

**GOVERNMENT OF ODISHA
REVENUE AND DISASTER MANAGEMENT DEPARTMENT**

No. RDM-IMU-MISC.-0010-2015- 36053 / R&DM., Dated 22/11/2016

From

Dr. Usharani Sahoo
Deputy Secretary to Government

To

All ADMs

Sub: Implementation of 4th and final phase of Cable TV digitization.

Sir,

In inviting a reference to the subject cited above, I am directed to say that Government of India in Ministry of Information and Broadcasting have requested the State Government to ensure regular review meetings at the level of District Level Monitoring Committee with cable operators (MSOs & LCOs) to assess status of STBs and registration of MSOs to the Ministry so as to achieve the goal of implementation of 4th and final phase of Cable TV digitization covering all rural areas by December,2016. A copy of D.O. No.4/4/2013-PMU(Das)., dated 04.11.2016 from the Ministry of Information and Broadcasting, Government of India circulated to State Level Nodal Officers is enclosed herewith for information and necessary action.

It is requested that steps may please be taken at your level to hold regular review meetings with cable operators (MSOs & LCOs) of your area as per the advisory contained in the above letter of Ministry of Information and Broadcasting for assessment of the status of STBs and registration of MSOs keeping this Department appraised of the developments from time to time for review.

This may be accorded **Top Priority**.

Yours faithfully,


22/11/2016
Deputy Secretary to Government

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GOVERNMENT OF INDIA
MINISTRY OF
INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001
D.O.No.4/4/2013-PMU (DAS)



Dated : 4th Nov 2016

Dear State Nodal Officers,

You are aware that 4th and final phase of cable TV digitisation, covering all rural areas in the country, is to be completed by 31st December, 2016 but the progress of seeding of Set Top Boxes (STBs) is not very satisfactory in these areas. One of the reason for slow progress is the uncertainty and confusion created due to extension of time granted by some High Courts for Phase III of digitisation. However on an application made by the Ministry, the Hon'ble Supreme Court has transferred all these cases to Delhi High Court where these were last heard on is 3rd November, 2016. 8 cases have been disposed off and others are listed for hearing on 9th, 17th & 23rd November, 2016. Ministry is pursuing these cases and would keep you posted about the developments.

2. Ministry is making all out efforts to meet the cutoff date of 31st December, 2016 for Phase IV of digitisation. Ministry had developed 2 spots on the benefits of cable TV digitisation and all the major broadcasters, including Doordarshan, are carrying these spots regularly on their TV channels. They are running scrolls too. Indian Broadcasting Foundation (IBF) has developed their own spot too and all their members are carrying it regularly on their channels. Ministry has issued advertisements in regional newspapers a number of times asking the interested MSOs to apply for registration. A Toll Free number (1800 180 4343) is operational to answer the queries of stakeholders in 8 languages.

3. However, keeping in view the fast approaching cutoff date of 31st December, 2016 for Phase IV, the State Governments also need to charge up the implementation machinery so that no cable TV goes blank from 1st January, 2017 when analogue signals are switched off in Phase IV areas. I therefore request you that:

- i. State level Monitoring Committees to convene regular fortnightly meetings to review the progress of digitisation.
- ii. District level Nodal Officers to hold regular review meetings with cable operators (MSOs & LCOs) in their areas to assess the readiness of each of them in terms of;
 - a. STBs - Total number of STBs required, number of STBs already installed and the stock & order positions of STBs.

Continue.../-

*J.S. (SM)
R. K. Singh*

*Vishu Medan, D.S. / Paroda Bhan D.O.
due for up immediately
19.11.16*

- b. MSO registration – to ensure that that the LCOs & MSOs, who are interested to work as MSOs in the digital era, have applied for MSO registration to the Ministry. We have had few applications in the Ministry. You may please encourage MSOs to apply. It is a simple process.
- iii. Impress upon the MSOs and LCOs to carry public awareness campaign on cable TV digitisation on their local channels
4. Without state administration vigorous support, this effort will not achieve fruition. I, therefore, solicit your active participation and cooperation in this important task which is not only going to increase the revenue of the State Governments but will create excellent employment opportunities and will change the way the TV is being watched.
5. For any queries you may contact me by email at asmib.inb@nic.in or Shri Yogendra Pal, Advisor (DAS) at das.mib@gmail.com or mobile +91 98115 72044.

Yours Sincerely,



(Jayashree Mukherjee)

All State Level Nodal Officers.

Copy to:

All Asstt Project Directors.

- to also circulate to
Dist. nodal officers.