

SATELLITE LINK

OFFICE: 34/A, Radha Madhab Dutta Garden Lane, Kolkata-700010

Ref

Date

To,

Mr. Agnishwar Sen

Adviser (B & CS)

Telecom Regulatory Authority of India

Mahanagar Doorsanchar Bhawan

Jawaharal Nehru Marg (Old Minto Road)

New Delhi – 110002

Respected Sir,

Sub:- Comments on the Consultation Paper on
Regulation of Local Video Channel

With due respect as cable T.V operator of West Bengal we would like to draw your kind attention that, from its inception the local video channel is the foundation pillar of the cable television network.

Moreover the local video channel does not only have sentimental values attached with cable TV operators it has also emerged as the time and situation tested channel for the people of this cable TV industry.

Additionally, it should be noted that cable TV operators have no intention to violate the rules and regulations set up by the most competent authority concerning local video channel. Furthermore, it has been proved on many occasions that the cable TV operators have never violated the rules in the last 25 years.

In addition, a local video channel not only uses to transmit popular movie but also help local people to be acquainted with the following below mentioned development from the different works of life.

- 1: Important announcement of local law and order authorities.
- 2: Coverage of local events and festivals (such as procession of Durga Puja, ID etc.)
- 3: Traffic condition of area.
- 4: Weather report.
- 5: Educational / academic programs (such as coaching classes), especially for Board Examination, results, admissions, career counseling.
- 6: Availability of employment opportunities, job placement.
- 7: Public announcements pertaining to civic amenities like electricity, water supply, natural calamities, health alerts etc. as provided by the local administration.
- 8: Live coverage of sporting events of local nature i.e. sport events played by district level (or below) teams.
- 9: Information of missing persons and program of contribution on a particular agenda of local organization.
- 10: Campaigning of Blood donation & Eye camp in the local area and requirement of Blood for local people.
- 11: Public awareness programs on the subject of seasonal disease.
- 12: Public responsive phone in programs with Doctor, Lawyer, Local Law and Order Authorities.
- 13: Before digitization, the local cable operators approached, address and updated their cable TV subscribers on the norms regarding SET TOP BOXES, SAF and CAF. Also digitization talked about increase in the number of channels, better reception of signals than analogue system, and ultimately the freedom of the subscribers.

What so ever, we observed that, in the recommendation of TRAI's consultation paper, the local cable TV operators like ourselves have lost our right to transmit the above mentioned activities through our local video channel due to DIGITIZATION.

More so ever, we feel that after digitization, the local video channel will be more informative to the cable TV subscribers to get information of incoming events, change of packages and inclusion of TRAI recommendation.

In this respect, we request you to kindly recommend and take proper steps to allow us to transmit local activities as before through the local video channel with respect to the necessity, usefulness and emotions of the local cable TV operators as well as local cable TV subscribers.

Thanking You

Sincerely yours

For Satellite Link

Pinaki Majumder

24-07-2014

Partner