



## ABSTRACT

Information Technology Department – Tamil Nadu Arasu Cable TV Corporation Limited (TACTV) - Administrative sanction for creation of Broadcast Infrastructure for telecasting the programmes of Government Departments / Agencies by TACTV accorded - Orders - Issued

### Information Technology (Admn.2) Department

G.O.(D).No. 45

Dated: 09.11.2019

விகாரி, ஐப்பசி – 23

திருவள்ளூர் ஆண்டு-2050

Read:

From the Managing Director (FAC), TACTV, Letter No: 206571/TACTV-7/ 2019, dated 16.08.2019 and 22.08.2019.

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### ORDER:

During the Budget Session 2019-20, the Hon'ble Minister for Information Technology on 10.07.2019 made the following Announcement on the floor of the Tamil Nadu Legislative Assembly:-

“அரசுத் துறைகள் / நிறுவனங்களின் திட்டங்கள் மற்றும் சேவைகள் சார்ந்த விவரங்களை ஒளிபரப்புவதற்குத் தேவையான தொலைக்காட்சி சேனல்களுக்கான கட்டமைப்பு தமிழ்நாடு அரசு கம்பிவடத் தொலைக்காட்சி நிறுவனத்தால் மாண்புமிகு இதயதெய்வம் புரட்சித்தலைவி அம்மா அவர்களின் நல்லாசியுடன் உருவாக்கப்படும்.”

2. Accordingly, the Managing Director (FAC), Tamil Nadu Arasu Cable TV Corporation Limited (TACTV) in the letter read above has sent the following proposal for creation of a Broadcast Infrastructure for telecasting the programmes of Government Departments / Agencies by TACTV:-

### Introduction:

TACTV will create necessary broadcasting infrastructure in its Digital Cable TV Head End at Nungambakkam, Chennai and allot Channel slots exclusively to telecast the programmes and policies of various Government Departments / Agencies and their services to the common public throughout Tamil Nadu through its Cable TV services.

### TACTV Infrastructure as Multi System Operator (MSO) :

TACTV is having the state of the art MPEG 4 Digital Head End at Nungambakkam, Chennai and it has the capacity to provide 400 Channels (370 Standard Definition and 30 High Definition Channels)

In addition to the role of catering to the public by way of entertainment through various TV Channels in the Cable TV field as a Multi Systems Operator, TACTV would also like to cater to public in a socially responsible position. This is possible by offering Television channels free of cost, that will enhance public knowledge on the various programmes and policies of the Government, that may be beneficial to the public in many ways by way of information and participation in a responsible way in the society. TACTV is already telecasting a dedicated channel ("Kalvi TV") through its network for School Education Department and this Channel has become very popular among students and teachers.

Similarly, TACTV has proposed to allot Channel slots which can be utilized by various State Government Departments/ Agencies to popularize their programmes and policies. For example, the Agricultural Department Programmes can give useful information to the farmers such as incentives given to the farmers on various schemes, weather and crop information, organic farming etc. Similarly, Health Department shall give useful information on diseases prevention, hygiene, facilities available in various Government Hospitals etc. Likewise, the Micro Small and Medium Enterprises Department (MSME) can highlight programmes available for educated youth on entrepreneur training, loans extended for establishing small and medium scale industries etc.

#### **TACTV's Role in the Project :**

An exclusive Television Channel Slot shall be earmarked by TACTV without any cost in the Cable network, through which the programmes of the various Government Departments / Agencies can be telecast. The programmes of various Departments can be scheduled during various time slots in a day. Basically, the Programme Content from various Departments are to be centralized and given to TACTV for telecasting through the cable TV Channel.

#### **Role of Government Departments /Agencies in the Project :**

The various Government Departments / Agencies can make their own arrangement for their content production and send the final programme content through dedicated lease line (Approximate cost per Km. Rs. 6,000) to TACTV Digital Head End at Nungambakkam office for Transmission. Necessary receiving Equipments (Approximate cost of Equipments Rs. 40,000) shall be made available by the Departments to TACTV Head End at Nungambakkam office. A programme grid will be designed to accommodate the programmes received from various Government Departments and shall be accommodated in various time slots of a day. The Managing Director (FAC), Tamil Nadu Arasu Cable TV Corporation Limited (TACTV) has requested the Government for Administrative sanction for creation of Broadcast Infrastructure for telecasting the programmes of Government Departments / Agencies by TACTV.

3. The Government after careful examination of the request of the Managing Director (FAC), TACTV hereby accord administrative approval to the Tamil Nadu Arasu Cable TV Corporation Limited (TACTV) for creation of a Broadcast Infrastructure for telecasting the programmes of Government Departments / Agencies by TACTV.

(By Order of the Governor)

**SANTHOSH BABU,**  
Principal Secretary to Government.

**To:**

All Departments of Secretariat, Chennai – 600 009.  
The Managing Director (FAC),  
Tamil Nadu Arasu Cable TV Corporation Limited,  
No. 34(123), Marshalls Road, Egmore, Chennai- 600 008.  
The Accountant General, Chennai – 18/9  
The Pay and Accounts Officer, Chennai – 600 009.

**Copy To:**

The Special Personal Assistant to the Hon'ble Minister for Revenue & Disaster Management and Information Technology, Secretariat, Chennai – 600 009.  
The Private Secretary to Principal Secretary to Government,  
Finance Department, Secretariat, Chennai – 600 009.  
The Principal Private Secretary to Principal Secretary to Government,  
Information Technology Department, Secretariat, Chennai – 600 009.  
The Finance (Industries) Department, Secretariat, Chennai – 600 009.  
The Resident Audit Officer, Secretariat, Chennai – 600 009.  
The Content Creator (CMS)/ Moderator (CMS) / Nodal Officer (CMS),  
Information Technology Department, Secretariat, Chennai-9 (with a request to host the Government Order in the Government website)  
Sf/Sc.

// Forwarded / By Order //

  
Section Officer

4/5/20  
12/11/19

