

No.3105/28/2016-BC.III
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan,
Rajendra Prasad Road, New Delhi – 110 001.

August 14, 2019

To

All Private Satellite TV channels

Sub: Implementation of Accesibility Standards for Persons with Disabilities in television programmes

With the enactment of Rights to Persons with Disabilities Act, 2016 w.e.f 19.4.2017, the Ministry of Information & Broadcasting has decided to implement the same by issuing Accesibility Standards for Persons with Disabilities in television programmes. A beginning of the same is intended to be made with the address of the Hon'ble President on the eve of Independence Day on 14.8.2019 and the address of Hon'ble Prime Minister of India to the Nation on Independence Day ceremony on 15.8.2019. DD Bharati channel will be carrying the sign language interpretation of these events for the benefit of the people with hearing impairment, which may be accessed by the private satellite TV channels to carry the feed of these events free of cost.

2. Private satellite news TV channels are requested to telecast a 5-10 minute programe on the Independence Day celebration in the afternoon/evening of 15.8.2019 wherein the sign language interpretation is shown. For this purpose, the channels may make their own programme (of sign language interpretation) or show a bulletin prepared by DD News, free of cost. Private TV channels may get in touch in DD News with Shri Vivek Vaibhav, Director (Mob.:9958988009), Shri Raman Hitkari, Head of Programme (Mob.:09868106728; 9711409260).


(Amit Katoch)
Director (BC)
T.No.23386394

Copy to:-

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, NOIDA-201307.
2. Shri Rakesh Sharma, Association of Regional Television Broadcasters of India (ARTBI), New Delhi-110065.
3. Shri Anuj Jain, Executive Director, National Association of the Deaf(NAD), Delhi.
4. Shri Mayank Agrawal, Director General, DD (News)
5. Smt Supriya Sahu, Director General, DD Bharati