



R F D

RESULTS-FRAMEWORK DOCUMENT

for

MINISTRY OF INFORMATION AND BROADCASTING
(2009-2010)

(1st January 2010 to 31st March 2010)

Vision, Mission, Objectives, and Functions

VISION:

To disseminate information on the policies, programmes and achievements of Government and provide an enabling environment for the media and entertainment sector to play a pivotal role in disseminating fair and accurate information, providing entertainment, nurturing and cultivating diverse opinions, educating and universally empowering the people of India to be informed citizens.

MISSION

- To effectively disseminate information on the policies, programmes and achievements of Government while ensuring free flow of information to the public and safeguarding freedom of the press and media in general.
- To communicate and publicise the Government's Flagship programmes directly to the beneficiaries through appropriate multimedia public campaigns down to the grassroots level.
- Strengthen and expand infrastructural support in order to create opportunities for young talent to develop its potential in the fields of print media, electronic media and films.
- To promote, facilitate and develop the Broadcasting Industry in India and Public Service Broadcaster, Prasar Bharati.
- To facilitate diversity of ownership and participation by public, private and community in the Broadcasting services.
- Adopt a structured and time bound approach towards evolving a sound and accurate 'Rating' systems for Broadcasting Sector which has an over-riding impact on content creation by Broadcasters.
- Activate the process to evolve Public Private Participation (PPP) mode in the entertainment and media sectors with industry bodies like CII, FICCI, ASSOCHAM etc.
- To promote and develop good and value based cinema for healthy entertainment of people of all ages and create a conducive policy framework for entertainment through films.
- To restore, digitalize, preserve and enhance access to the archival wealth of films, music and audio resources.
- Make India the hub for Animation, Gaming and VFX Sector utilizing the comparative advantage of India in the sector.
- Combat film, music and video piracy.
- Celebrate 100 years of Films in 2013.
- Ensure zero tolerance for delays in decision making and non-transparency in decisions and actions by personnel at all levels.

OBJECTIVES:

- Objective 1:** Effective dissemination of information of Government Programmes and policies to the Public.
- Objective 2:** Modernization and Improvement of infrastructure to ensure speedy flow of information.
- Objective 3:** To provide for the establishment of an independent Broadcasting Authority by bringing a Bill for regulation of Broadcasting Services in India after a consultation process with stakeholders for evolving a consensus.
- Objective 4.** To improve efficiency of broadcasting services through digitalization of Network and Services of Doordarshan, All India Radio and Promotion of digitalization with addressability in the Cable Sector.
- Objective 5.** To facilitate the expansion of the reach, coverage and accessibility of the services provided by Prasar Bharati to ensure 100% coverage of India by area and population.
- Objective 6.** To improve the programme content by supporting the Public Service-casting.
- Objective 7:** To Enable the Growth of Mobile Television Services in India.
- Objective 8:** Spread of FM Radio services to cover all cities.
- Objective 9:** To provide world class coverage, improvement of facilities and provision of main press centre for Commonwealth Games.
- Objective 10:** To bring transparency in systems for granting approval / permission for various licenses, payment of bills and timely response to RTI queries.
- Objective 11:** To promote the use of Community Radio as a medium to empower the civil society.
- Objective 12:** To impart national recognition to production of quality films and meritorious film personalities.
- Objective 13:** To provide impetus to film industry through participation and conduct of film festivals in India and abroad.
- Objective14:** To give impetus to the Documentary Film movement in the country.
- Objective 15:** To conserve and showcase the Indian Film Heritage
- Objective 16:** Strengthening institutional arrangements, including NFDC, for production of good cinema by aspiring film makers.
- Objective 17:** Setting up of National Centre of Excellence for Animation, Gaming and Visual Effects.
- Objective 18:** Upgradation of Film Institutes and IIMC to international standards.

FUNCTIONS

INFORMATION WING:

I. ADVERTISING AND VISUAL PUBLICITY

- * Production and release of advertisements on behalf of the Government of India.

II. PRESS

- * Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
- * Advising Government on information problems relating to the Press, keeping Government informed of the main trends of public opinion as reflected in the Press and liaison between Government and the Press.
- * Publicity to and for the Armed Forces.
- * General conduct of Government relations with the Press excluding the administration of sections 95 and 96 of the Code of Criminal Procedure, 1973 (2 of 1974).
- * Administration of the Press and Registration of Books Act, 1867 (25 of 1867) relating to Newspapers.
- * Administration of the Press Council Act, 1978 (37 of 1978).
- * Allocation of Newsprint to Newspapers.

III. PUBLICATIONS

- * Production, sale and distribution of popular pamphlets, books and journals on matters of national importance for internal as well as external publicity, with a view to imparting to the general public at home and abroad upto date and correct information about India.

IV. RESEARCH AND REFERENCE

- * To assist the Media Units of the Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research into published works, etc.

FILMS WING:

V. FILMS

- * Legislation under entry 60 of the Union List, viz., 'Sanctioning of Cinematograph films for exhibition'.
- * Administration of the Cinematograph Act, 1952 (37 of 1952).
- * Import of feature and short films for theatrical and non-theatrical viewing.
- * Export of Indian films, both feature and short films.
- * Import of unexposed cinematograph films and various types of equipment required by the film industry.
- * All matters relating to film industry, including developmental and promotional activities thereto.
- * Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited.
- * Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity.
- * Preservation of films and filmic materials.
- * Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.
- * Organisation of Film Festivals under Cultural Exchange Programmes.

BROADCASTING WING:

VI. BROADCASTING POLICY AND ADMINISTRATION

- * All matters relating to radio and television broadcasting within the Union including regulation of the use of All India Radio and Doordarshan by recognized national and regional political parties during elections to the Lok Sabha and State Assemblies and procedure to be followed by the official electronic media during periods of national mourning on the demise of a high dignitary.
- * The enunciation and implementation of the law relating to radio and television broadcasting in India by private Indian companies or Indian nationals.
- * Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 (25 of 1990).

VII. CABLE TELEVISION POLICY

- * Cable Television Networks (Regulation) Act, 1995 (7 of 1995).

VIII. RADIO

- * All business connected with All India Radio embracing news services in the home programmes, programmes for the foreign countries and Indians overseas, radio journals, research in the field of broadcasting engineering, monitoring of foreign broadcasts, programme exchange and transcription services, supply of community receiving sets to State Governments under the community listening scheme, etc.
- * Development of radio Broadcasting throughout the Union, installation and maintenance of Radio Stations and Transmitters and operation of broadcasting services.

IX. DOORDARSHAN

- * Exchange including cultural exchange of television programmes.
- * Development of television throughout the Union, including installation, maintenance and operation of television Programme Production Centres and Transmitters, and operation of television services.
- * Promotion of production of television programmes outside Doordarshan.

X. MISCELLANEOUS

- * Publicity for the policies and programmes of Government of India.
- * Administration of Journalists Welfare Fund.
- * Financial assistance to distinguished musicians, both vocal and instrumental, dancers and dramatists who have contributed substantially to the success of All India Radio and other units of the Ministry or their survivors in indigent circumstances.
- * All matters relating to the Asia-Pacific Broadcasting Union, Commonwealth Broadcasting Association and the Non-Aligned News Agency Pool.
- * Cadre management of the Indian Information Service (Groups 'A' & 'B').

SECTION 2:

INTER SE PRIORITIES AMONG KEY OBJECTIVES, SUCCESS INDICATORS AND TARGETS

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4		Col. 5 Weight Assigned to Action component	Col. 6 Target / Criteria Value				
			Success Indicator	Unit		Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective. 1										
Effective dissemination of information of Government Programmes and policies to the Public.	10%	(a) Organizing Public Information Campaigns(PIC)	No. of PICs conducted by PIB	No.s	3%	32 (out of 100)	30 (out of 100)	24 (out of 100)	21 (out of 100)	18 (out of 100)
		(b) Advertisement campaigns by DAVP by creating a level playing field for allocation of advertisements to large, medium and small newspapers and striking a correct balance between English, Hindi, Urdu and regional languages press	No. of Press and Audio Visual Advertisement released by DAVP	No.s	3%	1900 (out of 8000)	1710 (out of 8000)	1520 (out of 8000)	1330 (out of 8000)	1140 (out of 8000)
		(c) Interpersonal communication tours by DFP	No. of tours conducted by DFP	No.	1%	4 (out of 11)	3 (out of 11)	2 (out of 11)	1 (out of 11)	0 (out of 11)

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4		Col. 5 Weight Assigned to Action component	Col. 6 Target / Criteria Value				
			Success Indicator	Unit		Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(d) Presentation of 1490 programmes and 14 theatrical shows on national themes throughout the country by S&DD	No. of Programmes and theatrical shows conducted by S&DD	No.	1%	1504 (out of 8000)	1353 (out of 8000)	1203 (out of 8000)	1053 (out of 8000)	902 (out of 8000)
		(e) Designing of an evaluation system to assess the impact of various media campaigns through independent evaluating agency	Engaging an external independent agency	Date	2%	25th March 2010	27th March 2010	29th March 2010	31st March 2010	1st April 2010
Objective 2										
Modernisation and Improvement of infrastructure to ensure speedy flow of information	8%	(a) Construction of new office buildings (NPC & Sochna Bhawan) / Modernization of various media centers / offices	Utilization of funds (33% of total Plan Outlay)	% Utilization of fund	2%	33% of the Outlay for 2009-10	30% of the Outlay for 2009-10	26% of the Outlay for 2009-10	23% of the Outlay for 2009-10	20% of the Outlay for 2009-10

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4		Col. 5 Weight Assigned to Action component	Col. 6				
			Success Indicator	Unit		Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
100%	90%	80%	70%	60%						
		(b) Digitalization of archival images by Photo Division	No. of images uploaded in server	Nos.	4%	35000 (out of 120000)	31500 (out of 120000)	28000 (out of 120000)	24500 (out of 120000)	21000 (out of 120000)
		(c) Hiring of Consultants for formulating steps and suggesting measures to address the problem of human resource and strengthen the functioning of DFP, S&DD and other Media Units to maximize their effectiveness	Date of hiring of consultant	Date	2%	20 th March, 2010	25 th March, 2010	27 th March, 2010	29 th March, 2010	31 st March, 2010

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4		Col. 5 Weight Assigned to the Action Component	Col. 6				
			Success Indicator	Unit		Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
100%	90%	80%	70%	60%						
Objective 3										
To provide for the establishment of an independent Broadcasting Authority by bringing a Bill for regulation of Broadcasting services in India.	4%	Task Force to hold consultations with various stakeholders to evolve a consensus view and give its recommendations on (i) setting up of an Authority and (ii) Content code and related issues.	Number of consultations held with the stakeholders	No	4%	5	4	3	2	1
Objective 4										
To improve efficiency of broadcasting services through digitalization of Network and Services of Doordarshan, All India Radio and promotion of digitalization with addressability in the Cable Sector	15%	(a) To facilitate Digitalization of Network and Services of Doordarshan	Submission of Note for consideration of EFC by 31 st January	Date	5%	31 st Jan, 2010	7 th Feb, 2010	14 th Feb, 2010	21 st Feb, 2010	28 th Feb, 2010
		(b) To facilitate Digitalization of Network and Services of Doordarshan	Submission of Note for consideration of CCEA by 15 th February, 10	Date	5%	15 th Feb, 2010	22 th Feb, 2010	28 th Feb, 2010	6 th March 2010	9 th Mar 2010

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4 Success Indicator	Unit	Col. 5 Weight Assigned to the Action Component	Col. 6 Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(c) To prepare a roadmap for digitalization of the Cable sector with addressability in consultation with stakeholders and facilitation of indigenous production of Set-Top Boxes (STB)	Preparation of Roadmap	Date	5%	29th Jan, 2010	5th Feb, 2010	12th Feb 2010	19th Feb, 2010	26th Feb, 2010
Objective 5										
To facilitate the expansion of the reach, coverage and accessibility of the services provided by Prasar Bharati to ensure 100% coverage of India by area and population	8%	(a) Seeking EFC recommendations for providing Plan funds for Upgradation of DD-DTH services for carrying 100 TV channels from the present 59	Submission of the note for consideration of the EFC by 15th January, 2010	Date	6%	15th Jan, 2010	20th Jan, 2010	25th Jan, 2010	30th Jan, 2010	5th Feb, 2010
		(b) Seeking EFC recommendations for providing Plan funds for Extension of AIR Services in J&K Border Areas	Submission of the note for consideration of the EFC by 15th January, 10	Date	2%	15th Jan, 2010	20th Jan, 2010	25th Jan, 2010	30th Jan, 2010	5th Feb, 2010

Col. 1	Col. 2	Col. 3	Col. 4		Col. 5	Col. 6				
Objective	Total Weight	Actions	Success Indicator	Unit	Weight Assigned to the Action Component	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 6										
To improve the programme content by supporting the Public Service Broadcasting	7%	(a) Seeking EFC recommendation for Providing Plan Funds to software schemes of Doordarshan All India Radio against the respective Plan allocations.	Submission of the note for consideration of the EFC by 8 th February, 2010	Date	5% [DD – 3%, AIR – 2%]	8 th Feb, 2010	22 nd Feb, 2010	1 st Mar, 2010	15 th Mar, 2010	29 th Mar, 2010
		(b) Engaging professional consultants to suggest measures to address the problems of human resources and finance of the Public Broadcaster and to increase viewership of DD Kashir, DD Bharati and DD International	Date of engaging of consultant	Date	2%	20 th March, 2010	25 th March, 2010	27 th March, 2010	29 th March, 2010	31 st March, 2010

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4 Success Indicator	Unit	Col. 5 Weight Assigned to the Action Component	Col. 6 Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 7										
To enable Growth of Mobile Television Services in India	3%	(a) Firming up the views of the Ministry after completing consultations with Telecom Regulatory Authority of India.	Firming up of view by 28 th February, 2010	Date	2%	28 th Feb, 2010	5 th Mar, 2010	12 th Mar 2010	19 th Mar, 2010	26 th Mar, 2010
		(b) Circulation of the Draft Cabinet Note along with Draft Guidelines for Introduction of Mobile TV Services in India for comments of concerned Ministries	Circulation of draft Cabinet Note by 15th March, 2010	Date	1%	15th March, 2010	20 th Mar, 2010	24 th Mar, 2010	28 th March, 2010	31 st March, 2010

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4		Col. 5 Weight Assigned to Action component	Col. 6 Target / Criteria Value				
			Success Indicator	Unit		Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 8										
Spread of FM Radio Services to cover all cities.	4%	Seeking the approval of the Cabinet for laying down Policy Guidelines for expansion of FM Radio Services (Phase-III) in about 278 cities (799 channels)	Circulation of draft Cabinet note for comments of the concerned Ministry by 30 th January, 2010	Date	4%	30 th Jan, 2010	7 th Feb, 2010	14 th Feb, 2010	21 st Feb, 2010	28 th Feb, 2010
Objective 9										
To provide world class coverage, improvement of facilities and provision of Main Press Centre for Commonwealth Games 2010	10%	(a) Signing of Contract with turn key partner, BECIL (a PSU under M/o I&B)	Date of signing of Contract	Date	2%	5 th Jan, 2010	10 th Jan, 2010	20 th Jan 2010	25 th Jan 2010	30 th Jan 2010
		(b) Hiring of International media consultant	Hiring of Services of media Consultant	Date	2%	20 th Jan, 2010	25 th Jan, 2010	27 th Jan 2010	29 th Jan 2010	31 st Jan 2010

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4		Col. 5 Weight Assigned to Action component	Col. 6 Target / Criteria Value				
			Success Indicator	Unit		Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(c) Hiring of Architectural consultant	Hiring of services of Architect	Date	2%	20th Jan, 2010	25 th Jan, 2010	27 th Jan 2010	29 th Jan 2010	31st Jan 2010
		(d) Improvement of facilities and renovation of Siri Fort Auditorium	Date of Release of allocated funds.	Date	2%	By 30 th Jan, 2010	By 15 th Feb, 2010	By 28 th Feb, 2010	By 15 th Mar, 2010	By 31 st Mar, 2010
		(e) Hold monthly review meetings at the level of the Ministry to ensure timely preparations	One meeting every month at the level of Secretary	No.	2%	3	2	1	-	-
Objective 10										
To bring transparency in systems of granting approval / permission for various licenses, payment of bills and providing information under RTI Act in a prompt and hassle free manner	4%	(a) Putting in place a system for knowing the pendency status for grant of permissions under Uplinking / Downlinking Guidelines	The date by which such an online system becomes functional	Date	2%	30 th Jan, 2010	7 th Feb, 2010	14 th Feb, 2010	21 st Feb, 2010	28 th Feb, 2010

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4		Col. 5 Weight Assigned to Action component	Col. 6 Target / Criteria Value				
			Success Indicator	Unit		Excellent	Very Good	Good	Fair	Poor
		(b) Clear pending bills of over Rs. 150 Crores by the DAVP before 31.03.2010	Clearance of Bills	Amount (%)	2%	100%	90%	80%	70%	60%
Objective 11										
To promote the use of Community Radio as a medium to empower the civil society	4%	Creating awareness about the Community Radio Policy and Procedures through State level consultations/workshops	Number of Workshops held	No	4%	5	4	3	2	1
Objective 12										
To impart national recognition to the production of quality films and meritorious film personalities	2%	(a) Completion of 56 th National Films Awards Jury Screenings and declaration of awards by 30 th Jan 2010	Date of declaration of awards	Date	1%	30 th Jan, 2010	15 th Feb, 2010	28 th Feb, 2010	15 th Mar, 2010	31 st Mar, 2010
		(b) Setting up of expert committees for preparation of roadmap to improve profile of NFA and IFFI	Preparation of Roadmap	Date	1%	20 th Mar 2010	25 th Mar 2010	27 th Mar 2010	29 th Mar 2010	31 st Mar 2010

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4 Success Indicator	Unit	Col. 5 Weight Assigned to the Action Component	Col. 6 Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 13										
To provide impetus to film industry through participation and conduct of film festivals in India and abroad.	2%	Participation in film weeks and films festivals organized in India and abroad	Participation in film festivals (In Nos.)	No.	2%	5	4	3	2	1
Objective 14										
To give impetus to the documentary film movement in India	3%	Drawing of guidelines relating to selection of Films for production	Approval of Competent Authority	Date	3%	15 th Jan, 2010	31 st Jan, 2010	15 th Feb, 2010	28 th Feb 2010	1 st Mar 2010
Objective 15										
To conserve and showcase the Indian Film Heritage	2%	Consideration by EFC for setting up of Museum of Moving Images (Museum of Indian Cinema)	Submission of EFC Memo for consideration	Date	2%	7 th Mar, 2010	14 th Mar, 2010	21 st Mar, 2010	31 st Mar 2010	1 st Apr 2010

Col. 1 Objective	Col. 2 Total Weight	Col. 3 Actions	Col. 4		Col. 5 Weight Assigned to the Action Component	Col. 6				
			Success Indicator	Unit		Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
100%	90%	80%	70%	60%						
Objective 16										
Strengthening institutional arrangements, including NFDC, for production of good cinema by aspiring film makers.	3%	Preparation of a revival Plan by NFDC and submission to the Ministry for reference to BRPSE	Date of reference to BRPSE	Date	3%	By 31st January	By 8 th Feb 2010.	By 15 Feb 2010	By 20 th Feb 2010	By 25 th Feb 2010
Objective 17										
Setting up of National Centre of Excellence for Animation, Gaming and Visual Effects.	5%	Engagement of services of Consultant for preparation of the DPR by 30 th Jan, 2010	Date of approval of Competent Authority	Date	5%	30 th Jan, 2010	7 th Feb, 2010	14 th Feb, 2010	21 st Feb, 2010	28 th Feb, 2010
Objective 18										
Upgradation of Film Institutes and IIMC to international standards.	1%	Preparation of SFC proposal for suitable up- gradation of Film and Television Institute of India (FTII), Pune	Date of Preparation of SFC memo.	Date	1%	By 31st January	By 8 th Feb 2010.	By 15 Feb 2010	By 20 th Feb 2010	By 25 th Feb 2010
Total	95%				95%					

SECTION 3:**TREND VALUES OF THE SUCCESS INDICATORS**

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
Objective 1								
Effective dissemination of information of Government Programmes and policies to the Public.	(a) Organising Public Information Campaigns(PIC)	No. of PICs conducted by PIB	No.	89	82	100	100	100
	(b) Advertisement campaigns by DAVP by creating a level playing field for allocation of advertisements to large, medium and small newspapers and striking a correct balance between English, Hindi, Urdu and regional languages press	No. of Press and Audio Visual Advts released by DAVP	No.	17773	15282	8000	1500	1500
	(c) Interpersonal communication tours by DFP	No. of tours conducted by DFP	No.	2	12	11	11	11

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(d) Presentation of 1490 programmes and 14 theatrical shows on national themes throughout the country by S&DD	No. of Programmes and theatrical shows conducted by S&DD	No.	6048	7373	8000	8000	8000
	(e) Designing of an evaluation system to assess the impact of various media campaigns through independent evaluating agency	Engaging an external independent agency	Date	New Policy initiative. No trend value				
Objective 2								
Modernisation and Improvement of infrastructure to ensure speedy flow of information	(a) Construction of new office buildings (NPC & Soचना Bhawan) / Modernization of various media centers / offices	Utilization of funds (33% of total Plan Outlay)	% Utilization of fund	No trend value given the nature of action				
	(b) Digitalization of archival images by Photo Division	No. of images uploaded in server	Nos.	116824	139378	120000	120000	120000

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(c) Hiring of Consultants for formulating steps and suggesting measures to address the problem of human resource and strengthen the functioning of DFP, S&DD and other Media Units to maximize their effectiveness	Date of hiring of consultant	Date	No trend value given the nature of action				
Objective 3								
To provide for the establishment of an independent Broadcasting Authority by bringing a Bill for regulation of Broadcasting services in India.	Task Force to hold consultations with various stakeholders to evolve a consensus view and give its recommendations on (i) setting up of an Authority and (ii) Content code and related issues.	Number of consultations held with the stakeholders	No	No Trend Value				

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
Objective 4								
To improve efficiency of broadcasting services through digitalization of Network and Services of Doordarshan, All India Radio and promotion of digitalization with addressability in the Cable Sector	(a) To facilitate Digitalization of Network and Services of Doordarshan	Submission of Note for consideration of EFC by 31 st January	Date	No Trend Value				
	(b) To facilitate Digitalization of Network and Services of Doordarshan	Submission of Note for consideration of CCEA by 15 th February, 2010	Date	No Trend Value				
	(c) To prepare a roadmap for digitalization of the Cable sector with addressability in consultation with stakeholders and facilitation of indigenous production of Set-Top Boxes (STB)	Preparation of Roadmap	Date	New policy initiative. No trend value.				

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
Objective 5								
To facilitate the expansion of the reach, coverage and accessibility of the services provided by Prasar Bharati to ensure 100% coverage of India by area and population	(a) Seeking EFC recommendations for providing Plan funds for Upgradation of DD-DTH services for carrying 100 TV channels from the present 59	Submission of the note for consideration of the EFC by 15th January, 2010	Date	No Trend Value				
	(b) Seeking EFC recommendations for providing Plan funds for Extension of AIR Services in Border Areas of J&K	Submission of the note for consideration of the EFC by 15th January, 2010	Date	No Trend Value				
Objective 6								
To improve the programme content by supporting the Public Service Broadcasting	(a) Seeking EFC recommendation for Providing Plan Funds to software schemes of Doordarshan All India Radio against the respective Plan allocations.	Submission of the note for consideration of the EFC by 8 th February, 2010	Date	No Trend Value				

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(b) Engaging professional consultants to suggest measures to address the problems of human resources and finance of the Public Broadcaster and to increase viewership of DD Kashir, DD Bharati and DD International	Date of engaging of consultant	Date					
Objective 7								
To enable Growth of Mobile Television Services in India	(a) Firming up the views of the Ministry after completing consultations with Telecom Regulatory Authority of India.	Firming up of view by 28 th February, 2010	Date	No Trend Value				
	(b) Circulation of the Draft Cabinet Note along with Draft Guidelines for Introduction of Mobile TV Services in India for comments of concerned Ministries	Circulation of draft Cabinet Note by 15 th March, 2010	Date	No Trend Value				

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
Objective 8								
Spread of FM Radio Services to cover all cities.	Seeking the approval of the Cabinet for laying down Policy Guidelines for expansion of FM Radio Services (Phase-III) in about 278 cities (799 channels)	Circulation of draft Cabinet note for comments of the concerned Ministry by 30 th January, 2010	Date	Phase – I implemented	Phase – I implemented	Phase –II implemented	Phase – III implementation	Phase – III implementation
Objective 9								
To provide world class coverage, improvement of facilities and provision of Main Press Centre for Commonwealth Games 2010	(a) Signing of Contract with turn key partner, BECIL (a PSU under M/o I&B)	Date of signing of Contract	Date	NA	Youth Games Pune, 2008 implemented	EFC Approval and Finalization of Partner Agencies.	Setting up of One Main Press Centre and 18 Venue Media Centres. Coverage of Commonwealth Games, 2010	NA
	(b) Hiring of International media consultant	Hiring of Services of media Consultant	Date					
	(c) Hiring of Architectural consultant	Hiring of services of Architect	Date					

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(d) Improvement of facilities and renovation of Siri Fort Auditorium	Date of Release of allocated funds.	Date	SFC completed and funds released to the tune of Rs. 3.40 crores	Funds released to the tune of Rs. 3.98 crores	Funds to be released to the tune of Rs. 3.90 crores	90% utilization of allocated fund	100% utilization of allocated fund
	(e) Hold monthly review meetings at the level of the Ministry to ensure timely preparations	One meeting every month at the level of Secretary	No.	No Trend Value				
Objective 10								
To bring transparency in systems of granting approval / permission for various licenses, payment of bills and providing information under RTI Act in a prompt and hassle free manner	(a) Putting in place a system for knowing the pendency status for grant of permissions under Uplinking / Downlinking Guidelines	The date by which such an online system becomes functional	Date	New initiative. Hence trend value not existing				
	(b) Clear pending bills of over Rs. 150 Crores by the DAVP before 31.03.2010	Clearance of Bills	Amount (%)	No Trend Value				

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
Objective 11								
To promote the use of Community Radio as a medium to empower the civil society	Creating awareness about the Community Radio Policy and Procedures through State level consultations/ workshops	Number of Workshops held	No	Rs. 1.00 Lakh token provision	Rs. 40.00 Lakh utilized.	Rs. 80.00 Lakh	Rs. 80.00 Lakh	Rs.80.00 Lakh
Objective 12								
To impart national recognition to the production of quality films and meritorious film personalities	Completion of 56 th National Films Awards Jury Screenings and declaration of awards by 30 th Jan 2010	Date of declaration of awards	Date	Film Awards of 53 rd NFA for the year 2005 conferred	Film Awards of 54 th NFA for the year 2006 conferred	Film Awards of 55 th NFA for the year 2007 conferred and 56 th NFA for the year 2008 proposed to be conferred	Film Awards of 57 th NFA for the year 2009 proposed to be conferred.	Film Awards of 58 th NFA for the year 2010 proposed to be conferred.
	(b) Setting up of expert committees for preparation of roadmap to improve profile of NFA and IFFI	Date of setting up of committee	Date	No Trend Value				

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
Objective 13								
To provide impetus to film industry through participation and conduct of film festivals in India and abroad.	Participation in film weeks and films festivals organized in India and abroad	Participation in film festivals (In Nos.)	No.	-	-	-	-	-
Objective 14								
To give impetus to the documentary film movement in India	Drawing of guidelines relating to selection of Films for production	Approval of Competent Authority	Date	Nil	SFC approval was obtained	Approval of the competent authority for drawing of guidelines	Production of film will commence	Films that have commenced in FY 10/11 will be completed and new films will be assigned
Objective 15								
To conserve and showcase the Indian Film Heritage	Consideration by EFC for setting up of Museum of Moving Images (Museum of Indian Cinema)	Submission of EFC Memo for consideration	Date	Nil	The detailed Project Report Submitted by NBCC was approved by the Competent Authority	EFC proposal will be submitted for Consideration	NBCC will commence work on the project	The project will be completed and the museum will be ready

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
Objective 16								
Strengthening institutional arrangements, including NFDC, for production of good cinema by aspiring film makers.	Preparation of a revival Plan by NFDC and submission to the Ministry for reference to BRPSE	Date of reference to BRPSE	Date	Nil	Draft Cabinet Note was prepared. However, it was decided to first seek the recommendation actions of BRPSE	Revival Plan will be submitted to BRPSE	On receipt of the recommendations of BRPSE, decision of the Cabinet will be sought and the plan will be implemented.	Not applicable

Objective 17								
Setting up of National Centre of Excellence for Animation, Gaming and Visual Effects.	Engagement of services of Consultant for preparation of the DPR by 30 th Jan, 2010	Date of approval of Competent Authority	Date	Contract awarded to consultant for HR study	HR study report submitted by Consultant	Framing of TOR and initiation of Detailed Project Report work by Consultant	Obtaining in principle approval from Planning Commission to the Plan Scheme EFC/SFC Approval, selection of agency for construction and award of work	Training HR and finalization of training software

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Target Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
Objective 18								
Upgradation of Film Institutes and IIMC to international standards.	Preparation of SFC proposal for suitable up- gradation of Film and Television Institute of India (FTII), Pune	Date of Preparation of SFC memo.	Date	The proposal was initiated and a draft SFC note prepared	It was recommended to engage a consultant for preparation of a DPR / FR as requirement of SFC Note.	Revised TOR for the consultant to facilitate preparation of DPR & FR	Assigning the contract to the consultant for DPR / FR	Commencement of the Construction of basic infrastructure

SECTION 4:

Description and Definition of Success Indicators and Proposed Measurement Methodology

Success Indicator	Description and Definition	Measurement Methodology
No. of PICs conducted by PIB	The strategy of PIC is to combine information dissemination with the delivery of services at the doorsteps for the beneficiaries, particularly in rural areas.	Number of PICs conducted in a year
No. of Press and Audio Visual Advertisement released by DAVP	Advertisement campaign and the spots are carried out to disseminate information amongst general public about the programmes/schemes, activities and policies of the Government through newspapers, Radio/TV, exhibitions and outdoor publicity	Number of advertisement campaigns and spots carried out in a year
No. of Tours conducted by DFP	Conducted Tours by DFP organized in order to acquaint opinion leaders/ resource persons/ social activists, NGOs, farmers, artisans, etc. with the developments taking place in our country.	Number of tours conducted in a year
No. of Programmes and Theatrical shows Conducted by S&DD	Presentation of programmes/Theatrical shows throughout the country to create awareness among the general public.	Number of programmes conducted in a year
Engaging an outside agency	For making evaluation of the impact of the media campaigns on the target beneficiaries, hiring the services of an outside agency will be required to conduct the survey and collect feedback	Date line
Utilization of funds for Modernization and Infrastructure Development	Construction of new office buildings and Modernization	% Utilization of fund utilized during the year (subject to 33% mandatory ceiling by M/o Finance)
No. of images uploaded in server by Photo Division	Digitalization of archival images by Photo Division	No. of images uploaded in server by Photo Division

Success Indicator	Description and Definition	Measurement Methodology
Number of consultations held with the stakeholders	The need for a Broadcast Regulator has been felt by various sections of society including the judicial pronouncements, Parliamentary Committee Reports, State Governments, Civil Society Organisations. Various attempts have been made in the past to bring about a legislation to put in place a Regulator. The latest such attempt was in the Year 2007 and a Draft of the Broadcasting Services Regulation Bill is on the Ministry's website. A task force of Ministry's officials and representatives of the Broadcasters is envisaged to hold further interactions with diverse stakeholders to understand their perspective and submit a roadmap for the setting up of an independent Broadcast Regulator.	The key to building a consensus is the number of consultations with diverse stakeholders to elicit their views. Accordingly the number of consultations actually held has been proposed as a success indicator.
Submission of Note for consideration of EFC by 31 st January	Considering the advantages which a digital system of production, transmission and distribution of Broadcast signals has over analog signals the trend Worldwide is to switchover to digital signals. In India the key challenges for a transition to Digital broadcast systems is the conversion of the entire network and services of the two constituents of Prasar Bharati which are the Doordarshan and All India Radio having an exclusive jurisdiction on the terrestrial TV transmission on the one hand and the conversion of Cable Services which are mostly in Analog mode to the Digital Format. Prasar Bharati does not have the necessary financial resources to do so. Accordingly Eleventh Plan has provided fund allocation for conversion of DD/AIR network to Digital Format. The schemes could not be approved in the first two years of the Plan Period. As a first step for enabling Prasar Bharati to do so, timelines have been proposed for seeking approval of CCEA.	The success indicator is proposed to be measured by the date the proposal is sent to CCEA for consideration.
Submission of Note for consideration of CCEA by 15 th February, 10	As above	As above

Success Indicator	Description and Definition	Measurement Methodology
Preparation of Roadmap	As mentioned above the Cable sector which is mostly in analog format needs to be converted to digital and addressable format. The transition is to take into account that consumer interest is protected and a suitable regulatory framework is put in place and switching over to digitalization incentivized. The cable services also need to be restructured and suitable amendments made to the Cable Television Networks (Regulation) Act, 1995 and the Rules thereunder. TRAI has submitted its recommendations and a roadmap is required to be finalized in consultation with stakeholders and TRAI before proceeding further.	Clear timelines have been indicated
Circulation of the note for consideration of the EFC by 15 th January, 2010	DD-DTH platform operational since December 2004 is the only Direct to Home Service available in India which provides free to air services. All other six private DTH service providers charge an upfront fees and monthly subscription fee for providing their services. For availing the DD-DTH services consumer is required to purchase a Set Top Box which is cheaply available in the market and install a Dish antenna to receive the services without paying any monthly subscription fees. Since the signals of this service are available all over India, this platform brings information and entertainment provided by TV channels to the doorstep of a common man at practically no cost. At present this platform of DD can carry only 59 TV channels. The objective is to increase its carrying capacity to 200 channels so that viewers have a wider choice available. Since Prasar Bharati has limited resources a Plan scheme has been provided under Eleventh Plan for providing funds to Prasar Bharati for Upgradation. The scheme is yet to be appraised by EFC. Accordingly the timelines for EFC appraisal have been provided as the success indicator for the present.	The success indicator is proposed to be measured by the date the proposal is sent to EFC for consideration.

Success Indicator	Description and Definition	Measurement Methodology
Submission of the note for consideration of the EFC by 15 th January, 2010	The coverage of Doordarshan and All India Radio needs to be extended to certain areas in J&K where the signals are either weak or not available by installation of transmission facilities. A Plan allocation is available for enabling Prasar Bharati to do so. The scheme is yet to be appraised by EFC. Accordingly the timelines for EFC appraisal have been provided as the success indicator for the present.	The success indicator is proposed to be measured by the date the proposal is sent to EFC for consideration.
Submission of the note for consideration of the EFC by 8 th February, 2010	To enable the two constituents of Prasar Bharati i.e. Doordarshan and All India Radio to improve their programming content Plan allocation has been provided under two schemes for Doordarshan and All India radio. The schemes are yet to be appraised by EFC. Accordingly the timelines for EFC appraisal have been provided as the success indicator for the present.	The success indicator is proposed to be measured by the date the proposal is sent to EFC for consideration.
Firming up of view by 28 th February, 2010	With a view to enable the growth of the Broadcasting sector and widen the choices available to the viewer and provide greater competition the Ministry wants to enable the Broadcasting services to be provided through different technological platforms. Though Prasar Bharati has started providing mobile tv transmission using the DVB-H standard in the city of Delhi there is no Policy in Place for enabling the Private players to do so. TRAI has submitted its recommendations for bringing out a Policy for enabling the private players to do so. The recommendations are under the consideration of the Ministry. The procedure as per TRAI Act requires the Ministry to firm up its views on the recommendations and refer any differences of opinion back to TRAI for comments. After obtaining the TRAI comments the Policy can be finalized with the approval of the cabinet. Therefore timelines have been set for firming up the Ministry's views after obtaining comments of TRAI and circulating the Draft Cabinet note for interministerial consultation	Clear timelines have been indicated
Circulation of draft Cabinet Note by 15th March, 2010	As above	Clear timelines have been indicated

Success Indicator	Description and Definition	Measurement Methodology
Circulation of Draft of Cabinet note for comments of the concerned Ministry by 30 th Jan, 2010	FM Radio Policy for Phase-II issued in the year 2005 has been received well by the public and the Radio Industry and has resulted in 248 operational channels in 84 cities till October 09. With a view to liberalize the Policy further and to increase their reach further in about 278 cities with an additional 798 channels Policy for FM Phase-III has been conceived. The Draft Cabinet Note as of now is under inter-Ministerial consultation. After the comments are received approval of the cabinet will be sought.	Clear timelines have been indicated
Date of signing of Contract	Setting up of Media Press Centre / Venue Mini Centre will be done through BECIL, a Public Sector Undertaking under M/o I&B and for execution of work a contract is to be signed with BECIL.	Date line
Hiring of Services of International Consultant and Architect Consultant	For setting up Media Press Centre / Venue Mini Centre in connection with Commonwealth Games, 2010, services of an International Consultant and an Architect Consultant will be required	Date line
Date of Release of allocated funds.	Fund to the tune of Rs.3.90 crore is required for carrying out improvement of facilities and renovation in Film festival Complex and the success indicator implies release of Rs.3.90 crore for the purpose..	Release of Rs.3.90 crore by the stipulated time lines.
One meeting each month at the level of the Secretary	Prasar Bharati through its constituent Doordarshan has been appointed as the Host Broadcaster by the Organising Committee for providing the Video and Audio coverage of Commonwealth Games. In this capacity Prasar Bharati is in the process of appointing consultants for performing various activities. Coordination is also required with a number of other Departments/ Ministries to ensure that the responsibilities assigned to all organizations are completed as per timelines. Committees have been set up at the level of the Hon'ble Minister and the Secretary for regular review at the level of the Ministry. Success indicator is to hold a review meeting each month at the level of the Secretary	Clear timelines have been indicated

Success Indicator	Description and Definition	Measurement Methodology
The date by which such an online system becomes functional	As of now there is no online system in place for the applicants to file their applications for grant of various permissions online or know the current status of their applications. As a first step the data with regard to pendency of applications has been computerized and NIC has been asked to develop the software for providing an online access to the applicants to be able to view the status of their applications and other information pertaining to their existing permissions. Success indicator therefore has been chosen as the Date by which such a system becomes functional.	Clear timelines have been indicated
Clearance of Bills	As of now pending bills of over 150 crores to be paid by DAVP	Payment of amount in percentage
Number of Workshops held	The policy for Community radio was liberalized by the Government in 2006 allowing civil society and other organizations to apply for grant of permission for setting up Community Radio Stations. It is felt that there is a need for creating awareness about the policy and procedures involved so that more and more organizations come forward for setting up the Community Radio Stations. Therefore, Regional Level Workshops were started in November 2007 which have now been expanded to state level. The Government functionaries from this Ministry as well Ministry of Communication/Agriculture etc are invited to explain about the application procedure to the aspiring organizations. In addition experts from the relevant fields are called to guide organizations about the content generation and funding options for the Community Radio Stations. Representatives from operational stations are also invited to share their views with aspiring applicants so that they are aware of the requirements before going in for setting up a Community radio station. Success indicator, therefore, has been chosen as number of workshops held.	Number of consultations held is a clearly identifiable parameter.
Date of declaration of Awards	The awards declared for the 56 th NFA shall be conferred to the award winners by the President.	Conferment of the awards by the stipulated time lines.

Success Indicator	Description and Definition	Measurement Methodology
Participation in film festivals (in Nos.)	Participation in film weeks and film festivals organized in India and abroad.	Participation in 12 film festivals by the stipulated time lines.
Approval of Competent Authority	Guidelines for production of Documentary films by private producers are being drawn. These are required to be approved by the Ministry for implementation.	Approval of the guidelines by the Ministry by the stipulated time lines.
Submission of EFC Memo for consideration	Approval by the EFC (Expenditure Finance Committee) of the expenditure proposal/ scheme for setting up of MOMI.	Approval of the EFC (Expenditure Finance Committee) to the scheme by the stipulated time lines.
Date of reference to BRPSE	It has been decided by this Ministry to refer National Film Development Corporation (NFDC), which has become sick, to Board for Reconstruction of Public Sector Enterprises (BRPSE) for their consideration and recommendation. NFDC has been asked to prepare a comprehensive revival plan	Date line.
Date of approval of Competent Authority	The Terms of Reference will be framed by this Ministry for preparation of the Detailed Project Report by the Consultant in respect of the proposal for setting up National Centre of Excellence for Animation, Gaming and Visual Effects and communication of the Terms of Reference to the Consultant is the success indicator..	Communication of the Terms of Reference to the Consultant by the stipulated time lines.
Date of Preparation of SFC memo.	Preparation of an SFC Memo for setting up of a Global Film School in Film and Television Institute of India (FTII) along with formulation of appropriate Terms of Reference for preparation of Feasibility Report (FR) and Detailed Project Report (DPR) are required for the scheme of developing Film and Television Institute of India to a world class institute of talent development in the film and media studies.	Preparation of SFC Memo along with formulation of Terms of Reference by the stipulated time lines.

SECTION 5:

Specific Performance Requirements from other Departments

INFORMATION WING:

Department / Ministry	Relevant Success Indicator	What do you need?	Why do you need it?	How much you need?	What happens if you do not get it?
Ministry of Finance	Various stages of clearance for Setting up of MPC and 18 VMCs during CWG-2010.	Funds and EFC approval	To fund the project	Allocations consistent with projected requirement	High standards of arrangements for CWG-2010 are required failure of which will affect the image of the country.
Planning Commission	-do-	Allocation of funds	To fund the project	Allocations consistent with projected requirement.	

BROADCASTING WING:

Department / Ministry	Relevant Success Indicator	What do you need?	Why do you need it?	How much you need?	What happens if you do not get it?
Prasar Bharati	2,3,4,5	The Proposals and other requisite information for preparation and finalization of Notes / Memorandum for the consideration of the EFC/CCEA	Since Prasar Bharati is the agency who is to conceive and implement the schemes the proposals and other information needs to be furnished by them	Without the proposals it will not be possible to approach the EFC/CCEA for seeking their recommendation/approval.	Without the EFC/CCEA recommendations requisite approvals will not be possible and Prasar Bharati will not be able to avail the Plan support for the activities envisaged and the budget provision will lapse. It is also added that Prasar Bharati has been created as an autonomous organization by an Act of Parliament and functions under overall administrative control of a Board. A responsive support from Prasar Bharati is a pre requisite for achievement of development target.
Telecom Regulatory Authority of India	6, 7(2), 9	The comments of TRAI as required under section 11 of the Telecom Regulatory Authority of India Act, 1997	Statutory Requirement as already indicated	Absolutely essential	It will not be possible to finalize the roadmap
National Informatics Centre	11	The requisite software to put the information online for access by the applicants	To put the computerized information on line	Absolutely essential	The online facilitation cannot be provided

Department / Ministry	Relevant Success Indicator	What do you need?	Why do you need it?	How much you need?	What happens if you do not get it?
Department of Telecommunications, Department of Industrial Policy and Promotion, Department of Expenditure, Department of Revenue, Department of Economic Affairs, Ministry of Home Affairs, Department of Space, Department of Legal Affairs, Legislative Department, Ministry of Corporate Affairs	8	Comments on the Draft Cabinet Note	Procedural requirement since certain issues fall in their domain	It is important to have their views prior to approaching the cabinet for approval	The Ministry will not have the benefit of their advice and certain issues/concerns pertaining to their domain may be left unaddressed.

FILMS WING:

Department / Ministry	Relevant Success Indicator	What do you need?	Why do you need it?	How much you need?	What happens if you do not get it?
President's Secretariate	Conferment of Awards by the President	Convenience of Her Excellency President of India to give time for the programme.	The awards are to be conferred by the President of India.	Consent for the programme by 28 th February,2010	There will be slippage in meeting the target.

