

**GOVERNMENT OF KERALA****Abstract**

Industries Department –India Cine Hub (ICH) Portal- Nomination of Shri. Prashant Prathap, Assistant General Manager, Kerala State Industrial Development Corporation Limited (KSIDC) as Nodal Officer for live events to serve as the single point of contact for applicants and facilitate inter-departmental coordination – Sanctioned – Orders issued.

INDUSTRIES (J) DEPARTMENT

G.O.(Rt)No.929/2026/ID Dated,Thiruvananthapuram, 10-08-2026

Read D.O. Letter No. N-34027/7/2025 BC-IV dated 22nd July 2026 from Secretary, Ministry of Information & Broadcasting, Government of India.

ORDER

The Secretary, Ministry of Information & Broadcasting, Government of India, as per the D.O letter read above, has informed that Ministry is taking proactive steps to position India as a global hub for live entertainment by fostering the growth of the Orange Economy and live events ecosystem. In this regard, a Model Executive Order (MEO) has been prepared by the Joint Working Group-Live Events Development Cell (LEDC) to streamline clearances for live events across the country.

2.Furthermore, the Ministry has developed the India Cine Hub (ICH) portal as a unified Single Window Clearance System to simplify permissions, enhance transparency, and reduce timelines for film shooting and live events. To support these initiatives, States and Union Territories have been requested to adopt or integrate with the India Cine Hub Portal, designate a Nodal Department, nominate a senior Nodal Officer as a single point of contact, and upload an inventory of the State's filmic and non-filmic resources onto the portal.

3.Government have examined the matter in detail and are pleased to nominate Shri. Prashant Prathap, Assistant General Manager (AGM), Kerala State Industrial Development Corporation Limited (KSIDC) as the Nodal Officer for live events to serve as the single point of contact for applicants and facilitate inter-departmental coordination, in connection with ICH portal.

(By order of the Governor)
A P M MOHAMMED HANISH
ADDITIONAL CHIEF SECRETARY

To:

- 1.Chief Secretary,Kerala
 - 2.Secretary, Ministry of Information & Broadcasting, Government of India, New Delhi
 - 3.Managing Director, Kerala State Industrial Development Corporation Limited (KSIDC).
 - 4.Shri. Prashant Prathap, Assistant General Manager, Kerala State Industrial Development Corporation Limited (KSIDC).
 - 5.The Information & Public Relations (Web & New Media) Department (For publishing in the official website).
 - 6.Office Copy / Stock File.(File Number:J1/103/2026)
- Forwarded /By order

Section Officer

Copy to

- 1.PA to Additional Chief Secretary, Industries Department
- 2.CA to Joint Secretary, Industries Department