

No.3105/62/2015-BC.III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN,
NEW DELHI – 110001

8th April, 2016

To

1. All TV Channels
2. Shri Uday Shankar, President, The Indian Broadcasting Foundation (IBF), B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049.
3. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307.
4. Shri Rakesh Sharma, Association of Regional Television Broadcasters of India (ARTBI), B-116, Okhla Industrial Area Phase-I, New Delhi – 110065.
5. Ms. Shweta Purandhare, Secretary General, The Advertising Standards Council of India (ASCI), 219, Bombay Market Building, 78 Tardeo Road, Mumbai – 34

Subject : Telecast of the programmes for disabled persons and inclusion of the facility of providing captions in the programmes for the hearing disabled and audio support for programmes for visually disabled.

Sir,

I am directed to state that a Joint Meeting was held between Secretary, I&B and Secretary, Deptt of Empowerment of Persons with Disability (DoEPwD) on 4.3.2016 to discuss advocacy and dissemination requirements for 'Accessible India Campaign' and other related issues .

2. Certain areas were highlighted in the meeting where support of Ministry of I&B was solicited such as awareness generation about the Accessible India Initiative, increased frequency of programmes for disabled persons in TV channels, showcasing films on achievements of disabled persons through public and private TV channels, and working towards captioning for hearing impaired and audio facility for sight impaired in programmes on TV channels in a time frame.

3. Electronic Media has played a crucial role in ensuring inclusiveness of all citizens of the country in sharing information and entertainment. As immense public interest is involved, all TV channels as also Indian Broadcasting Foundation (IBF), News Broadcasters Association (NBA), Association of Regional Television Broadcasters of India (ARTBI), The Advertising Standards Council of India (ASCI), are requested to assign greater emphasis to programs for disabled persons and to include the facility of providing captions in their programs for the hearing disabled and audio support for programs for visually disabled.

4. The achievements of such actions taken may be intimated to the Ministry.

5. This issues with the approval of Joint Secretary (B-1).

Yours faithfully,



(SOMVIR SINGH)
Under Secretary (BC.II)
Tele.2338 6819