

OFFICE OF THE COMMISSIONER EXCISE, ENTT & LUXURY TAX  
GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI  
L-BLOCK VIKAS BHAWAN, I P ESTATE, NEW DELHI

No.F.22(12)/ETO/2016-17/5897-5426

Dated: 20/01/2017

**Subject:** Channels to be compulsorily carried on the Direct to Home (DTH) service platform as per Clause 7.8 of the schedule to the License Agreement – regarding.

The undersigned is directed to draw your attention to the Ministry of Information & Broadcasting, Government of India letter dated 26<sup>th</sup> May, 2015 (copy enclosed) and the instructions issued from Director General, Doordarshan vide D.O. letter dated 13.12.2016 (copy enclosed) wherein it has been decided to include "DD Kisan" channel under the genre "Infotainment (Hindi)" as notified by the Ministry of Information and Broadcasting vide notification number S.O. 1388(E) dated 25.05.2015 to be mandatorily included in the DTH services and it is obligatory for every DTH operator to provide "DD Kisan" channel to the subscribers, irrespective of any bouquet(s) or a-la-carte channel (s) being subscribed by them. It is also obligatory for all MSOs and cable operators to carry Doordarshan Kisan Channel.

Therefore, you are directed to adhere the above instructions and carry Doordarshan Kisan Channel as a must carry channel preferably placed next to DD National.

  
ENTERTAINMENT TAX OFFICER

To

All the DTH operators & MSOs (List Attached)

No.F.22(12)/ETO/2016-17/5897-5926

Dated: 20/01/2017

Copy to: -

1. PS to Director General, Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001.
2. PS to Director (BP&L), Ministry of Information and Broadcasting, Govt of India, A Wing, Shashtri Bhawan, New Delhi-1
3. The Dy. Secretary, Fin (V), Finance (Rev-I) Department, Govt of NCT of Delhi, 4<sup>th</sup> Level, A Wing, Delhi Secretariat, I P Estate, New Delhi-110002.
4. PS to Dy. Commissioner, Excise, Entertainment & Luxury Tax, Delhi
- ✓ 5. TCS with the direction to upload the letter on the ESCIMS portal.

  
ENTERTAINMENT TAX OFFICER

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI  
FINANCE (REV-I) DEPARTMENT;  
4<sup>TH</sup> LEVEL A-WING, DELHI SECRETARIAT  
I.P. ESTATE, NEW DELHI-110002  
(CD No. 012363093)

No.F.12(7)/Fin(Rev.-I)/2015-16/cls/2/4 35

Dated 26/12/16

To,

**The Commissioner**  
Excise, Entt & Luxury Tax Department,  
Govt of NCT of Delhi,  
Vikas Bhawan, I.P.Estate,  
New Delhi-110002

**Sub: Forwarding of PUC.**

Sir,

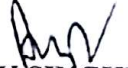
I am directed to forward herewith the following D.O. letter as the same pertains to your Department, for your necessary action please:-


S.No.	Letter dated	Received from	Addressed to	Subject
01.	13/12/2016	Sh. Supriya Sahu, Director General, Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi- 110001.	The Chief Secretary, Delhi, Govt. of NCT of Delhi, 5 <sup>th</sup> Floor, Delhi Secretariat, I.P. Estate, New Delhi-110002	Channels to be compulsorily carried on the Direct-to-Home (DTH) service platform as per Clause 7.8 of the schedule to the License Agreement.

It is requested to take suitable action in the matter, under intimation to this office at the earliest.

Encl as above

Yours faithfully

  
(A.K.SINGH)  
DY. SECRETARY, FIN. (VI)

ETO  
for up report  


4  
20/12



SUPRIYA SAHU, IAS  
Director General, Doordarshan

Govt. of NCT of Delhi  
15 DEC 2016  
Dy. No. GAD/2016/55954

OFFICE OF THE CHIEF SECRETARY  
GOVT. OF NCT OF DELHI  
15 DEC 2016  
Dy. No. ....

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सुप्रिया साहु, भा०प्र०से०  
महानिदेशक, दूरदर्शन

DO No. CPC-23(i)/2016

13 December 2016

Dear Sir,

Doordarshan Kisan Channel is a unique and first of its kind channel in the country, which is totally dedicated to the rural and farming community of India. DD Kisan has been "on air" for more than one year and has achieved decent success. The content has consistently been improvised and best technologies in production are being incorporated for enhancing quality. However, the desired reach to the target audience has not been accomplished due to non-carrying of the channel by various cable operators and distribution platforms.

2. As per the Ministry of Information & Broadcasting office memorandum no. 15/1/2013 - BP&L dated 26.05.2015 and advisory of even number dated 12.06.2015 (copies enclosed for ready reference), Doordarshan Kisan Channel is to be mandatorily included under the genre "Infotainment (Hindi)" and it is obligatory for all MSOs and cable operators to carry Doordarshan Kisan Channel.

3. Necessary instructions may kindly be passed on to all district administrations of your state so that they in turn would ensure that all MSOs, cable operators and various distribution platforms carry Kisan Channel as a must carry channel, preferably placed next to DD National.

15/12/16  
Prsecy (Fin)

With Regards

Yours sincerely,

Secy (PR)   
S.S.F. (PR)

(Supriya Sahu)

Sh. K K Sharma, IAS  
Chief Secretary  
Govt of NCT Delhi,  
Delhi Secretariat, I.P. Estate.  
New Delhi- 110002.

S. N. ...  
Secretary Finance

21/12  
D.S.F.-VI  
15/12/16  
DO-PRV

Encl: As stated

प्रसार भारती | PRASAR BHARATI  
(भारत का लोक सेवा प्रसारक) (India's Public Service Broadcaster)

2/2

No. 15/1/2013-BP&L  
Government of India  
Ministry of Information and Broadcasting  
'A' Wing, Shastri Bhawan, New Delhi-1

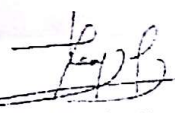
Dated : 26<sup>th</sup> May, 2015

OFFICE MEMORANDUM

**SUBJECT : Channels to be compulsorily carried on the Direct – to- Home (DTH) service platform as per Clause 7.8 of the Schedule to the License Agreement.**

In continuation of this Ministry's O.M. of even number dated 6<sup>th</sup> September, 2013, it has been decided to include "DD Kisan" channel under the genre "Infotainment (Hindi)", as notified by the Ministry of Information and Broadcasting vide notification number S.O.1388(E) dated 25.05.2015, to be mandatorily included in the DTH services.

2. It shall be obligatory for every DTH operator to provide "DD Kisan" channel to the subscribers, irrespective of any bouquet(s) or a-la-carte channel (s) being subscribed by them. The DTH operator shall also place the "DD Kisan" channel in the "Infotainment (Hindi)" genre and shall display it on full television screen.

  
(K.S. Rejimon)  
Director (BP&L)  
Tel. 23381246

To

All DTH Service Providers

Copy for information to :

1. CEO, Prasar Bharati, PTI Building, New Delhi.
2. Chairman, Telecom Regulatory Authority of India, Mahanagar Doorsanchar Bhawan, Jawaharlal Nehru Marg, Old Minto Road, New Delhi.
3. Secretary, Department of Telecommunications, Sanchar Bhawan, New Delhi.