

## Extracts of References to SLS/SLC in TRAI Recommendations

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[Link to Recommendations](#)

**India holds global attention, contributing significantly to the country's soft power. Realizing the country's rich heritage and linguistic diversity, the Government has undertaken several initiatives to promote India's cultural wealth worldwide. Further, the growth of India's broadcasting sector will enable it to act as a connecting bridge between the country's culture and its dissemination to a wider global audience. Moreover, broadcasting plays a pivotal role in improving media access, reading literacy, learning Indian languages and promoting inclusivity at national scale through measures such as adding Same Language Subtitles (SLS)/ Captions (SLC), Audio Description (AD), Indian Sign Language (ISL) or any other accessibility features to the content at the source.**

*Fig.1 Discussion on Preamble, point 12, (page 16)*

3.65 The Authority is of the view that yet another important facet would be incorporation of features like subtitles/captions at the time of content creation. It is learnt that incorporating accessibility features like SLS, AD etc. on OTT platforms is easier to implement than on linear TV. This would unlock and enhance media access for Deaf and Hard of Hearing as well as for blind and visually impaired persons. More importantly, it would improve mass reading literacy and language skills for those with weaker reading abilities.

*Fig.2 TRAI acknowledging importance of incorporating SLS at source on OTT platforms (Para 3.65, page 112)*

### Comments of the Stakeholders

- 4.23 In response to Q18(i) regarding empowering PwDs to access information and entertainment programs, stakeholders emphasized the need for

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practices such as Same Language Subtitles/Captions (SLS/SLC), Audio Descriptions (AD), and Indian Sign Language (ISL) for users who are deaf, hard of hearing, blind, or visually impaired. This will also increase media literacy. Some stakeholders suggested that the NBP should adopt universal design principles in creating and implementing accessibility standards and recommended that television and OTT content should include default-on captioning that can be switched off as needed.

*Fig.3 TRAI incorporates our feedback on (1) SLS intervention on entertainment for literacy and (2) the need for universal design standards for accessibility features (para 4.23, page 134-135)*

- 4.28 The Authority believes that incorporating accessibility features for PwDs, such as Same Language Subtitles (SLS), Same Language Captions (SLC), Audio Descriptions (AD), and Indian Sign Language (ISL), should be encouraged during the production of content for films, television programs and digital media to facilitate such persons to access the content. This initiative would not only facilitate equal access to entertainment and information but also promote greater media literacy among all viewers. It aligns with the broader goal of creating an inclusive

society where everyone, regardless of their abilities, can participate fully in cultural and social activities.

- 4.29 Moreover, the implementation of these features can set a positive precedent for other industries, demonstrating the importance of inclusivity and accessibility in all areas of life. By prioritizing the needs of PwDs, the broadcasting sector can contribute to a more equitable society, where diversity is celebrated, and everyone has the opportunity to thrive.

*Fig. 4 Benefits of SLS re-emphasised by TRAI in the context of social inclusion (paras 4.28 & 4.29, pages 126-127)*

- 4.39 In view of the above, the Authority recommends the following strategies towards socio-environmental responsibilities.

**C2. Focusing on social responsibilities and optimizing utilization of green broadcasting practices**

**a. Achieving social responsibilities through content dissemination**

- i. Encouraging incorporation of accessibility features for Persons with Disabilities (PwDs) like Same Language Subtitles (SLS), Same Language Captions (SLC), Audio Description (AD)**

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**and Indian Sign Language (ISL) at the time of content production for films, television programmes, digital media etc.**

*Fig. 5 SLS finds specific mention in a key strategy recommendation of TRAI (para 4.29(C2(a)(i)), pages 139-140)*

12. India's rich culture and heritage are valuable assets that can be promoted and amplified by enhancing the broadcasting ecosystem. Diversified with varied art forms, ancient literature and folklores, India holds global attention, contributing significantly to the country's soft power. Realizing the country's rich heritage and linguistic diversity, the Government has undertaken several initiatives to promote India's cultural wealth worldwide. Further, the growth of India's broadcasting sector will enable it to act as a connecting bridge between the country's culture and its dissemination to a wider global audience. Moreover, broadcasting plays a pivotal role in improving media access, reading literacy, learning Indian languages and promoting inclusivity at national scale through measures such as adding Same Language Subtitles (SLS)/ Captions (SLC), Audio Description (AD), Indian Sign Language (ISL) or any other accessibility features to the content at the source.

Fig.6 TRAI reiterates the preamble at the end of the document, with reference to SLS again (para 12, page 150)

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**a. Achieving social responsibilities through content dissemination**

- i. Encouraging incorporation of accessibility features for Persons with Disabilities (PwDs) like Same Language Subtitles (SLS), Same Language Captions (SLC), Audio Description (AD) and Indian Sign Language (ISL) at the time of content production for films, television programmes, digital media etc.

Fig. 7 TRAI reiterates its strategy for socially responsible broadcasting, with reference to SLS (C2(a)(i), page 158)

SLS	Same Language Subtitle
SLC	Same Language Caption

Fig. 8 SLS and SLC mentioned in the glossary of the document (page 173)