

**CONSUMER PROTECTION ASSOCIATION
HIMMATNAGAR
DIST. : SABARKANTHA
GUJARAT**



Comments

on

Pre-Consultation Paper

on

**Inputs for Formulation of
“National Broadcasting Policy”**

Introduction :

National policies, when well-formulated and effectively implemented, can offer a wide range of benefits to a country and its citizens. Which we have seen in National Digital Communication Policy – 2018. A comprehensive policy is needed to establish a clear regulatory framework governing broadcasting operations, ensuring adherence to ethical standards, content regulations, and licensing requirements.

1. National Broadcasting Policy will play a significant role in shaping the Broadcasting landscape in India. It will foster competition in the broadcasting industry. This competition will encourage innovation, diverse programming and better quality content.
2. It is needed to protect consumers' interests, ensuring fair pricing, quality content, and reliable services while addressing issues like misinformation and harmful content.
3. It will encourage technical advancement in Broadcasting.
4. It will create jobs and stimulate economic growth through advertisement, production and related industries.
5. Policies are required to promote international collaborations, cultural exchanges, and global reach, allowing Indian content to be showcased internationally and fostering international understanding.
6. A policy framework should ensure that the media operates within ethical boundaries, promoting responsible journalism and content production.
7. National policies provide a clear roadmap and guidelines for the government, businesses, and citizens. They define goals, objectives, and strategies for the sectors, offering a sense of direction for the nation's development.

8. Policies create stability in governance and decision-making. When policies are well-established, they provide a predictable environment for businesses and investors, encouraging economic growth and development.
9. National policies shape a country's stance on international issues, trade agreements, and diplomacy. Well-defined policies can enhance a country's reputation globally and foster positive relationships with other nations.

It's important to note that the effectiveness of national policies depends not only on their formulation but also on their implementation, enforcement, and adaptability to changing circumstances. Public participation, transparency, and accountability in the policy-making process are crucial for ensuring that policies truly benefit the nation and its people.

ISSUES FOR PRE-CONSULTATION

Q1. Stakeholders are requested to provide their comments on the possible structure and content for National Broadcasting Policy, clearly outlining the specifics along with the justification. The comments may explicitly include the following titles/heads:

- **Preamble**
- **Vision**
- **Mission**

- **Objectives:**

- o **Goals**

- o **Strategies**

The stakeholders are requested that against each suggested objective, possible goals and the strategies may be explicitly provided.

Comments :

1. Preamble :

Preamble for the National Broadcasting Policy :

We should recognize the indispensable role of media and broadcasting in shaping public discourse, fostering national unity, and promoting democratic values, hereby establish this National Broadcasting Policy. Grounded in the principles of freedom of expression, cultural diversity, and public interest, this policy should aim to ensure a vibrant, inclusive, and responsible broadcasting landscape that serves the welfare of our citizens, preserves our cultural heritage, and advances the democratic ideals we hold.

It should be Guided by our commitment to democratic governance, social justice, and the right to information.

Objectives :

1. Freedom of Expression and Pluralism:

- ✓ To uphold and protect the freedom of expression, enabling diverse voices and opinions to flourish.
- ✓ To promote pluralism and inclusivity in broadcasting, reflecting the rich tapestry of our society.

2. Public Interest and Accountability:

- ✓ To prioritize the public interest in all broadcasting activities, ensuring access to information, education, and entertainment for all citizens.
- ✓ To establish mechanisms for accountability, transparency, and ethical conduct within the broadcasting industry.

3. Cultural Preservation and Promotion:

- ✓ To preserve and promote our cultural heritage, languages, traditions, and artistic expressions through broadcasting.
- ✓ To encourage the production and dissemination of content that reflects the diversity of our cultural identities.

4. Media Literacy and Education:

- ✓ To enhance media literacy and critical thinking among citizens, empowering them to engage responsibly with broadcast content.
- ✓ To promote educational programming that enriches the knowledge and skills of our people.

5. Innovation, Technology, and Quality:

- ✓ To foster innovation and the use of advanced technologies in broadcasting, ensuring high-quality content delivery and user experience.
- ✓ To encourage research and development in broadcasting technologies, fostering a dynamic and competitive industry.

6. Social Cohesion and Harmony:

- ✓ To promote social cohesion, tolerance, and harmony through responsible and inclusive broadcasting, mitigating divisive narratives.
- ✓ To facilitate dialogue and understanding among diverse communities, fostering national unity.

7. Environmentally Sustainable Broadcasting:

- ✓ To encourage environmentally sustainable practices in broadcasting, minimizing the ecological impact of broadcasting infrastructure and operations.

Vision :

The vision for a National Broadcasting Policy should articulate a clear and aspirational statement that outlines the desired future state of

the broadcasting sector in the country. It should encapsulate the core values, goals, and principles that the policy aims to achieve.

- National resources must be allocated on a transparency, fair and efficient basis.
- Free and fair competition for public interests, consumer protections, people's rights and liberty to communicate and access diverse and quality information on a fair basis.

Vision for the National Broadcasting Policy can be :

“Empowering Society, Enriching Lives: A Vibrant and Inclusive Broadcasting Landscape for All”

We envision a future where our broadcasting sector serves as a beacon of knowledge, enlightenment, and entertainment, fostering a society that is well-informed, culturally enriched, and socially inclusive. Through innovative and responsible broadcasting practices, we aspire to create a media environment that nurtures creativity, respects diversity, and upholds the principles of freedom, integrity, and public interest.

In this vision:

1. Every citizen should access to a diverse range of high-quality and informative content, promoting lifelong learning and intellectual growth.

2. Cultural heritage should be preserved, celebrated, and shared, fostering mutual respect and understanding among our diverse communities.
3. Media literacy and critical thinking skills should be cultivated, empowering citizens to engage thoughtfully with broadcast content.
4. Public interest should be at the heart of every broadcasting endeavor, ensuring that the media sector contributes significantly to national development, social cohesion, and democratic values.
5. Innovation and technological advancements will drive the sector, enhancing user experiences and expanding the horizons of creative expression.
6. The broadcasting industry should operate with transparency, accountability, and ethical integrity, building trust with the public and stakeholders alike.
7. Marginalized voices should be amplified, promoting inclusivity and social justice, and contributing to a more equitable society.

With this vision, they should build a broadcasting landscape that not only informs and entertains but also inspires, educates, and unites. Through collaboration, creativity, and a steadfast commitment to the

public good, they aspire to create a future where the power of broadcasting elevates our society, enriches lives, and leaves a lasting legacy for generations to come.

Mission :

The mission statement for a National Broadcasting Policy outlines the specific objectives and strategies that will be pursued to achieve the vision set forth. It provides a roadmap for the broadcasting sector, detailing the goals and principles that will guide its development.

Mission for the National Broadcasting Policy :

1. Allocate communication resources in transparent and fair manner.
2. Regulate broadcasting services efficiently on the basis of free and fair competition for public interests.
3. Provide consumer protection to ensure quality and fair services.
4. Promote public's right and liberty to communicate and access diverse and quality information on equal basis.

Mission :

**"Empowering Society Through Responsible Broadcasting:
Enhancing Access, Fostering Inclusivity, and Upholding Public Interest"**

The Mission should be to create a vibrant, inclusive, and responsible broadcasting ecosystem that serves the diverse needs of our society. They should be dedicated to promoting access to information, preserving cultural heritage, nurturing creativity, and fostering social harmony. Through a commitment to transparency, innovation, and public interest. They should aim to achieve the following objectives:

1. Promoting Access and Digital Inclusion:

- ✓ Ensure universal access to broadcasting services, bridging the digital divide and reaching remote and underserved communities.
- ✓ Encourage the adoption of digital technologies to enhance the reach and affordability of broadcasting services.

2. Preserving Cultural Diversity:

- ✓ Promote and preserve our rich cultural heritage through diverse and culturally sensitive programming.
- ✓ Encourage local content creation, indigenous languages, and traditional art forms, celebrating the unique identity of our communities.

3. Fostering Media Literacy and Civic Engagement:

- ✓ Promote media literacy and digital skills, empowering citizens to critically engage with media content.

- ✓ Support programs that enhance civic engagement, informed public discourse, and participatory democracy.

4. Upholding Public Interest and Accountability:

- ✓ Ensure that broadcasting services serve the public interest, providing accurate, fair, and unbiased information.
- ✓ Establish regulatory mechanisms that ensure accountability, ethical conduct, and transparency within the broadcasting industry.

5. Encouraging Innovation and Creativity:

- ✓ Promote research and development in broadcasting technologies, encouraging innovation, and enhancing user experiences.
- ✓ Support creative industries, fostering the production of high-quality, diverse, and innovative content.

6. Promoting Inclusivity and Social Cohesion:

- ✓ Amplify marginalized voices, promoting inclusivity and social justice within the media sector.
- ✓ Encourage programming that fosters social cohesion, mutual respect, and understanding among diverse communities.

7. Ensuring Economic Viability and Sustainability:

- ✓ Promote a conducive environment for private and public sector investments in broadcasting, ensuring economic viability and sustainability.
- ✓ Facilitate partnerships and collaborations between broadcasters, content creators, and technology providers.

Through these strategic initiatives, should be dedicated to building a broadcasting sector that not only informs and entertains but also empowers, enlightens, and unites our society. By upholding the highest standards of professionalism, ethics, and public service, it should endeavor to create a broadcasting landscape that reflects the aspirations and values of our nation.

This mission statement is a generic example and should be customized to align with the specific goals, values, and priorities of the country for which the National Broadcasting Policy is being developed.

Objectives :

The objectives of a National Broadcasting Policy should be specific, measurable, achievable, relevant, and time-bound (SMART). They should address the unique needs and challenges of the country while aligning with its broader social, cultural, and economic goals. Objectives for a National Broadcasting Policy:

1. Ensure Universal Access:

To ensure that broadcasting services should be accessible to all citizens, including those in remote and underserved areas, by expanding network coverage and promoting digital inclusivity.

2. Promote Cultural Diversity:

To preserve, promote, and celebrate the cultural diversity of our nation by encouraging the production and broadcast of content in indigenous languages and traditional art forms.

3. Enhance Media Literacy:

To improve media literacy and digital skills among citizens, especially focusing on schools and educational institutions, empowering them to critically engage with media content.

4. Uphold Public Interest:

To ensure that broadcasting services prioritize public interest by providing accurate, fair, and unbiased information, promoting democratic values and informed public discourse.

5. Foster Innovation and Creativity:

To encourage innovation and creativity in the broadcasting sector, supporting research and development, new technologies, and diverse content creation.

6. Promote Social Inclusivity:

To promote inclusivity by amplifying underrepresented voices, ensuring diverse representation in programming, and addressing social issues through impactful content.

7. Ensure Ethical and Transparent Practices:

To establish and enforce ethical standards within the broadcasting industry, ensuring transparency, accountability, and responsible conduct.

8. Facilitate International Collaboration:

To foster collaboration and partnerships with international broadcasters, promoting cultural exchange, global understanding, and sharing of best practices.

9. Encourage Local Content Production:

To support and incentivize the production of high-quality local content, including news, documentaries, entertainment, and educational programs.

10. Ensure Emergency Preparedness:

To enhance the broadcasting sector's preparedness for emergencies and disasters, ensuring seamless communication during crises and effective dissemination of emergency information.

11. Ensure Economic Viability:

To create an enabling environment for the broadcasting industry, attracting investments, promoting entrepreneurship, and ensuring the sector's economic viability and sustainability.

12. Monitor and Evaluate Progress:

To establish a robust monitoring and evaluation mechanism to assess the impact of the policy, track progress toward objectives, and make necessary adjustments for continuous improvement.

These objectives can serve as a framework, and we may tailor them according to our unique circumstances, societal values, and developmental goals. It's essential that these objectives should be periodically reviewed and updated to align with changing technologies, social dynamics, and national aspirations.

Goals :

Goals for a National Broadcasting Policy provide a broad, overarching direction for the development and regulation of the broadcasting sector in a country. These goals reflect the long-term vision and aspirations of the nation regarding media, information dissemination, cultural preservation, and societal progress. Here are some example goals for a National Broadcasting Policy:

1. Public benefit from the licensing of radio frequencies and permission to conduct audio and television broadcasting services.
2. Consumers should be able to access to services and should be protected from unfair treatment by audio and television broadcasting operators.
3. Consumers should have rights to access information on an equal basis and are able to use radio frequency for audio and television broadcasting operation for public purpose.
4. Audio and television broadcasting operators compete under free and fair regulations. The broadcasting content and programs must be of good quality, diversity, and suitability for specific target groups.
5. The licensees, content creators, and professionals must adopt the Codes of Conducts and professional practices.
6. The audio and television broadcasting services should be developed towards modern technology and efficient use of resources.

7. Promote Freedom of Expression:

Ensure and protect the freedom of expression and media pluralism, allowing diverse voices and opinions to flourish while maintaining ethical standards.

8. Enhance Access to Information:

Guarantee universal access to reliable, accurate, and diverse information, empowering citizens to make informed decisions and participate actively in society.

9. Preserve Cultural Heritage:

Preserve, promote, and celebrate the cultural diversity and heritage of the nation, fostering a sense of identity and pride among citizens.

10. Encourage Media Literacy:

Promote media literacy and critical thinking skills among citizens, enabling them to navigate the digital landscape responsibly and discern credible information.

11. Support Creative Industries:

Support and nurture the creative industries, including film, television, radio, and digital content production, fostering innovation and artistic expression.

12. Foster Social Inclusivity:

Promote inclusivity, diversity, and representation in broadcasting, ensuring that underrepresented voices and communities are heard and respected.

13. Ensure Public Interest:

Uphold the public interest in broadcasting, ensuring that media content serves societal needs, fosters dialogue, and contributes to the betterment of the community.

14. Facilitate Technological Advancements:

Encourage the adoption of cutting-edge technologies, such as digital broadcasting and online platforms, to enhance the quality and accessibility of broadcasting services.

15. Ensure Ethical Journalism:

Promote ethical journalism practices, including accuracy, fairness, and objectivity, ensuring that news media serve as reliable sources of information.

16. Support Local Content:

Encourage the production and dissemination of local content, including news, stories, and cultural programs, promoting regional languages and traditions.

17. Promote Public Dialogue:

Foster public dialogue, debate, and civic engagement through broadcasting, promoting democratic values and active citizen participation.

18. Ensure Disaster Preparedness:

Enhance the broadcasting sector's resilience and preparedness for emergencies and disasters, ensuring the timely dissemination of critical information during crises.

19. Facilitate International Collaboration:

Facilitate collaboration with international broadcasters and media organizations, promoting cross-cultural understanding and sharing best practices.

These goals provide a comprehensive framework for the National Broadcasting Policy, emphasizing the importance of freedom, inclusivity, cultural preservation, and public service in the broadcasting sector. We can customize these goals according to our specific cultural, social, and economic contexts.

Strategies :

Strategies for a National Broadcasting Policy outline the specific approaches, actions, and initiatives that can be undertaken to achieve the policy's objectives and goals. These strategies provide a roadmap for policymakers, regulators, and stakeholders in the broadcasting sector.

Strategies for a National Broadcasting Policy:

1. Strategy for licensing of radio frequencies and audio broadcasting and television broadcasting services.
2. Strategy for the regulating of audio broadcasting and television broadcasting services.
3. Strategy for protection of audio broadcasting and television broadcasting consumers.
4. Strategy for promotion of rights and liberty to communicate.
5. Strategy for development of broadcasting service quality.
6. Strategy for transition to digital broadcasting transmission.
7. Strategy for development of a management system to become an efficient regulating organization.
8. Promote Media Pluralism:

Encourage a diverse range of ownership models, including public, private, and community-based broadcasters. Implement regulations to prevent media concentration and promote a plurality of voices and opinions.

9. Enhance Digital Inclusion:

Expand digital broadcasting infrastructure to underserved and remote areas. Provide subsidies or incentives to ensure affordability of digital broadcasting devices, promoting the transition from analog to digital broadcasting.

10. Support Local Content Production:

Establish funds or grants to support local content creators, enabling the production of high-quality programs in regional languages. Mandate a minimum quota for local content on television and radio channels.

11. Promote Media Literacy:

Integrate media literacy education into school curricula. Launch public awareness campaigns to promote critical thinking, digital literacy, and safe online behavior among citizens of all ages.

12. Encourage Public-Private Partnerships:

Facilitate partnerships between public and private broadcasters to jointly produce high-quality content, especially in areas of public interest.

Provide tax incentives or other financial benefits to encourage private sector investments in the broadcasting industry.

13. Ensure Ethical Journalism:

Develop and enforce a strong code of ethics for journalists and media organizations. Establish an independent media ombudsman to handle complaints and ensure adherence to ethical standards. Provide training and capacity-building programs for journalists.

14. Foster Innovation and Research:

Establish research and development grants to encourage innovation in broadcasting technologies and content creation. Support startups and innovators working on media-related technologies. Organize hackathons and innovation challenges to foster creativity in the sector.

15. Promote Cross-Cultural Exchange:

Facilitate international partnerships and collaborations between broadcasters, enabling the exchange of cultural programs, documentaries, and educational content. Organize cultural festivals and events that showcase the diversity of content from different countries.

16. Ensure Disaster Preparedness:

Develop robust disaster recovery plans for broadcasting infrastructure. Conduct regular drills and simulations to test emergency broadcasting systems. Establish redundancy and backup mechanisms to ensure continuous broadcasting during emergencies.

17. Facilitate Audience Engagement:

Promote interactive and participatory programs that engage audiences. Utilize social media platforms and digital technologies to foster dialogue between broadcasters and viewers. Conduct surveys and focus groups to understand audience preferences and interests.

18. Ensure Regulatory Transparency:

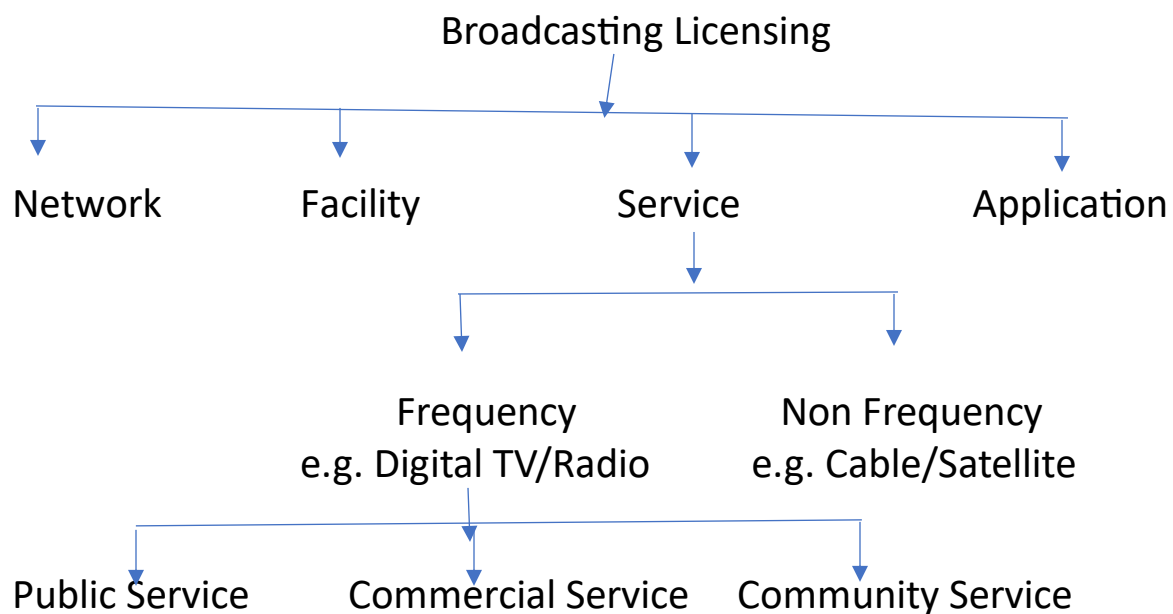
Establish a transparent regulatory framework with clear guidelines and procedures. Conduct regular stakeholder consultations and solicit public feedback on policy decisions. Ensure that regulatory processes are fair, accountable, and free from undue influence.

19. Promote Research and Audience Measurement:

Support research initiatives to understand audience behavior, preferences, and consumption patterns. Establish reliable audience measurement systems to assess the popularity and impact of different broadcasting programs and channels.

These strategies can be adapted and customized based on the specific needs, challenges, and opportunities. Effective implementation and periodic evaluation of these strategies are crucial for achieving the policy's objectives and ensuring a vibrant, inclusive, and responsible broadcasting sector.

Licensing Scheme :



The Implementations :

Strategy 1 -- Licensing of radio frequencies and audio broadcasting and television broadcasting services :

Issuance of licenses for digital television services by auction

Strategy 2 -- Regulating of audio broadcasting and television broadcasting

Services : Regulation of TV Programs and content.

Regulation of TV content :

1. must restrain the media from broadcasting the content that may provoke anger, causes public confusion and social disintegration.
2. Regulation should be based on Broadcasting Content Classification Rules.

Strategy 3 --

a. Protection of audio broadcasting and television broadcasting consumers.

1. Setting up guidelines for consumer protection and the establishment of consumer network.
2. Provision of closed caption service, audio description service and sign language interpreters.

b. Protection of audio broadcasting and television broadcasting consumers

Development of citizen capabilities in media literacy :

- by organizing activities such as workshops for students and teachers as well as create concrete guideline to disseminate to schools and universities.

- by funding students, private sectors, and general public to develop content relating to media literacy.

Strategy 4 – Promotion of rights and liberty to communicate

The Must Carry Rule should be used to guarantee basic rights to watch free TV programs via any platform, such as terrestrial, cable ,and satellite receivers.

Strategy 5 -- Development of broadcasting service quality :

The development of technical skills on digital TV to enhance knowledge about DTT transmission

Strategy 6 -- Transition to digital broadcasting transmission :

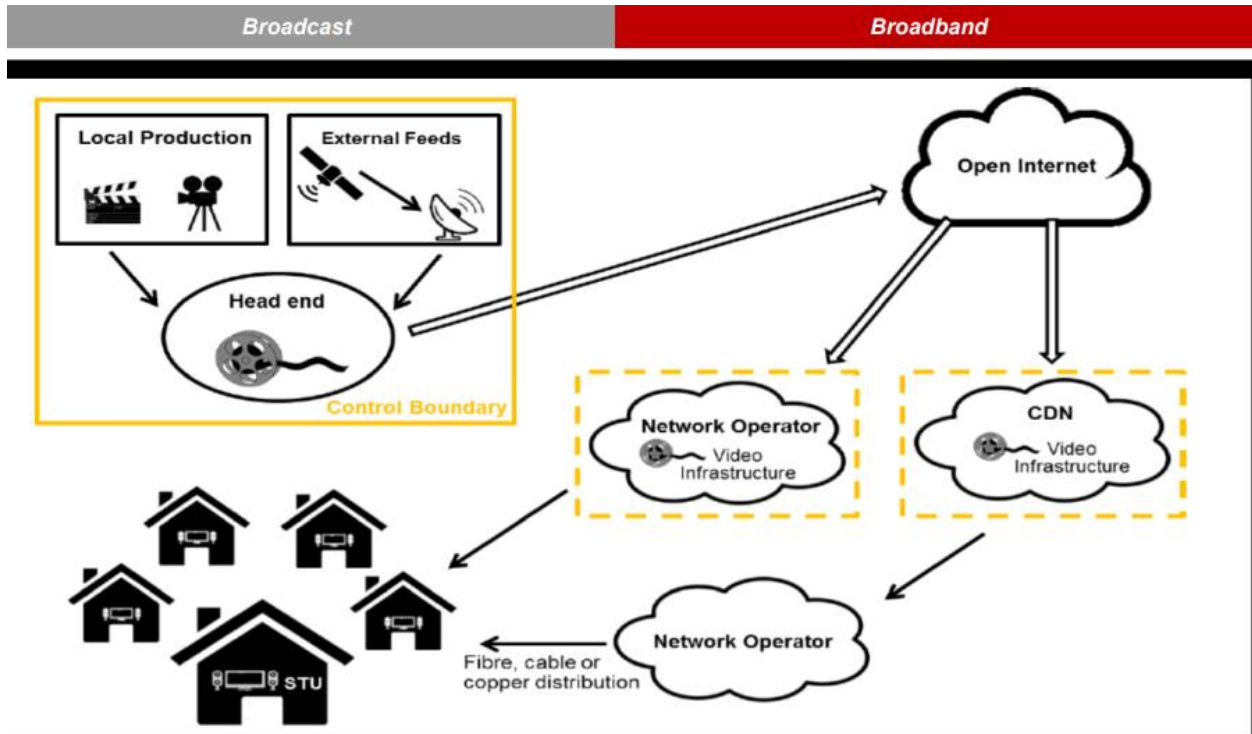
Utilization of infrastructure and facility sharing ,as well as, distribution of coupons for supporting the transition to digital switch over

Strategy 7 -- Development of a management system to become an

efficient regulating organization :

The development of human resource capacity by internal training

OVER THE TOP :



4 MAIN TYPES

1. **AVOD** : Advertising Based Video on Demand

"It is free to consumers"
e.g. YouTube/ Facebook



2. **SVOD** : Subscription Video on Demand

"SVOD allows users to consume as much content as they want at a flat rate per month. Users can also watch a chosen content from a catalog at anytime they want!"



3. **SLIN** : Subscription based Linear Video Streaming

"SLIN addresses the proliferation of subscription based on a linear streaming. It is like watching TV channels where shows are aired according to a schedule. Most SLIN services also offer on-demand catalog!"



4. **TVOD** : Transaction Video on Demand

"With TVOD, consumers purchase content on a pay per view basis (Digital rental) or by electronic sell through (EST) "



“OTT” is expanding not only in TV, content, and telecom industry, but also in other main economic sectors such as finance, banking, hotel, transportation, and e-commerce .

Q2. Stakeholders may provide specific comments and suggestions for identifying objectives, goals and strategies for National Broadcasting Policy including the following aspects:

i. Public Service Broadcasting

a) Requirement, Relevance and Review

b) Support and Validation

c) Content Priority

d) Mandatory Sharing of television programmes

e) Enhance global reach

ii. Policy and Regulation

a) Satellite Broadcasting

b) Terrestrial television Broadcasting

c) Radio Broadcasting

d) Print media

e) Digital Media

iii. Promotion of Local Content

iv. Piracy and Content Security

v. Technology innovation & Standardization

vi. Convergence

vii. Specific Regulatory Authority for Broadcasting

viii. Robust grievance redressal mechanism

ix. Role of Broadcasting during Disaster

x. Audience Measurement System:

xi. Social Goals

xii. Environmental Responsibility

xiii. Animation, Visual Effects, Gaming and Comics (AVGC) segment

Detailed comments may please be provided.

Comments :

i.c) Content Priority :

Certainly, focusing on content priority is crucial for any National Broadcasting Policy. Here's how one can structure the objectives, goals, and strategies specifically related to content priority:

Objectives:

1. Diverse Content Creation:

To promote the creation and broadcast of diverse and inclusive content that reflects the cultural, social, and linguistic diversity of the nation.

2. Educational Content Emphasis:

To prioritize educational content that enhances learning opportunities for citizens of all ages and backgrounds.

3. Preservation of Cultural Heritage:

To preserve and promote cultural heritage through content that celebrates traditions, arts, languages, and historical achievements.

4. Empowering Marginalized Voices:

To empower marginalized communities and voices by providing them a platform for expression and representation.

Goals:

1. Promote Educational Programming:

Increase the availability and accessibility of educational programs covering a wide range of subjects and skills.

2. Support Local Filmmakers and Artists:

Encourage and financially support local filmmakers, artists, and storytellers to create content that represents regional cultures and traditions.

3. Preserve Indigenous Languages:

Develop and broadcast content in indigenous languages to preserve linguistic diversity and cultural heritage.

4. Foster Gender Equality:

Promote gender equality through content that challenges stereotypes and showcases women's achievements in various fields.

5. Highlight Social Issues:

Address social issues such as poverty, discrimination, environmental concerns, and healthcare through impactful documentaries and programs.

Strategies:

1. Establish Content Funds:

Create funds or grants specifically dedicated to supporting the production of educational, cultural, and socially relevant content. Allocate budgets to encourage high-quality productions.

2. Collaborate with Educational Institutions:

Form partnerships with schools, colleges, and universities to develop educational content that supplements classroom learning. Broadcast lectures, tutorials, and educational workshops.

3. Promote Citizen Journalism:

Encourage citizen journalism and community reporting. Provide training and resources to individuals and communities to create content that reflects their local issues and stories.

4. Cultural Exchange Programs:

Facilitate cultural exchange programs with other countries, enabling the broadcast of international content that promotes understanding and appreciation of different cultures.

5. Incentivize Balanced Representation:

Introduce incentives or recognition for productions that showcase diverse and balanced representations of gender, ethnicity, and social backgrounds.

6. Community Broadcasting:

Promote community radio and television stations, allowing local communities to create content that is relevant to their specific needs and interests.

7. Regular Content Audits:

Conduct regular audits and evaluations of content to ensure that it aligns with the policy's objectives. Encourage broadcasters to self-assess their content's impact on societal values.

8. Leverage Digital Platforms:

Utilize digital platforms and streaming services to reach wider audiences. Create official channels or platforms for educational content dissemination.

By aligning the objectives, goals, and strategies around content priority, a National Broadcasting Policy can effectively steer the broadcasting sector toward creating meaningful, diverse, and socially responsible content for the nation's citizens.

i.e) Enhance Global Reach :

Enhancing global reach through broadcasting involves reaching international audiences, promoting cultural exchange, and fostering a positive image of the country on the global stage. Here are the objectives, goals, and strategies for a National Broadcasting Policy focused on enhancing global reach:

Objectives:

1. Expand International Audience Base:

To increase the global viewership and listenership of domestic broadcasting content, promoting cultural exchange and mutual understanding.

2. Promote Cultural Diplomacy:

To use broadcasting as a tool for cultural diplomacy, showcasing the nation's cultural heritage, arts, traditions, and achievements to the world.

3. Enhance Soft Power Influence:

To enhance the country's soft power by promoting positive narratives, values, and ideas through international broadcasting initiatives.

Goals:

1. Increase International Broadcasts:

Expand the number of international channels and platforms broadcasting in multiple languages, including English and other widely spoken languages, to reach a diverse global audience.

2. Showcase Cultural Diversity:

Develop and broadcast programs that showcase the country's cultural diversity, traditions, music, dance, art, cuisine, and historical heritage.

3. Promote Educational and Informative Content:

Produce and broadcast educational programs, documentaries, and news features that provide international audiences with insights into the

country's history, education system, scientific achievements, and societal progress.

4. Foster International Partnerships:

Establish collaborations and partnerships with international broadcasters, cultural institutions, and educational organizations for joint productions, co-hosted events, and exchange programs.

5. Utilize Digital Platforms:

Leverage digital platforms, streaming services, and social media to disseminate content globally, making it accessible to a broader audience and facilitating engagement and feedback.

6. Promote Language Learning:

Broadcast language learning programs to teach the country's language(s) to international audiences, encouraging cultural and linguistic exchange.

Strategies:

1. International Broadcasting Networks:

Establish international broadcasting networks that produce and broadcast content tailored for specific regions. Focus on regional languages and cultures to enhance relevance and viewership.

2. Cultural Festivals and Events:

Participate in international cultural festivals, events, and exhibitions. Broadcast live performances, cultural shows, and artistic events to showcase the nation's talents.

3. Public Diplomacy Initiatives:

Engage in public diplomacy initiatives by organizing cultural exchange programs, seminars, and interactive sessions with international audiences. Utilize broadcasting to promote these events.

4. Promote Tourism:

Produce travel documentaries, culinary shows, and destination guides to promote tourism. Showcase the country's scenic beauty, historical landmarks, and unique experiences.

5. Support Film and Entertainment Industry:

Support the international distribution of domestic films, TV shows, and entertainment content. Organize film festivals and awards to recognize talent and creativity.

6. Global News and Current Affairs:

Establish a dedicated international news channel to provide global news coverage from a domestic perspective. Focus on objective reporting and in-depth analysis to enhance credibility.

7. International Student Exchange Programs:

Promote international student exchange programs through broadcasting platforms. Document the experiences of international students studying in the country and vice versa.

8. Cultural Ambassadors:

Appoint cultural ambassadors, celebrities, and influencers to represent the country's cultural richness. Collaborate with these individuals to create content and engage with international audiences.

By implementing these objectives, goals, and strategies, a National Broadcasting Policy can effectively enhance the country's global reach, fostering cultural understanding, promoting positive narratives, and strengthening international relationships. Broadcasting, as a tool of diplomacy and communication, plays a vital role in shaping the nation's image and influence on the global stage.

viii) Robust Grievance Redressal Mechanism :

A robust grievance redressal mechanism is essential in a National Broadcasting Policy to address complaints and concerns from the

viewers, listeners, and other stakeholders. Such a mechanism ensures transparency, accountability, and fairness within the broadcasting sector. Here are the key components that should be included in a robust grievance redressal mechanism:

1. Independent Body:

There should be an independent body, such as a Broadcasting Complaints Commission, comprising experts, representatives from CAGs, and broadcasters. This body should be impartial and autonomous.

2. Clear Guidelines and Procedures:

Define clear guidelines and procedures for filing complaints. Provide easily accessible information on how, where, and when complaints can be filed.

3. Transparent Process:

Ensure transparency in the grievance redressal process. Publicize information about the number and nature of complaints received, actions taken, and decisions made. Regularly update stakeholders on the status of their complaints.

4. Accessibility:

Make the grievance redressal mechanism easily accessible to all, including people with disabilities. Provide multiple channels for filing

complaints, such as online forms, toll-free numbers, email, and postal services.

5. Timely Resolution:

Establish strict timelines for resolving complaints. Ensure that complaints are acknowledged promptly, investigated thoroughly, and resolved within a reasonable timeframe.

6. Fair and Impartial Handling:

Ensure fair and impartial handling of complaints. Conduct investigations objectively, considering all relevant facts and perspectives. Avoid conflicts of interest.

7. Mediation and Arbitration:

Offer mediation and arbitration services to resolve disputes between complainants and broadcasters. Mediation can be a voluntary process, while arbitration decisions can be binding.

8. Public Awareness Campaigns:

To Conduct public awareness campaigns to inform citizens about the grievance redressal mechanism. Educate viewers and listeners about their rights and how to file complaints.

9. Capacity Building:

Train staff involved in the grievance redressal process. Ensure that they are well-versed in relevant laws, regulations, and ethical standards.

10. Follow-Up:

Establish a follow-up mechanism to ensure that corrective actions are taken by broadcasters based on the decisions of the grievance redressal body. Monitor compliance and report outcomes.

11. Appeals Process:

Establish an appeals process for complainants who are dissatisfied with the initial resolution. An appellate body, higher than the initial redressal body, can provide an avenue for further review.

12. Annual Reports:

Require the independent body to publish annual reports summarizing the number and types of complaints received, actions taken, and decisions made. Publicize these reports to demonstrate transparency and accountability.

13. Whistleblower Protection:

Ensure protection for whistleblowers who report violations or unethical practices within broadcasting organizations. Safeguard their identities and provide legal protections.

14. Regular Review and Improvement:

Periodically review the grievance redressal mechanism to identify areas of improvement. Collect feedback from complainants and stakeholders to enhance the effectiveness of the process.

By incorporating these components into the grievance redressal mechanism, a National Broadcasting Policy can establish a fair and transparent system that protects the interests of viewers, listeners, and other stakeholders while upholding the standards and integrity of the broadcasting sector.

ix) Role of Broadcasting in Disaster :

Broadcasting plays a crucial role in disaster management by providing timely, accurate, and reliable information to the public before, during, and after disasters. Here are the key roles that broadcasting can play in disaster situations:

1. Early Warning and Preparedness:

- **Broadcast Emergency Alerts:** Utilize broadcasting platforms to disseminate early warnings and alerts to the public about imminent disasters such as hurricanes, tsunamis, earthquakes, and severe weather conditions. These alerts can save lives by enabling people to take necessary precautions.
- **Educational Programming:** Create and broadcast educational programs that inform the public about disaster preparedness, evacuation routes, emergency shelters, and safety measures. Regularly air programs that educate people on how to create emergency kits and develop family emergency plans.
- **Community Engagement:** Organize community forums and live Q&A sessions on the radio or television, where experts and local authorities can interact with the public, addressing their concerns and providing guidance on disaster preparedness.

2. During the Disaster:

- **Continuous Updates:** Provide continuous updates and live broadcasts with real-time information about the disaster, including its impact, evacuation procedures, available emergency services, and shelter locations.

- **Emergency Hotlines:** Broadcast emergency hotlines and contact information for disaster relief agencies, allowing affected individuals to seek help or report emergencies.
- **Coordination with Authorities:** Collaborate with local authorities and emergency services to ensure accurate and up-to-date information is being broadcast. Act as a communication bridge between emergency responders and the public.
- **Language Accessibility:** Ensure that information is provided in multiple languages and in accessible formats for people with disabilities to reach a broader audience.

3. Post-Disaster Recovery:

- **Relief Efforts:** Broadcast information about relief efforts, distribution centers, medical facilities, and food and water supply locations. Encourage community support and volunteerism.
- **Rebuilding and Rehabilitation:** Broadcast updates on rebuilding efforts, government initiatives, and support programs available to affected communities. Provide information on how affected individuals and businesses can access financial aid, insurance, and other forms of assistance.
- **Psychological Support:** Collaborate with mental health professionals and organizations to broadcast programs that provide

psychological support and coping mechanisms for individuals affected by the disaster.

- **Lessons Learned:** Organize discussions and programs that analyze the disaster response, highlighting successes, challenges, and lessons learned. This helps in improving future disaster preparedness and response efforts.

4. **Long-Term Preparedness:**

- **Public Education:** Continue to air programs and campaigns on disaster preparedness, resilience, climate change adaptation, and community-based risk reduction. Education and awareness are vital for building a resilient society.
- **Simulation Exercises:** Organize and broadcast simulation exercises and drills to prepare communities for various disaster scenarios. These exercises help people understand evacuation procedures and emergency protocols.
- **Collaboration with NGOs:** Partner with non-governmental organizations (NGOs) and community-based organizations to create content that addresses specific vulnerabilities and needs of marginalized or vulnerable communities.

By fulfilling these roles, broadcasting becomes an essential lifeline during disasters, ensuring that accurate information reaches affected

communities, enabling them to make informed decisions, and supporting efficient disaster response and recovery efforts.

xi Social Goal :

The social goals of a National Broadcasting Policy should be essential for ensuring that the broadcasting sector serves the broader interests of society. These goals are aimed at fostering social cohesion, inclusivity, cultural preservation, education, and civic engagement. Here are some key social goals that a National Broadcasting Policy can prioritize:

1. Promote Social Inclusivity:

Ensure that broadcasting content represents the diversity of society, including various ethnicities, cultures, genders, and socio-economic backgrounds. Promote inclusivity and discourage any form of discrimination or stereotypes in media representations.

2. Preserve Cultural Heritage:

Preserve, celebrate, and promote the cultural heritage, languages, traditions, and artistic expressions of the nation. Encourage the production and broadcast of cultural programs, traditional arts, folklore, and historical documentaries.

3. Enhance Education and Knowledge:

Utilize broadcasting platforms to disseminate educational content, including formal education, skill development, and lifelong learning programs. Promote educational shows for children, adolescents, and adults, fostering a culture of continuous learning.

4. Foster Civic Engagement:

Encourage programs that promote civic education, democratic values, and active citizen participation. Broadcast debates, discussions, and informative programs that encourage critical thinking and informed public discourse.

5. Support Marginalized Communities:

Amplify the voices of marginalized communities, including indigenous peoples, minorities, LGBTQ+ individuals, and persons with disabilities. Create content that raises awareness about their issues and promotes social understanding and acceptance.

6. Empower Women and Gender Equality:

Promote gender equality and women's empowerment through positive and empowering portrayals of women in media. Encourage programs that address gender stereotypes and promote women's achievements and contributions in various fields.

7. Promote Mental Health and Well-being:

Address mental health stigma through informative and supportive programs. Broadcast content that promotes mental health awareness, resilience, and well-being. Provide resources and helpline information for individuals facing mental health challenges.

8. Foster Environmental Awareness:

Raise awareness about environmental issues, climate change, conservation, and sustainable living practices. Encourage programs that promote environmental stewardship and responsible behavior towards nature.

9. Address Social Issues:

Address social issues such as poverty, inequality, discrimination, and human rights violations through impactful documentaries, news features, and advocacy programs. Raise awareness about societal challenges and encourage community-driven solutions.

10. Promote Social Harmony and Tolerance:

Foster social harmony, tolerance, and intercultural understanding through programs that highlight common values, traditions, and shared histories. Promote dialogue and understanding among diverse communities.

By setting these social goals, a National Broadcasting Policy can create a media landscape that not only informs and entertains but also contributes positively to the social fabric of the nation. Broadcasting, as a powerful tool, can play a significant role in shaping societal values, attitudes, and behaviors, fostering a more inclusive, educated, and empathetic society.

xii) Environmental Responsibilities :

Developing an environmental policy within the National Broadcasting Policy is crucial for fostering sustainability, minimizing environmental impact, and promoting eco-friendly practices within the broadcasting sector. Here are the objectives, goals, and strategies for integrating environmental concerns into the National Broadcasting Policy:

Objectives:

1. Minimize Carbon Footprint:

To reduce greenhouse gas emissions and minimize the overall carbon footprint of broadcasting operations, including production, transmission, and administrative activities.

2. Promote Sustainable Practices:

To encourage sustainable practices within the broadcasting industry, including energy efficiency, waste reduction, and responsible sourcing of materials.

3. Raise Environmental Awareness:

To raise public awareness about environmental issues, climate change, and sustainable living practices through broadcasting content and educational programs.

Goals:

1. Energy Efficiency:

Implement energy-efficient technologies and practices in broadcasting facilities, studios, and transmission infrastructure to reduce electricity consumption.

2. Waste Reduction and Recycling:

Minimize waste generation through recycling programs, reducing single-use plastics, and encouraging the reuse of materials in production and administrative operations.

3. Responsible Sourcing:

Source materials, equipment, and supplies from environmentally responsible and sustainable vendors. Encourage the use of eco-friendly products and technologies in broadcasting equipment.

4. Green Production:

Encourage production companies to adopt green practices, such as using renewable energy sources on sets, minimizing paper usage, and implementing eco-friendly transportation options.

5. Environmental Education:

Produce and broadcast educational programs, documentaries, and public service announcements focused on environmental conservation, sustainable living, and climate change mitigation.

Strategies:

1. Green Infrastructure:

Invest in renewable energy sources, such as solar and wind power, for broadcasting facilities. Implement energy-efficient lighting, heating, and cooling systems.

2. Environmental Audits:

Conduct regular environmental audits of broadcasting operations to identify areas of improvement. Implement best practices identified during these audits.

3. Waste Management Programs:

Establish comprehensive waste management programs that include recycling stations, waste segregation guidelines, and responsible disposal methods for electronic waste and hazardous materials.

4. Training and Capacity Building:

Provide training to broadcasting staff on eco-friendly practices, energy conservation, and waste reduction. Foster a culture of environmental responsibility among employees.

5. Partnerships and Collaborations:

Collaborate with environmental organizations, NGOs, and government agencies to raise awareness about environmental issues. Partner with these entities to organize tree-planting drives, clean-up campaigns, and environmental education initiatives.

6. Carbon Offsetting:

Offset carbon emissions by investing in carbon offset projects, such as afforestation initiatives or renewable energy projects. Communicate these efforts transparently to the public.

7. Eco-Friendly Content Creation:

Encourage content creators to produce shows and documentaries that highlight environmental conservation efforts, showcase sustainable living practices, and inspire viewers to take action.

8. Promotion of Environmental Initiatives:

Allocate broadcasting slots for programs and campaigns that promote local and national environmental initiatives, encouraging citizen participation and support.

By incorporating these objectives, goals, and strategies, a National Broadcasting Policy can contribute significantly to environmental conservation efforts, raise public awareness, and foster a more sustainable and eco-conscious broadcasting sector. Broadcasting, as a powerful medium, can play a pivotal role in shaping public attitudes and behaviors toward environmental responsibility and conservation.

Any other issue

Q3. Stakeholders may also suggest any other issues which should be considered for formulation of National Broadcasting Policy, along with detailed justification.

Comments : No Comments.

Thanks.

Yours faithfully,

(Dr. Kashyapnath)

President

Member Organization : TRAI