

No.3105/28/2016-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN
NEW DELHI- 110001

Dated: 14th August, 2020

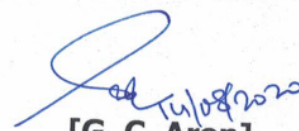
To

All Private Satellite TV channels

In the past years, Ministry of Information and Broadcasting has been getting requests from members of the civil society to facilitate access to the people with hearing impairment to the telecast of the Independence Day Ceremony/Commentary accompanied with sign language interpretation on TV channels so that such people can be part of this glorious ceremony on this important National Day.

2. Hon'ble President of India, Shri Ram Nath Kovind's message to the nation will be telecast live on the eve of Independence Day i.e. 14th August, 2020 (Friday) at 07:00 PM. The Flag Hoisting Ceremony and address of the Hon'ble Prime Minister, Shri Narendra Modi, from the Ramparts of the Red Fort on 15th August, 2020 (Saturday) will be telecast live from 006:25 AM onwards on the entire Doordarshan network. Private satellite TV channels can carry the feed of the events free of cost. Further, DD Bharati channel will carry the sign language interpretation of the events to provide access to the people with hearing impairment.

4. All private TV channels, interested in carrying the live telecast of the forthcoming Independence Day Ceremony/Commentary, may like to carry the signals of DD News/DD-National and DD Bharati with sign language interpretation for the benefit of differently abled persons and make the event accessible to them.


[G. C. Aron]
Director (BC)
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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
4. Shri Anuj Jain, Executive Director, National Association of the Deaf (NAD), No.102, First Floor, Plot No.19-A, Vishal Complex, Patparganj Village, Opp. Una Enclave Apartments, Mayur Vihar Phase-1, Delhi – 110091