

File No. 9/141/2012-BP&L
Government of India
Ministry of Information and Broadcasting
(BP& L Section)

Shastri Bhawan, New Delhi
Dated: 12th September, 2014

Subject: - Reconstitution of the Task Force on Implementation of Digital Addressable Cable TV Systems in Phase-III and Phase-IV

The Ministry had constituted a Task Force to oversee and monitor the implementation of Digital Addressable System (DAS) in the cable TV sector in the country. During the implementation of DAS in Phase-I and Phase-II, the Task Force served as an effective platform to discuss and address various issues arising out of digitization process. The Task Force also reviewed the progress made towards the digitization from time to time. As the process of cable TV digitization of Phase-III and Phase-IV is underway, it has been decided to re-constitute the Task Force with the following composition:-

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|---|-------------|
| 1. Additional Secretary , Ministry of Information and Broadcasting | Chairperson |
| 2. Principal Adviser (B&CS), TRAI | Member |
| 3. A representative of MSO Alliance | -do- |
| 4. Five Independent MSOs once each from North , South, East, West and North East Regions | -do- |
| 5. Five registered LCO associations one each from North, South, East, West and North East regions | -do- |
| 6. A representative of Indian Broadcasting Foundation (IBF) | -do- |
| 7. A representative of News Broadcasters Association (NBA) | -do- |
| 8. A representative of Association of Regional Television Broadcasters of India (ARTBI) | -do- |
| 9. A representative of Direct to Home (DTH) Association | -do- |
| 10. A representative of Federation of Indian Chambers of Commerce & Industry (FICCI) | -do- |
| 11. A representative of Confederation of Indian Industry (CII) | -do- |
| 12. A representative of ASSOCHAM | |
| 13. A representative of Consumer Electronics and Appliances Manufacturers Association (CEAMA) | -do- |
| 14. A representative of Department of Telecommunications | -do- |
| 15. A representative of Department of Electronics and Information Technology | -do- |
| 16. A representative of DG: Doordarshan | -do- |

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| 17. | A representative of DG: All India Radio | -do- |
| 18. | A representative of Broadcast Engineering Consultants India Ltd | -do- |
| 19. | A representative of Bureau of Indian Standards (BIS) | -do- |
| 20. | Five prominent consumer organizations one each from North, South, East, West and North East regions | -do- |
| 21. | 33 state level nodal officers one each from States/UTs Governments | -do- |
| 22. | Joint Secretary(Broadcasting), M/o Information & Broadcasting | Member-
Convenor |

2. **The activities/Terms of Reference of the Task Force would be as under:-**

- (i) To act as a nodal body and provide an interface between the Government and the industry in all matters related to the implementation of DAS in the Cable TV sector
- (ii) To oversee and monitor implementation of DAS
- (iii) To analyse roadblocks that may come in the way to digitization and suggest suitable measures to address those in an efficient manner so as to enable various stakeholders to carry forward the process of digitization
- (iv) Any other issue arising out of, incidental to or connected with the implementation of the digital addressable system or specially referred to the Task Force by the Government, from time to time.

3. The Task Force may co-opt any member(s) as may be considered necessary from time to time.

4. The Members of the Task Force would participate and contribute to the above mentioned objectives on a voluntary basis and no travelling /daily allowances or other incidental expenses would be payable by the Government.

5. This issues with the approval of the Competent Authority.



(K.S. Rejimon)
Director (BP&L)

Chairperson and all Members of the Task Force

Copy to:-

- (i) Advisor (DAS)
- (ii) PS to HMIB
- (iii) PPS to Secretary(I&B)
- (iv) PPS to Additional Secretary(I&B)
- (v) PS to Joint Secretary(Broadcasting)