

To:

1. M/s. Channel –III,  
126, Hill Road  
Opp.V:ijaya Bank  
Mumbai – 400 050
2. M/s. Seven Star Communciations,  
E-6/4, Top Floor  
Malviya Nagar  
New Delhi – 110 007
3. M/s. Advanced Multisystem Broadband Communications Pvt Ltd,  
73(1), Rammohan Sarani,  
Baidyabati  
Hooghly – 712 222  
West Bengal.
4. M/s. SCOD Networking Pvt Ltd,  
M-30, Hirnen Shopping Complex  
Opp. Ratna Hotel, S.V. Road,  
M.G. Road Junction, Goregaon (West)  
Mumbai – 400 062.

**Subject:** Direction under Section 13 read with sub-clause (v) of clause (b) of sub-section (1) of section 11 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) to Multi System Operators (MSOs) permitted under sub-rule (3) of Rule 11 of the Cable Television Networks Rules, 1994 (as amended), to conduct public awareness campaign in notified CAS areas.

Whereas in exercise of the powers vested under Section 13 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), for the discharge of functions under section 11 (1)(b) of the TRAI Act, 1997 read with the Standards of Quality of Service (Broadcasting and Cable Services) (Cable Television – CAS Areas) Regulation, 2006 (8 of 2006), the Telecom Regulatory Authority of India issued a general directive bearing no No.17-1/2006 –B&CS on 18<sup>th</sup> September 2006 to multi-system operators, granted permission under sub-rule (3) of Rule 11 of the Cable Television Networks Rules, 1994 (as amended) among other things, to conduct public awareness campaign as well as to report compliance of such by specified dates;

2. Whereas, subsequent to the issue of said general directive the following multisystem operators have since been given permission on 7<sup>th</sup> November 2006 under sub-rule (3) of Rule 11 of the Cable Television Networks Rules, 1994 (as amended) by the Government of India, to operate in the notified CAS areas indicated against each:

- i) M/s. Channel –III, Mumbai (for Mumbai)
- ii) M/s. Seven Star Communciations, New Delhi (For Delhi)
- iii) M/s. Advanced Multisystem Broadband Communcations Pvt Ltd, Kolkata (for Kolkata)
- iv) M/s.SCOD Networking Pvt Ltd, Mumbai (for Mumbai)

3 NOW, THEREFORE, in exercise of the powers vested under Section 13 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), for the discharge of functions under section 11 (1)(b) of the TRAI Act, 1997 read with the Standards of Quality of Service (Broadcasting and Cable Services) (Cable Television – CAS Areas) Regulation, 2006 (8 of 2006), and in modification of the general directive referred to in para 1 above the Telecom Regulatory Authority of India , hereby directs the multi system operators specified in para 2 above to :

- (i) commence a public awareness campaign in accordance with sub-rule(1) of Rule 12 of the amended Cable Rules read with the QoS Regulation, not later than 20<sup>th</sup> November 2006 covering a period of 30 days. The campaign should be such as to educate the public in CAS areas about the scheme of CAS implementation with emphasis on rights of the consumers as provided in the Cable Rules and in the order and regulation of the Authority, apart from the commercial schemes of MSOs;
- (ii) file the first report of compliance within 2 days from the date of start of the campaign, indicating the date of start of campaign and details of the plans of action on the mode and method of campaign; and
- (iii)file a final report within two days of the end of public awareness campaign of thirty days, indicating full details of the campaign.

4 This issues with the approval of the Authority.

**(R.N. Choubey)**  
Advisor (B&CS - II)