mistakenly raised in the name of VJ's company (Team Rustic), causing complications with GST returns. Despite efforts by Ankur and VJ to rectify the situation, some damage is irreversible. However, a decision has been made to close this chapter, with ongoing paperwork to settle the remaining issues.

Action Suggested:

- Acknowledge the inadvertent mistakes in account settlement involving Imagine and Team Rustic.
- Emphasize the need to avoid expenses out of EEMA and adhere to proper protocols.
- Inform the NEC about the decision to close this chapter and proceed with vendor payments.
- Highlight ongoing paperwork efforts, led by Ankur and Vinod's office, to address outstanding matters in the next 10-15 days.

Additionally: The President requests everyone's understanding of the situation and cooperation in moving forward. Transition to a positive update on progress in the music licensing front, with Ankur providing details on the recent meeting and future actions.

2) Key Point: Progressive Developments in Ministry of Commerce Meeting (Single Window)

In a Ministry of Commerce meeting, the president invited Mr. Ankur Kalra to meet the minister with the

Minister(Piyush Goel) and share the issue faced by the industry on Music licensing. The minister acknowledged grievances shared, creating a committee led by Anoop Jalota to establish a Single Window Music Licensing System. This addresses the key demand for streamlined user payments. Simultaneously, The President highlighted the positive momentum, affirming the ongoing advocacy for a Single Window system and a Rational Pricing Structure. EEMA proposed a volume-based pricing approach to enhance compliance, emphasizing fairness and the need for a Single Window.

Action Suggested:

- Emphasize the importance of both a Single Window system and a rational pricing structure for user convenience and industry fairness.
- Communicate EEMA's active involvement and positive response from the Minister.
- Express optimism for significant changes in music licensing within the next three to six months.
- Convey appreciation for the Minister's swift and personally involved actions.
- Reinforce the preference for legislative solutions over legal battles for effective and timely resolutions.
- Consider and discuss Ankur Kalra's proposal for volume-based pricing.
- Encourage ongoing discussions, transparency, and stakeholder input in the decision-making process.

3) Key Point: EEMAGINE 2024 (Venue Selection & Cost + Accommodation and Sponsorship)

Sagar proposed a new hotel venue -OZEN MANSION KOLKATA for EEMAGINE , set for a soft launch in February 2024 by Ozen Collection. Vinod Bandari a veteran EEMA who has accompanied Sagar for the venue recce also expressed confidence in securing the hotel as a sponsor for rooms. The venue is keen on providing a competitive quote for the awards. The President suggested considering an early bird offer, potentially including accommodation with registration. Sagar was requested to share a PDF of OZEN MANSION KOLKATA, including accommodation and pricing details for NEC member review. The President has already received a proposal from ITC Kolkata to host EEMAGINE 2024. Decision pending until offers and details are received. Ankur emphasized the need to consider cost while choosing a hotel, focusing on a venue that offers good accommodation, service, and pricing. Dated for EEMAGINE X 2024 are 9th, 10th & 11th August 2024.

Action Suggested:

- Consider an early bird offer with accommodation for EMAGINE.
- Finalize dates and decide on the venue for EEMAGINE 2024.
- Keep cost considerations in mind for venue selection, ensuring a balance of accommodation, service, and pricing.

4) Key Point : COREA 2.0 Member Meeting

The President proposed hosting COREA 2.0, an industry convention, at the Eco-retreat in Konark, Odisha, after receiving approval from the government. NEC Members decided upon the 20th & 21st of February 2024 for the date of scheduling. COREA 2.0.

Action Suggested:

- Ensure attendance and arrival by the specified dates. Prepare for the COREA 2.0 session starting on February 20th.
- Scheduled for February 20-21 in Konark, Orissa, Members are requested to reach the venue in February by the morning of February 20th.
- The COREA 2.0 session commences on February 20th in the second half; check on the morning of February 22nd.

5) Key Point: EEMA Spotlight Award Dates & Venue

Sagar informed the NEC that Sonu Nanda (VP of EEMA East) and Vipul Pandhi (VP of EEMA North) will provide the dates for the Spotlight Awards. Sagar will share this information in the NEC WhatsApp group by Monday (27th November 2023). He proposed scheduling the awards one week apart for the four zones: South Zone in Bangalore, East Zone in Bhubaneswar, North Zone in Chandigarh. Sagar acknowledged the challenge in finalizing the West Zone location and committed to working on it.

The NEC discussed prospective dates for the EEMA Spotlight Awards 2024, aiming to finalize them between 15th March to 15th April 2024. The President suggested hosting the spotlight zone-wise one week apart. He recommended internal discussions with VP for Zones to be conducted separately and urged NEC members to share plans for the Spotlight awards. The President also proposed considering Ozen Hotels as the venue for EEMAGINE 2024.

Action Suggested:

- Await dates for the Spotlight Awards from Sonu Nanda and Vipul Pandhi.
- Discuss and finalize plans for the Spotlight awards internally with the VP for Zones.
- Resolve the challenge in finalizing the West Zone location for the awards.
- Share plans and offer Ozen Hotels as the venue for EEMAGINE 2024.
- Work towards concluding the EEMA Spotlight Awards between 15th March to 15th April 2024.

6) Key Point: EEMAGNIFY Newsletter (Drafting & Dissemination)

Discussion if all the previous newsletter has been sent including the July and August EEMAGNIFY Newsletter which has been finalized and shared for release . Additionally it was decided that going forward we will release the EEMAGNIFY monthly newsletter by 7th of every month . The September -October 2023 newsletter will be released in the coming week .

Action suggested : Vinod and Roopa to take responsibility and make sure we meet the deadline given for this activity.

6) Key Point: Wedding Tourism Policy National Strategy Draft

The President informed NEC that the Ministry of Tourism completed the review of our chapters, resulting in a final recommendation draft. Deloitte is refining it based on Ministry suggestions, expecting a modified version next week. EEMA aims to discuss its adoption as the national strategy for wedding tourism. The President shared EEMA's successful presentation of the event tourism policy recommendation to Minister Piyush Goyal. EEMA's active representation secured invitations to key government meetings. A 5-member EEMA delegation is scheduled for a global MICE meet on November 30th. The President recommended EEMA manage the event, tentatively set for January 18th to 22nd, subject to potential postponement—a significant development in industry influence and engagement.

Action Suggested:

- Await the modified version of the Strategy Draft from Deloitte.
- Initiate discussions within EEMA to promote the adoption of the policy as the national strategy for wedding tourism.
- Stay engaged with Ministry officials for further developments, including the scheduled meeting with Minister Piyush Goyal.
- Prepare for the global MICE promotion dialogue on November 30th, with recommendations for EEMA's management of the event.
- Monitor updates on the tentative dates for the MICE event in January and be prepared for potential adjustments.

7) Key Point: Education Committee

Sagar reported that Brian Tellish shared the form on WhatsApp groups but hasn't received any responses. This information was disseminated to all EEMA and COREA members. Sagar suggested inviting Brian for the scheduled call with COREA members.

Action Suggested: Ensure members are aware of the Education Committee form through follow-up communication. Encourage prompt responses and engagement from both EEMA and COREA members for effective committee formation and function.

8) Key Point : NEC Monthly Meeting MOM

Ankur suggested we schedule the NEC monthly meeting MOM on time.

Action suggested : Share the MOM document for all to view by the 30th of November 2023 for this meeting.

9) Key Point : EEMA Data & Marketing Collateral

Ankur suggested the Photos/Videos/Brochures need organization for effective use. Marketing collateral for sharing with current and potential EEMA members must be created.

Action Suggested: He said we need to create a FILM+ PDF to be created after collaborating with Siddharth Ganeriwala for organizing EEMA data and developing marketing collaterals.

10) Key Point: EY Collaborates with EEMA Event Industry Report 2024

The President suggested we all work together to get the data collated that will go into the EY Event Industry Report 2024.

Action Suggested: Members are urged to share relevant data and key points within the next 10 days (by December 10th, 2023).

11) Key Point : EEMA Gurukool Workshops Restart Proposal

Ankur proposed restarting EEMA Gurukool Workshops in small towns to sustain EEMA's momentum. The President recommended seeking recommendations from Zonal chapters. DV suggested aligning these workshops with the Spotlight Awards, and scheduling them on the same day. Planning is underway to implement this proposal, aiming to leverage the Spotlight Awards' on-ground presence for maximum impact.

12) Key Point : EEMAGIC APP:

The President suggested that he will introduce Ankur to Puneet to facilitate the work on the EEMAGIC APP. He also said integrating the MM Auditorium on the EMAGIC APP will be a great value addition to the EEMA Members.

Signature: 
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