

MINUTES OF THE 7th NEC Meeting 2024-2026

Venue	Hybrid - Zoom & EEMA Office	Date	15th May 2025
Subject	National Executive Council Meeting	Time	1530 hrs to 19:00 hrs
Attendees	1. Samit Garg, President - in person 2. PVN Vidyasagar, EVP - in person 3. Ankur Kalra, Gen. Secy. - in person 4. Taranbir Sahni, Secy. - online 5. DV Vinod Gopal, VP South - online 6. Ruchin Kohli, VP North - in person 7. Sonu Nanda, VP East - online 8. Sanjay Agarwal, JS East - online 9. Vanessa Williams, JS North - in person	EEMA Secretariat Absent	Priti Khanna Rimi Bhattacharya Jagmohan - Treasurer Harshal - VP West Ravi Mehta - JS West Anupama - JS South

The meeting was opened by the President Samit Garg who formally welcomed all the attendees to the 7th NEC meeting and requested GS Ankur to give an update.

Sagar Pingali, EVP, pointed out before the meeting started that he was unhappy about being removed from the Secretariat whatsapp group. Ankur Kalra, General Secretary responded that the secretariat group was created for day to day communication between the Secretary, General Secretary and employees of the secretariat and preferred to keep it minimal for smooth coordination amongst the team members.

Progress Report by General Secretary

Ankur Kalra gave a progress report about all the developments at the Secretariat. He spoke about various initiatives listed below:

Update on Key Progress in the Past Month:

A new standard practice has been implemented where every event now has a **comprehensive closing presentation**, including databases, photographs, and agendas, which are stored for future reference. Some closing presentations including that of COREA 3.0 were shared and much appreciated as an excellent repository of EEMA events (in-person or digital). Rimi Bhattacharya coordinates this process, ensuring all information is kept in one accessible folder. Ankur Kalra's Google Drive link where all data is kept is accessible to all core NEC members.

To Do: Samit Garg suggested that in the post event presentations the respective VP / Event Owners should also add the monetary value of each sponsor/partner's contribution. This can be collated at the end of the year. Statistics on the value brought to the table by supply chain partners to be acknowledged at future EEMAGINE events.

EEMA Database:

A master database of over 7,000 names is now maintained, and updated regularly with contacts from newer events. There is also a "Friends of EEMA" database, containing partners from various verticals who support us on a regular basis.

VP South, DV Vinod Gopal suggested creating a "**Wall of Fame**" for EEMAGINE 2025 to recognize these supporters and potentially convert them into EEMAGINE participants.

To Do: President Samit Garg added that one needs to reinstate recognition/acknowledgement of 'Friends of EEMA' as done twice earlier. The 2 persons awarded were 1. Rajiv Kapur and 2. Alok Chakravarty, Leela Hotels. **A Sub section to be added on the EEMA website**, share this in communication with EEMA members, invite these 'Friends of EEMA' to EEMAGINE 2025 and **award the "Friend"** who has contributed the most.

Membership Portal Update:

The membership portal experienced some teething issues, including a developer error that sent notifications for membership renewal to everyone instead of just those people who had yet to pay. Corrective actions have been taken, including giving admin edit rights and fixing bugs. The system now requires members to verify their company documentation, during renewal, each year.

The multiple steps of the new membership approval process were explained by GS Ankur Kalra, certain points of correction were brought up by the VP's and were taken note of. The GS assured that they have been discussed with the developer and resolved. EVP also suggested that the time to bring on a new member should be expedited, since the process is now technology based and should not take that amount of time

To Do: Samit suggested that an email be sent to members informing them of this vetting of company documents each year at the time of renewal as this subject was broached at the last AGM. GS informed that members need to tick an I agree box at the time of renewal of membership to confirm that the documents were in order and currently applicable.

Also the membership process should be expedited and we need to ensure that it is completed within 15 days from receipt of the application. GS to explore ways of expediting this process to explore with the tech team if it is possible add an alternate person for the VP's & GS approval in case it is not received within a week's time.

EEMA Tie-ups/MoUs in place:

It was shared that MoUs had been signed with MMT for MyBiz platform; Sabhyata Foundation; ECO Mobility; CoTrav; AAFT University of Media & Arts and that the MoU with Leela Hotels was valid till July 2025.

To Do: MARCOM to **design one consolidated creative announcing ALL the tie-ups** done for members benefit and send out to membership.

Eight months Highlights:

The 8 month "Highlights" presentation was shared. Some minor edits were suggested in tie-ups listed.

To Do: In Highlights ppt. "WOW Asia Awards tie-up" to be removed and AAFT Univ. tie-up to be added; EVP suggested that the Govt. Engagement at South Factor and East Conclave to be added; this presentation can be shared with Zonal VPs so they can add anything that may have been missed. Samit suggested that once the ppt is finalised, we could commission a Coffee Table book which could be released at EEMAGINE 2025.

Ombudsman Committee Member Addition

Since the EEMA Code of Conduct document has only the NAC members (all male) as members of the OMBUDSMAN committee it was suggested that names of 2 female members be added. The names of Sushma Gaikwad, Chair, WeCare and Priti Khanna, Executive Director, EEMA were proposed by Samit & Ankur and seconded by the NEC members.

Music Licensing Update:

NEC collectively felt that a more aggressive approach was required to address the issue of music licensing. They considered the possibility of a social media campaign and a press conference to raise awareness about the problem. They also discussed the idea of involving artists in the campaign. The team decided to dedicate a team of 2-3 people to work on this issue for the next 10 days. They also planned to have a call with a PR company and their lawyers to discuss the legal aspects of the issue. It was suggested that in addition to our existing lawyer, we should also connect with some alternative legal firms and explore our options. GS to form this committee and take it forward as per consensus.

Website Design

Secretary Taranbir Sahani presented 3 website design options that were done by Tejas Arya. Samit liked design Option 3 and reiterated that the website should be nice, contemporary and flamboyant. Should represent thought leadership and an institution. Taranbir was requested to **create a new structure for the website** after studying similar global websites. The NEC gave the **go ahead to the agency recommended by Secretary Taranbir** to develop the new EEMA website. The new website with all features and initiatives to be ready and launched within the month of June 2025 including a Mobile friendly version.

East Conclave P&L

VP East Sonu Nanda VP East reported that the P&L for East Conclave held in April 2025 was at minus of Rs. 10.71 lakhs. He reported Odisha Tourism had promised a sponsorship for which follow up was being done, however he was not sure if that amount would be realised. The event was therefore closed and the deficit amount would be used from the allocated funds to the East Zone. Should there be any sponsorship amount received it will be adjusted accordingly.

Wedding & MICE Conclave by Kerala Travel Mart in Kochi:

It was unanimously agreed that EEMA would support the Conclave and Samit will respond to the invitation email sent by Shikha Surendran IAS, Director, Department of Tourism, Govt. of Kerala. Samit to take it forward and try to do a financially profitable deal for EEMA in the event.

Update on EEMA Spotlight Awards

Rajeev Jain, Co-chair Spotlight Awards 2025 gave an update, in person, to the NEC. The event has received 470 registrations for award nominations including 220 paid entries. The venue, catering, and other logistics have been finalised at minimal cost to EEMA. The EEMA platinum members and government officials, including ministers, to be special invitees and their entry to be complimentary. The Union Tourism Minister, Shri Gajendra Singh Shekhawat who was invited unfortunately has to travel on that date. Mr. Rajeev Jain to invite Mr. Kapil Mishra, Tourism Minister, Delhi Govt. to inaugurate the event. The event will feature four comperes and is expected to have around 800 attendees. Sagar Pingali, EVP EEMA suggested that some armed forces personnel be invited to present awards and pay tribute to their service. Samit Garg requested to be at venue by 7:30 PM.

EEMAGINE 2025 Update

Mr. Vinod Bhandari, Chair EEMAGINE Committee 2025 joined online to give an update to the NEC. It was proposed that NEC and Mr. Bhandari go for a recce and on-site meeting in Udaipur

on 25 May, 2025 post Spotlight Awards to do fundamental closures. Vinod Bhandari presented a preliminary budget for the event, projecting an income of 3.57 crore rupees, which is higher than last year's 2.78 crore. Committee suggested aiming for a more conservative 2.5 crore and emphasizes the importance of attendance numbers. It was decided to start early bird registration (INR 22000/-) from May 25th to June 15th and the registration fee finalized at INR 25000/- to be in effect from 15 June to 15 July, with the price increasing thereafter. The team plans to create a core organizing committee and allocate responsibilities for various aspects of the event.

EEMAGINE - Committee Formation and Event Planning

Mr Vinod Bhandari to chair the EEMAGINE Committee and create a team / committee consisting of members who would take on all the roles and responsibilities for the Event. Mr Vinod Bhandari to make a document accessible to the NEC including Priti Khanna that will list critical areas and names of Committee members against each based on their individual strengths. It was decided that the committee must include all senior members from the Host State of Rajasthan. Mr Vinod Bhandari to liaise with Mr Pritesh Sharma and create a team / taskforce from the state to lead all the critical areas for the event.

The conversation ended with NEC and Mr Vinod Bhandari agreeing to finalize the team and the communication strategy for the event at the earliest. Mr Vinod Bhandari shared the "Mission 1000' docket which he wanted rolled out internally. DV Vinod suggested conducting roadshows in Tier II and Tier III to garner more participation. Mr Samit Garg said he would work on the EEMAGINE content over the weekend. GS suggested that we have a fixed weekly meeting to review eemagine from now till the event so that all updates can be taken.

To Do: Create P&L for EEMAGINE 2025 with expenses one crore less than previous year; Create the core team of 10-12 people from Rajasthan; Regional VPs to conduct roadshows and networking mixers in their respective regions during May, June, and July; Coordinate with local team in Udaipur for EEMAGINE 2025 venue arrangements; Follow up with Rituraj Khanna regarding involvement in EEMAGINE 2025; Coordinate with Siddharth from Dreamcast to set up registration backend; Plan second visit to Jaipur for Rajasthan Meet on 8th June for EEMAGINE discussions with local team; Taranbir to revise communication strategy for EEMAGINE 2025 based on feedback

Discussion on Task Forces

Since the meeting was carrying on till late the President requested the General Secretary to have a conversation with him the following day and give an update on the key actions related to

task forces. The following updates and way forward was approved by the president on the following day

1. **We Care:** The proposal submitted by Ms Priyanka of Inclusional was discussed and approved. The president authorized GS & Chair We Care committee to close the finer details with Inclusional and put the plan in action soon.

The proposal by Inclusional is linked here: [Inclusional Consolidated Proposal](#)

2. **Education Committee:** GS shared a plan by Mr Brian Tellis and Ms Tanaz Basrur to organise a training event for owners and senior management of members at Goa in mid July where various external speakers would take training workshops over a 2/3 day event. The same was approved and given a go ahead.

Plan submitted by the Education Committee linked here: [Final Plan 1st Cohort](#)

3. **Client Visibility Taskforce:** Saurabh along with his team members created a charter as linked here Client [Final Charter](#)

4. **Artiste Committee:** Suggested a program incorporating senior members from the artists fraternity as well as agencies to conduct a mentorship program for upcoming artists members and help them get upskilled which was approved.

Link of the document given below [Mentorship Program](#)

The Meeting was ended and a recce visit for EEMAGINE Udaipur was confirmed for Sunday 25th May right after completion of Spotlight Awards on 24th June