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GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
'A' WING, SHASTRI BHAWAN

NEW DELHI
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ADVISORY

Whereas the Ministry of Information and Broadcasting has been requested that people with disabilities should have access to the Republic Day Parade/commentary telecast on private satellite television channels to help them connect meaningfully with this important National Day. People, especially, with hearing impairment are requesting for use of sign language interpretation of the telecast of the Republic Day commentary.

Whereas it has been decided by the Ministry of Information and Broadcasting that three channels of Doordarshan viz., DD-News, DD-Bharati and DD-Urdu will carry the sign language interpretation of the Republic Day Parade commentary to provide access to the people with hearing impairment. This is important as this telecast would provide a sense of participation to the people on this important day.

Whereas it has also been the practice by DD to allow private satellite TV channels to carry the feed of the Republic Day parade and commentary free of cost. As per this practice, this year also DD will share its feed of the Republic Day Parade with those satellite TV channels which wish to telecast the same.

Whereas the media has always been in the forefront of taking up important issues covering national integration, communal harmony, empowerment of women, progress of disadvantaged sections of the society etc. It would be another step in the right direction by Media to facilitate access to the Republic Day Parade and commentary to people with disabilities.

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

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To

1. Shri K.V.L. Narayana Rao, President, News Broadcasters Association, ME-5, Sha Vikas Apartments, 68, Patparganj, Delhi-110092.
2. Shri Ashish Sinha, Secretary General, Broadcast Content Complaints Council (BCCC), C/o The Indian Broadcasting Foundation, B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi-110049.
3. Shri Sharma, Regional Broadcasters Association of India.

Meeti
23/1/14

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