



## **BUREAU OF INDIAN STANDARDS**

### **Agenda**

<b>Name of the Committee</b>	<b>Number of meeting</b>	<b>Date</b>	<b>Day</b>	<b>Time</b>	<b>Venue</b>
<b>Media and Entertainment Services Sectional Committee, (SSD 13)</b>	<b>14<sup>th</sup> Meeting</b>	<b>08 October 2024</b>	<b>Tuesday</b>	<b>1100 hrs</b>	<b>Virtual Meeting</b>

#### **Meeting Link:**

<https://bismanak.webex.com/bismanak/j.php?MTID=m877984bbc287b189e47e329d32cb3792>

**Chairperson:** Dr Sandeep Marwah, President-Asian Academy of Film and Television and Founder- Noida Film City

**Member secretary:** Shivam Soni, Scientist-C/ Deputy Director, BIS

#### **Item 0 WELCOME AND OPENING REMARKS**

- 0.1** Opening remarks by the Member Secretary.
- 0.2** Opening remarks by the Chairman.

#### **Item 1 CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING**

**1.1** The minutes of the 13th meeting of Media and Entertainment Services Sectional Committee, which was held on 14 June 2024, were circulated to all the members vide BIS Portal on 21 June 2024. No comments have been received on the minutes.

*The committee may formally **CONFIRM** the minutes.*

#### **Item 2 SCOPE AND COMPOSITION**

**2.1** The present scope of Media and Entertainment Services Sectional Committee, SSD 13 is given below:

*Standardization in the field of services provided by Media and Entertainment service providers offering services in the area of television, films, out of home (OOH), over the top (OTT), radio, animation & visual effect (VFX), music, gaming, digital advertising, print media, life events and other related areas.*

*Note: Media and Entertainment Services may include motion picture and video tape production and distribution services, motion picture projection services, radio and television transmission services, sound recording and other related services*

*The Committee may **NOTE**.*

**2.2** The present composition of the committee, SSD 13 as well as the participation status of the last three meetings is attached as [Annex-A](#).

*The committee may NOTE.*

**2.3** The present composition of the subcommittee, panels and working groups under Media and Entertainment Services Sectional Committee, SSD 13 is attached as [Annex-B](#).

*The committee may NOTE.*

### **ITEM 3 RECONSTITUTION OF SUBCOMMITTEES INTO PANELS**

**3.1** As per the new guidelines of BIS, the reconstitution of the subcommittees and panels under SSD 13 is given below:

- i) SSD 13:1 into a new panel SSD 13/P-1
- ii) SSD 13:2 into a new panel SSD 13/P-2
- iii) SSD 13:3 into a new panel SSD 13/P-3
- iv) SSD 13:4 into a new panel SSD 13/P-4
- v) SSD 13:5 into a new panel SSD 13/P-5
- vi) SSD 13:6 into a new panel SSD 13/P-6
- vii) SSD 13:7 into a new panel SSD 13/P-7
- viii) SSD 13:8 into a new panel SSD 13/P-8
- ix) SSD 13:9 into a new panel SSD 13/P-9
- x) SSD 13:10 into a new panel SSD 13/P-10
- xi) SSD 13:P1 into a new panel SSD 13/P-11
- xii) SSD 13:P2 into a new panel SSD 13/P-12
- xiii) SSD 13:4:P1 into a new panel SSD 13:P4:WG1
- xiv) SSD 13:6:P1 into a new panel SSD 13:P6:WG1
- xv) SSD 13:8:P1 into a new panel SSD 13:P8:WG1
- xvi) SSD 13:8:P2 into a new panel SSD 13:P8:WG2
- xvii) SSD 13:8:P3 into a new panel SSD 13:P8:WG3
- xviii) SSD 13:8:P4 into a new panel SSD 13:P8:WG4

The committee is requested to *examine* the reconstitution and dormant the panels that are not active.

### **ITEM 4 REVIEW OF WORK DONE BY SUBCOMMITTEES AND PANELS UNDER SSD 13**

A brief review of the status of work done by the sub committees and panels since last (13th) meeting is given below:

<b>S.No</b>	<b>Sub Committee / Panel</b>	<b>Status</b>
1	Education and Skill Development Services Sub Committee (SSD 13:1)	The working draft on Skill Development Institute – Requirements is under development.

2	Cinema Services Sub Committee (SSD 13:2)	The final draft document has been shared by Shri Tarunkumar Mazumdar to BIS. The next meeting of the panel to discuss the draft has been planned on 04 October 2024.
5	Event Management Services Sub Committee (SSD 13:5)	In the last meeting, Shri Prakash Narayanan apprised that he would share the draft on the 5 identified subjects under event management. No inputs have been received.
7	New Media Services Subcommittee (SSD 13:7)	<p>Five meetings on SSD 13:7 has been conducted since the last meeting of the SC meeting.</p> <p>Following are the documents under development-</p> <p>a) <b><i>New Media Services – Vocabulary</i></b> - The P-Draft document on ‘New Media Services – Vocabulary’ was circulated among the sectional committee members via BIS-portal on 24th July 2024 for a period of 30 days for their inputs/comments. The comments received from the members were discussed and finalized in the meetings of SSD 13:07. The committee is requested to <b><i>approve</i></b> the document for circulation as WC-draft for 60 days.</p> <p>b) Standard for Video Game Age Rating (India) - The draft document on Age Rating has been shared by Shri Dedipyaman Shukla (AIGF). The document would be discussed in the subsequent meetings of SSD 13:07.</p>
8	Sound and Music Services Subcommittee (SSD13:8)	<p>The following document is under development</p> <p>a) Information and Documentation: Music Metadata Management</p> <p>b) Vocabulary – Sound and Music Services</p>
11	Piracy in M&E sector (SSD 13/P2)	Shri Paritosh Saha will share the structure of the draft document on privacy in consultation with other members.

## Item 5 PROGRAMME WORK OF SSD 13

### 5.1 Standards Published

The following Indigenous Indian Standard prepared under SSD 13 is published and available for free download from BIS Website:

SI No.	IS No	Title	Year of Publication
1.	IS 18225 : 2023	Media and Entertainment Services- Categorization of Programmes offered by Skill Development Service Providers	2023
2.	IS 18234 : 2023	Media and Entertainment Event Management Services Vocabulary and Categorization of Events and Venues	2023
3.	IS/ISO 20121 : 2012	Event sustainability management systems Requirements with guidance for use	2022
4.	IS/ISO 25639-1 : 2008	Exhibitions, shows, fairs and conventions Part 1: Vocabulary	2021
5.	IS/ISO 25639-2 : 2008	Exhibitions shows fairs and conventions Part 2: Measurement procedures for statistical purposes	2021

## 5.2 DRAFT STANDARDS FOR FINALIZATION

From	To	Title
IS/ISO 20121 : 2012	<b>IS/ISO 20121 : 2024</b>	Event sustainability management systems – Requirements with guidance for use

The standard was circulated as WC-draft dated 25-06-2024 for 60 days for comments from all the stakeholders. No comments have been received on the document.

The committee is requested to **approve** the document for publication as an Indian Standard.

## 5.3 DRAFTS UNDER PREPARATION

At present, the following working draft are under preparation:

SI no	Subject	Subcommittee/ WG/ Panel	Status
1.	Skill development institute- General Service requirements	SSD 13:1	Working Draft
2.	Cinema Theatres — General Services Requirements	SSD 13:2	Working Draft
3.	Vocabulary – New Media Services	SSD 13:7	P-Draft

<b>4.</b>	Video Game - Age Rating	<b>SSD 13:7</b>	<b>Working Draft</b>
<b>5.</b>	Vocabulary – Sound and Music Services	<b>SSD 13:08</b>	<b>Working Draft</b>
<b>6.</b>	Data Format – Sound and Music Services	<b>SSD 13:08</b>	<b>Working Draft</b>

*The committee may **examine** the timeline of the projects.*

**Item 6 DATE AND PLACE OF NEXT MEETING**

Considering the issuance of new guidelines for standardization activities, the system of quarterly meetings has to be followed.

<b>Technical Committee</b>	<b>1<sup>st</sup> Quarter</b>	<b>2<sup>nd</sup> Quarter</b>	<b>3<sup>rd</sup> Quarter</b>	<b>4<sup>th</sup> Quarter</b>
SSD 13 – Media and Entertainment Services Sectional Committee	14 June 2024	08 October 2024	20 December 2024	05 March 2025

*The committee may **Discuss and Decide** the next meeting dates.*

**Item 7 ANY OTHER BUSINESS**

**Annex-A**

**Composition**

S. No.	Name of The Organization	Member Name and Designation	Attendance			
			11th Meeting	12th Meeting	13th Meeting	Total
<b>Chairman-</b> Shri Sandeep Marwah, President- Asian Academy of Film and Television and Founder – Noida Film City			Y	Y	Y	3/3
1.	Advertising Standards Council of India, Mumbai (ASCI)	Ms. Manisha Kapoor, Secretary General	Newly Co-opted			0/0
2.	Association for the Advancement of Artificial Intelligence	Shri Sudesh Kapoor, Secretary General	Newly Co-opted			0/0
3.	All India Gaming Federation, Thane	Shri Dedipyaman Shukla, Policy and Technology Lawyer	Y	Y	Y	3/3
4.	Central Board Of Film Certification (CBFC)	Shri Mahesh Kumar Regional Officer, CBFC, Delhi Regional Officer, CBFC Delhi(Alt)	Y	N	N	1/3
5.	Comscore (Movies) India, Hyderabad	Shri Rajkumar Akella, Managing Director				
6.	Dobly Technology India Pvt. Ltd, Mumbai	Shri Raj Vartak, Head Cinema Sales Shri Hareendranath Dwarak, Sr Staff Engineer Production Services	N	Y	N	1/3

7.	Event And Entertainment Management Association (EEMA)	Shri Ankur Kalra - Treasurer Shri Vinod Janardhan - GeneralSecretary	N	N	Y	1/3
8.	Federation of Indian Chambers of Commerce and Industry, New Delhi	Ms. Leena Jaisani, Assistant Secretary General Shri Pankaj Singh, Director	N	Y	N	1/3
9.	Film And Television Institute Of India (FTII)	Shri Sumit Kumar, FacultyTVWing Shri Amlan Chakraborty, FacultyFilm Wing (Alt)	Y	N	Y	2/3
10.	Hotstar (Novi Digital Entertainment ), Mumbai	Shri Gajendra Tijare, Executive Vice President, Star India Pvt Ltd Shri Paritosh Saha, Vice President	N	N	N	0/3
11.	Indian Broadcasting Foundation (IBF)	Ms. Siboney Sagar, Disney Star Mr. Gagan Sareen, Network 18 Mr. Gururaja Rao, Sony (CulverMax) Ms. Sheenaz Dastur, Zee Shri Radhakrishnan Nair,Secretary, IBDF	Y	Y	Y	3/3
12.	Indian Music Industry, Mumbai	Shir Blaise Fernandes, President & CEO	N	Y	Y	2/3
13.	Jagran Prakashan Ltd	Shri Basant Rathore Sr. Vice President – Brand and Strategy & Business Development Shri Vipin Khatwani Sr. Vice President – Marketing(Alt)	Y	N	Y	2/3

14.	Media And Entertainment Association Of India (MEAI)	Shri Ankur Bhasin, Secretary Shri Sushil Kumar Bhasin, President (Alt)	Y	Y	Y	3/3
15.	Media and Entertainment Skills Council (MESC), New Delhi	Shri Mohit Soni, Cheif Executive Officer (CEO) ( <i>Convener SSD 13:1</i> )	N	Y	Y	2/3
16.	Ministry Of Information And Broadcasting (MIB)	Shri Niraj Kumar, Director (TVJNSAT)	Y	Y	Y	3/3
17.	National Law Institute University, Bhopal	Dr. Tapan R. Mohanty, Professor	New Convener of SSD 13:7			0/0
18.	News Broadcasters & Digital Association (NBDA)	Shri Piyush Chaudhary, Zee Media Shri Raj Warier, ABP News Shri Ankit Singh, Network18 Shri Aditi Gupta, TV Today	Y	Y	Y	3/3
19.	News Broadcasters Federation (NBF)	Shri R. Jai Krishna Secretary-General	N	N	N	0/3
20.	Newspaper Association Of India (NAI)	Shri Vipin Gaur, General Secretary ( <i>Convener SSD 13:3</i> ) Shri Vikas Kumar Sharma, Executive Secretary (Alt) Dr. B Thomas, Executive Member (Alt)	Y	N	Y	2/3
21.	PHD Chamber of Commerce and Industry, New Delhi	Ms. Shalini S Sharma, Assistant Secretary General	Y	Y	Y	3/3
22.	Prasar Bharati	Shri Rehan Ahmad Warsi, DDG(E), Shri Rajeev Kumar, Director(E)	<b>Newly co-opted</b>		N	0/1



23.	PVR Limited, Gurugram	Shri Tarunkumar Mazumdar, Senior Vice President Engineering <i>(Convener SSD 13:2)</i>	N	Y	Y	2/3
24.	Services Export Promotion Council(SEPC)	Shri Chandranshu Awasthi, DeputyDirector  Shri Praveen Arora, Consultant	Y	Y	Y	3/3
25.	Society of Motion Picture and Television Engineers, India Section (SMPTE)	Shri Ujwal Nirgudkar, ChairmanSMPTE-India Section	Y	Y	Y	3/3
26.	Star India	Shri Paritosh Saha, Vice President	Y	Y	Y	3/3
27.	Telangana VFX, Animation and GamingAssociation (TVAGA)	Shri Rajiv Chilakalapudi, President, Green Gold AnimationPvt Ltd  Shri Arjun Sarode, COO, IMAGECenter of Entrepreneurship by STPI (Alt.)  Shri Shaik Khaja Vali, COO,TVAGA (Telangna, VFX, Animation and Gaming Association)	Y	Y	N	2/3
28.	Telecom Regulatory Authority Of India (TRAI)	Ms. Sapna Sharma, JointAdvisor(B&CS)  Ms. Shivani Sharma, DeputyAdvisor (B&CS) (Alt)	N	Y	Y	2/3
29.	Viacom 18 Media Private Limited, Mumbai	Shri K Arvamudhan, Head- PublicPolicy	N	Y	Y	2/3
30.	Zee Entertainment Enterprises Limited (ZEEL) - Zee TV	Shri Amitabh Kumar, Head- Broadcast Operations AndEngineering <i>(Convener SSD 13:6)</i>	N	N	N	0/3
31.	In Personal Capacity	Shri Dharmesh Thakkar, Media & Advocacy Consultant/ Advisor, Mumbai	Y	Y	Y	3/3

32.	In Personal Capacity	Shri Prakash Narayanan, Industry Advisor & Specialist (Events) ( <i>Convener SSD 13:5</i> )	Y	Y	Y	3/3
33.	In Personal Capacity	Shri Atul Churamani, Managing Director, Turnkey Music & Publishing Pvt. Ltd. ( <i>Convener SSD 13:8</i> )	N	N	Y	1/3
34.	In Personal Capacity	Ms. Shilpi Mehta Nanda, Founder, ZEAL Attorneys ( <i>Convener SSD 13/P-2</i> )	N	N	N	0/3

## **Annex-B**

(item-2.3)

### **SCOPE AND COMPOSITION OF EDUCATION AND SKILL DEVELOPMENT SERVICES SUB COMMITTEE (SSD 13:1)**

#### **SCOPE**

Skill Development in the media and entertainment services sector including aspects related to training modules (requirements, evaluation), qualification requirements, competence of trainers, personnel requirements, basic infrastructure, facilities, quality and safety parameters, management systems, review of all related services and other related services

#### **COMPOSITION:**

<b>S.NO</b>	<b>Name of the Organization</b>	<b>Member Name and Designation</b>
1.	Media & Entertainment Skills Council(MESC)	Shri Mohit Soni, Chief Executive Officer ( <i>Convenor</i> )
		Shri Gaurav Birla, Standards & QA
2.	Confederation of Indian Industry(CII)	Mr Samir Kumar, Director, Media & Entertainment.
3.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General
		Shri Pankaj Singh, Director
4.	Film and Television Institute of India, Pune	Shri Sumit Kumar, Faculty TV Wing
		Shri Amlan Chakraborty, Faculty Film Wing (Alt)
5.	Indian Institute of Mass Communication (IIMC)	Prof (Dr.) Virender Kumar Bharti, Professor
6.	International Chamber of Media & Entertainment Industry(ICMEI)	Dr. Ajay Kumar Executive Director AAFT (Academics & Quality Assurance)
7.	Media and Entertainment Skills Council (MESC), New Delhi	Shri Gaurav Birla, Standards & QA
8.	University of Media and Arts, Raipur	Dr. Shikha Verma, Associated Director
9.	Whistling Woods International, Mumbai	Shri Chaitanya Chinchlikar
		Ms. Saumya Dixit

## SCOPE AND COMPOSITION OF CINEMA SERVICES SUBCOMMITTEE (SSD 13:2)

### SCOPE

Standardization in the field of Cinema Services including services related to services related to booking facilities, training and skilling requirements of manpower, environmental factors, facilities, safety, quality, complaint redressal, crowd and theater management and other related services

### COMPOSITION:

S.NO	Name of the Organization	Member Name and Designation
1.	PVR Cinema	Shri Tarunkumar Mazumdar, Senior VP-Engineering( <i>Convenor</i> )
2.	Central Board of Film Certification(CBFC)	Shri Mahesh Kumar, Regional Officer
3.	Confederation of Indian Industry (CII)	Mr Samir Kumar, Director, Media &Entertainment.
4.	Dolby Technology India Pvt Ltd.	Shri Raj Vartak, Head Cinema Sales
5.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General  Shri Pankaj Singh, Director
6.	International Chamber of Media & Entertainment Industry (ICMEI), Noida	Shri Ashok Tyagi, Film Director
7.	Media & Entertainment Skills Council(MESC)	Shri Mohit Soni, Chief Executive Officer  Shri Gaurav Birla, Standards & QA
8.	QUBE Cinema Technologies	Shri Senthil Kumar, Founder and MD
9.	Society of Motion Picture and TelevisionEngineers (SMPTE)	Shri Ujwal N.Nirgudkar, Chairman
10.	UFO Moviez India Limited	Shri Kaushik Mamania, Sr.Vice President
11.	Individual expert	Shri Dharmesh Thakkar
12.	Individual Expert	Shri Sreejesh Nair, Board member of CAS (Cinema AudioSociety) and Specialist at AVID

## SCOPE AND COMPOSITION OF PRINT MEDIA SUBCOMMITTEE (SSD 13:3)

### SCOPE

Standardization in the field of Print Media Services including competence requirements of personnel, contractual requirements, services provided by print media services providers and all others related services.

### COMPOSITION:

S.NO	Name of the Organization	Member Name and Designation
1.	Newspapers Association of India (NAI)	Shri Vipin Gaur, General Secretary ( <i>Convenor</i> )
2.	Confederation of Indian Industry (CII)	Mr Samir Kumar, Director, Media & Entertainment
3.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General  Shri Pankaj Singh, Director
4.	ITV Network	Shri Ajay Shukla, Editor in Chief and Editor (Aaj Samaj)
5.	International Chamber of Media & Entertainment Industry (ICMEI)	Dr. Syed Nawaz Ahmed Dean, AAFT School of Journalism and Mass Communication
6.	Media & Entertainment Skills Council (MESC)	Shri Mohit Soni, Chief Executive Officer  Shri Gaurav Birla, Standards & QA
7.	Newspapers Association of India (NAI)	Dr. B Thomas, Executive Member  Ms. Shashikala, Secretary- Women Journalist Cell (National)
8.	PHD Chamber of Commerce and Industry, New Delhi	Ms. Shalini S Sharma
9.	Press Council of India, New Delhi	Shri G. Sudhakar Nair, Member
10.	Individual expert	Shri Dharmesh Thakkar
11.	Individual expert	Shri Sunil Dang, Day after International
12.	Individual expert	Ms. Vaidehi Taman, Group Editor (NBC)

13.	Individual expert	Shri Manish Tiwari, Editor News World
14.	Individual expert	Shri Sanjay Singh, Political Editor (News1 India)
15.	Individual expert	Dr. Dilip Kumar, Professor, Journalism & Mass Communication, Management Education & Research Institute (MERI College)
16.	Individual expert	Shri Ajay Kumar, Director (G L Bajaj Institute of Management and Research)

## SCOPE AND COMPOSITION OF RADIO SERVICES SUBCOMMITTEE (SSD 13:4)

### SCOPE

Standardization in the field of Radio Services related to radio stations, studio equipment and software, basic amenities, personnel skilling and training, coverage area, transmitting antenna pattern & RF safety norms and transmission duration/quality and other related services offered by Government radio stations, Commercial FM radio stations and Community radio station

### COMPOSITION: *(Convener yet to be decided)*

S.NO	Name of the Organization	Member Name and Designation
1.	Broadcasting Engineering Consultants India Limited (BECIL)	Shri Mazhar Umer, General Manager
2.	Entertainment Network Limited (Radio Mirchi)	Shri Nadir Bhalwani Chief Technical Officer, Radio Mirchi
3.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General  Shri Pankaj Singh, Director
4.	International Chamber of Media & Entertainment Industry (ICMEI), Noida	Shri Sushil Bharti, Director
5.	Media & Entertainment Skills Council (MESC)	Shri Mohit Soni, Chief Executive Officer  Shri Gaurav Birla, Standards & QA
6.	Prasar Bharati, New Delhi	Shri Rajeev Kumar, Director (Engg)  Shri Rehan Ahmad Warsi, DDG(E)
7.	Individual Expert	Shri R. K Singh ICT and Broadcast Media Consultant and Former Engineer-in-Chief, Doordarshan
8.	Radio Manav Rachna	Prof. (Dr). Gurjeet Kaur Chawla, Director, Radio Manav Rachna 107.8 FM Dean Students Welfare
9.	Red FM	Shri Himanshu Sharma, Program Director
10.	Hit 95 FM	Ms. Pujita Mehta, Program Director
11.	Individual Expert	Dr. Kanchan K Malik, Professor, Deptt of Communication, S.N School of Arts and Communication, University of Hyderabad

## SCOPE AND COMPOSITION OF EVENT MANAGEMENT SUBCOMMITTEE (SSD13:5)

### SCOPE

Standardization in the field of Event Management services including services related to pre event planning, operational activities, post event services, manpower training and skilling, quality and safety and other related aspects for various types of events like Weddings/ Social Event, Corporate Event, Corporate Activations, Large conferences, Government / Large Scale Public/Political Events, Rural Marketing, Rural Events, Religious Events and Music Festivals/ Concerts and other events

### COMPOSITION:

S.NO	Name of the Organization	Member Name and Designation
1.	Individual expert	Shri Prakash Narayanan, Industry Advisor & Specialist (Events) <i>(Convenor)</i>
2.	Confederation of Indian Industry (CII)	Mr Samir Kumar, Director, Media & Entertainment
3.	Event & Entertainment Management Association	Shri Deepak Pawar, Secretary Shri Ankur Kalra, Treasurer
4.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General Shri Pankaj Singh, Director
5.	International Chamber of Media & Entertainment Industry (ICMEI)	Ms. Haripriya , Director Events
6.	Media & Entertainment Skills Council (MESCC)	Shri Mohit Soni, Chief Executive Officer Shri Gaurav Birla, Standards & QA
7.	National Safety Council, India	Shri Sudhir G. Patil, Asstt. Director Shri V.S.P. RAO, Asstt. Director
8.	Procam International Private Limited	Shri Mandar Pandya, Vice President & Head – Operations Shri Rakesh Kumar, General Manager (Liaison & Coordination)
9.	Scoop Brand Holdings Pvt. Ltd.	Shri Ali Safdar Zaidi, Director (COO) Chief Operating Officer
10.	Teamwork Arts Private Limited	Shri Rahul Sen, Head Corporate Affairs & Legal
11.	Viacom 18 Media Private Limited, Mumbai	Shri K Aravamudhan, Head – Public Policy



**SCOPE AND COMPOSITION OF TELEVISION AND OTT SERVICES SUBCOMMITTEE  
(SSD 13:6)**

**SCOPE**

Standardization of the services offered throughout the value chain of TV and OTT service i.e. Content generation, Content delivery including transmission, Content distribution including end consumer devices including areas like content technical quality, interoperability, legacy content management, compliance with international and industry standards, complaint redressal and other related services.

**COMPOSITION:**

<b>S.NO</b>	<b>Name of the Organization</b>	<b>Member Name and Designation</b>
1.	Zee Entertainment Enterprises Limited (ZEEL)	Shri Amitabh Kumar, Head- Broadcast Operations and Engineering <i>(Convenor)</i>
2.	All India Digital Cable Federation (AIDCF)	Shri. Sanjay Jain, Chief Technical Officer, DEN networks limited.  Shri. Manoj Prakash Chhangani, Secretary General, All India Digital Cable Federation
3.	Central Board of Film Certification (CBFC)	Shri Mahesh Kumar, Regional Officer
4.	Confederation of Indian Industry (CII)	Shri Gajendra Tijare, Executive Vice President, Star India Pvt Ltd  Mr Samir Kumar, Director, Media & Entertainment.
5.	Dolby Technology India Pvt Ltd.	Shri Rajesh Bhat, Head- Business for Broadcast and OTT  Shri Jayant Shah, Director, Applications & Solutions Engineering, Emerging Markets  Shri Ashok Bhatnagar, Senior Consultant
6.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General  Shri Pankaj Singh, Director
7.	Indian Broadcasting and Digital Foundation (IBDF)	Ms. Siboney Sagar, Disney Star  Shri Radhakrishnan Nair, IBDF  Mr. Gagan Sareen, Network 18  Mr. Gururaja Rao, Sony (Culver Max)

		Ms. Sheenaz Dastur, Zee
8.	International Chamber of Media & Entertainment Industry (ICMEI)	Mr. Ankit Saroha HOD AAFT School of Cinema
9.	Media & Entertainment Skills Council(MESC)	Shri Mohit Soni, Chief Executive Officer  Shri Gaurav Birla, Standards & QA
10.	News Broadcasters & Digital Association (NBDA)	Mr Piyush Chaudhary, Zee Media  Mr Ankit Singh, Network18  Ms Aditi Gupta, TV Today  Mr. Raj Warier, ABP News
11.	Society of Motion Picture and Television Engineers (SMPTE)-India Section	Shri Ujwal N.Nirgudkar, Chairman
12.	Star India Pvt Ltd	Shri Paritosh Saha, Vice President
13.	Viacom 18 Media Private Limited, Mumbai	Shri K Aravamudhan, Head – Public Policy
14.	Individual expert	Shri Dharmesh Thakkar

## SCOPE AND COMPOSITION OF NEW MEDIA SERVICES SUBCOMMITTEE(SSD 13:7)

### SCOPE

Standardization in the field of new media services including websites, social media platforms, animation, gaming, virtual and augmented reality, blogs and others for aspects related to common terminology and definitions, technical parameters, contracts and content ownership, legal concerns, consumer related issues and other related aspects.

### COMPOSITION: (Convener yet to be decided)

S.NO	Name of the Organization	Member Name and Designation
1.	National Law Institute University, Bhopal	Dr. Tapan R. Mohanty, Professor ( <i>Convener</i> )
2.	All India Gaming Federation, Thane	Shri Dedipyaman Shukla, Policy and Technology Lawyer
3.	Association of Bangalore Animation Industry (ABAI)	Shri Biren Ghosh, President
4.	Confederation of Indian Industry (CII)	Shri Gajendra Tijare, Executive Vice President, Star India Pvt Ltd  Mr Samir Kumar, Director, Media & Entertainment.
5.	Dolby Technology India Pvt Ltd.	Shri Rajesh Bhat, Head- Business for Broadcast and OTT
6.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General  Shri Pankaj Singh, Director
7.	Indian Broadcasting and Digital Foundation (IBDF)	Shri. Siboney Sagar, Disney Star  Shri. Gagan Sareen, Network 18  Shri. Sanjay Kumar, Times  Ms. Tulika Chakroborty, Culver Max  Ms. Sheenaz Dastur, Zee  Ms Aditi gupta, TV Today  Shri Radhakrishnan Nair, IBDF
8.	Indian Institute of Technology Kharagpur (IIT Kharagpur)	Shri Jayanta Mukhopadhyay, Dean, OUTREACH
9.	International Chamber of Media & Entertainment Industry (ICMEI)	Mr. Ashish Garg Director AAFT School of Animation

10.	Internet and Mobile Association of India (IAMAI)	Shri John Khiangte, Executive Director, Global Public Policy
11.	Mayhem Studios India Private Limited, Bengaluru	Shri Ojas Vipat, Director Ms. Ritika Chatterjee, Director
12.	Media and Entertainment Association of India, Bangalore	Shri Ankur Bhasin, Secretary Shri Sushil Kumar Bhasin, President
13.	Media & Entertainment Skills Council (MESCC)	Shri Mohit Soni, Chief Executive Officer Shri Gaurav Birla, Standards & QA
14.	National Institute of Design (NID), Delhi	Dr. Bhaumik Nagar, Sr. Faculty New Media Design, In Chair - Admission Committee
15.	National Institute of Design (NID), Madhya Pradesh	Ms. Setu Sharma, Faculty
16.	National Institute of Fashion Technology (NIFT) Delhi	Dr. Anupam Jain, Professor, Fashion Communication Department
17.	Nazara Technologies	Shri Sudhir Kamath, Chief Operating Officer Ms. Anupriya Das, Head of Corporate Development
18.	News Broadcasters & Digital Association (NBDA), Noida	Shri Ankit Singh, Network18
19.	Prasar Bharati, New Delhi	Shri Rajeev Kumar, Director (Engg) Shri Rehan Ahmad Warsi, DDG(E)
20.	Rediff.com Ltd	Shri Ajit Balakrishnan, Founder, Chairman and MD
21.	Social Media Matters, New Delhi	Shri Amitabh Kumar, Founder and Director Miss Pratishtha Arora, CEO
22.	Star India Pvt Ltd	Shri Paritosh Saha, Vice President
23.	Viacom 18 Media Private Limited, Mumbai	Shri K. Aravamudhan, Head – Public Policy
24.	XSQUADS Tech Private Limited, Surat	Shri Jemish Lakhani, Founder and CEO Shri Ashish Dhameliya, Co-Founder
25.	Individual expert	Shri Dharmesh Thakkar
26.	Individual expert	Shri Prakash Narayanan, Industry Advisor & Specialist

**SCOPE AND COMPOSITION OF SOUND AND MUSIC SERVICES SUBCOMMITTEE  
(SSD 13:8)**

**SCOPE** – Standardization in the field of sound and music services of the Media and Entertainment services sector

**COMPOSITION:**

<b>S.NO</b>	<b>Name of the Organization</b>	<b>Member Name and Designation</b>
1.	Individual expert	Shri Atul Churamani, Managing Director, Turnkey Music & Publishing Pvt. Ltd. <i>(Convenor)</i>
2.	Confederation of Indian Industry (CII)	Shri Gajendra Tijare, Executive Vice President, Star India Pvt Ltd  Shri Samir Kumar, Director, Media & Entertainment
3.	Dolby Technology India Private Limited, Mumbai	Shri Karan Grover, Sr. Director – Commercial Partnerships (India, Middle East & Africa)Dolby Technology India Pvt Ltd.
4.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General  Shri Pankaj Singh, Director
5.	Indian Music Industry (IMI)	Shri Blaise Fernandes, President & CEO  Shri Mridula Dalvi, Legal Associate
6.	International Chamber of Media & Entertainment Industry (ICMEI)	Dr. Parth Sinha Dean, AAFT School of Performing Arts
7.	Media & Entertainment Skills Council (MESCC)	Shri Mohit Soni, Chief Executive Officer  Shri Gaurav Birla, Standards & QA
8.	Star India Pvt Ltd	Shri Paritosh Saha, Vice President
9.	Indian Performing Rights Society (IPRS)	Shri Surhit Bhattacharyya, CIO
10.	Viacom 18 Media Private Limited, Mumbai	Shri K. Aravamudhan, Head – Public Policy
11.	Individual expert	Shri Resul Pookutty, Sound Designer

**SCOPE AND COMPOSITION OF ADVERTISING SERVICES SUBCOMMITTEE  
(SSD13:9)**

**SCOPE** – Standardization in the field of Advertising services

**COMPOSITION:** *(Convener not yet decided)*

<b>S.NO</b>	<b>Name of the Organization</b>	<b>Member Name and Designation</b>
1.	Advertising Agencies Association of India (AAAI)	Shri Vikram Sakhuja
2.	All India Digital Cable Federation (AIDCF)	Mr. Sanjay Jain, Chief Technical Officer Mr. Manoj Prakash Chhangani, Secretary General
3.	Confederation of Indian Industry(CII)	Mr Samir Kumar, Director, Media & Entertainment.
4.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General Shri Pankaj Singh, Director
5.	Indian Broadcasting and Digital Foundation(IBDF)	Shri Rajkumar Bidawatka, Culver Max Ms. Siboney Sagar, Disney Star Mr. Gagan Sareen, Network 18 Mr. Sanjay Kumar, Times Ms. Sheenaz Dastur, Zee Ms Aditi gupta, TV Today Shri Radhakrishnan Nair, IBDF
6.	International Chamber of Media & Entertainment Industry (ICMEI)	Dr. Kamal Singh HOD, AAFT, School of Advertising and PR
7.	Internet and Mobile Association of India(IAMAI)	Gaurav Chopra, Vice President Devendra Nagle, Asst. Vice President
8.	Media & Entertainment Skills Council (MESC)	Shri Mohit Soni, Chief Executive Officer Shri Gaurav Birla, Standards & QA

**COMPOSITION OF SUBCOMMITTEE ON STANDARDIZATION IN THE AREA OF TELEVISION RATINGS (SSD 13:10)**

**COMPOSITION:** *(Convener not yet decided)*

<b>S.NO</b>	<b>Name of the Organization</b>	<b>Member Name and Designation</b>
1.	Advertising Agencies Association of India (AAAI)	Ms. Priti Murthy, President GroupM services  Shri Mohit Joshi, CEO, Havas Media India Limited
2.	Broadcast Audience Research Council	Shri Shantanu Sen, Senior President
3.	Department for Promotion of Industry and Internal Trade	Shri Romesh Kumar Puri, Joint Director
4.	Federation of Indian Chambers of Commerce & Industry (FICCI)	Ms. Leena Jaisani, Assistant Secretary General  Shri Pankaj Singh, Director
5.	Indian Broadcasting and Digital Foundation (IBDF)	Ms. Siboney Saga, Disney Star  Mr. Punit Sah, Times TV Network  Mr. Gagan Sareen, Network 18  Mr. Sanjay Kumar, Times  Mr. Gururaja Rao, Sony (Culver Max)  Ms. Sheenaz Dastur, Zee  Shri Radhakrishnan Nair, IBDF
6.	Indian Statistical Institute	Prof. Sumitra Purkayastha, Professor
7.	International Chamber of Media & Entertainment Industry (ICMEI)	Ms. Shikha Tyagi Associate Director, AAFT School of Journalism and Mass Communication
8.	Internet and Mobile Association of India	Shri. John Kiangte, Executive Director, Global Public Policy, Star India
9.	Media and Entertainment Skills Council	Shri Mohit Soni, CEO  Shri Gaurav Birla, Standards & QA
10.	Ministry of Information and Broadcasting -	Ms. Deepali Sharma, Additional Director (BP & L)

<b>11.</b>	National Film Development Corporation of India	Shri D. Ramakrishnan, General
<b>12.</b>	News Broadcasters & Digital Association	Mr Vivek Malhotra, TV Today Network Ltd Mr. Puneet Sah, Times Network Mr Shekhar Bansal, ABP News Mr Amit Sinha, India TV
<b>13.</b>	News Broadcasters Federation	Shri R. Jai Krishna Secretary- General
<b>14.</b>	SMPTE-India Section-	Shri Ujwal Nirgudkar, SMPTE-India Section-
<b>15.</b>	Viacom 18 Media Private Limited, Mumbai	Shri K. Aravamudhan, Head – Public Policy



**SCOPE AND COMPOSITION OF PANEL ON ROADMAP AND STRATEGY FOR  
STANDARDIZATION IN MEDIA AND ENTERTAINMENT SERVICES SECTOR  
(SSD 13/P1)**

<b>S.NO</b>	<b>Name of the Organization</b>	<b>Member Name and Designation</b>
<b>1.</b>	Individual Expert	Shri Sandeep Marwah, Founder, Asian Academy of Film & Television
<b>2.</b>	Federation of Indian Chambers of Commerce and Industry, New Delhi	Ms. Leena Jaisani, Assistant Secretary General
<b>3.</b>	Media and Entertainment Skills Council (MESC), New Delhi	Shri Mohit Soni, Chief Executive Officer (CEO)
<b>4.</b>	Newspapers Association of India, Delhi	Shri Vipin Gaur, General Secretary
<b>5.</b>	PVR Limited, Gurugram	Shri Tarunkumar Mazumdar, Senior Vice President Engineering
<b>6.</b>	Prasar Bharati, New Delhi	Shri Samir Kumar, Head, Prasar Bharati News Services & Digital Platform (PBNS & DP)
<b>7.</b>	Zee Entertainment Enterprises Limited (ZEEL) Zee TV	Shri Amitabh Kumar, Head- Broadcast Operations and Engineering
<b>8.</b>	Individual Expert	Shri Dharmesh Thakkar, Media & Advocacy Consultant/ Advisor, Mumbai
<b>9.</b>	Individual Expert	Shri Prakash Narayanan, Industry Advisor & Specialist (Events)

**SCOPE AND COMPOSITION OF PANEL FOR STANDARDIZATION TO TACKLE THE  
ISSUE OF PIRACY (SSD 13/P-2)**

**SCOPE** – Standardization to tackle the issue of piracy in media and entertainment services sector

**COMPOSITION:**

<b>S.NO</b>	<b>Name of the Organization</b>	<b>Member Name and Designation</b>
<b>1.</b>	Individual Expert	Ms. Shilpi Mehta Nanda, IP Lawyer <i>(Convenor)</i>
<b>2.</b>	Confederation of Indian Industry (CII)	Shri Gajendra Tijare, Executive Vice President, Star India Pvt Ltd  Shri Samir Kumar, Director, Media & Entertainment
<b>3.</b>	Indian Broadcasting Foundation, Bangalore	Shri Gagan Sareen, Network 18  Shri Radhakrishnan Nair, Secretary, IBDF  Ms. Sneha Shah, Culver Max
<b>4.</b>	Indian Music Industry	Shri Blaise Fernandes – President  Ms. Rabia Bari  Shri Jenil Shah – Junior Legal Associate  Ms. Arasha Z Khan
<b>5.</b>	Media and Entertainment Association of India, Bangalore	Shri Sushil Kumar Bhasin, President
<b>6.</b>	Star India Pvt Ltd	Shri Paritosh Saha, Vice President
<b>7.</b>	Viacom 18 Media Private Limited, Mumbai	Shri K Aravamudhan, Head – Public Policy
<b>8.</b>	Individual Expert	Shri Shekhar Mennon, IP & Media Lawyer, Founder and Managing Partner - P & M Legal