

No. 9/5/2011-BP&L  
Government of India  
Ministry of Information & Broadcasting  
'A' Wing, Shastri Bhawan, New Delhi - 110001  
(BP&L Section)

New Delhi, 11<sup>th</sup> July, 2012

**Subject: -** Reconstitution of the Sub-group on Public Awareness Campaign in respect of Digital Addressable System (DAS) in Cable Television Networks.

The Cable Television Networks (Regulation) Amendment Act, 2011 provides, inter-alia, for mandatory digital switch-over of the existing analog cable television network to the Digital Addressable System (DAS) in India in a phased time bound manner. The notification issued by this Ministry on 11.11.2011 prescribes a four-phase time bound programme for implementation of Digital Addressable System in the entire country along with the sun set dates for the existing analogue system.

2. The date of analogue switch off under the 1<sup>st</sup> phase in respect of four metro cities of Delhi, Mumbai, Kolkata & Chennai, has been modified to 31.10.2012. As such, the entire Cable Television Networks in these four metros is to be digitalized by implementation of Digital Addressable System (DAS) by 31.10.2012. This task necessitates an effective Public Awareness Campaign so that there is seamless transition to Digital Addressable System.

4. In order, therefore, to carry out, oversee and monitor an effective Public Awareness Campaign for the purpose, a Sub-Group is set up as under:-

|  |                  |
|--|------------------|
| 1. Joint Secretary (Broadcasting-I)                  | Chairperson      |
| 2. Shri Barun Das ,NBA                               | Member           |
| 3. A representative of IBF                           | Member           |
| 4. Shri S.N Sharma , MSO Alliance                    | Member           |
| 5. Shri Nagraj, Nagraj Cable TV Networks, LCO, Delhi | Member           |
| 6. Shri G.S Obroi Independent MSO, Delhi             | Member           |
| 7. Shri Rakesh Sharma ,CEO, India News               | Member           |
| 8. Adviser(DAS)                                      | Member- Convener |

5. The terms of reference (ToR) of the above Sub-Group shall be as under:

- (i) To assess the awareness level of viewers/consumers across various segments of society in the four metro cities in respect of the impending DAS in cable television networks,

- (ii) To draw up print media and electronic media related public awareness material, including radio jingles and TV spots in respect of Doordarshan, AIR as well as private television channels and private FM radios,
  - (iii) To monitor the publication of material in print media and running of publicity modules in electronic media and to take corrective action as deemed fit,
  - (iv) To take up any publicity related task as may be warranted.
6. The sub-group shall meet at such periodicity as may be deemed appropriate by it and shall devise its own mechanism to carryout its functions.

  
(Amar Nath Singh)

Under Secretary to the Government of India

To,

1. Shri Barun Das ,NBA
2. IBF (With a request to nominate their nominee)
3. Shri S.N Sharma , MSO Alliance
4. Shri Nagraj, Nagraj Cable TV Networks, LCO, Delhi
5. Shri G.S Obroi Independent MSO, Delhi
6. Shri Rakesh Sharma ,CEO, India News
7. Adviser(DAS & FM Phase III)

Copy for information:

1. Sr.PPS to Secretary (I&B)
2. PPS to AS
3. PPS to JS(B-1)
4. PPS to JS(B-II)