

# EMPOWERING INDIA DIGITALLY

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## ENHANCING BROADBAND QUALITY & ENABLING CONSUMER CHOICE

**Date:** Wednesday, July 18, 2018

**Time:** 14:00 – 19:15 hours, followed by Dinner

### AGENDA

**14:00-15:00**                      **Registration**

**15:00-16:15**                      **Inaugural Session, “Broadband: A Highway for Inclusive and Sustainable Growth”**

This session will focus on the pre-requisites of India’s digital aspirations and how broadband services are envisaged to promote an inclusive socio-economic growth. The session would also witness release of an animation film, which highlights common Quality of Service (QoS) challenges faced by consumers on broadband services, information asymmetry & related challenges and advocates for the need for adoption of consumer broadband labels in India.

**Welcome Address**                      • **Bipul Chatterjee**, Executive Director, CUTS International

**Special Addresses**                      • **Ram Sewak Sharma**, Chairman, Telecom Regulatory Authority of India  
• **Rajeev Chandrasekhar**, Member of Parliament, Rajya Sabha

**Keynote Address**                      • **Aruna Sundararajan**, Secretary, Department of Telecommunications

**Release of Animation Film & Research Report**  
***Consumer Broadband Labels: Strengthening Disclosure and Transparency of Broadband Services in India***

**16:15-16:30**                      **Tea Break**

**16:30-17:40**                      **Panel Discussion I, “Broadband Service Disclosures in India: Optimising Regulatory Framework”**

QoS for Broadband Services in India, has historically been deficient. This is further exacerbated by consumers making poor choice, while opting for broadband plans or continuing with their subscription. This may be attributed owing to the absence of accurate and adequate information being provided by the operators in a simple format to the consumers. This was also identified in a study, undertaken by CUTS and IIT Delhi, which focussed on QoS for mobile internet services in India. This suggests for a need of certain reforms in the existing QoS framework, which may enable informed decision making by consumers, according to their requirement and also incentivise improvement in QoS by operators. However, it is also important to hear the views of the industry players and regulatory agency, as to what are the

challenges they are facing in terms of providing adequate information to the consumers.

Thus, this session will attempt to map challenges and provide solutions to improve information disclosure in India.

- Chair**
- **Sunil Bajpai**, Principal Advisor (CA,QoS,IT), Telecom Regulatory Authority of India
- Presenter**
- **Aaditeshwar Seth**, Associate Professor, Indian Institute of Technology, Delhi
- Panellist**
- **Rajan Mathews**, Director General, Cellular Operators Association of India
  - **Vipin Tyagi**, Executive Director, Centre for Development of Telematics
  - **Kartik Raja**, Co-Founder, Phimetric Technologies Pvt. Ltd.

**17:40 - 19:00**

**Panel Discussion II, “Global Experiences: Broadband Service Disclosures”**

Across the globe, Telecom Regulators have mandated operators to disclose terms and conditions of their broadband services to consumers, albeit in different ways. While some mandate disclosures in shape of labels, some have been in form of code of practice, while other have kept it flexible for operators. While drafting regulations, regulators must have experienced certain challenges in terms of resistance by industry, appropriate design for disclosure, implementation and adoption by consumers. In line with these factors, relevant international and national experts will engage in a discussion. This session will provide critical insights on various disclosure mechanisms that may be localised for adoption in the Indian scenario as well as cross-learning for other countries.

- Chair**
- **Arvind Kumar**, Advisor (B&CS)-III, Telecom Regulatory Authority of India
- Presenter**
- **Rahul Singh**, Policy Analyst, CUTS International
- Panellist**
- **Martin Adolph**, Study Group Advisor, International Telecommunication Union
  - **Tiago Sousa Prado**, Deputy Head, Economic Analysis Department, National Telecommunications Agency
  - **Mahesh Uppal**, Director, ComFirst India Pvt. Ltd.

**19:00-19:15**

**Concluding Session, “Key Takeaways”**

**Udai S. Mehta**, Deputy Executive Director, CUTS International

**19:15-21:00**

**Dinner**

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