

No.3105/62/2015-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN
NEW DELHI- 110001

Dated: 13th June, 2016

ADVISORY

Whereas Deptt of Empowerment of Persons with Disabilities (DoEPwD) has raised concerns regarding formulation of Accessible India Campaign (Sugamya Bharat Abhiyan) for achieving universal accessibility for persons with disabilities (PwDs).

Whereas Deptt of Empowerment of Persons with Disabilities has stressed that access to TV programmes for many persons with disabilities is denied due to lack of assistive technology; during discussion with various NGOs, a need was felt to prepare guidelines to include, inter-alia, that broadcasting partners should develop and telecast a certain percentage of programmes with audio description and captioning as an experiment to the benefit of the target persons with disabilities.

Whereas the media has always been in the forefront of taking up important issues/causes including those for the welfare of the disadvantaged sections of the society and in the recent past, Republic Day Parade with commentary/Independence Day Ceremony were carried with sign language interpretation for the benefit of differently abled people.

Therefore, all TV channels, News Broadcasters Association (NBA), Indian Broadcasting Foundation (IBF) and Association of Regional Television Broadcasters of India (ARTBI) are hereby requested to carry the same language captions and audio description along with the programmes and news reports by TV channels for accessing by persons with disabilities.

Neeti
13/6/16
[NEETI SARKAR]
Director (BC)
Tele.23386536
(*Neeti Sarkar*)
(NEETI SARKAR)
निदेशक/Director
सूचना एवं प्रसारण मन्त्रालय
Min. of Information & Broadcasting
भारत सरकार, नई दिल्ली
Govt. of India, New Delhi

To

1. All TV channels
2. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307.
3. Shri Uday Shankar, President, The Indian Broadcasting Foundation (IBF), B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049
4. Shri Rakesh Sharma, Association of Regional Television Broadcasters of India (ARTBI), B-116, Okhla Industrial Area Phase-I, New Delhi – 110065