



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 1

To

MR TARUN GOGOI

Honorable Chief Minister, Assam

DISPUR, GUWAHATI-6, ASSAM

Sub- Appeal to intervene in implementation of Cable Tv & Trai Act in State Level.

Respected Sir,

May we on behalf of hundreds of educated unemployed youths, engaged as Cable Tv Operators for more than a decade by distributing various satellite & non satellite channels through Cable TV Networks built at our own cost & personal investment, to the TV households in Guwahati, bring to your kind attention that,

We are self employed youths involved in this profession, which started with 2 channels in early 90s, being brought under the purview of Cable TV Act way back in 1995, recognized as Small Scale Industry by the Government of India in 1992 itself. The Cable TV industry is a operational procedure comprising mainly of 4 (four) stakeholders-

i) **Broadcasters** either owning **Pay Channels** (Star plus, Zee Tv, Sony, Colors, Discovery etc) or **Free-To-Air Channels** (NE TV, DY 365, News Live, Star Utsav etc) as content providers, who uses Satellites to distribute the signals of their Channels in one end,

ii) **Channel Distributors/aggregators** having commercial arrangement with Broadcasters or Channel owners to distribute these channels to market through Cable Operators(MSO) or other distribution platforms in a particular area or region.



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 2

iii) **MSOs (Multi Service Operators)** having commercial arrangement/ agreement with the appointed distributors/aggregators of the Broadcasters or Channel owners to receive their signals/channels for distributing to households either directly or through Local Cable Operators(LCO) or Last Mile Operators(LMO),who installs & utilizes equipments with technology & machinery at his own premises,

iv) **Local Cable Operators (LCO)/ Last Mile Operator (LMO)** in the receiving end being owned by local educated unemployed youths, who through their independent Cable Networks built at own personal expenditure distribute the various channels to consumers or TV household.

That Sir, in the initial stages of start of this industry, most of the operators owned their personal control rooms, from which they served their consumers of their locality. But with advent of time, technology, manipulation & highhandedness by Broadcasters of Pay Channels, the small operators were compelled to shut down their control rooms & take signals or service from other control room now termed as MSO in industry.

The boom in the TV market resulted in the increase of quantity of pay channels, but the transmission technology being in Analog mode was lacking to measure the exact viewership of a particular channel. The number of channels increased from 2 to 100 with more than 50% consisting of pay channels, whereas revenue was constrained to not more than Rs 300/ per consumer per month. The cost of pay channels per subscriber per month in a Network is as high as Rs 700/- . This imbalance resulted in dispute between the Broadcasters & MSO, MSO & LMO/LCO in revenue sharing matter. The Broadcaster with strong content like STAR & ZEE always kept the operators under pressure to squeeze the larger portion of the revenue from ground. This situation compelled the operators to demand for a mechanism to calculate or measure accuracy of viewership of a particular channel by using Conditional



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No......

Date :.....

Page | 3

Access System (CAS). That Sir, the Cable TV Act was again amended on 2004 to bring the industry under a Regulatory Authority- Telecom Regulatory Authority Of India (TRAI). CAS was advocated by TRAI, but due to manipulation of the broadcasters, basically STAR, CAS was delayed in Cable TV. The Broadcasters instead came out with their own distribution platform using superior technology- DTH which is CAS enabled.

That Sir, the Ministry of Information & Broadcasting, Govt of India along with TRAI has dealt with various aspects of the Cable TV industry during this period, but the rights & privileges of the LMO/LCO are still not properly addressed. Regarding this issue, several representations, appeals have been submitted already to MIB & TRAI by National operator organizations. The policies & guidelines till now framed lacks to give proper attention to the needs of thousands of LMO/LCO who basically comprises of indigenous educated unemployed youths & are connecting the consumer of Cable TV through Networks built at their personal investment & risk. The rights of the LMO/LCO are deprived & in fact he is being tried to be erased from the industry of which he was a part since more than a decade.

That Sir, TRAI has made several recommendations & regulations dealing with monopoly created by few powerful broadcasters through their backed MSO by swallowing the business of small independent MSO or LMO/LCO. This has resulted in the creation of vertical monopoly in the market by consolidation of negotiation power with a particular group. The proper policy to streamline the survival of the LMO/LCO or other small independent MSO shall help in curbing the monopoly in the market.

That Sir, TRAI has passed several regulations dealing with activities of the Pay Broadcasters, MSO, LMO/LCO which has to be monitored in State or District level through Deputy Commissioners, Commissioner of police or SDM, as they have been appointed Nodal Officers by Central Government as mentioned in



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 4

Cable TV Act. And now since Cable tv is entering into a new phase, Digital Addressable System (DAS), the State Government has to play a serious role

for the sake of thousands of unemployed youths engaged as LMO/LCO & basically protection of consumer rights. The operational MSO s in Assam has already started implanting Set Top Box to the consumer of Cable TV. After start of DAS, packages will be formed of channels. TRAI has regulations in the matters, but who will monitor?

That Sir, in order to safeguard & protect the interest of the small operators along with proper implementation of provisions of the Cable TV Act & TRAI Act for the protection of consumer rights, we would request the following measures & initiatives from your end.

- 1. To take up with MIB & TRAI for extension of DAS until pending court cases on the matter are disposed off.**
- 2. To take up with Telecom Regulatory Authority Of India (TRAI) & Ministry of Information & Broadcasting (MIB), Government of India for taking up schemes for educating, creating awareness of responsibilities of stake holders at State Level, prepare special policy in rates of Pay Channels & various tax for North East taking into consideration the political, industrial & economic scenario of this region.**
- 3. To take measures for curbing irregularities & malpractices by various stake holders, especially Broadcasters by empowering the proposed State Level Monitoring Committee.**



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,
RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)
Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 5

4. To initiate steps to provide infrastructure, like access to Fiber Cable Network of ASWAN, subsidized electricity, permission of laying underground cable in soft terms, easy finance facility from Government or Semi Government organizations to the registered local operators. To safeguard, protect the interest of the indigenous educated unemployed youth engaged as cable tv operators from exploitation by multinational or corporate players.

5. To take up with Broadcasters of National level Pay Channels for providing subsidized rates of their packages for North Eastern States.

6. To constitute a task force immediately at state level with following modalities.-

FORMATIONS OF TASK FORCE AT STATE LEVEL TO IMPLEMENT & MONITOR THE PROVISIONS OF CABLE TV ACT & TRAI.

DUTIES & RESPONSIBILITIES:

- a) To formulate policies, take measures to implement the provisions of CABLE TV ACT & TRAI ACT in State Level.
- b) To constitute various cells at both State & District Level with notified officers of State Govt, representatives from pay broadcasters, MSO, LMO/LCO for registering complaints & grievances of consumers & operators.
- c) To co ordinate, correspond, liaison with TRAI, MIB about recent laws, rules.



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 6

- d) To liaison, correspond with Broadcasters, Cable TV Operators- MSO, LMO/LCO & instruct them accordingly for compliance & monitor their activities.
- e) To initiate action against any violation by any stake holder as per law.
- f) To maintain a full fledged office for the purpose of operation of day to day activities.
- g) To register, receive complaints from all stake holders through District Nodal officers or Pay Broadcasters, State Bodies of stake holders directly.
- h) To take up with various Govt departments the issues related for providing support to local operators & smooth functioning of Cable TV Networks.
- i) To explore & suggest measures for earning of revenue to state exchequer.
- j) To suggest measures for making the Cable TV Networks more useful for general public with addition of value added service like Broadband.
- k) To collect list of existing operators district wise through district level nodal officers.
- l) To check the package rates, Set Top Box schemes of MSO.
- m). To check the quality of service provided in DAS period by direct reporting of MSO regarding customer care centers, helpline numbers, repair & maintenance facility of STB.
- n) To gear up the District level bodies for ensuring compliance of the provisions of each & every provisions of the Cable TV & TRAI ACT.
- o) To suggest, take steps to protect rights of consumer in Digital phase about regulations, recommendations, directions & notifications of TRAI, if required by formation of laws in state level.
- p) To look into the problems faced by the local operators & initiate necessary steps for overcoming them by taking up with related Government or semi-government department.
- q) To supervise the payment of taxes by Channels, MSO/LMO/LCO & take steps for recovery of revenue to state exchequer.
- r). To notify, issue advertisements through newspapers or TV about the rights of consumers, duties & obligations of MSO, LMO/LCO.
- s).To take up with police department for prevention of violation by stake holders.



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 7

COMPOSITION OF TASK FORCE

- a) STATE GOVT NOMINATED IAS LEVEL OFFICER
- b) STATE POLICE DEPARTMENT NOMINATED IGP LEVEL OFFICER.
- c) REPRESENTATIVES OF MAJOR PAY BROADCASTERS.
- d) REPRESENTATIVES OF MSO, LMO/LCO.

Last but not the least, the State Government should depute specialized individuals to suggest measures to prevent the concentration of huge financial resources generated from Cable TV Industry by illegal means & ways in hands of certain individuals. The Government should involve in the field by creating a special department for involving in the industry to secure the livelihood of thousands of individuals involved in the industry & above all protect the interest of the consumers.

Soliciting your kind co operation

Thanking You

Yours truly

(Rajesh Sarma)
Honorary President
GGCTOA
9864021871

(Hemanta Kalita)
Working President
GGCTOA
9864062082

(Md Iquebal Ahmed)
General Secretary
GGCTOA
9954878689



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 8

COPY FORWARDED TO:

- a. **MR PRAKASH JAVEDKAR
HONORABLE MINISTER I&B
GOVT OF INDIA**
- b. **CHAIRMAN, TRAI
NEW DELHI**
- c. **MR MGVK BHANU
Principal Secretary to Chief Minister, Assam**
- d. **MR KHAGENDRA NATH SARMA
DGP, ASSAM POLICE
GUWAHATI, ASSAM**
- e. **CHIEF SECRETARY, ASSAM
DISPUR, GUWAHATI-6**
- f. **MRS ROOP SARMA,
PRESIDENT, COFI, NEW DELHI**

Enclosures:

ANNEXURE LIST ELABORATING DETAILS OF & WITH 252 PAGES OF ATTACHMENTS

LIST OF ENCLOSURES



Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 9

SL NO	PARTICULARS	ENCLOSURE NO
01	NOTICE FOR DIGITIZATION FROM CENTRE FOR CONSUMER STUDIES, INDIAN INSTITUTE OF PUBLIC ADMINISTRATION, NEW DELHI	1,2
02	COPY OF FINANCIAL PROJECTION OF CABLE TV INDUSTRY BY MIB	3,4,5
03	TECHNICAL DIFFERENCE BETWEEN DTH & CABLE TV	6,7,8
04	DEMANDS OF CABLE OPERATORS FEDERATION OF INDA REPRESENTED IN CONSULTATION PAPER TO TRAI	9-37
05	PETITION TO SRI NARENDRA MODI & RAHUL GANDHI BY CABLE TV ASSOCIATIONS	38-43
06	LIST OF TRAI OFFICIALS	44
07	CERTIFICATE OF SMALL SCALE INDUSTRY, 1994	45
08	LIST OF REGISTERED MSO WITH MIB,	46-71
09	MIB NOTIFICATION ON STATE GOVERNMENT ROLE, DUTY IN CABLE TV, 2005-2008	72-98
10	NOTIFICATION OF LATEST AMMENDED CABLE TV ACT, 2012	99-115
11	TRAI RECOMMENDATION ON DAS	116,117
12	TRAI RECOMMENDATION FOR CURBING CABLE MONOPOLY, 2013	118-159
13	TRAI NOTIFICATION ON CABLE TARIFF, 2009	160-168
14	TRAI DIRECTION TO MSO FOR REPORTING, 2013	169-183
15	TRAI DIRECTION ON INTERCONNECTION AGREEMENTS, 2012	184-228
16	TRAI NOTIFICATIONS ON QUALITY OF SERVICE, 2009	229-241
17	CHART OF EXAMPLE OF VERTICAL MONOPOLY IN CABLE TV.	242
18	COPY OF MEMORANDUM TO I&B FROM COFI	243-252



98640-62082
: 98640-21871
99548-78689
e-mail : ggctoa@gmail.com

Greater Guwahati Cable TV Operators Association

3RD. FLOOR, GALAXY HEIGHTS, H/NO.- 107, OPP. SAINIK WELFARE BHAWAN,

RAJGARH ROAD, GUWAHATI - 781 007 (ASSAM)

Regd. No. RF/KAM/240/i/429 of 98/99

Ref. No.....

Date :.....

Page | 10

19	Copy of CABLE TV & TRAI ACT	
----	-----------------------------	--

