

CONSUMER PROTECTION ASSOCIATION
HIMMATNAGAR
DIST. SABARKANTHA
GUJARAT

To,

Hon. Prof. M. Kasim,
Advisor, (B & CS) – III
Telecom Regulatory Authority of India,
New Delhi.

Sub. : Comments on “ Consultation on the draft Standards of
Quality of Service and Consumer Protection (Digital
Addressable System) Regulation, 2016.

Hon. Sir,

Namaskar .

Please find herewith our comments on above mentioned
consultation paper.

You are requested to do needful and oblige.

Thanks.

Yours faithfully,

(Dr. Kashyapnath)
President

Member organization : TRAI

Encl. : Comments.

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COMMENTS

ON

Consultation on the draft Standards of Quality of Service and
Consumer Protection (Digital Addressable Systems)
Regulations, 2016

INTRODUCTION :

By far the most important source of information, as well as of entertainment, for most people around the world is the broadcast media. Radio and television are delivered straight into the living room for free, making them the most easily accessible media, particularly for the poor and those in rural areas.

Due to its centrality as a source of News and information, and therefore its ability to influence the opinion of the public, broadcasting is often the target of illegitimate control.

Quality of Service (QoS) and Quality of Experience (QoE) are two important aspects related to performance of communication services. QoS issues include a consumer's right to information relating to services such as subscription, maintenance, complaint redressal and

consumer protection etc.. A fair, transparent and well defined process for subscribing the services, maintaining the services and also for grievance redressal in an easy and user friendly manner is desirable to take care of consumer interest. These provisions need to be quantified prescribed as a minimum performance benchmarks in QoS framework. Compliance with these benchmarks may be ensured through enforcement and monitoring provisions such as reporting, audit etc.. Periodic surveys/studies may also need to be conducted to assess the QoE in respect of the service provided to the consumer.

Due to lack of adequate information, consumers remains unaware about the terms and conditions of offered services and also face difficulty in redressal of their complaints, thus leading poor QoS. The information needed by the consumers in connection with availing and consuming the services such as details of packages, prices, a-la-carte rates of channels, maintenance provisions, complaint redressal process, time lines of various activities, refunds and other related terms and conditions is required to be made available transparently to the consumers. This information also needs to be continually and wide disseminated to the consumers to provide ease of access and better consumer awareness.

Use of registered mobile, broadcast mails etc. can form an excellent mode of communication between the service providers and the consumer to disseminate short messages related to subscription, billing, complaint etc.. Further electronic payment, web enabled online complaint redressal mechanism, electronic CAF etc. can also go long way in offering improved quality of services.

The quality of service regulation have addressed almost every aspect of the cable TV ecosystem going forward fixing the responsibility of the broadcaster, the cable TV platform, the distributor and consumer. It covers everything from subscriber management systems to disconnection and reconnection of services to a - la - carte pricing to package pricing to the tariffs that can be charged by cable TV operators, MSOs, and broadcasters to billing to creating consumer awareness about DAS.

Comments :

We strongly support all clauses with one suggestion.

Contravention of the provisions of this regulation, the authority should prescribe the heavy penalties for violation of various clauses after giving a reasonable opportunity to the service provider to explain its position.

The penal provision should be more and more stringent and classified in various categories.

Thanks.

Yours faithfully,
(Dr. Kashyapnath)
President