

PARAMOUNT CABLE NETWORK

BAJEPRATAPPUR, TAHBAZAR
P/O BAJEPRATAPPUR, DIST- BURDWAN, PIN- 713101
E-mail :- paramountcablenetwork@gmail.com

REF NO

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To
Mr. Agnishwar Sen
Adviser (B & CS)
Telecom Regulatory Authority of India
Mahanagar Doorsanchar Bhawan
Jawahar Lal 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,
PARTNER
SHYAMAL KUMAR CHOUDHURY