

# **ARTIST MANAGERS WELFARE ASSOCIATION OF INDIA (AMAI)**

## **AMAI ANNUAL REVIEW (FY 2022-23)**

**AMAI / Status Paper (reference: Annual Review scheduled on 30th March 2023)**

**ALL 69 MEMBERS OF AMAI MAY KINDLY PERUSE THIS STATUS PAPER so that the Annual Review could be more meaningful, efficient and constructive**

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### **(A) Why AMAI?**

(A.1) As Artist Managers, we face a variety of challenges which are perhaps not as easily handlable by individuals as they are by an "association"; some examples are:

## Adhoc and Arbitrary treatment by Artists

## Occasional unprofessional dealings of some of our own fraternity

## Lack of guidance about some important aspects (like contract, TDS, GST, payment mix of cheque and otherwise, etc.) of our business

## Occasional unprofessional behaviour by Client (e.g. declaring that ticket would be only 1000 but in fact they keep 3000 etc.!)

(A.2) as a body, we acquire a respectable status to:

## Deal with other bodies like EIMA or CINTA etc.

## Initiate / Impose deterrent measures (like boycott etc.) NOT ONLY on erring (member) Artist Managers BUT ALSO (if so required and justified) on Artists

## Mediate amongst two (or more) parties - - at least one being a member of AMAI - - who have a dispute or grievance

## Laying down certain preferred Standards and Practises

### **(B) AMAI formation - the challenging journey**

(B.1) The idea of having "our own association or body" for Artists' Managers, has been around for close to last 5 years or so now. Many of us Artist Managers have nurtured this idea and made serious attempts to form one. However, for one or another reason, it could not come to fruition till June 2022 when due to incessant efforts, huge rounds of convincing our fraternity at large and driven by very genuine intention & passion for doing service to our community, under the able leadership of the likes of Mr Siddharth Tiwari, Mr Jignesh Shah, Mr Abhishek Dixit, Ms Forum Vaghela, Mrs Vibhuti Patel, Mr Ravi Mittal, Mr Prashant Oberoi, Mr Dev Thakur & many others, the AMAI (officially christened as Artists Managers

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Welfare Association of India) was formed as a body and registered with the Registrar of Societies in June 2022.

(B.2) as with any such effort, some opposition was faced with questions being raised by a section of our own brethren about "what shall we achieve by forming a body like this?", "what benefits does this body offer to its members?" etc.

(B.3) fortunately, better sense prevailed upon most of us from the fraternity and we managed to elect an "Adhoc Governing Council (GC)" with 15 members (volunteers - so to say).

(B.4) the GC has been working in the right earnest right from day 1, & from the word GO! In due course, "heads (or in charge or team lead:: call what you like)" were elected from within GC for different tasks at hand - - - e.g. Mr Dev Thakur became in charge for all PR activities, Mr Ankit Hassanandani took up the lead for AMAI's Web Portal, Ms Forum was assigned the task of handling Social Media, Mr Jignesh Shah took up the difficult role of Grievance Redressal, Mr Abhishek Dixit and Mrs Vibhuti Patel took lead for enrolling members into AMAI etc. etc.

(B.5) obviously, "office bearers" were "elected (nominated is a better phrase perhaps)" & the list of present (as on the date of publication of this "status paper") office bearers (as well as members of the GC) is available on this web site. For quick reference, the web site also contains the list of originally elected 15 members.

(B.6) As expected and anticipated, it's not been a cake walk managing to run AMAI. The GC members realized this truth soon when they found themselves struggling to devote time (& many times, even money out of their personal pockets) for attending to the affairs of AMAI while at the same time, tending to their respective businesses! A few of the GC members thus became "rather inactive" resulting in their exit from the GC. At present, there are 12 GC (or, in other words, Managing Committee) members.

### **(C) Achievements so far**

(C.1) AMAI registered

(C.2) Membership Norms (including classification and fee structure that's affordable yet reasonably practical) arrived at and frozen

(C.3) Membership Drive launched and on date, 59 Platinum and 10 Gold members exist - - & we soon expect to achieve a century mark. .These are mostly / only Mumbai based Artists Mangers as of now - However, we are getting enquiries from managers based in other cities also and we hope to add many of these too very soon.

A strict scrutiny of "eligibility parameters" has been carried out to the best of our ability and capability while "admitting" members.

(C.4) Web Portal created and is operational

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(C.5) e-mail id created with our own domain name

(C.6) Bank Account opened, after obtaining PAN Card

(C.7) ID Cards designed and given to all those members who have furnished requisite information in time; a few are yet to be issued as information (e.g. passport size photograph) is still awaited

(C.8) Event "Mission Together 2022" organized in Oct 2022 which offered knowledge sessions on various topics of interest

(C.9) Sample (or Model) Contract prepared

(C.10) many disputes taken up and MOST resolved to the satisfaction of all parties involved

Mr Jignesh Shah will elaborate on this topic live during the Annual Review

(C.11) Social Media: Ms Forum Vaghela will elaborate on this topic live during the Annual Review

(C.12) PR: Mr Dev Thakur will elaborate on this topic live during the Annual Review

(C.13) Account Income vs. Expenses statement) of AMAI (as on 22nd March 2023) has been uploaded on the Web Site. Please go through.

### **(D) Election of a fresh GC**

(D.1) Now that a fully operational and a smoothly running organization has been put in place, it's quite apparent that the "ad hoc GC" be replaced by a "duly elected & a more formal GC". Towards this goal, elections for electing a fresh GC having 15 members has been planned tentatively in early May 2023

(D.2) Obviously, only the members who hold "valid & current membership" as on (say) 30th April 2023 would be allowed to cast their vote; similarly, only those members who hold "valid and current PLATINUM membership as on (say) 30th April 2023" would be eligible for filling-up nomination forms for registering their candidature for getting elected as a GC member.

(D.3) So, HURRY UP & enrol yourselves as a member AS SOON AS POSSIBLE; those who are already members need to RENEW their membership ASAP.

**The LAST DATE for obtaining new membership (or for renewal of existing membership) WITHOUT PAYING ANY "(so to say) LATE FEE" is 15th April 2023**

**This Web Site already contains various guidelines: documents / bytes to be submitted, fee payable, & such other details: for obtaining (or renewing) membership. Please peruse these carefully.**

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**You'll be glad to notice that family members "managing" an Artist (another family member) exclusively are NOW permitted to become members of AMAI.**

### **(E) What does membership of AMAI get you (what's in it for ME)?**

#### **(E.1) Platinum Members**

**(E.1.1)** these members can file nominations for getting elected as GC members

**(E.1.2)** Right to Vote

**(E.1.3)** All rights and privileges that Gold members have

#### **(E.2) Gold Members**

**(E.2.1)** they get invited to most events organized by AMAI

**(E.2.2)** they can seek mediation of AMAI for redressal of grievances

**Note - 1:** Kindly refer to the membership registration form for details of eligibility criterion for each type of membership, membership fee, etc.

**Note - 2:** AMAI is in the process of "collaborating" with CINTA, EEMA and other such bodies which will entitle AMAI members for some additional benefits (which might come with only some marginal extra financial commitment or which could be totally complimentary - - clarity on this would emerge only after the arrangements are finalized)

**AMAI is committed to help our fraternity grow stronger and more professional by bringing all of us Artist Managers closer and prosper together like one big family**

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