

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

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Shastri Bhawan, New Delhi  
Dated: 18th January, 2012

**Subject:** - Reconstitution of Task Force on Implementation of Digital Addressable Cable TV Systems

The Ministry vide its OM No. 9/16/2004-BP&L (Vol-VI) dated 18th April, 2011 constituted a Task Force to oversee and monitor the implementation of Digital Addressable System (DAS) in the cable TV sector in the country. The Task Force served as an effective platform to discuss concerns of stakeholders during the implementation of DAS in Phase-I and also reviewed the progress made towards the digitization from time to time. The digitisation of Phase-II of DAS is underway and it has been decided to re-constitute the said 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. Shri S N Sharma, Representative of National Level MSOs  | -do-        |
| 4. Shri Ejaz Inamdar, Intermedia Cable Communication Pvt Ltd., Pune, Representative of Independent MSOs        | -do-        |
| 5. Shri Sumit Bose, Gujarat Telelink Pvt Ltd., Representative of Independent MSOs                              | -do-        |
| 6. Shri AV Pulla Rao, M/s Bhagyanagar Digital Services Pvt. Ltd, Hyderabad, Representative of Independent MSOs | -do-        |
| 7. Shri Nitin Natwani, NB Vishwav Darshan , Rajkot, Representative LCOs  | -do-        |
| 8. Shri Sunil Joli, M/s Home Entertainment, Lucknow, Representative of LCOs                                    | -do-        |
| 9. Shri Sewa Singh, A.P Cable TV Operators Association, Hyderabad, Representative of LCOs                      | -do-        |
| 10. A representative of Indian Broadcasting Foundation (IBF)   | -do-        |

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|-----|---|---------------------|
| 11. | A representative of News Broadcasters Association (NBA)   | -do-                |
| 12. | Association of Regional Television Broadcasters of India (ARTBI)  |                     |
| 13. | A representative of Direct to Home (DTH) Association  | -do-                |
| 14. | A representative of Federation of Indian Chambers of Commerce & Industry (FICCI)                                | -do-                |
| 15. | A representative of Confederation of Indian Industry (CII)  | -do-                |
| 16. | A representative of ASSOCHAM  | -do-                |
| 17. | A representative of Consumer Electronics and Appliances Manufacturers Association (CEAMA)                       | -do-                |
| 18. | A representative of Department of Telecommunications, Ministry of Communications and Information Technology     | -do-                |
| 19. | A representative of Department of Information Technology, Ministry of Communications and Information Technology | -do-                |
| 20. | A representative of Prasar Bharati  | -do-                |
| 21. | Consumer Protection Council, Ahmadabad, Representative of Consumer Organizations                                | -do-                |
| 22. | Consumer Guild, Lucknow, Representative of Consumer Organizations   | -do-                |
| 23. | National Centre for Human Settlement and Environment, Bhopal, Representative of Consumer Organizations          | -do-                |
| 24. | Consumer Rights Education and Awareness Trust, Bangaluru, Representative of Consumer Organizations              | -do-                |
| 25. | A representative of Broadcast Engineering Consultants India Ltd.  | -do-                |
| 26. | Nodal officers of State/UTs Governments   | -do-                |
| 27. | Joint Secretary(Broadcasting ), M/o Information & Broadcasting  | Member-<br>Convenor |

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

- (i) To act as nodal body as well as 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 the implementation of DAS ;


(iii) To study the roadblocks that exist in the way to digitization and suggest suitable measures to address those in an efficient manner so as to enable the 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 (DAS)**  
**Telefax: 23381246**  
**e-mail: ks.rejimon@nic.in**

**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)