

**F.No. 1/7/1-2014-PMU(DAS)**  
**Government of India**  
**Ministry of Information and Broadcasting**  
**A-Wing, Shastri Bhawan, New Delhi**

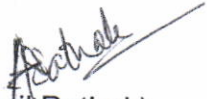
\*\*\*\*\*

Dated the 23<sup>rd</sup> December, 2014.

**Subject: Minutes of the 3<sup>rd</sup> meeting of the TASK Force on implementation of Digital Addressable System in Cable TV Network in Phase – III & IV held on 10.12.2014.**

Please find enclosed a copy of the minutes of the 3<sup>rd</sup> meeting of the TASK Force on the implementation of Phase – III & IV of Cable TV Digitization held on 10.12.2014 under the Chairmanship of Additional Secretary, Ministry of Information Broadcasting, for information and necessary action.

Encl: As above.

  
(Anil Pathak)  
Assistant Engineer (DAS)  
☎ 23381473

To,

[All Members of the Task Force including those present]

Copy to:

- I. PPS to Secretary, I&B
- II. PPS to Additional Secretary, I&B
- III. PPS to Joint Secretary (B-I).
- IV. Director (BP&L)
- V. Advisor (DAS)
- VI. Dy. Secretary (DAS)

**MINUTES OF 3RD TASK FORCE MEETING ON IMPLEMENTATION OF DIGITAL ADDRESSABLE SYSTEM IN CABLE TV NETWORK IN PHASE III & IV HELD ON 10.12.2014**

Third Task Force meeting on implementation of digital addressable system in cable TV network in phases III & IV was held on 10.12.2014 under the chairpersonship of Additional Secretary. Joint Secretary (B-1), Advisor (DAS) and Director (BP&L) were present in the meeting. List of the participants is annexed.

2. Chairperson welcomed the members. He drew attention of all the members on the various items of the agenda and asked them to freely express their views and suggestions on each item of the agenda. He mentioned that the public awareness campaign carried out in phase I and phase II with the cooperation of stakeholders was excellent and wanted the campaign to be carried out on similar lines in phase III and phase IV.
3. Joint Secretary mentioned that Ministry has chalked out a plan for public awareness campaign for phase III and phase IV through different mediums and in this regard suggested that the stakeholders should launch the campaign on their part in phase III areas. On the agenda point of stakeholder's workshops etc., she wanted the representatives of CII, FICCI, ASSOCHAM, Consumer Organizations and others to inform the Task Force about their plans to hold these workshops etc. to sensitize public about cable TV digitisation.
4. On the point of holding workshops the following points were made
  - i. Small workshops be held at district level and these could be supported by FICCI, CII, ASSOCHAM etc.
  - ii. LCO's don't give proper information to the cable subscribers and as such cable users need to be informed about all aspects of digitisation through small workshops as well as media.
  - iii. Awareness about the digitisation should be provided in different regional languages.
  - iv. TRAI organizes consumer outreach program and in this regard it has conducted 60 such programs.
  - v. Campaign through distribution of leaflets is the most effective way of publicity and this should be adopted for this campaign.
  - vi. It was suggested that material for the workshops can be provided by TRAI
5. On the point of outcome of meeting of CEAMA (Consumers Electronic and Appliances Manufacturers Associations) to be held with MSOs, representative of CEAMA informed that the meeting was held on 2<sup>nd</sup> Dec 2014. He further informed that out of 93 MSOs who had been invited for this meeting, only 3 MSOs attended this meeting. He mentioned that funding was the main issue confronting the MSOs due to which they are not placing orders for STBs with domestic manufacturers. On the other points of the agenda viz. placement of orders for STBs by MSOs, production plans by STB manufacturers, following points were made;