SCTE India Awards 2016

By Rahul Nehra, Honorary National Secretary, SCTE India

SCTE India honoured 22 individuals/companies at the SCTE India awards on 22 January 2016 during Convergence India.

ROUND-UP

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Another important step to energize the system and stakeholders of India's digital cable and broadband industry was taken by SCTE India with the 1st SCTE India Awards for Technical Excellence and Innovation in digital cable and broadband on **22 January 2016**. The event took place during the 24th Convergence India Expo in Pragati Maidan, New Delhi.

This was India's first attempt to reward, adopt and foster innovation and skills in South Asia in the digital cable and broadband domain. The awards are the first step in this journey, ably supported by the political establishment, industry and the intelligentsia who are the stakeholders of the Indian digital story.

**Rahul Nehra,
SCTE India**

The event, exclusively covered by Bloomberg TV India and run by SCTE India's National Secretary, Rahul Nehra, was inaugurated by the SCTE India team in the presence of the Chief Guest Shri Sambit Patra, the young and dynamic BJP spokesperson, and Mr. Sanjay Kaul, Managing Director, Cisco Systems, the principal partner in the show.

With global and active participation from the industry at large, SCTE India honoured 22 companies/individuals at the awards ceremony for their outstanding contribution in technical excellence and innovation in digital cable and broadband. Award winners were:

Category 1: Outstanding Contributions "Building a Digital India"

- Cable Operators Federation of India (COFI) - Smt. Roop Sharma.
- Bharat Sanchar Nigam Limited (BSNL) - Shri Anupam Shrivastava.
- Network 18 Media & Investments Limited - Mr. Rajat Nigam.
- National Institute of Electronics and Information Technology (NIELIT) - Shri Ashwini Kr. Sharma.
- Gujarat Telelink Pvt Ltd (GTPL) - Shaji Mathews.
- DEN Networks Limited - Mr. Sanjay Jain.
- WWIL.
- Federation of Telangana MSOs.
- Videocon d2h Limited.

Category 2: Watch out 2016 "Excellence in Innovation"

- BlueTown.
- FlashingPoints.
- Harmonic Inc.
- Mann-India Technologies Pvt. Ltd.
- MediaGuru Consultants Pvt. Ltd.

Category 3: "Make in India - Make for the World"

- Corpus Media Labs (I) Pvt. Ltd.
- MyBox Technologies Pvt. Ltd.
- Technobile Systems Pvt. Ltd.
- Modern Communication & Broadcast Systems Pvt. Ltd. (MCBS).

- PKOnline Ventures Pvt. Ltd.

- Surbhi Satcom (P) Ltd.

- Rudraksha Technologies Pvt. Ltd.

- Magnaquest Technologies Pvt. Ltd.

The 1st SCTE India 2016 Awards also hosted a powerful panel discussion during the show with Mr. Sanjay Kaul, Cisco; Mr. Vivel Garg; Reliance DTH; Mr. Rajat Nigam, Network 18 and Mr. Sanjay Jain, DEN Networks, to name a few. Important topics addressed during this panel included:

- The risk of adopting a new 'innovation' from a SCTE member. What could be the parameters?

- Advice for the next-gen innovators.

- India overtaking the dragon in homegrown innovation for CPEs i.e. how far are we?

- 4G=2G, DTH=CABLE=300Channels:::Broadband = <10 per cent of India. Is this Digital India?

The event was well attended by national and regional cable federations and organizations. There were two product launches alongside the awards; the first mobile cable wallet by Mimotech and the first loyalty reward for cable operators by Flashpoint India. The response was unprecedented and, with a credible partner like Bloomberg, the 1st SCTE India Awards 2016 succeeded in becoming a cornerstone of identifying and rewarding the people who build Digital India.

'Congratulations to SCTE India on presenting awards in 2016. In the DIGITAL INDIA environment being created by the Hon. Prime Minister, Shri Narendra Modi, the stress is on diluting the 'Digital Divide' prevailing in the residential subscriber's segment. India has over 140 million cable homes with unidirectional connectivity. For enhancing broadband in this sector, it is imperative that cable homes upgrade to bi-directionality. This requires upskilling the technicians who somehow connected subscribers on this reach to adopt good network installation practices. SCTE India has training modules to address this demand. I urge seniors in the CATV business to impart such structured training to their technicians and enable their accreditation with SCTE certification for employability outside India too' concluded Lt. Col. (Veteran) VC Khare, Founder, SCTE India.

Congratulating the winners, Mr. Sanjay Kaul, Managing Director, Service Provider Business, Cisco India & SAARC, said: "The cable and broadband industry is one of the first industries to be digitised. Cable TV digitisation is truly a game-changer. Not only the consumer but also the content producer and broadcaster will benefit from this move. This industry is an example of how digitisation can transform industries and I congratulate the winners of SCTE India Awards 2016 who are leading this digital transformation."

Top: Scenes from the 1st SCTE India awards
Above: Rahul Nehra, Honorary National Secretary, SCTE India

Mr. Rajat Nigam, Group CTO, Network 18 Media & Investments Ltd, added: "This whole initiative of SCTE India is welcome for the industry and, as an industry member and individual, I would be happy to support and endorse the innovation part of it because, in this technological era, innovation is something which is seen as a routine."

Smt. Roop Sharma, President, Cable Operators Federation of India, said: " I am glad that SCTE has opened its India chapter because the training of professionals in the cable TV industry is the utmost need in India. We have no such training in India so far although we have been requesting the government for this since 1994, while lobbying for the Cable television regulations. I, on behalf of all the cable operators of the country, wish to thank SCTE for this award which I wish to share with all the cable operators who worked day and night connecting millions of people."

Mr. Sanjay Jain, Group CTO, Den Networks Ltd, added: "SCTE India has emerged as a very good platform for imparting knowledge to the Indian cable industry which was never introduced before at any level and recognizing cable people for their innovation and contribution to the nation. I wish SCTE all the best in its endeavours in the years to come."

The SCTE India Awards were coordinated by Ms. Diksha Allawadhi and Mr. Faheem Khizer.

For more photos from the event, please see http://www.thescte.eu/press-and-promotion/photo-archive/category/63-awards-2016

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