

**File No. 9/16/2004-BP&L(Vol-VI)**  
**Government of India**  
**Ministry of Information and Broadcasting**  
**(BP& L Section)**

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Shastri Bhawan, New Delhi  
Dated: 18<sup>th</sup> April, 2011

**OFFICE MEMORANDUM**

**Subject: - Task Force on Implementation of Digital Addressable Cable TV Systems**

It has been decided to constitute a Task Force in the Ministry of Information and Broadcasting to oversee and facilitate the implementation of digital addressable cable TV systems in the country. The composition of the Task Force is as follows:-

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|-----|---|-----------------|
| 1.  | Additional Secretary , M/o Information & Broadcasting   | Chairperson     |
| 2.  | Principal Adviser (B&CS),TRAI   | Member          |
| 3.  | A representative of Cable Operators Federation of India (COFI)  | -do-            |
| 4.  | A representative of Multi System Operator (MSO) Alliance  | -do-            |
| 5.  | A representative of Indian Broadcasting Foundation (IBF)  | -do-            |
| 6.  | A representative of News Broadcasters Association (NBA)   | -do-            |
| 7.  | A representative of Direct to Home (DTH) Association  | -do-            |
| 8.  | A representative of Federation of Indian Chambers of Commerce & Industry (FICCI)                            | -do-            |
| 9.  | A representative of Confederation of Indian Industry (CII)  | -do-            |
| 10. | A representative of ASSOCHAM  | -do-            |
| 11. | A representative of Consumer Electronics and Appliances Manufacturers Association (CEAMA)                   | -do-            |
| 12. | A representative of Department of Telecommunications  | -do-            |
| 13. | A representative of Department of Information Technology  | -do-            |
| 14. | A representative of Prasar Bharati  | -do-            |
| 15. | Four representatives of Consumer Groups /Organizations, as per the digitalization implementation schedule   | -do-            |
| 16. | Expert from BECIL , as required   | -do-            |
| 17. | Representatives of State/UTs Governments to be nominated, as per the digitalization implementation schedule | -do-            |
| 18. | Joint Secretary(Broadcasting ), M/o Information & Broadcasting  | Member-Convenor |

2. **The activities/Terms of Reference of the Task Force are as below:-**
- (i) To act as nodal body as well as an interface between the Government and the industry in all matters related to the implementation of digital addressable system in cable sector ;
  - (ii) To oversee and supervise the implementation of digitalization ;
  - (iii) To study the roadblocks that exist in the way to digitalization and suggest suitable measures to address those in an efficient manner so as to enable the various stakeholders to carry forward the process of digitalization ;
  - (iv) To analyze the experience of digitalization process elsewhere in the world and develop a blue print for smooth transition from analogue to digital addressable system in India ; and
  - (v) Any other issue arising out of , incidental to or connected with the implementation of the digital addressability system or specially referred to the Task Force by the Government, from time to time .
3. The Task Force may co-opt any member(s) as may be considered necessary from time to time.
4. The Members of the Task Force would participate and contribute to the above mentioned objectives on a voluntary basis and no travelling /daily allowances or other incidental expenses would be payable by the Government.
5. This issues with the approval of Hon'ble Minister of Information and Broadcasting.

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**All Members of the Committee**

Copy to:-

- (i) PS to HMIB
- (ii) Sr.PPS to Secretary(I&B)
- (iii) PPS to Additional Secretary(I&B)
- (iv) PS to Joint Secretary(Broadcasting)