



# A Digital India

By Rahul Nehra, Honorary National Secretary, SCTE India

**It has been a good year for SCTE India. Rahul Nehra, its Honorary National Secretary, sums up the path to Digital India.**



As 2015 comes to an end, there is hope that the digital sunset of 2015 will usher in a new dawn for Digital India.



**Rahul Nehra,**  
**SCTE India**

It has been a quarter of hits and misses - the launch of Incable HITS, the resurgence of state level players, the emergence of Optimus as a stakeholder in the cable domain and governance on cable becoming a reality. Reliance Jio is just about to launch a mobile app for the cable community, through players such as MIMO Tech, and UPASS is looking at a cable service offering that suits the

LCO/MSO. These are some of the milestones that the industry should cover before the start of the New Year.

Mybox came of age with its acquisition by Hero and is poised to be a global player in the STB space riding digitization in India and the emerging markets. The big cable players continue their consolidation and expansion in the three to six million STB band. Fastway is on the way to reaching the four million mark.

## An accent on skills

It is now widely acknowledged that Digital India cannot happen without Skill India and SCTE is poised to be the harbinger of this change. The first batches of skilled SCTE professionals will receive their certificates in January 2016 and already there is a keen interest from digital players to lap up these certified skilled players.

SCTE and ESSCI partnered with the Telangana Cable Association and Novacom to bring about this transformation in skills. In Andhra Pradesh alone, the target is to train and certify more than ten thousand cable and broadband professionals. These skills will set the foundation of a digital Telangana and assist in a robust implementation of the digital cable and broadband transition.

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Above and right: Scenes from Convergence India

## Awards at Convergence India

An important step to energize the system and the stakeholders was the announcement of the SCTE India awards which I made, with Dr. Roger Blakeway, at IBC this year. The SCTE India awards will be held on **22 January 2016** during Convergence India in New Delhi. Nominations across the categories are open until **15 December 2015** (see page 8 for further details). The response has been unprecedented and, with an able partner like Bloomberg, this is set to become a cornerstone of identifying and rewarding the people who build Digital India.

You can meet SCTE India on booth A29 (ground floor) at Convergence India 2016 (**20-22 January 2016**, Pragati Maidan, New Delhi). The milestone 24th edition of the event is

themed as “Digital India” and will play host to 12,000+ business leaders from across the globe. The international exhibition and exhibition taking place in India will focus on new-age technologies and merging business solutions to enrich the lives of a billion people.

The three-day conference at Convergence India 2016 aims to bring together the best minds in the ICT, telecom media and entertainment ecosystem under one roof to create an interactive platform for the companies to showcase their technical prowess and tap into new business opportunities.



## THE WORLD OF TECHNOLOGY AN EVENING AT THE SCTE India Awards 2016



**Society for Broadband Professionals**



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