

7-11-2023

SUB: Inputs for Formulation of “National Broadcasting Policy”

Ref: TRAI Consultation paper No.18/2023, dated 21st Sep 2023

To

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Q1:

Important:

Broadcasting is not to be limited to medias like TV channels, radio, print,

What ever the content may be, what ever may be the media (TV, Radio, print, social, online), if it is kept for access/viewing/listening by any one (National/global), **every thing is to be considered as broadcasted**, and all such media is to be under “broadcasting”.

Example:

If a video/audio is posted on YouTube, then YouTube also to be considered as broadcaster. All the broadcasting rules & regulations are to be followed. Similarly for all other on-line media whose content is accessible through internet/broadband also to be under broadcasting.

Q-2 (vii) Separate Regulatory Authority for Broadcasting

No need of creating a separate authority for Broadcasting.

As Broadcasting is a part of telecommunications, TRAI is right to handle with a sub-unit for Broadcasting.

If a separate authority created for broadcasting, tomorrow stake-holders may raise demand for separate authority for broadband, and so on, there will be no end to that.

If a separate authority created, advantage only to the bureaucrats, who get more promotions & postings, as well opportunity to one more bureaucrat who can become the Charmain of that new entity. Cost of governance will be increased.

Convergence is merely not limited among services & technologies; it should happen among various Governance agencies also. This will reduce the cost of governance.

Minimum Government and Maximum Governance.

With Best Wishes

Vas KSS