



International Radio listeners Group -TAMILNADU

சர்வதேச வானொலி நேயர்கள் குழு -தமிழ்நாடு

26th Sep 2023

To,

Shri Anil Kumar Bhardwaj, Advisor (B&CS),
Telecom Regulatory Authority of India, advbcs-2@traf.gov.in and jtadvbcs-1@traf.gov.in.

Subject:

1. Pre-Consultation Paper on Inputs for Formulation of “National Broadcasting Policy” dated 21st September 2023

Dear Sir,

Greetings!

Happened to see the request on public opinion about India’s National Broadcasting Policy!
Via TRAI website:

I would to share Radio listener’s view , personally as Radio lover since my School Days,
also along with group of Ardent Radio listeners from Tamilnadu , South India

In our Radio Listeners group, we have members from various walk of life and age – We
have been listening Ceylon radios , All Indian Radio, private FM Radio, International
Radios via Shrot wave broadcast since childhoods via multiband radios

We recommends following

1. The policy must include , adaptation of new Technology and evolve with
International Standards (ITU) , Digitalization of Broadcasting (Radio and TV)
2. National Broadcasting Policy shall also include “Free to Air” - Terrestrial
broadcasting of TV and Radio must be insisted
3. The Policy shall NOT control the current Affairs, news to any private broadcasters of
Radio (as its completely obsolete, as we have news, current affairs reaches to
public via many medias (Satellite TV, Internet , Private Videoblogs, Several
YouTube Channel, Websites and so on)
4. The Policy , shall give freedom to Private Radio Players and National Players
choose to the type of technology they adopt for Radio broadcast (HD Radio, DRM
Radio, DAB, DRM30, DRM30+....via internet , M2M, using 5G....)



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5. The Policy shall promote the companies who invest on R&D and Mass manufacturing to make economically , affordable Digital Radio receivers . So that New technologically advanced Digital Radio will be available for all common man
6. Section III, Paragraph 5, Yes, we agree that we should have dedicated, independent Authority shall be formed to manage broadcast in this country (BRAI – Broadcasting Regulatory Authority of India)
7. Paragraph ix, - we strongly agree and Private players also to be encouraged and mandate to have Radio Channels , dedicating to Education, Children, differently abled, women empowerment and so on , today , their broadcast heavily on business commercials with film songs, entertainment programs
 - a. This is to be regulated by allowing to operate in digital and offer several channels to cover all walk of life (children's, Students, Women, differently abled..)
8. The policy also must include digital inclusion to consume radio broadcasting for Indian Citizen to the tune of 90% of Population in the time frame of 2024-2029
9. The Policy also should encourage Private players to come on terrestrial TV broadcast via auctions as like FM Radio auctions!
10. Today, Indian citizen is paying huge cost to consume satellite TVs via DTH (Except DD free dish which is free) – in order to cater to urban poor's , terrestrial TV broadcast to be allowed for private players via Auction in all Tier1,2&3 Cities.
11. The policy must promulgate – free TV & Radio broadcast access for all in all form of technology (Internet , via smartphone, via terrestrial, via 5G M2M....)
12. During Emergency or natural calamity, the private players shall communicate /broadcast Government's bulletins to people of India in order to alert, warn and enable speedy disaster management

Thanks much sir

Yours

On behalf of group of radio listeners from Tamilnadu