

MINUTES OF THE MEETING

Venue	Zoom Meeting App	Date	8/10/22
Subject	National Executive Council Meeting	Time	11:00 AM
Attendees	1. Samit Garg, President 2. PVN Vidyasagar, Executive Vice President 3. Vinod Janardhan, General Secretary 4. Siddharth Ganeriwala, Secretary 5. Ankur Kalra, Treasurer 6. Raghav Roy Kapur, VP West 7. Vipul Pandhi, VP North 8. DV Vinod, VP South 9. Sonu Nanda, VP East	EEMA Secretariat:	1. Srishti Soni

1. The Meeting was called to Order by President of EEMA, Samit Garg; he welcomed everyone to the 2nd NEC meeting being conducted online. The meeting began with the actionable agenda from the 1st NEC meet.
2. The 1st NEC MoM held on 17th September 2022 was considered as read by General Secretary Vinod Janardhan. Actions points were extracted to be spoken and discussed for the 2nd NEC meeting.
3. **Financial Performance and Forecast** – presented by Treasurer, Ankur Kalra
 - a) NEC was informed that emails have been sent from the Treasurer's email address to 350 members across various categories.
 - (1) 50 positive responses had been received from members who wished to continue their membership.
 - (2) Treasurer updated that 20 of these members had also paid their fees in the past 2 weeks of follow up.
 - b) Treasurer Ankur Kalra appraised the NEC that an amount of 5.50 lacs have been collected from the membership fee in the past 2 weeks. NEC Members applauded and appreciated the effort.
 - c) Treasurer further reiterated that a live google sheet of the membership status has been created and uploaded for the NEC members ready reference. The sheet is being regularly updated by the finance department.
 - d) A financial glimpse of the current EEMA accounts was presented to the NEC.

Action:

A monthly report would be shared with the NEC which provides a glimpse of the new set of members who have joined and in various categories.

4. Constitution:

- a. A discussion pertaining to the Constitution conducted on the 7th October 2022 was tabled.
- b. NEC Members were appraised and updated on key points

Action:

The NEC to address all queries, recommendations and suggestions received with PVN Vidyasagar, Executive Vice President being the spokesperson.

5. Event Policy

- a. The NEC was informed by the president that relevant and related documents had been shared with KPMG and currently the same was being vetted and discussed internally by them.
- b. The NEC was also informed that the process also involved creation of an EEMA client account and further process to begin with and the same was in progress.

Action:

An online meeting with KPMG was scheduled to be conducted either on 13th / 14th October 2022.

6. Gurukul – Masterclass with Experts

- a. The NEC was informed that Gurukul a Masterclass with experts was organized online
- b. It was decided by the NEC that a Gurukul masterclass or Knowledge Series be organized on a national level every month

Action:

- i. *All master classes to be organized often and promoted well in advance to encourage larger participation and showcase a stronger learning approach.*
- ii. *All content created and presented during these sessions, to be made readily available for EEMA member audience and any other targeted viewers.*
- iii. *Feedbacks to be collected at the sessions will be combined and shared in the EEMA groups post the sessions as learnings.*
- iv. *VP North - Vipul Pandhi and VP West - Raghav Roy Kapur to lead this endeavor to collect & compile from earlier sessions of EEMA Gurukul, EEMA Future ready series, etc., to be uploaded on the EEMA website, YouTube channel etc for easy members access.*
- v. *Siddharth Ganeriwala to curate all EEMA Gurukul session and design a framework.*

7. G20 Summit

- a. The NEC was informed that an Initial set of feedback letters to empanel EEMA members were shared with the G20 Council pre and post a physical pre-bid meeting. NEC was informed that 7-8 companies participated in the dialogue meetings with the G20 Council.
- b. NEC was informed that as a result of the dialogue the G20 Council agreed & allowed MSME exemption for EMD as the amount set was 1.8 cr.

Action:

Pursuit and dialogue to be initiated for accepting a framework around SOPs, Health, Safety, etc.

8. EEMA North Zone Updates – VP North, Vipul Pandhi

- a. NEC members were appraised of a North committee meeting conducted where responsibilities have been identified for the stakeholders.
- b. A discussion with Avixa on a MoU is under progress and will be closed soon.
- c. Regional tie-ups for outreach have also been identified with key associations.
- d. VP North volunteered to identify Zonal Resources for other zones.

Action:

- i. *Specific details and action plan of activities to be presented to the NEC and be launched after Diwali.*
- ii. *A modus operandi is being worked out with Avixa to create sessions and workshops for the event universe. Plan to be shared in 2 weeks.*
- iii. *Signing of MoU's with pre-identified regional tie-ups for key associations outreach program.*

- iv. *Zonal Resources to be identified and presented for other zones before the next NEC meet.*

9. EEMA West Zone Updates – VP West, Raghav Roy Kapur

- a. NEC members were appraised about the successful tie-up and event participation at 'All About Music'. President - Samit Garg, PVN Vidyasagar - Executive Vice President, General Secretary - Vinod Janardhan and key EEMA members gracefully attended the event. The event also witnessed a strong footfall of EEMA members
- b. Another industry tie-up was also done with Wedding Sutra, where Harshal Kothari - Jt. Secretary West, EEMA was a part of an empowering panel discussion titled 'Homegrown Brands, Millennials and Celebrations.'
- c. 7 new potential members were highlighted who seek interest in joining the EEMA family.
- d. A workshop is being planned to be held in the month of November and will be led by Past President, Brian Tellis on 'Business etiquettes'.
- e. A tie up with Mumbai's biggest Dandiya festival brought forth by Ravi Mehta – Committee Member I was open free entry for West members.
- f. Plans were in line to identify resources for the West team.
- g. A Strong member fee collections from the West have been quite evident thanks to support from Treasurer - Ankur Kalra leading from the front.

Action:

- i. *Workshop dates for 'Business Etiquettes' to be held in the month of November.*
- ii. *Resources for the West team.*

10. EEMA South Zone Updates – VP South, DV Vinod

- a. The NEC was informed that 4 regional south based associations have started a common WhatsApp group to make conversations, create regional alignments, dialogue and plan ahead with meetings planned within the next 45 days. The first physical meet is planned at Coimbatore on 16th October followed by meets in Pondicherry and Madurai in October itself. A strong list of event management companies would be invited to these meetings.
- b. NEC was also informed that recently an Association was formed in Vijayawada. VP South would be visiting them to invite them to the core group.
- c. NEC was also informed that a names list has been identified for City heads to lead a membership drive. The list has been shared with EVP - PVN Vidyasagar for his further inputs and suggestions. The list also comprised of State Heads and Local Champions. The final list would be shared in the coming week to the General Secretary.
- d. Currently there have been no previous regional agreements.
- e. New prospective members for EEMA would be generated
- f. Association with IIT Madras is being discussed on a unique project / case study for the event industry. They are preparing a list of projects and associations and will share with us in order to take things forward. The target is to tie-up with 20-25 colleges to lead this.
- g. Zonal resource was required to materialize the zonal memberships.

Action:

- i. *4 regional south associations names and their connects to be tabled along with meeting key take-aways held in the month of October in Coimbatore, Pondicherry, Madurai & Vijayawada.*
- ii. *Names of City heads for membership drive to be shared along with progress report.*
- iii. *Regional Association agreements to be shared.*
- iv. *IIT Madras Unique Project to be planned along with college list and connects.*
- v. *Zonal resource to be appointed.*

11. EEMA East Zone Updates – VP East, Sonu Nanda

- a. NEC members were informed that VP West's internet connection unstable & had to log off.

Action:

Updates and detailed plans for the East to be presented by VP East at the next NEC meeting.

12. Regional Associations

- a. Martin Emmanuel, Former VP South, to lead towards signing of 3 MoU's with regional associations.
- b. Thaisthan visit helped in creating a dialogue on how EEMA and regional associations could come together to pursue larger interests and industry causes of concern for all.

Action:

- i. *Regional MoU's (11) to be immediately signed.*

13. Committees & Councils

12.1. Wedding Council

- a. A meeting with the wedding council was conducted on the 6th October 2022. The minutes of the meeting prepared and shared within the committee group.
- b. Main areas & Key stakeholders have been identified to lead each of these:
 - i. Government Representation / Wedding Tourism Policy
 - ii. Action on Copyright issues
 - iii. Promotion of the Cashless Economy
 - iv. Lead a program for the next generation of wedding planners
 - v. Entry Level certification
- c. Discussion were also held on the Wedding Tourism Policy.

12.2. WeCare

- a. Meeting was held with Sushma Gaikwad to hand-over the baton of We Care.
- b. A detailed discussion was conducted. She will share a road map in the next 10-15 days.
- c. A formal announcement will be formally made after that

12.3. Government Representation Committee

- a. Discussion with the members is in the pipeline. The further course of action will be shared in the coming week.

12.4. Health, Safety & Sustainability

- a. It was suggested in the earlier meeting that members and non-members such as Rohan Oberoi from Momentum, Divya Ravichandan, Founder, Skrap, Vincent Samuel, etc. are to be approached to assist in taking this committees plans ahead. The work on same is in progress and the same will be updated in the next NEC meeting.
- b. Raghav Roy Kapur also suggested on creating a small handbook on basic event safety which may be translated into regional languages and distributed amongst industry members.
- c. The NEC was informed that since a lot of events are currently going on and members being busy, the above mentioned plans be taken up in January 2023.

14. Creation of EEMA Auditorium

- a. A virtual EEMA Auditorium is to be created by Secretary – Siddharth Ganneriwala to conduct the proposed a monthly Townhall, Gurukul and other events.

Action:

Siddharth Ganeriwala to take the lead, evaluate more proposals and update.

15. PR & Communication

- a. Continuous interactions to be done with various PR channels (Online & Offline) on a regular basis for constant promotions. Timely updates and information to be shared with them.
- b. PR & External Communications bit to be led by the Secretary - Siddharth Ganeriwala
- c. A Monthly newsletter to be created and released to the members.
- d. The same set of news to also be shared with Online, Offline and other relevant media.

Action:

- i. Secretary - Siddharth Ganeriwala to take the lead, evaluate ideas and update for (Online & Offline) media.
- ii. Creating and delivery of Monthly Newsletter.

16. Creation of EEMA Brand AV

- a. A new EEMA brand AV is to be created which will be showcased at various event platforms and occasions.
- b. The areas to be highlighted are
 - i. Why should one join EEMA?
 - ii. What are the objectives?
 - iii. Strength of the Indian Event Industry.

Action:

1. Secretary - Siddharth Ganeriwala, Treasure - Ankur Kalra, and VP West - Raghav Roy Kaur, together to work on the concept and prepare a script.
2. General Secretary - Vinod Janardhan to create a film for EEMA.

17. Make My Trip:

- a. Ankur Kalra had a positive meeting with the MMT team and will come back with a proposal in one week.

Action:

Treasurer – Ankur Kalra to take the lead and deliver. General Secretary – Vinod Janardhan proposed to join the meeting & discussions.

18. EEMA Agenda points

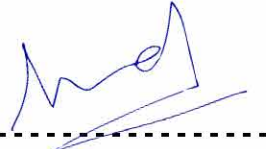
- a. *Membership Card & Certificate* The same to be designed and the agenda will be taken up in the next meeting.
- b. *Digitization of the Membership form* will be done to simplify the overall process for members.
- c. *Deloitte to organize workshops* on areas such as GST and its implications and more.

Action:

General Secretary – Vinod Janardhan to take the lead, create and deliver.

The meeting ended with the NEC members thanking the chair. The president thanked all members to have taken time and participated at this first NEC Meeting.

CERTIFIED TRUE MINUTES OF THE MEETING, for and on behalf of Event & Entertainment Management Association.



Vinod Janardhan
General Secretary

Siddharth Ganeriwala
Secretary