

No.3105/08/2014-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN
NEW DELHI- 110001

Dated: 19 Jan., 2015

ADVISORY

Whereas requests have been made to the Ministry of Information and Broadcasting for facilitating access to the differently abled people the Republic Day Parade with commentary on 26th Jan., 2015 by carrying the telecast accompanied with sign language interpretation to help them connect meaningfully with this important National Day. People, especially with hearing impairment, have requested for a wide coverage available to them across public and private TV channels.

Whereas Public broadcaster, Doordarshan has indicated that the DD News channel will carry the sign language interpretation of the aforementioned event to provide access to the people with hearing impairment. DD News will also let private satellite TV channels carry the feed of this event free of cost, if they wish to carry the same telecast.

Whereas the media has always been in the forefront of taking up important issues covering national integration, progress of disadvantaged sections of the society, etc. It would be another step in the right direction by media to facilitate access to the RD Parade commentary to differently abled people.

It is in this spirit that all TV channels, interested in carrying the live telecast of the Republic Day Parade with commentary are advised to carry the signals of DD News with sign language interpretation.

Neeti
19/1/15

[NEETI SARKAR]

Director (BC)

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To

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA - 201307.
2. Shri Uday Shankar, 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