

## EMFA welcomes government initiative for TV channel



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Electronic Media Forum Assam (EMFA) has welcomed the initiative of Assam government to launch a satellite television channel. The forum expects that the proposed channel would help disseminating the relevant information of various government schemes and welfare programmes for the benefit of the common people of the region.

Mentionable is that the State government led by Tarun Gogoi has declared about its proposed television channel that expected to go on air by January 2013. The concrete idea got shaped following a high level meeting at Dispur on May 19 ,2012 where the chief minister Tarun Gogoi discussed about the project with his cabinet colleges Himanta Biswa Sarma (health & education), Pradyut Bordoloi (power), Rockybul Hussain (forest), Nilamoni Sen Deka (agriculture) and Basanta Das (information and public relations). The focus areas of the channel are set to be various important sectors like education, agriculture, health and tourism.

Assam hosts six satellite news channels (News Live, DY365, NE Television, News Time Assam, Frontier TV and Prime News) that actually cater the immediate need of over 50 million people in northeast India. The State with a population of around 30 million also supports other hundred cable news channels scattered in different parts of Assam. “The government run channel should be useful for propagating positive news around the clock as it would seemingly be free from the clutches of market driven television rating points. But at the same time, we heartily expect that it will never turn into a showpiece of political vendettas generated by some influential personalities for their selfish interest,” stated in a press release issued by EMFA.



**[editor](#)**

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