

FACTSHEET

Broadcast Seva Portal: An end-to-end solution for Broadcasting Sector

Broadcast Seva Portal to aid Ease of Doing Business in the Broadcasting Sector

(Ministry of Information & Broadcasting)

April 05, 2022

Keeping in view the Hon'ble Prime Minister's initiative for Ease of Doing Business, Digital India and Make In India, the Broadcast Seva (BS) portal provides a single point facility to the stakeholders to request for required permission, registrations, licenses, etc. issued by the Ministry of Information and Broadcasting for broadcast related activities.

Context

The [Broadcasting Wing](#) of Ministry of Information & Broadcasting is the concerned wing for all matters related to **regulation of content telecast on private satellite TV channels and transmitted/re-transmitted through cable television network** in terms of the **Programme and Advertisement Codes prescribed in [the Cable Television Networks \(Regulation\) Act, 1995](#)** and the **[Cable Television Networks Rules, 1994](#)** framed there under and private FM Radio channels and Community Radio Stations as per the [Grant of Permission Agreement \(GOPA\)](#) guidelines and [AIR Broadcast Code](#).

Every broadcaster through various Policy Guidelines has been mandated to follow the Programme and Advertisement Code prescribed under the **Cable Television Networks (Regulation) Act, 1995** and Rules framed thereunder. The Cable Television Networks Rules, 1994 have been amended vide [Notification No. GSR 416\(E\)](#) dated June 17, 2021 **thereby providing for a statutory mechanism for redressal of grievances/complaints of citizens relating to content broadcast by television channels**. These rules are called the [Cable Television Networks \(Amendment\) Rules, 2021](#).

Launch of [Broadcast Seva Portal](#):

Union Minister of Information and Broadcasting, and Youth Affairs & Sports, Shri Anurag Singh Thakur on April 04, 2022, [launched](#) the **Broadcast Seva Portal**, heralding a new chapter in Ease of Doing Business in the Broadcasting sector. Speaking on the occasion, Shri Anurag Thakur said "the portal is a giant leap forward



in realizing Hon'ble Prime Minister Narendra Modi's mantra of 'Minimum Government, Maximum Governance', as this simple and user-friendly web portal provides a broadcaster an end-to-end solution with just a click of a mouse." Government has harnessed technology to bring transparency in the system and make it more accountable, he added.

Shri Apurva Chandra, Secretary, Ministry of I&B said that the new portal has several improvements over the previous version and has incorporated suggestions from stakeholders over a trial period of one month.

About Broadcast Seva Portal:

- Broadcast Seva Portal is an integrated online portal solution for speedy filing and processing of applications of broadcasters for various kinds of licenses, permissions, registrations, etc.

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Broadcast Seva Login | Raise Support Request | View Support Request status | User Manual

Existing User Log In

Username
Enter Username

Password
Enter Password

Type the Code shown YD665
Please enter above code

LOG IN

Not a Member? [Sign Up](#)

[Forgot Username](#) | [Forgot Password / Unlock Account](#)

Instructions

1. If you already have a Broadcast Seva account, please log in with your User ID and password.
2. If you are an existing permission holder from the Ministry of Information and Broadcasting or have applied for new permission before go live date to the Ministry of Information and Broadcasting, then please log in as per the details provided in the email about creating/ accessing your Broadcast Seva account.
3. If you have an application / permission / license / registration approval from Broadcast Seva but have not received any e-mail, please reach out to us at feedback@bcslmib.gov.in.

- This online facilitation portal for the broadcasting sector will speed up the process of receiving any approval or applying for any permission from the government.
- The Portal will provide a 360-degree solution to over 900 Satellite TV Channels, over 70 Teleport operators, over 1750 multi-service operators, over 350 Community Radio Stations (CRS), over 350 Private FM Channels and others.
- The portal will ensure smooth coordination with other ministries, integration with E-office and enable analysis & reporting.
- It will soon be linked to government of India's flagship initiative [National Single Window System](#).

Benefits of the portal

- **Transparency**
- **Accountability**
- **Responsiveness & Efficiency in the ecosystem**
- All information to be available on a single dashboard

Services and features of the portal includes

- End-to-end processing
- Integration with payment system (Bharat Kosh)
- Integration with E-Office and stakeholder ministries
- Analytics, Reporting and Management Information System (MIS)
- Integrated Helpdesk
- Application forms and status tracking
- Downloading letters / orders from the portal itself
- Alerts to stakeholders (SMS/E-Mails)



Broadcast Seva portal will lead to greater transparency and accountability by enabling information symmetries, removing various hurdles and providing digital solutions to achieve end-to-end facilitation.

The Broadcast Seva portal has been developed in cooperation with Broadcast Engineering Consultants India Limited (BECIL), a Mini Ratna Public Sector Undertaking under the Ministry of I&B and Tata Consultancy Services Limited (TCS), the technology partner.

The broadcasters have welcomed the launch of the portal and said that it will greatly reduce the distance an application has to travel and the effort required in the application process.

References:

- Video of [Launch of Broadcast Seva Portal](#)
- PIB Press Release on [“Broadcast Seva Portal for broadcasters Launched by Shri Anurag Thakur”](#) dated April 4, 2022
- <https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=1813176>

Flip Book:

To know more about the functionalities and services provided by the portal, [click here](#)

Tweets:

- https://twitter.com/PIB_India/status/1510925305640529920?t=Cfv6ge2VttiFFfTrmuJokg&s=08
- https://twitter.com/PIB_India/status/1510919627093999624?t=CwsBsCPY_GDgKrIh0Zfdog&s=08
- https://twitter.com/PIB_India/status/1510925456391999492?t=uBRNA6qoNG5yWEHqZjMNg&s=08
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- <https://twitter.com/DDNewslive/status/1510913928183926787?t=-frcL6-xVfgztd1bhwl0Ug&s=08>

Further Reading:

- <https://economictimes.indiatimes.com/industry/media/entertainment/media/govt-to-launch-broadcast-seva-portal-in-three-months/articleshow/87879285.cms>
- <https://www.indiantelevision.com/television/tv-channels/news-broadcasting/we-re-conveying-broadcasters-concerns-to-the-regulator-mib-secy-apurva-chandra-on-nto-20-211123>

AG/HP/RN