

Analyse the policy guidelines for the uplinking and downlinking of television channels from India. (200 words)

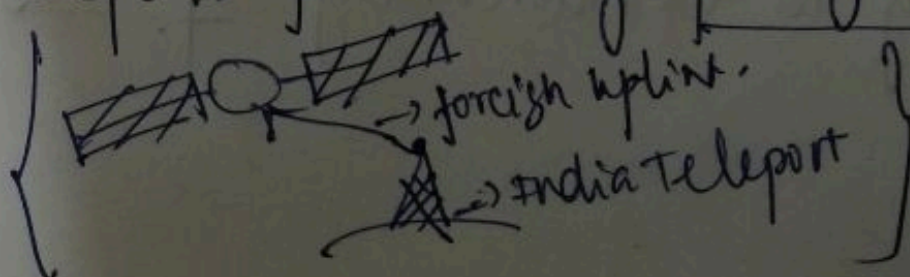
In November month, Ministry of Information & Broadcasting issued a guidelines for uplink and downlink for television. It has both merits and demerits.

Merits of Issued guidelines

① Obligation for channels for telecasting national interest shows for 30 minutes.

② No ^{Prior} ~~per~~ permission is required for live telecasting, it reduce process delay.

③ Exports of foreign channels → It allows India's teleports for sending foreign uplinks



- ④ Simplification & Rationalization guidelines,
separate penalty for separate issues
- It gives cleanliness in penalty compliance

Demerits of guidelines

- 1) Net worth of company - only who have score value allow to uplink channels
- Eliminates small players.
- 2) Entry fee - 10,000 (Non refundable)
criticized the competitors
- 3) No encryption for FTA (Free to air channel) → It deteriorates security of channel.
- 4) Auction method for getting license → Increase the issues of high amount for small players

Though, this guidelines has ~~lot of~~ issues, it will change the Indian tele port station from ordinary to extraordinary exporting uplinks.