

Ministry of Skill Development and Entrepreneurship
National Skill Development Corporation (NSDC)
Electronic Sector Skill Council of India

DAS – Set Top Box Installer and Service Technician – Skill Training offered by M/s. Arrina Education Services Private Limited (TalentEdge) and CED (Tamil Nadu) during 2013 - 15

Genesis:

The cable TV services were provided by in Analog mode in several parts of Tamil Nadu over the past several years. Earlier the entire operation was dominated by Sumangali Cable Vision (SCV) which was backed by Sun TV group. When there was a political change in Tamil Nadu, the Cable TV operation was taken over by Government of Tamil Nadu i.e. Arasu Cable Corporation. The workforce in the Cable TV Network has been estimated in Tamil Nadu as 100,000. The Government of India as well as the public were interested in getting the Digital Services for the TV network. Those who could afford to purchase DTH and pay the higher monthly charges switched over to popular DTH service providers such as TATA Sky, Airtel, Sun TV, Dish TV, etc. The large section of the public was looking for digital mode only through the cable TV network. The above said training has become very relevant to the state of the Tamil Nadu in this context.

Profile of the Cable TV workforce:

The service providers have installed transponders to receive the satellite signal and with the support of small cable TV operators extended the cable TV network to the households. This workforce was providing cable network extensively reaching almost all the households in Tamil Nadu. The workforce consisted of mainly school dropped outs. They were untrained and trained only in the job. Their services were used for sales, service as well as collection of monthly dues from the households. When the Government took over the cable TV Network, all the cable TV operators were freed from the clutches of SCV. However, the Government of Tamil Nadu could not get the license from Government of India for providing Digital TV services due to technical reasons. As per the policy of the Government of India, individual organizations and associations other than Government and TV companies were given license to provide digital TV services. Thus, Tamil Nadu households were not able to benefit from the digital TV services.

Cable TV Operators Association:

The cable TV operators were forming associations amongst themselves at the district level and state level. It was perceived as a cohesive network as they were conducting annual programmes of Cable TV operators Conference inviting equipment and service providers, conducting exhibitions, exchanging their views, etc.

Unique model for the Cable TV operators:

TalentEdge and CED (Tamil Nadu) found this group as totally suitable to train them in the above said skill training. The cable TV operators, in view of the inability of the Tamil Nadu Arasu Cable Corporation in getting the license for Digital TV, wanted to bring Digital TV through their associations. The Palakkad, Kerala State did an unique experiment. The Cable TV operators joined themselves as a federation and got the license for Digital TV from Government of India. This was taken as a model by the district level associations in Tamil Nadu.

CED (Tamil Nadu) has got 25 years of experience in Entrepreneurship Development and they came forward to support these cable TV operators to build infrastructure such as transponders and other central equipments under the cluster scheme. They also suggested that individual cable TV operators can get bank loan under PMMY scheme for working capital for the purchase of set top box and other day to day expenses. The limiting factor in the entire exercise is lack of training on the part of cable TV workforce for installation and servicing set top box.

During the period 2014 – 15, TalentEdge and CED were able to train as many as 916 candidates and 854 candidates passed the assessment. Now, the associations are gearing themselves to form the cluster.

CED (Tamil Nadu) will be shortly organizing a workshop on Cluster Development specifically for Cable TV operators in different regions i.e. Coimbatore, Madurai, Erode, Karur, Hosur, Perambalur, etc.

Thus, the skill training, DAS – Set Top Box Installer and Service Technician – Skill Training offered by M/s. Arrina Education Services Private Limited (TalentEdge) and CED (Tamil Nadu) during 2013 – 15 was an eye opener for the Cable TV Operators to provide quality service to the public and also empower themselves through training.
