

# PAYEL CABLE NETWORK

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REF NO

DATE : 26.07.2014

To,  
Mr. Agnishwar Sen  
Adviser (B & CS)  
Telecom Regulatory Authority of India  
Mahanagar Doorsanchar Bhawan  
Jawaharal Nehru Marg (Old Minto Road)  
New Delhi 110 002.

Respected Sir,

Sub : - Comments on the Consultation Paper on regulation of  
Local Video Channels of Cable Operators

With due respect, we the representative of the cable TV operators in West Bengal would like to state 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 the 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 that 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 helps local people to be acquainted with the following below mentioned development from the different walks 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 conditions of area.
4. Weather report.
5. Educational/ academic programs (such as coaching classes), especially for Board examination.
6. Information regarding examinations, results, admissions, career counselling.
7. Availability of employment opportunities, job placement.
8. Public announcements pertaining to civic amenities like electricity, water supply, natural calamities, health alerts etc. as provided by the local administration.
9. Information pertaining to sporting events excluding live coverage.
10. Live coverage of sporting events of local nature i.e. sport events played by district level (or below) teams.
11. Information of missing persons and program of contribution on a particular agenda of local organization.
12. Campaigning of blood donation & eye camp in the local area and requirement of blood for local people.
13. Public awareness programs on the subject of seasonal disease.
14. Public responsive phone in programs with Doctor, Lawyer, Local law & Order Authorities.
15. Before digitization, the local cable operators approached and addressed 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 rights 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 on behalf of thousands of local cable TV operators across the country, to kindly recommend and take proper steps to allow the local cable TV Operators to transmit local activities as before through the local video channel with respect to the necessity, usefulness and emotions of the both local cable TV operators as well as local cable TV subscribers.

Thanking you in anticipation and hope to be favored with reply and your kind consideration and as well as your valued support. Thanking you once again.

Sincerely yours,  
PROPREITOR  
SAYERA BEGUM