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September 18, 2023

Shri Sanjay Kumar Agrawal
Dy. Director General (DM)
Department of Telecommunications

Subject: Requesting support on CBS Implementation queries

Respected Sir,

Greetings from MAIT!

At the outset, MAIT is grateful for the continued support and collaboration from the Department of Telecommunications (DoT) throughout the whole CBS process. I am writing to seek your esteemed guidance and assistance regarding the implementation of the Cell Broadcast Service.

As we move forward with the implementation of this vital service, there are some areas where industry seeks clarity and requests your able guidance. We are committed to ensuring the successful deployment of the Cell Broadcast Service, and your insights will play a pivotal role in achieving this goal.

We kindly request your guidance on the following aspects:

S.No.	Queries
1.	Is the ask for CB titles to be translated based on the broadcast language or Phone language set up?
2.	Should the Phone read the title, subtitle and body text? Or just a couple of them? What is the expectation?
3.	What if the title and the body text are in different language?
4.	When do we start reading out the content? After finishing the beep/Alert sound? Or we would like to start reading out immediately with the beep sound? The beep sound could take long time.
5.	What if user does not pick up the phone. Should the readout proceed after beep sound? Should auto readout be mandatory without user disable option?
6.	Testing timelines for the CBS?
7.	Should user be allowed to disable or enable auto readout feature with UI switch in Settings.
8.	When Focus mode (Do Not Disturb, Work, etc.) is enabled, the read out still occurs. Is this expected.


9.	Can we expect CBS support in the Bengaluru region in the Kannada language in the upcoming days?
10.	Can we expect CBS support in the Kolkata region in the Odia language in the upcoming days?
11.	Is JIO going to support with the CBS test?
12.	Is it possible to specify the languages in which the CBS messages will be sent for that particular state?
13.	Is it possible to specify the exact time and date of the CBS messages that are transmitted from the network?
14.	Are refurbished phones, which carry current year as their "date of manufacturing" covered under CB's ambit?
15.	Testing schedule to be made available for 5G network and Jio Networks.
16.	There are Indian languages which Google TTS engine doesn't support. We need more than 12 months to support additional Indian languages. Is DoT reconsidering the language support for the read-out feature based on the feedback from Smartphone manufactures and Google. We are waiting for DoT to provide updates including the language to script mapping information.

Once again, we extend our heartfelt thanks to the Department of Telecommunications for the invaluable support extended to us thus far.

We also request you for a **meeting on a day & time convenient to you** to personally apprise you of the matter and seek your advice & guidance.

We would greatly appreciate your kind confirmation.

Warm regards,


Col Suhail Zaidi (Retd)
Director General

CC: Shri Ashwani Kumar Mahaur (Director-DM), DoT

CC: Shri Shriphal Meena (ADG-DM), DoT