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GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN
NEW DELHI- 110001

Dated: 7th Feb., 2019

To

All Private Satellite TV Channels

Department of Empowerment of Persons with Disabilities (DoEPwD) had raised concerns in the past regarding formulation of Accessible India Campaign (Sugamya Bharat Abhiyan) for achieving universal accessibility for persons with disabilities (PwDs) which had stressed that access to TV programmes for many persons with disabilities is denied due to lack of assistive technology. All TV channels, News Broadcasters Association (NBA), Indian Broadcasting Foundation (IBF) and Association of Regional Television Broadcasters of India (ARTBI) were requested, vide advisory dated 13.6.2016, to carry the same language captions and audio description along with the programmes and news reports by TV channels for accessing by differently abled people.

2. The media has always been in the forefront of taking up important issues/causes including those for the welfare of the disadvantaged sections of the society and in the recent past, Republic Day Parade with commentary/Independence Day Ceremony were carried with sign language interpretation for the benefit of differently abled people.

3. All Private Satellite TV channels are, therefore, kindly requested to carry TV programmes with sign language interpretation for accessing by differently abled people.


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Copy to:

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307.
2. Shri N.P. Singh, President, The Indian Broadcasting Foundation (IBF), B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049
3. Shri Rakesh Sharma, Association of Regional Television Broadcasters of India (ARTBI), B-116, Okhla Industrial Area Phase-I, New Delhi – 110065