EVERY EFFORT WILL HAVE A CAUSE,
AND EVERY  CAUSE ,
SHOULD LEAD TO HARMONY.


CLUBS,SOCIETIES,COMMUNITIES & ASSOCIATIONS,
GROUPS LIKE MINDED PEOPLE , FOR THIS CAUSE

NEEDS … WHEN INDIVIDUALS ,FAIL TO ACHIEVE ,
THESE GROUPS VOLUNTEER , TO GROUP VOLUNTEERS,
FOR SHARING , A FEW NEEDS OF THAT INDIVIDUAL,
STRENGHTHENING HIM ,
TO BE A PILLAR IN BUILDING
A SECURE  & CONFIDENT SOCIETY


FROM
INDIVIDUAL NEEDS,WHICH REFLECTS ,THE SOCIAL NEEDS
LIKE EDUCATION ,HEALTH, EMPLOYMENT ,CALAMITY  AID & RESCUE
TO COMMUNITY NEEDS
LIKE SOCIALISING ,NATURE CONSERVATION ,PUBLIC UTILITIES MAINTENANCE,
THESE GROUPS, IN YESTER YEARS, HAVE BEEN THE ROOT,
IN THE CONSTRUCTION OF THIS CULTURED & CIVILISED SOCIETY.

BUT
TODAY, THE SOCIETY IS SHRINKED ,IN A WEB OF TECHNOLOGY,
WHICH IS AN EXTENDED ORGAN & NEED OF DAY TODAY LIFE.
AND
NOW.COMES THE REAL SERVICE ,OF THESE ELITE GROUPS…


NAME IT, ANY SERVICE OFF THEIR  PAST
FROM BASIC EDUCATION , TO E-EDUCATION
FROM CLEANING RUBBISH IN PUBLIC  TO CLEANING THE RUBBISH ON NET
FROM MAINTAINING PARKS TO MAINTAINING DATA HUBS
FROM SPONSORING STD BOOTH FOR SELF EMPLOYMENT  ,NOW TO E-BOOTHS
FROM HEALTH CAMPS TO E-MEDICINE
FROM HELP SERVICES TO E-GUIDENCE
FROM ADOPTION OF ENTITIES TO ADOPTION OF E-SERVICES
FROM CAMPUS INTERVIEWS TO ONLINE JOBS & MATRIMONY


….MAKING WEB , A HARMONIOUS & PEACFUL ,
SECURED NET COMMUNITY

IN THIS PROCESS
(*REBA* *MEANING* *RESEARCH BANK*)

REBA FOUNDATION , REGISTERED UNDER THE TRUST ACT,
HAS PARTNERED WITH
REBA COMMUNICATION LIMITED,REGISTERED UNDER THE COMPANIES ACT
FOR
E-BOOTHS,E-MAINTENANCE,E-CENSORING & E-AUTENTICATION OF DATA HUBS
ALONG WITH E-SERVICES, LIKE E-LEARNING,E-MEDICINE,E-GUIDENCE,ETC

REBA COMMUNICATION LIMITED,
HAS DEVELOPED AN UNDER PATENT,
INTERNET BASED INTERACTIVE , DIGITAL,
ONLINE ,EDUCATION & INFORMATION CHANNEL,
RUNNING IN REGIONAL LANGUAGE ,
FROM THE LOCALISED COMMUNITY, DATA HUB
OF THE  CABLE OPERATOR
ENTERING ALL HOUSES THROUGH THE TV ,
FOR CREATING MASS AWARENESS,OF THESE TECHNOLOGIES ,
WITH A COMBO  OF  USER FRIENDLY
UTILITIES ,APPLICATIONS  & SERVICES
TO REACH THE COMMON PUBLIC

"**Money is what money does**"

From barter via coins to paper….
But future will be mere digital transfer , virtually.
Based on content, data, products & services.

"**Need, Greed & Fear**".

Reason for money to get transferred, between two person's.
Only option for money to stay with us,is by services of one's need

RIGHT TO
INFORMATION / EDUCATION / SECURITY
ACCESS / BROADCAST / COMMUNICATE

Vision driving this Company is "to elevate the TV medium
to a level of problem-solving
for 100% population
(from the current level of mere entertainment)
by abolishing unemployment and underemployment
.

Promotors- B.Kumara guru baran & Reba senthil kumar

Partners   - Vasanthi shakthinagalingam, R.Subramaniam,
 S.Prabhakaran,Harish kumar jaggi

Share holders-friends,relatives,distributors,dealers,agents,
 cable operators,Channel partners,staff,contributors

Network   - All over india except lakswadeep

Tie-up-200 signed/2000 confirmed /target 20000/overseas enquiries

DIRECTOR Incharge -*Mr.Sowpnendu mustafee-( East india)*

Reba foundation(R&D trust)
Reba patent holdings pvt ltd(holding)
Reba group of companies(commercial services & products)

**Reba communication limited**-anywhere/anytime/anytech-on demand services
*Caption-The Heart Beat of Future*
1.***content***                    -audio/video/data
2.***communication***          -internet/inranet/extranet
3.***channel***                   -Non-monontonous,online,digital,internet based,
 customer/service provider/ advertiser interactive,
 education and information services on channel
4.***commerce***               -electronic/online/mobile/tele/digital/virtual
***5.consumer goods***
***6.consultancy & counseling***

***Reba communication live***-(*proprietor*)-network/agreements
***Reba communication live***-(*partnership*)-stocks
***Reba intelligent solutions & equipments***-*partnership*-electronic production

Reba net                                      -internet-(wifi/coax/optic/3g/cat5)
Reba news                                           -news
Reba creations                                      -web content
Reba productions                      -channel content
Reba studio                                          -post production & equipments
Reba soft wares                       -software development
Reba automation                       -computers/controls/robotics
Reba online & automated monitoring    -security
Reba info way                                       -hosting/data hub
Reba online                                         -websites


www.reba.in
www.rebaonline.in (localized information pages-to be loaded)
www.reba.co.in (matrimony/jobs/ads/search/classifieds/biz bazaar)
www.rebatours.in (shopping/tours)
www.rebabooking.in (transport/halls)
www.rebahotels.in
www.rebaservices.in (hosting management)
www.rebanews.in
www.rebalive.in (audio/video/images/text blog)
www.reba.tv


Web/channel softwares & content ……….
Electronic softwares & production………..

### Information-root for all services & gateways

*Services*-Data communication/automation/security/digital commerce/robotics/ hospitality/lifestyle/media services/FMCG /e-governance/e-management ..
Gateways-info/network/access/broadcast/payment/service/security /automation / technology/power controls/media/transaction/marketing..

### Data success

Observation/accumulation/processing/authentication/storage/updating
Transferability/compatibility/user friendly/upgradeability/availability
Search-precise & fast (systematic coding.piling.looping)
Members confidence/data security/system sturdy/customer service
Mental Peace & No Physical Strain

### Net success

Local info-area wise & service wise
Regional lang. & multi lingual options
Regularly updated
Verified & cross verified-authentication/certification/rating/grading
Centralized-              1. payment/entry/search/ coding / login ..etc
2. operations- bank type
3. access- IRCTC type
Reach – mass awareness/ public participation/personal utilities

## Strategy

Enter all houses
Educate them
Activate services
Make it a necessity
Upgrade the system & services

## Service provider-agent

Available on need
Locally familiar
Day to day personal communication
Utility service provider – cable tv, post man, courier, gas, supplier.. etc
Good will holder

## Delivery- mode

TV
Phone
Net

*Employment sectors-data booths/hubs/kiosks*

*Direct*
posting
viewing
subscription
ads
transactions
service charges
Commissions

*Indirect*
personalized & customized services
offline & online services
value added services & on demand services
technical services & management services
specialized services
professional & corporate services
R&D.consultancy,counseling,training,liasoning, HR/marketing/survey/media/events…etc

### Service uniqueness

not ad, but info+
non monotonous
utility service model
combo offers
online monitoring
specific target
Area based/viewer based/scheme based/data based/
sales chart based/time based/ event based/placement based/
hit based/survey based/prog. based/on demand based…etc

### Slots

channel partners
paid
members
Bidding

### Content uniqueness

        Based on need/developmental program/positive thinking/
no smear campaign, for Depressed,stressed,politics,spiritual,kids,students,
unemployed,ladies,old,teens, news, life style,information,hospitality,travel
,health,nature,arts,business, education, govt., science & technology, talent exposure…..

**Centralized
access & broadcast**

**of
content & services ,**

**in
multiple locations,**

**of
remote hills & forests,**

**of
bengal & north east ,**

**from
any where in the world**

**Through
Any technology**

## THE POLICY OF  CONTENT OF REBA

The content should be approved clips of the company.

Within the frame work of company rules and regulations.

It should be disciplined, no financial obligation, no re-issue,
 no gossip, no negative, no personal cause/issue ,
 not take it granted, respectable, politeness, balanced,

 Flash only official data, cases of social importance only.

Proper and prior information of censor/agencies/govt and police,
 no embarrassment.

Govt and Police content also based on judgment and not on process.

No yelling, no sensation, no cornering, no shouting, no tension, no abuse,
no smear campaign, no bias, no boost, no pull down

## REBA contents:-

It will have

First prints
Footprints
Work space
Quiz of the day
Blind man's elephant
Cartoon of the day
Chat corner
Media pressure/watch
Public performance
Political compulsion
 Factual and actual
Idea of the day
Deed of the day
Question of the day
Education / information/ life style
Technology / health/nature
Not politicians spat ,but politicians pat
E-governence
Old/ kids/teens/ladies/depressed/under privileged /students

## REBA contents:-
It will have

Need of the hour
Quote of the day
Hero of the day
Better governance
Join the nation
Police bulletin
Government bulletin
Media report
News research
Tips of the day
Weather
Program of the day
Unemployment news
Market watch
Positive attitude
Political parties
Issues and suggestions
Complement
Resolution
Thought of the day

# High lights of project- leading to powerful channel

Regional language,localized on global access
Creative manhours- 24 hrs * 40000tl
Global access of 40000tl channel in one pipeline
Availablity of channel in same bandwith universally
Local content, ad, commercial establishment ,creative public outlet
Individual channels access/uplinks/availability
Online updated data from 40000tl
Centralized data availability
Access of data / channel content in all modes/technologies
Any where any data/channel access
Compatibility/ upgrading /updation provisions
kiosks for public and private usages
wi-fi and wi max network
broadband linkage
application/ automation services
Authentication server
online services hyper links
ecommerce
Bank/cards links
prepaid/easy recharge outlets
public /corporates voluntary involvement & need fulfilment
power of media and information in one project
inputs for marketing,survey ,dot com ,tele services,mobile …etc
exclusive outlet for computer /internet products ,their training & awareness by usage
assurance of a decade or two generation market branding thro' kids..
.

## High lights of project- leading to powerful channel

FROM story telling,story books,comics,cartoons,,kids channel TO THE next generation interactive systems

making services available user friendly, unbiased,  being spiritual & not religious, unbiased  & non political , avoid TARGETING PERSONAL BOOST OR ATTACK,  & non political ,avoiding monopoly ,firewall ,access barring, limitations and restrictions to anyone

*COMPUTER CHANNEL THE ULTIMATE OUTLET TO COMPUTER, INTERNET, E-COMMERCE, TELECOM, ISP, DOTCOM ,HARDWARE, SOFTWARE AND  CONTENT  BASED COMPANIES TO PROMOTE THEIR PRODUCTS THRO' TRAIL VERSIONS, DEMOS ,DISPLAYS & **TRAINING TO RURAL,UNEDUCATED,COMPUTER & NET ILLETRATES BY INTERACTIVE USAGE**

*THE OUTLET TO THE NEXT GENERATION MARKET –THE TODAYS KIDS ,BY CAPTIVATING AND DEEP ROOTING BRAND THROUGH THE INTERATIVE EDUCATION AND GAMES

**SPARK-3000 (UNDER PATENT**)

.

*REBACHANNEL UNIQUENESS LIES IN THE PHONE INTERACTIVITY
WITH THE COMPUTER TO ITS FULLEST MODE THRO' SPARK-30000 (UNDER PATENT),
 UNLIKE  OTHER INTERACTIVE SOFTWARE WHICH WORKS ON CUSTOMISED PACKAGES
 BASED ON WEB PAGE RELATED HYPER LINKS,

*SPARK –3000 (UNDER PATENT) HAS COMPLETE HARDWARE AND SOFTWARE SOLUTIONS
 COMPATABLE TO ANY ADVANCEMENT IN FUTURE

*SPARK_3000 ENABLES A COMPLETE PC OPERATION ON CONTENT IN HARD DISK, CDS
 FOR ANY EDUCATION, ENTERTAINING,GAMING SOFTWARES AND WEB SITES.

*SPARK-3000 IS **UNDER (TECHNOLOGY AND CONCEPT) PATENT** AND
NOT AVAILABLE IN OPEN MARKET.IT IS AVAILABLE FROM REBA
 UNDER NOMINAL & ATTRACTIVE SCHEMES ,CHEAPER THAN DUPLICATION
 AND MUCH CHEAPER THAN THE LEGAL LITIGATIONS
 ARISING OUT OF INSTALLING DUPLICATE / PIRATED TECHNOLOGY
 .
*REBA DOES NOT MERELY PROVIDE  A TECHNOLOGY ,
BUT ALSO A BUILT IN PROJECT WITH A REVENUE MODEL ,
TAKING THE CTO'S TO NEXT GENERATION BUSINESS,

*Compatibility*
*Internet Distribution*
*SPARK – 3000* is a user friendly and universal product
which can be updated to LAN /WAN / Cable Modem/
TV Set-Up Box/WEB TV/ internet Surfboards/
Computer & Modem/Video Phone and any other developed
or to be developed products in the market for
any kind of back end connectivity from ISP's and front end
distribution to each and every house. The rate revision and
business offers by ISP to its direct subscribers using any
technology is  applicable for the operators of   SPARK  3000
*Cable Televisions*
*SPARK 3000* can also support Interactive Multimedia/Software
like BROAD CAST,DTH INTERACTIVITY, CHIOS and other services
for paid and free cable interactive channels
*Other Services*
*SPARK 3000* can support all interactive services
like interactive audio / video and any kind of interactive devices /
Interfaces available in the market.
*Business Services*
*SPARK 3000* can be simultaneously used for computerization
of office and running browsing center in the same premises
and other DTP/Printing/CAD/Web hosting and other business services
.*Updating*
SPARK 3000 *can be customized and updated for any kind of general
and interactive services required by the buyer*  or his subscribers

PUBLIC BENEFITS

Online Utility services on the TV
Education & information
Technology at his reach
Awareness by usage
Centralized ,updated & authenticated
Local areawise,servicewise,language
Multilingual Secured net  community
Global access & broadcast
Employment oppurtunities –direct 25 & indirect 50 persons /hub

**Route Map to Success:**

The future lies in Artificial Intelligence
The success of artificial intelligence lies in robotics
**The success of robotics lies in automation**
The success of automation lies in communication
The success of communication lies in networking
The success of networking lies in net facilities.
The success of net facilities lies in content
The success of content lies in localized data
The success of localized data lies in reach.
The success of reach lies in authentication
The success of authentication lies in updating
We update to succeed the future

## PARTICIPATION

Direct channel slot purchase/maintenance
Sponsoring data hubs/e-booths/equipments to service providers

## REQUIREMENTS

Rs 50000 per data/channel hub
Average Bengal 250 hubs & north east 250 hubs

Rs 50000 per e-booth/person
Self employment scheme

## REACH

Co-branding in web & channel
Co-sponsor in web, events & services
Running of services-e-learning,e-medicine,e-guidence,etc

*Why this is a powerful concept?*

The benefit of this project to the ultimate user is to enable him to access
 the fields of e-business, banking on net, shopping and trading through net
 and other net based services without incurring heavy investment
on hardware & accessories and without subscribing to any ISP as is prevalent today.

 This particular project which slides between the reach of the media and the booming
 of the information highway on the net will enable both the market and the user a
more interactive and user friendly interaction with minimal investment, thus providing
 a highly cost effective medium of information transfer between the industry and
 its targeted consumer based.

 At present the Industry reaches the consumer through the two main modes
 of conventional media and the Internet, to a great extent.
 However this project will lessen to a great extent the dependence of the industry
 on the above modes and will enable the industry to have a direct and
 more cost-effective interface with ultimate consumer.
The project enables any thing and every thing, using an ordinary TV as a computer,
 will create a revolution in the Media world and Internet.
 It will reach all the homes having a TV set (with cable TV connection) and
will enable the participants of this project to rule and monopolize the It industry and the Net

*Why this is a powerful concept?*

**NET/DTH/MALL ENTRY – 20% IN CITIES & 2% IN RURAL**
**BALANCE 80% TO 98% ARE STILL CABLE CUSTOMERS**

The above report is based on the statistics
That in a area the total number of people                                    -1000
50% have cable connectivity                                                   - 500
In which only 10% are ready to invest and go for Internet.      - 50 Nos.
Thus the ISP person is satisfied with 50,000 people connectivity to Internet
 out of the 5Lac's cable connectivity in a city.
This project caters other 450 people and also consider the people,
 who do not have cable TV connection. But when they buy a TV,
as a first priority and next phone, they automatically come into this Network
Also there will always the set of middle class people who will use this facility.
 The upper middle class having a computer or cable modem in a house and
will also uses the facilities for emergency browsing and reservation's and E-purchases
 when any of their family member is working on cable modem or computer

The honour of working with you,

The prestige of your association

We solicit.

Help us to help you

Thanking you

REBA TV