

## **CHAPTER 3: MANAGING THE TRANSITION- IMPLEMENTATION STRUCTURES AND MECHANISMS**

### **3.1 Constitution of a National Task Force:**

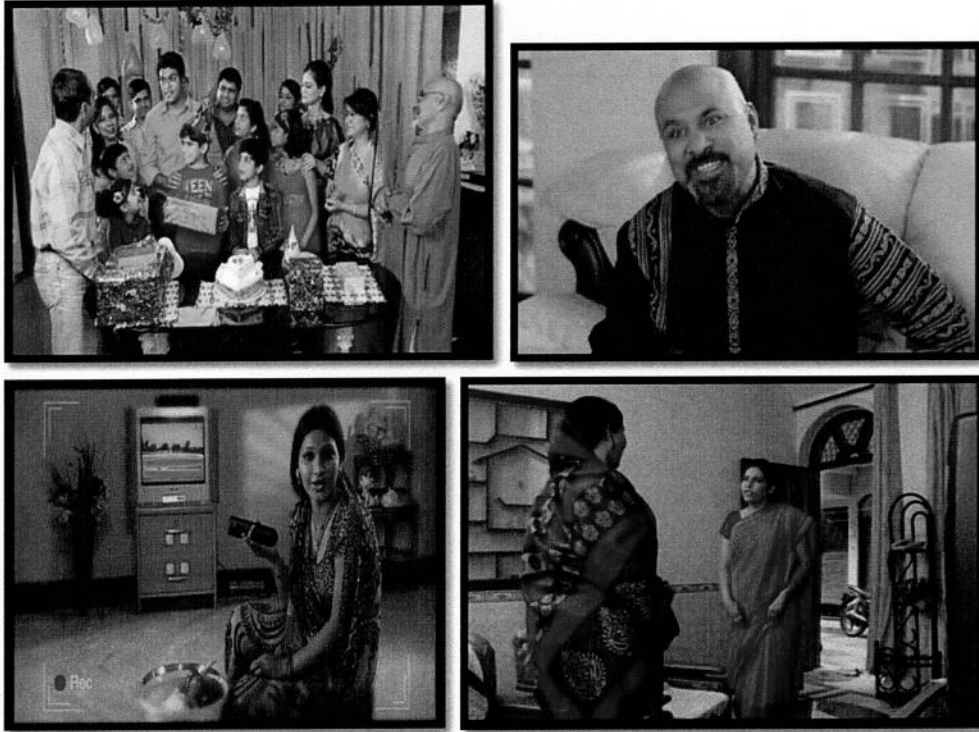
A national Task Force chaired by was constituted by the MIB on 18th April, 2011, to oversee and facilitate the implementation of digital addressable cable TV systems in the country. The Task Force consisted of representatives of MSO, Cable operator, DTH and broadcaster associations, representatives of Industry associations like FICCI, CII and ASSOCHAM, Equipment manufacturer association CEAMA, representatives of consumer groups, representatives from Department of Telecom and Department of IT, Prasar Bharati and TRAI, and representatives of States/UTs undergoing digitalisation. The Task Force held 20 fortnightly meetings for Phase I & 7 meetings for Phase II . A Sub-group of national MSOs was also created and weekly meetings held. Periodic meetings were also held with MSOs and nodal officers of states.

### **3.2 Public Awareness Campaigns**

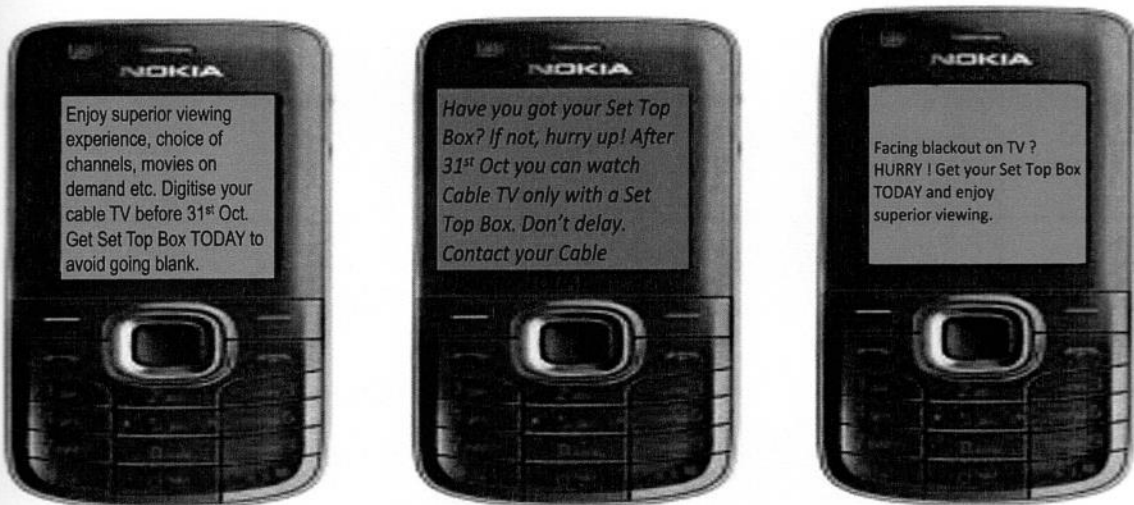
A publicity campaign committee was also constituted which supervised the campaign. The Ministry embarked on an aggressive public awareness campaign through print, radio and Television media with a view to make people aware of the changes necessary from the date prescribed for digitalization. prior to the cutoff date. The Ministry brought out two print advertisements in English, Hindi, Marathi, Tamil and Bangala. Six Video spots and more than 12 Radio jingles were brought out by the Ministry.

Radio Jingles were aired by All India Radio and private FM channels in four metro cities. The video spots developed by the Ministry were telecast by TV channels. An intensive sms campaign was also launched on the Mobile phones. Additionally, cinema slides and hoardings on bus shelters etc were also done. The 'Blackout Advertisement' carried out by the Ministry on all prominent Television channels in a synchronized fashion had created a massive public awareness about the digitization. More than 200 channels carried the 'blackout advertisement' of the Ministry on the same day and time in a synchronized fashion which is a record of sorts. A Toll Free Telephone Number 18000 180 4343 was made operational, which functioned on all week days from 10.00 am to 6.00 PM to address and clarify various queries of public at large. A Facebook Account ([www.facebook.com/DigitalIndiaMIB](http://www.facebook.com/DigitalIndiaMIB)) and a dedicated website [www.DigitalIndiaMIB.com](http://www.DigitalIndiaMIB.com) was set up to facilitate an interactive platform for the public at large to address all aspects of issues relating to public concerns. In the countdown to the digitization, the Ministry set up a Control Room to provide clarifications to people and answer their queries. The Control Room of the Ministry received more than 5000 calls within a span of 15 days at an average rate of 400 calls per day. It helped provide necessary information to people to clear doubts regarding status of Progress, huge power consumption by STBs, non- availability of signals in some areas, shortage of STBs, price of STBs, list of Registered MSOs etc. Every single MSO Headend was visited to check that they complied with the requirement of switching off the analogue signals and ensured the encryption of digital signals.

Picture 3.1: Video Spots on Electronic media:



Picture 3.2: Campaign through sms



Picture 3.3: Black out Ads on TV:

[ 31 अक्टूबर, 2012 ]  
 [ दिल्ली, मुंबई, कोलकाता, चेन्नई ]

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उपभोक्ता जल्द ही अपने CABLE OPERATOR  
 से संपर्क करें और SET TOP BOX लगाएं

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[ 31<sup>st</sup> OCTOBER, 2012 ]  
 [ DELHI, MUMBAI, KOLKATA, CHENNAI ]


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GO DIGITAL  
 OR  
 GO BLACK


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Picture 3.4: Advertisements in Newspaper:

  
 Ministry of Information and Broadcasting  
 Government of India

## Have you got your Set Top Box installed?



**If not, hurry up! After 31<sup>st</sup> October 2012 you would not be able to watch Cable TV without a Set Top Box.**

**CABLE TV GOES DIGITAL**

Cable TV in the Metro Cities of India (Delhi, Mumbai, Kolkata and Chennai) will become digital by 31<sup>st</sup> October, 2012, and in the rest of the country by December 2012 onwards.

- Digitization means cable TV will bring digital signals to your doorstep
- Digital signals provide superior picture quality, a large bouquet of channels, choice of channels, games, movies on demand etc.
- All subscribers will need a [set top box](#) to watch Cable TV

The Cable TV Networks Regulation Amendment Act 2010 makes it obligatory for all Cable Operators to provide TV Channels only in digital mode.

**Get your Set Top Box today**



**For further details, please contact: Toll Free No. 1-800-180-4343**

**Contact your cable operator for Set Top Box**

Picture 3.5: Hoardings on Bus shelters



Picture 3.6: Creation of a dedicated website of the MIB:

[www.DigitalIndiaMIB.com](http://www.DigitalIndiaMIB.com)



Picture 3.7: Public awareness through facebook:

[www.facebook.com/DigitalIndiaMIB](http://www.facebook.com/DigitalIndiaMIB)



### 3.3 Capacity Building of Cable Operators:

Considering that the task involves training and capacity building of local cable operators to facilitate the digital switch-over, Broadcast Engineering Consultants India Limited (BECIL), a PSU under the MIB, in Partnership with Society for Cable Telecommunication Engineers (SCTE), UK, a reputed international organization in providing training to cable TV personnel with its well structured and standardized curriculum and faculty, launched certification courses for cable TV technical personnel comprising 3 stage for installation technicians (Level-I), service technicians (Level-II) & network technicians (Level-III). and five Regional level training Centres at Bangalore, Pune, Bhubaneswar, Guwahati and Delhi. BECIL spent around Rs 1 crore in creating the training facility and tie up with SCTE. It organised two training programmes for trainers at its NOIDA BECIL Bhawan facility for MSOs who were expected to further train their LCOs. 2 training programmes for installation (Level-I) were organised at Bangalore, and trained around 50 persons. The training costed



around Rs 20000/- per person including boarding lodging, training material, cost of SCTE certification was to be borne by cable operators. Due to high cost not much response was shown by cable operators and the programmes were not conducted thereafter.

### **3.4 Delay in filling of Customer Application Forms:**

Though the QoS regulations of TRAI provided that Customer Application Forms are required to be obtained before release of connection, given a tight time schedule to install STB, this essential activity was neglected. As a result the consumer details and STB and package mapping could not be completed. The requisite transparency could not have been envisaged unless such details are captured and fed into the SMS. Spot was developed by IBF which was run by all TV channels. An sms campaign was also launched in Delhi . TRAI intervened and gave ultimatum to MSOs . This activity is still undergoing and an attempt will be made to gauge its status also during this study.

**Picture 3.8: Video spot developed by IBF**

