

Performance Evaluation Report

| Objective | Weight | Action | Success | Unit | Weight | Target / Criteria Value | | | | | Achievement | Performan | |
|---|--------|---|--|--------|--------|-------------------------|------------|------------|------------|------------|-------------|-----------|---------------------|
| | | | | | | Excellen | VeryGoo | Good | Fair | Poor | | Raw Score | Weigh- ted Score |
| | | | | | | 100% | 90% | 80% | 70% | 60% | | | |
| 1 Effective dissemination of information of Government Programmes and policies. | 26.00 | (a) Organizing Public Information Campaigns(PIC). | PICs conducted by PIB. | Number | 3.00 | 136 | 125 | 105 | 90 | 80 | 132 | 96.36 | 2.89 |
| | | (b) Advertisements released by Directorate of Advertising and Visual Publicity(DAVP) on key flagship programmes / schemes. | Print and Audio Visual Advertisements released. | Number | 3.00 | 13000 | 11700 | 10400 | 9100 | 7800 | 16000 | 100.0 | 3.0 |
| | | (c) Implementation of Detailed Project Report regarding modernization of DAVP. | (i) Preparation of Phase-wise implementation plan. | Date | 1.00 | 30/09/2011 | 31/10/2011 | 15/11/2011 | 01/12/2011 | 15/12/2011 | | N/A | N/A |
| | | | (ii) Award of work. | Date | 1.00 | 31/01/2012 | 15/02/2012 | 29/02/2012 | 10/03/2012 | 15/03/2012 | | N/A | N/A |
| | | (d) Presentation of programmes including theatrical shows on national themes throughout the country by Song and Drama Division (S&DD). | Programmes and theatrical shows conducted. | Number | 3.00 | 8800 | 7920 | 7040 | 6160 | 5280 | 11802 | 100.0 | 3.0 |
| | | (e) Publication of books on issues of national importance, monthly journals, weekly issues of Employment News / Rozgar Samachar in Hindi, English and Urdu. | Books published. | Number | 1.00 | 100 | 90 | 80 | 70 | 60 | 99 | 99.0 | 0.99 |
| | | | Publication of Journals made. | Number | 1.00 | 216 | 194 | 172 | 151 | 129 | 216 | 100.0 | 1.0 |
| | | | Weekly Employment News published. | Number | 2.00 | 156 | 140 | 125 | 109 | 94 | 159 | 100.0 | 2.0 |

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| | | | | | | Excelle | VeryGoo | Good | Fair | Poor | | Raw Score | Weigh- ted Score | |
| | | | | | | 100% | 90% | 80% | 70% | 60% | | | | |
| | | (f) Presentation of Film Shows, Special Programmes, Public opinion gatherings, Oral Communication Programmes, Photo Exhibitions by Directorate of Field Publicity (DFP). | Presentations made. | Number | 2.00 | 100000 | 90000 | 80000 | 70000 | 60000 | 118131 | 100.0 | 2.0 | |
| | | (g) Construction of new office buildings for National Press Centre. | Completion of works as per milestones stipulated in the Contract Agreement. | Date | 3.00 | 31/01/2012 | 29/02/2012 | 10/03/2012 | 15/03/2012 | | 29/02/2012 | 90.0 | 2.7 | |
| | | (h) Digitalization of archival images by Photo Division. | 125000 images to be digitalized. | Number | 2.00 | 125000 | 112500 | 100000 | 87500 | 75000 | 133876 | 100.0 | 2.0 | |
| | | (i) Modernisation & Upgradation of Hardware & Software at Regional Offices (ROs) and Field Publicity Units (FPU) of DFP. | (i) Regional offices modernized. (out of the total of 22) | Number | 1.00 | 10 | 9 | 8 | 7 | 6 | 12 | 100.0 | 1.0 | |
| | | | (ii) FPU) modernized (Out of the total of 207) | Number | 1.00 | 95 | 85 | 76 | 66 | 57 | 20 | 0.0 | 0.0 | |
| | | (j) Assessment of the impact of various media campaigns through an independent outside agency. | Award of contract to the agency for evaluation | Date | 2.00 | 29/02/2012 | 07/03/2012 | 15/03/2012 | 19/03/2012 | 25/03/2012 | | N/A | N/A | |
| 2 | To digitalize the cable sector. | 2.00 | Amendment of the Cable Act to enable digitalization with addressability. | (i) Submission of Cabinet Note for seeking Cabinet approval on the roadmap of digitalization and amendments to Cable Act. | Date | 1.00 | 31/07/2011 | 31/08/2011 | 30/09/2011 | 31/10/2011 | 30/11/2011 | 23/09/2011 | 82.33 | 0.82 |

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| | | | | | | Excelle | VeryGoo | Good | Fair | Poor | | Raw Score | Weigh- ted Score |
| | | | | | | 100% | 90% | 80% | 70% | 60% | | | |
| | | | (ii) Introduction of Bill in Parliament | Time (Parliament Session) 1, 2 & 3 for Monsoon, Winter & Budget Sessions resp. | 1.00 | 2 | 3 | | | | 2 | 100.0 | 1.0 |
| 3 Promote and develop the growth of Mobile Television Services in India. | 2.00 | Finalisation of policy guidelines. | (i) Submission of Cabinet Note for seeking Cabinet approval | Date | 1.00 | 30/09/2011 | 31/10/2011 | 30/11/2011 | 31/12/2011 | 31/01/2012 | | N/A | N/A |
| | | | (ii) Issuance of guidelines after Cabinet approval | Date | 1.00 | 30/11/2011 | 31/12/2011 | 31/01/2012 | 14/02/2012 | 01/03/2012 | | N/A | N/A |
| 4 Expansion of FM Radio Services to cover more cities. | 5.00 | (a) Finalisation of policy guidelines. | Submission of Cabinet Note for seeking Cabinet approval | Date | 2.00 | 31/07/2011 | 31/08/2011 | 30/09/2011 | 31/10/2011 | 31/12/2011 | 25/06/2011 | 100.0 | 2.0 |
| | | | Issuance of guidelines after Cabinet approval | Date | 1.00 | 30/09/2011 | 31/10/2011 | 30/11/2011 | 31/12/2011 | 29/02/2012 | 25/07/2011 | 100.0 | 1.0 |
| | | (b) Licensing. | Appointment of Consultant for e-auction | Date | 1.00 | 30/11/2011 | 31/12/2011 | 31/01/2012 | 29/02/2012 | 15/03/2012 | | N/A | N/A |
| | | | Issuance of NIT | Date | 1.00 | 31/01/2012 | 15/02/2012 | 29/02/2012 | 10/03/2012 | 15/03/2012 | | N/A | N/A |
| 5 Review of the Prasar Bharati Act to improve governance in Prasar Bharati and redefine the relationship between Government and Prasar Bharati and | 15.00 | (A) Finalization of PB Amendment Bill | Submission of Cabinet Note for seeking Cabinet approval on recommendations of Group of Ministers (GoM) | Date | 2.01 | 31/01/2012 | 29/02/2012 | 07/03/2012 | 15/03/2012 | 20/03/2012 | 21/10/2011 | 100.0 | 2.01 |

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| | | | | | | Excelle | VeryGoo | Good | Fair | Poor | | Raw Score | Weigh- ted Score |
| | | | | | | 100% | 90% | 80% | 70% | 60% | | | |
| strengthening of infrastructure of Prasar Bharati. | | | | | | | | | | | | | |
| | | | Introduction of Bill in Parliament | Time (Parliament Session) 1, 2 & 3 for Monsoon, Winter & Budget Sessions resp. | 2.01 | 3 | | | | | | N/A | N/A |
| | | (B) Introduction of a transparent policy for selection of Private channels for placement in DTH platform of Doordarshan | Issuance of policy/guidelines | Date | 1.00 | 31/12/2011 | 31/01/2012 | 29/02/2012 | 10/03/2012 | 15/03/2012 | 31/05/2011 | 100.0 | 1.0 |
| | | (C) All India Radio - | Completion of installation. | Number | 1.00 | 35 | 32 | 29 | 26 | 23 | 35 | 100.0 | 1.0 |
| | | (a) Installation of : (i) 35 units of 10KW & 5KW FM Transmitters | | | | | | | | | | | |
| | | (ii) 1000 KW MW Transmitter at Rajkot | Completion of installation. | Date | 1.00 | 31/01/2012 | 15/02/2012 | 28/02/2012 | 15/03/2012 | 31/03/2012 | 14/01/2012 | 100.0 | 1.0 |
| | | (iii) Studios at Jaipur & Dehradun | Completion of installation. | Date | 1.00 | 31/01/2012 | 15/02/2012 | 28/02/2012 | 15/03/2012 | 31/03/2012 | 10/02/2012 | 93.33 | 0.93 |
| | (b) Boost infrastructure support in NE region: (i) Transmitter buildings and transmitters installation at 8 places | Completion of building and installation of transmitters. | Number | 1.00 | 8 | 7 | 6 | 5 | 4 | 4 | 60.0 | 0.6 | |

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| | | | | | | Excelle | VeryGoo | Good | Fair | Poor | | Raw Score | Weigh- ted Score | |
| | | | | | | 100% | 90% | 80% | 70% | 60% | | | | |
| | | (ii) Procurement of 1000 KW MW Transmitter at Chinsurah | Receipt of equipment | Date | 1.00 | 31/08/2011 | 30/09/2011 | 31/10/2011 | 31/12/2011 | 29/02/2012 | 25/09/2011 | 91.67 | 0.92 | |
| | | (D) Doordarshan - (i) Completion of studio projects at Tirupati & Leh | Completion of project | Date | 1.00 | 31/12/2011 | 31/01/2012 | 29/02/2012 | 10/03/2012 | | 23/12/2011 | 100.0 | 1.0 | |
| | | (ii) Upgradation of 5 earth stations in NE region | Completion of work | Date | 1.00 | 31/12/2011 | 31/01/2012 | 29/02/2012 | 31/03/2012 | | 29/02/2012 | 80.0 | 0.8 | |
| | | (iii) Issue of NIT for upgradation of DTH platform of Doordarshan (for 97 channels) | Issue of NIT | Date | 1.00 | 31/08/2011 | 30/09/2011 | 31/10/2011 | 30/11/2011 | 31/12/2011 | 21/12/2011 | 63.23 | 0.63 | |
| | | (iv) Issue of NIT for 4 HDTV Transmitters | Issue of NIT | Date | 1.00 | 30/06/2011 | 31/07/2011 | 31/08/2011 | 30/09/2011 | 31/10/2011 | 30/06/2011 | 100.0 | 1.0 | |
| | | (v) Completion of 300 M Tower at Amritsar | Completion of work | Date | 1.00 | 31/12/2011 | 31/01/2012 | 29/02/2012 | 31/03/2012 | | 30/11/2011 | 100.0 | 1.0 | |
| 6 | 2.00 | Strengthen legislative provisions to address emerging challenges in the information and broadcasting sectors. | Self regulation of content of general entertainment channels. | Putting in place a mechanism for self regulation | Date | 2.00 | 31/08/2011 | 30/09/2011 | 31/10/2011 | 30/11/2011 | 31/12/2011 | 30/06/2011 | 100.0 | 2.0 |
| 7 | 3.00 | To popularize the use of Community Radio as a medium to empower civil society. | (a) Creating awareness about the Community Radio Policy and Procedures through State level consultations / workshops. | Number of workshops held | Number | 1.00 | 8 | 7 | 6 | 5 | 4 | 8 | 100.0 | 1.0 |
| | | | (b) Final decision by 31.03.12 in respect of applications for which all mandatory clearances are received by 30.11.11. | Pending applications decided. | Percentage | 1.00 | 90 | 85 | 80 | 70 | 60 | 100 | 100.0 | 1.0 |

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| | | | | | | Excelle | VeryGoo | Good | Fair | Poor | | Raw Score | Weigh- ted Score |
| | | | | | | 100% | 90% | 80% | 70% | 60% | | | |
| | | (c) Issuance of atleast one LOI in States/UTs hitherto uncovered by permission. | Number of uncovered States/UTs in which LOI issued. | Number | 1.00 | 3 | 2 | 1 | | | 2 | 90.0 | 0.9 |
| 8 To promote and encourage good cinema and recognize outstanding contributions to the film movement. | 24.00 | (a) Finalisation of 58th National Films Awards. | Presentation of Awards. | Date | 3.00 | 31/12/2011 | 15/01/2012 | 31/01/2012 | 15/02/2012 | 29/02/2012 | 09/09/2011 | 100.0 | 3.0 |
| | | (b) Participation in film weeks and films festivals organized in India and abroad. | Participation in Film Festivals. | Number | 2.00 | 50 | 45 | 40 | 35 | 30 | 61 | 100.0 | 2.0 |
| | | (c) Selection of Films under Indian Panorama, 2011. | Finalization of Films by Jury. | Date | 2.00 | 31/10/2011 | 10/11/2011 | 15/11/2011 | 20/11/2011 | 25/11/2011 | 18/10/2011 | 100.0 | 2.0 |
| | | (d) Organisation of International Film Festival of India (IFFI), 2011 at Goa. | Participation of countries in IFFI. | Number | 2.00 | 55 | 50 | 44 | 39 | 33 | 67 | 100.0 | 2.0 |
| | | (e) International documentary, short and animation film festival (MIFF). | To organize MIFF. | Date | 3.00 | 15/03/2012 | 22/03/2012 | 29/03/2012 | 31/03/2012 | | 03/02/2012 | 100.0 | 3.0 |
| | | (f) Setting up of National Museum of Indian cinema in Mumbai. | Completion of work as per milestones stipulated in the Contract Agreement. | Date | 2.00 | 01/12/2011 | 15/12/2011 | 30/12/2011 | 15/01/2012 | 01/02/2012 | | N/A | N/A |
| | | (g) Acquisition, restoration and digitalization of films by NFAI - (i) To acquire films | Number of films acquired. | Number | 1.00 | 100 | 90 | 80 | 70 | 60 | 104 | 100.0 | 1.0 |
| | | (ii) To digitalize films | Number of films digitalized. | Number | 1.00 | 100 | 90 | 80 | 70 | 60 | 214 | 100.0 | 1.0 |

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| | | | | | | 100% | 90% | 80% | 70% | 60% | | | |
| | | (iii) To digitally restore films | Number of films restored digitally. | Number | 1.00 | 50 | 45 | 40 | 35 | 30 | 130 | 100.0 | 1.0 |
| | | (h) Achievement of target as stipulated in MoU signed between NFDC and the Ministry of I&B | Achievement of MoU targets. | Percentage | 2.00 | 100 | 90 | 80 | 70 | 60 | 100 | 100.0 | 2.0 |
| | | (i) Production of documentary films by Films Division through outsourcing | Completion of documentary films. | Number | 2.00 | 75 | 70 | 60 | 55 | 45 | 75 | 100.0 | 2.0 |
| | | (j) Production of documentary films under 11th Plan Scheme by Films Division in a Public-Private Partnership made through PSBT (NGO). | Completion of documentary films. | Number | 2.00 | 20 | 18 | 16 | 14 | 12 | 35 | 100.0 | 2.0 |
| | | (k) Evaluation of documentary films on quality and content produced by Films Division during 2009-11 by an external agency. | Number of films evaluated. | Number | 1.00 | 50 | 45 | 40 | 35 | 30 | 53 | 100.0 | 1.0 |
| 9 | 6.00 | (a) Opening of new chapters of Indian Institute of Mass Communication (IIMC) in different regions of the country. | Starting of courses at new centre at Amravati (Maharashtra) | Date | 1.00 | 30/09/2011 | 10/10/2011 | 20/10/2011 | 31/10/2011 | 10/11/2011 | 08/08/2011 | 100.0 | 1.0 |
| | | | Starting of courses at new centre at Aizwal (Mizoram) | Date | 1.00 | 30/09/2011 | 10/10/2011 | 20/10/2011 | 31/10/2011 | 10/11/2011 | 08/08/2011 | 100.0 | 1.0 |
| | | (b) Setting up of National Centre of Animation, Gaming and Visual Effects. | Submission of Cabinet Note for seeking Cabinet Approval | Date | 2.00 | 31/12/2011 | 15/01/2012 | 31/01/2012 | 29/02/2012 | 10/03/2012 | | N/A | N/A |

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| | | | | | | 100% | 90% | 80% | 70% | 60% | | | |
| | | (c) Upgradation of Film and Television Institute of India (FTII), Pune. | Issue of administrative sanction | Date | 2.00 | 31/12/2011 | 15/01/2012 | 31/01/2012 | 29/02/2012 | 10/03/2012 | | N/A | N/A |
| * Efficient Functioning of the RFD System | 3.00 | Timely submission of Draft for Approval | On-time submission | Date | 2.0 | 07/03/2011 | 08/03/2011 | 09/03/2011 | 10/03/2011 | 11/03/2011 | 07/03/2011 | 100.0 | 2.0 |
| | | Timely submission of Results | On- time submission | Date | 1.0 | 01/05/2012 | 03/05/2012 | 04/05/2012 | 05/05/2012 | 06/05/2012 | 01/05/2012 | 100.0 | 1.0 |
| * Improving Internal Efficiency / Responsiveness / Service delivery of Ministry / Department | 10.00 | Implementation of Sevottam | Resubmission of revised draft of Citizens' / Clients' Charter | Date | 2.0 | 16/01/2012 | 18/01/2012 | 20/01/2012 | 23/01/2012 | 25/01/2011 | 16/01/2012 | 100.0 | 2.0 |
| | | | Independent Audit of Implementation of Grievance Redress Mechanism | % | 2.0 | 100 | 95 | 90 | 85 | 80 | | N/A | N/A |
| | | Ensure compliance with Section 4(1) (b) of the RTI Act, 2005 | No. of items on which information is uploaded by February 10, 2012 | No | 2.0 | 16 | 15 | 14 | 13 | 12 | 21 | 100.0 | 2.0 |
| | | Identify potential areas of corruption related to departmental activities and develop an action plan to mitigate them | Finalize an action plan to mitigate potential areas of corruption. | Date | 2.0 | 26/03/2012 | 27/03/2012 | 28/03/2012 | 29/03/2012 | 30/03/2012 | | N/A | N/A |
| | | Develop an action plan to implement ISO 9001 certification | Finalize an action plan to implement ISO 9001 certification | Date | 2.0 | 16/04/2012 | 17/04/2012 | 18/04/2012 | 19/04/2012 | 20/04/2012 | 16/04/2012 | 100.0 | 2.0 |
| * Ensuring compliance to the Financial Accountability Framework | 2.00 | Timely submission of ATNS on Audit Paras of C&AG | Percentage of ATNS submitted within due date (4 months) from date of presentation of Report to Parliament by CAG during the year. | % | 0.5 | 100 | 90 | 80 | 70 | 60 | 100 | 100.0 | 0.5 |

* Mandatory Objective(s)

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| | | | | | | Excellen | VeryGoo | Good | Fair | Poor | | Raw Score | Weigh- ted Score |
| | | | | | | 100% | 90% | 80% | 70% | 60% | | | |
| | | | | | | | | | | | | | |
| | | Timely submission of ATRs to the PAC Sectt. on PAC Reports. | Percentage of ATRs submitted within due date (6 months) from date of presentation of Report to Parliament by PAC during the year. | % | 0.5 | 100 | 90 | 80 | 70 | 60 | 100 | 100.0 | 0.5 |
| | | Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2011. | Percentage of outstanding ATNs disposed off during the year. | % | 0.5 | 100 | 90 | 80 | 70 | 60 | 100 | 100.0 | 0.5 |
| | | Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.3.2011 | Percentage of outstanding ATRs disposed off during the year. | % | 0.5 | 100 | 90 | 80 | 70 | 60 | 100 | 100.0 | 0.5 |

* Mandatory Objective(s)

Total Composite

| |
|--------------|
| 77.18 |
|--------------|