

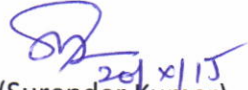
No.1/7/1/2014-PMU(DAS)  
Government of India  
Ministry of Information and Broadcasting  
Shastri Bhavan, Dr. R P Road, New Delhi 110001

Dated 20<sup>th</sup> October, 2015.

Subject: Minutes of the 11<sup>th</sup> meeting of Task Force held on 22.09.2015

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Please find enclosed a copy of the minutes of 11<sup>h</sup> meeting held under the chairmanship of Additional Secretary, Information and Broadcasting on Implementation of Phase III & IV of TV Digitization held on 22.09.2015 for information and necessary action.

  
(Surender Kumar)  
Section Officer (DAS)  
Tele No.23381478

To

All Members of the Task Force including those present.

Copy to:

- 1 PPS to Addl. Secretary, MIB
- 2 PPS to Jt. Secy (B.I)/PPS to JS (B-II)
- 3 Advisor (DAS)
- 4 Dy. Secy (DAS)/Under Secy (DAS)

Copy also to: NBA/IBF/CEAMA

**MINUTES OF 11TH TASK FORCE MEETING ON IMPLEMENTATION OF DIGITAL ADDRESSABLE SYSTEM IN CABLE TV NETWORK IN PHASE III & IV HELD ON 22.09.2015**

The 11<sup>th</sup> meeting of the Task Force on implementation of phases III & IV of digital addressable system in cable TV network was held on 22.09.2015 under the chairpersonship of Special Secretary. List of the participants is annexed.

2. Opening the meeting, Chairperson informed that since last meeting of the Task Force, Ministry has held a number of regional workshops on cable TV digitisation with nodal officers nominated by the State Governments and the registered MSOs. Daylong workshops were held under the chairpersonship of Joint Secretary. So far, seven workshops have been held at Chandigarh, Lucknow, Ahmedabad, Jaipur, Bhopal, Shillong and Hyderabad. A workshop scheduled at Patna had to be cancelled due to declaration of elections in Bihar State. The workshops have been successful in sensitizing the State nodal officers about their role and responsibilities in pre and post digitisation period in phase III areas.
3. Joint Secretary informed that Regional Units envisaged to monitor the implementation of DAS in phase III areas under Mission Digitisation project have been established at 12 places in the country including the Central Unit in Delhi. She further informed that toll free help line is expected to start operating soon. She mentioned that, in the ongoing workshops, nodal officers are being advised to provide the Right of Way (RoW) to the MSOs/LCOs as per the provisions of the cable Act and, also intimate phase III areas in their districts where no registered MSO is operating. Nodal officials were also told to disseminate a clear message that the cut off dates are final and the analogue cable viewers should change to digital before cut-off date.
4. Chairperson expressed thanks to IBF for developing the advertisement on cable TV digitisation in phase III areas and starting airing it on their member channels. He mentioned that AIR and Doordarshan were already giving advertisements on cable digitisation on their channels and they need to scale it up. . He wanted to know the present status of publicity campaign through workshop etc. to be started by ASSOCHAM. Representative of ASSOCHAM informed that they, together with Cable Federation, which has an all India presence, have already started Chetna Yatra which is planned to cover 450 cities sensitizing the consumers and operators alike about the mandatory cable digitisation in phase III areas by 31<sup>st</sup> December 2015. He added that a comprehensive report on this will be submitted to Ministry.