

From: **sanjaykrdeb** <sanjaykrdeb@hotmail.com>

Date: Wed, Jul 30, 2014 at 4:22 PM

Subject:

To: sapnatrai@gmail.com

Cc: asen@traf.gov.in

To
The Chairman
TRAI.

Sub: Consultation on local channels run by the cable operators.

Respected sir,

We the cable operators of Assam strongly like to put forward the following in support of distribution of Local channels by the cable operators.

1. The local channels are the backbone for survival of local cable operators, without local channels local cable operators would be no match in the competition with huge DTH players and MSO. The huge financial capacity of the DTH player would wipe out the local cable operators in absence of local channel in no time.
2. Local channels are most popular channels in the local area because of the reason that huge boost to local culture, local talents are been provided by these channels.
3. Most of the National channels do not cover very very important events related to the locality for lack of TRPs but the local channels are doing grate service to those locality by pulling the attention of the local authorities.
4. Local channels intimates, informs the local people's on important issues which are not covered by main stream media. The local admiration also find easy tool to convey important information and messages to the locality.
5. Local channels provides employments to thousands of people who earn their bread and butter from these local channels.
6. It would be really unfair for thousands of cable operators and workers along with the people of india if the local channel distribution is stopped for no legitimate reason.
7. Local channels helps in keeping corruption under check due to keen and observatory reporting.
8. There is no legitimate argument in support of stopping the distribution of local channels.

In the light of the above we strongly believe such decisions which is not only harmful to the operators in particular but to the entire society as a whole would be avoided.

We further would like to point out that proper regulation with easy, free and fair terms and conditions should be introduced to curb and control the loopholes that may prevail in the current distribution system of local channels.

Thanking you

With regards

Sanjay Kumar Deb
General Secretary.
(AACOC)
All Assam Cable TV Opetators Confederation