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**Subject :** Consultation Paper by TRAI, on the The Broadcasting sector in India**To :** Tejpal Singh <advbcs-2@traigov.in>, 2@traigov.in, Shivani Sharma <jtadvisorbcs@traigov.in>, SPP Support Team <bcs@traigov.in>

Sir / Madam

Pl find my comments below, for your kind consideration:

## CHAPTER II

## A1.

Provisioning of affordable television services in 'TV Dark' homes

Free Dishtv services, This is a well thought out service and needs to be encouraged and extended. The number of TV channels should be expanded. Besides only about 30 AIR channels are presently there. All the channels should be available. Presently there are high mobility of families and they want to be connected with their culture. Besides some channels are also on Alexa devices. There should be availability in multiple channels. Private radio channels should be encouraged on these platforms as well.

## A2. Augmenting R&amp;D capabilities and promoting indigenous manufacturing in broadcasting equipment

Not only broadcasting equipments, even reception equipment. Software designed radio is a wonderful device which besides being low cost, it can support a wide range of frequencies spreading across the entire radio spectrum. It is versatile meaning it can handle AM bands, vhf, uhf and other higher frequencies. The modulation covers AM, FM, Narrow fm, SSB, Digital radio etc. Presently, there is a serious dearth of radio receivers. This can be an effective solution. This needs to be exploited and India should be the path breaker.

## A4. Promotion of innovation led Start same as the previous para

## B.

Encouraging production and promotion of Indian Content for making India 'Global Content Hub' & 'Uplinking Hub'

We have to make a clear cut differentiation between the 2 spectrum, A) domestic audience, B) overseas audience. The domestic audience covers both infotainment and entertainment. The overseas audience we have to use it as a soft power and we need to assert ourselves. We have a strong

expat community and are longing for our culture and language. We are not serving them at all, the content and availability is dismally poor. the content and presentation is ancient and outdated There is no way we will be able to have any connect using this. way. serious overhaul is required in this space. There is greater curiosity towards our culture presently and we need to cash on it. This in turn can be leveraged to extend our products to larger markets. We should collaborate with overseas players and use up linking hubs through reciprocity.

C.Strengthening of Public Service Broadcasting for quality content production

Besides entertainment, content should spark independent thinking and ability to think differently.Content should reflect this line of thought.

D1.

Promoting Indian content by utilizing OTT platforms

we have a rich and vibrant culture as our legacy. We should firstly preserve this and build on it.

D6.

Utilizing Radio and CRS for informing, educating and entertaining the masses

dealt in earlier paras

Other thoughts:

It is sad there is no consideration on the audience. eg. Vividbharati channels are primarily entertainment driven, right in the middle of the programme the local channel abruptly switches over to relaying the news. For instance at Mumbai there is FM Gold, FM rainbow besides primary channels. why should vividhbharati should abruptly switch over to news when other channels which are more relevant should carry news. There should be an immediate stop to this practice.

Online channels should run 24 by 7. When the offline station stops broadcast as per schedule. the online channels should playrecorded content. It should be more local content driven. There is a need for offline channels to relay content from other station, however this should not be forced on online audience. They can easily switch over to that station if they need. However, the online audience would prefer a local content during this period.

Ad hoc online stations- There are many events like sport fixtures, college nights etc which sporadic in nature. AIR should cash on such events this will give greater connect with the audience, it will also fill a need of the hour.

Presently, almost all of the players have abandoned the HF spectrum. Only China radio is riding it. The audience do not find i relevant.AIR should again reclaim this space. Vividhbharati, FM Gold, FM Rainbow should also broadcast on HF bands. We can fill this void and gain back a large audience.

Regards

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