

No.N-41015/6/2025-BC.III
Government of India
Ministry of Information and Broadcasting
(Broadcasting Content - III)

Date: 30.10.2026

ADVISORY

To,

All Private Satellite TV Channels

Subject: Advisory regarding carriage of sign language interpretation during the telecast of Rashtriya Ekta Diwas celebrations - reg.

On 31st October 2026, Rashtriya Ekta Diwas celebrations marking the 151st birth anniversary of Sardar Vallabhbhai Patel will be celebrated throughout the nation. The celebration will begin with floral tribute to Sardar Patel by Hon'ble President Smt. Droupadi Murmu from 07:00 a.m. onwards in New Delhi. Further, the programme of floral tribute to Sardar Patel by the Hon'ble Prime Minister Shri Narendra Modi will be held at the Statue of Unity, Ekta Nagar, from 09:00 a.m. to 09:10 a.m. This will be followed by the laying of the foundation stone and inauguration of various projects at the Statue of Unity by the Hon'ble Prime Minister from 09:15 a.m. to 09:30 a.m. Later, various events will be held at the Parade Ground, Ekta Nagar, from 17:30 hrs. to 19:40 hrs. in the presence of the Hon'ble Prime Minister to celebrate the day.

2. The events will be telecast live across the Doordarshan network (DD National, DD Bharati (with sign language interpretation), DD Urdu, DD Kisan, and all Regional/State Network Channels. Additionally, live streaming will be available on the official YouTube channels of all participating DD networks (DD National, DD Bharati, DD Urdu, DD Kisan and all Regional/State Network Channels).

3. All private satellite TV Channels, may carry the live telecast of the Ekta Diwas Celebrations using the signals of Doordarshan network or DD Bharati with sign language interpretation for the benefit of differently-abled persons and make the event accessible to all.

4. This issues with the approval of the competent authority

(Arpitha S)

Deputy Secretary

Copy to:

1. Self- Regulatory Bodies of TV Channels Registered under the Cable Television (Amendment) Rules, 2021.
2. Association/ Bodies of Electronic Media.
3. Broadcast Sewa Portal.
4. Ministry of Information and Broadcasting website.