**SD Cable Terms of Reference**

**Introduction and Background**

In the wake of Covid-19, which infect is the pandemic and the global challenge with no exception M/S SD Eastern Bhutan Cable Services has taken extended roles in all possible areas to curve the spread. In doing so, the public notifications and best personnel hygienic practices issued by both the Ministry of Health and the World Health Organization are telecast through our cable service ensuring that the public gets right information. At this point of critical time of pandemic, fast and right information is very important and constant reminders not to be complacent when it comes to observing the practices.

**Objectives or Purpose**

Other than the normal program, we will ensure people are being provided with more entertaining programs as to keep people engaged indoor. Of late, despite constant reminders and notices from the government and concern authorities, possibly there could be few who would undermine the national efforts to curve the pandemic. To this we will disseminate and sensitize the general public of Samdrup Jongkhar, the importance of individual efforts and their act of being responsible that would contribute immensely. As much as preparedness is vital, so is unity and efforts, we will remain available for broadcast of anything that is urgent and pressing, particularly concerning the public of Samdrup Jongkhar and nation as a whole.

**Technical Measures, Physical distancing and personal hygiene practices to be observed:**

1. All the subscribers are informed to make monthly payment via MBoB/MPAY. Those who do not have such facility, an appropriate distance is maintained while collecting payment and issuing receipt.
2. Regular hand washing practices before, during and after office hours by each and every employee is compulsorily an individual’s moral responsibility.
3. As long as complains are not serious and deemed physical presence are communicated through phone calls to ensure the problems are solved.
4. Having digitalized system, an activation of onscreen emergency display will be switch on with whatever message is necessary for the public benefits so it appears in all the channels available rather than just in local channel.