

Day long Seminar cum Exhibition on

# A Vision to GenNext Broadcasting

*Report by Ahmedabad Chapter*

The BES (I) Ahmedabad Chapter organized one day seminar on “*A Vision to GenNext Broadcasting*” on 21<sup>st</sup> Nov, 2009 in fully occupied Hall at Paldi. The Theme of seminar itself was much appreciated due to its contemporary relevance as India is emerging & playing important role in the hardware & software tools & technologies to provide information, entertainment education to the masses through Next generational broadcast technology. This seminar was attended by eminent personalities from broadcasting fields and higher officials from ISRO, Doordarshan, All India Radio, BSNL, Industries, Educational institutes & Gujarat State government. The Event was sponsored by BSNL, ISRO, and Sai Info systems while it was supported by Doordarshan, All India Radio, IETE, & MCBS. The participation of students was quite active with a number exceeding four hundred. Local print and electronic media has also played an important role by impressive coverage of the event.

The Seminar started with the welcome speech of Sh G C Jain, Chairman, Ahmedabad chapter. The distinguished scientist, Shri A Bhaskaranarayana Scientific Secretary ISRO (Bangalore) was the key note speaker. He spoke about the emerging technologies in the area of broadcasting, which have been quickly adopted in our country to meet emerging & diversified needs of common people. He said that



satellite technologies and broadcast are like two hands of the communication industries, one complements the other. He emphasized that speed of growth in broadcasting technologies are posing several challenges to the designers & industries as consumer is becoming very demanding. After an interesting speech he then, released the Souvenir of BES (I) Ahmedabad Chapter. The Guest of Honour Shri Bhandhari PGM, BSNL has presented an overview of Broadband services, especially Broadband rollout in Gujarat Telecom circle. He spoken about Games on Demand, IPTV, Web conferencing, B/B VPN and other services offered through Broadband. Shri Sunil Kakad Chairman & MD of Sai infosystem(I) Ltd. explained beautifully the relevance & affect of IT technogies especially broadband penetration in society.

He explained importance of Gen Next technologies by relating the GDP growth with the speed & availability of internet/broadband.



The First session was on *Transition to New Broadcast Technologies*, chaired by Shri V.K. Garg Dy. Director SAC (ISRO). The first speaker of the session Shri E.P. Balasubramanian (ISRO) talked on *Advances in Technology for A New Satellite Communication Service – an initiative for Mobile Broadcasting in India*. The second speaker Shri Lalji Gupta, Manager, Thomson Grass valley gave presentation on the MPEG-4

Compression technology & its application in DVB-S.C/T & IP Platform. The third speaker Shri N M Mehra VP VTI (India) explained about the HDTV production & contemporary equipments.

The theme of the Second session was *Global Trends in Digital Television*, chaired by Col N. Khare, Tech. Advisor, BECIL. The first speaker Shri Rajesh Gupta DGM BSNL explained value added Services over broadband (BSNL). He presented the intricacies & fine points of existing system of BSNL plus the future incoming technologies like IPTV, video surveillance etc. Then speaker Sh. P. Karupiah, GM, Sai info explained & gave the live demonstration of the Video & Voice over broadband. Third speaker Shri M. Reddy President, SKYN Land Bangalore gave his informative lecture on Secure Content Delivery over Broadcast/internet Media. Shri R.L. Mahalik, Sr VP Digicable, the fourth speaker gave his presentation on the Cable triple play Technology & Services. The all the lectures were on the contemporary subject & of the interest of students especially of IT fields.



The Theme of the Third session was *Migration to Digital Radio*, chaired by Chief Engineer (WZ), AIR & Doordarshan, Shri Suresh Naik. He explained how the migration took place especially in the All India Radio since the incorporation of

Digital technologies in the Network. The first speaker Shri I. S. Mehla Director, BECIL discussed the need of common transmitting infrastructure, its scope in Digitization of the TV/Radio. He said that by locating all broadcasters on the same antenna results into lower capex and better



spectrum efficiency. The second speaker Shri R. Swamy, Director (WZ), AIR gave interesting presentation on Digital radio Mondiale(DRM). He explained that FM like sound quality with the AM reach is a reality by using DRM. He detailed the AIR's future plans of using DRM technology. The Third speaker Shri S. Nigam, GM, Technomedia explained the objective & requirement of the setting a Community Radio station. He shared his experience with the audiences.



The Forth Session was based on the theme ***Role of Broadcasting in Education***, chaired by eminent speaker & scientist Dr K. S. Dasgupta Director, DECU (ISRO). He explained that EDUSAT as a tool of society development by Tele-education. He explained that EDUSAT has demonstrated two way video-conferencing, on-line multimedia, and video programming on demand. He shares the vision of Dr V. Sarabahi & explained the E

Learning Technologies evolution. The Next speaker Shri P. Kaul shared the vision of, its demand & implementation concepts with audiences. Shri T.P. Singh has caught the imagination of audience with his free & bold presentation skills in which he emphasized that choosing a technology is very important decision & on the basis of choice Govt. invest funds so those technology should be at least relevant till the capital cost is recovered. Shri Hardik Sanhvi, bright & young entrepreneur & CEO of VMukti, elaborated his idea & vision to provide the broadband services or multimedia services with fewer resources & eventually the fewer funds.

The seminar was ended with a Vote of Thanks by Mrs Meenakshi Singhvi, Hon. Secretary, BES Ahmedabad chapter. This Seminar was described as huge success in local TV news channels & news papers. It was attended by more than 500 people.



The Students were especially very receptive and enthusiastic throughout the sessions and posing interesting questions, getting more interesting replies. More than ten Manufacturers and Vendors exhibited their latest broadcasting and IT based products. All Executive members & volunteers mostly from the Doordarshan & All India Radio Ahmedabad contributed painlessly to make this event a grand success.

## Picture Gallery

