



Registration No : F/182/Rajkot, Dated : 04-11-1976

1ST CONSUMER INFORMATION CENTER IN GUJARAT

Registration No : Guj/277/Rajkot, Dated : 04-11-1976

RAJKOT SAHER JILLA GRAHAK SURAKSHA MANDAL

Registered with Department of Consumer Affairs, Ministry of Consumer Affairs, Government of Gujarat & India

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Ex-M.P. (Lok Sabha)
PRESIDENT

Comments on Consultation Paper on Framework for Service Authorisations for provision of Broadcasting Services under the Telecommunications Act, 2023

Shri Ramjibhai B. Mavani
Ex-M.P. (Lok Sabha)
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Smt. Ramaben R. Mavani
The Editor
GRAHAK SATTA
Fortnightly News Magazine

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From a consumer's perspective, Electronic Content Gathering (ECG) brings several benefits and raises certain expectations. Here are some fresh points and suggestions reflecting the consumer viewpoint on ECG:

Consumer Benefits of ECG

1. Real-Time Updates:

- Consumers expect real-time, accurate, and fast news updates from remote locations, enabled by ECG technologies.
- Live coverage of events adds authenticity and a sense of immediacy to the news.

2. Diverse Coverage:

- ECG allows news channels to cover stories from rural, remote, or conflict-prone areas that were previously hard to access.
- This provides consumers with a broader perspective on issues.

3. Improved Accessibility:

- Content delivered through ECG can be accessed on multiple platforms, such as TV, mobile apps, and social media, offering convenience to the consumer.

4. Quality Enhancement:

- ECG enables high-definition (HD) or even 4K content to be transmitted, which improves the viewing experience.
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5. Localized Reporting:

- The use of ECG supports localized news, catering to specific regions or communities. This adds a personalized touch to news delivery.

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Suggestions to Improve ECG from a Consumer Perspective

Smt. Ramaben R. Mavani
The Editor
GRAHAK SATTA
Forthightly, News Magazine

1. Enhanced Reliability:

- News organizations should invest in robust ECG technologies to ensure minimal disruptions, even in challenging environments like natural disasters or remote terrains.

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2. Fact-Checking Mechanisms:

- With the speed of ECG, there's a risk of misinformation. Channels should integrate real-time fact-checking processes to maintain credibility.

3. Interactive Content Delivery:

- Use ECG to enable two-way interactions, such as live Q&A sessions with reporters or on-ground interviews involving audience-submitted questions.

4. Inclusivity in Coverage:

- Extend ECG capabilities to include diverse topics such as community events, cultural activities, and grassroots movements often overlooked by mainstream coverage.

5. Improved Content Customization:

- ECG should be paired with AI-driven analytics to suggest news based on consumer interests, improving engagement and satisfaction.

6. Data Privacy and Security:

- Ensure secure transmission of ECG data to protect against hacking or unauthorized access, which is crucial for consumer trust.

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7. Cost Efficiency:

- While investing in cutting-edge ECG equipment, broadcasters should also focus on cost efficiency to prevent increased subscription fees for consumers.

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8. Eco-Friendly Initiatives:

- Employ energy-efficient technologies and practices in ECG operations to address consumer demand for sustainable solutions.

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The Editor
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Forthrightly, News Magazine

9. Feedback Mechanisms:

- Allow consumers to rate the quality of coverage or suggest improvements, ensuring ECG evolves in line with audience needs.

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10. Emergency Alerts Integration:

- Use ECG technologies to deliver critical emergency alerts directly to viewers in affected regions, enhancing public safety.

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These suggestions aim to make ECG more consumer-centric, fostering trust and engagement while ensuring high-quality, timely content delivery.

RR Mavani
(RAMABEN R. MAVANI)
PRESIDENT

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