

**No.804/30/2016-BC-III**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**'A' WING, SHASTRI BHAWAN**  
**NEW DELHI- 110001**

Dated the 12<sup>th</sup> August, 2016

To

All TV Channels

The entire nation is celebrating its 70<sup>th</sup> Independence Day. On this solemn occasion, the entire country is united in the emotions of national integrity, patriotism, national fervor and gaiety.

2. In this regard, Ministry of Defence and Ministry of Textiles have jointly brought out a video "Aazadi Ke Rang" (in HD quality) in celebration of the Independence Day with a view to infuse the message of patriotism across the nation. The said video sends out a strong message of unity, strength, patriotism with a sense of discipline. In order to facilitate easy access, the video can be downloaded from the link: <https://we.tl/FxNz8EcuV4>, free of cost.

3. Electronic Media has always been in the forefront to carry such message as it is a powerful tool to reach out to the millennia of people. Keeping in view the spirit of nationalism and patriotism, all TV channels are requested to carry the said video as part of celebration of the festival of Independence so as to spread the message to the farthest corner of the nation.

*Neeti*  
12/8/16

**[ NEETI SARKAR ]**  
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To

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3<sup>rd</sup> Floor, C-56/5, Sector 62, NOIDA – 201307.
2. Shri Uday Shankar, President, The Indian Broadcasting Foundation (IBF), B-304, 3<sup>rd</sup> 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