



R F D

RESULTS-FRAMEWORK DOCUMENT

for

Ministry of Information and Broadcasting

(2011-12)

SECTION 1: Vision, Mission, Objectives and Functions

VISION:

To create an enabling environment for Media and Entertainment sector, with appropriate policy framework, to help it grow at a sustainable annual growth rate of above 12 per cent, and, in the process, take the benefits of the emerging technologies to disseminate information on the Government's policies, programmes and its achievement, and facilitate value based wholesome entertainment for the people of India.

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 promote, facilitate and develop the Broadcasting Industry in India and strengthen the Public Service Broadcaster.
- To promote and develop good and value based content for healthy entertainment of people of all ages and create a policy framework for achieving this.
- Universal Digitalization for broadcasting by 2017.
- Expansion of FM Radio network to all cities with a population of one lakh and above by 2014.
- To restore, digitalize, preserve and enhance public access to the archival wealth of films, video and audio resources.
- Digital Conversion of Indian Films by 2017.
- Human Resource Development and setting up of the Centres of Excellence for Media and Entertainment sectors.

OBJECTIVES:

Objective 1: Effective dissemination of information of Government Programmes and policies.

Objective 2: To digitalize the cable sector.

Objective 3: Promote and develop the growth of Mobile Television Services in India.

Objective 4: Expansion of FM Radio Services to cover more cities.

Objective 5: Review of Prasar Bharati Act to improve governance in Prasar Bharati and redefine the relationship between Government and Prasar Bharati and strengthening of infrastructure of Prasar Bharati.

Objective 6: Strengthen legislative provisions to address emerging challenges in the information and broadcasting sectors.

Objective 7: To popularize the use of Community Radio as a medium to empower civil society.

Objective 8: To promote and encourage good cinema and recognize outstanding contributions to the film movement.

Objective 9: Up-scaling of human resources for media and entertainment sectors.

FUNCTIONS:

The Ministry of Information & Broadcasting is functionally organized into three wings: (i) Information, (ii) Film and (iii) Broadcasting Wing. The responsibilities assigned to the three wings are:

(i) Information Wing:

Information Wing is primarily entrusted with the responsibilities of press and publicity for the people. Administration of two Acts namely – The Press and Registration of Books Act, 1867 and The Press Council Act, 1978 falls under this wing. Besides, it is the administrative wing for the Media Units namely, Press Information Bureau, Directorate of Audio Visual Publicity, Song & Drama Division, Directorate of Field Publicity, Publications Division, Registrar of Newspapers for India, Photo Division, Indian Institute of Mass Communication, Research, Reference and Training Division.

(ii) Film Wing:

All matters relating to film industry, including developmental and promotional activities like organisation of film festivals, cultural exchange programmes, and import of cinematograph films, equipments etc are handled in Film Wing. Besides, Cinematograph Act 1952 is administered by the wing. Film Wing is the administrative wing for media units namely, FTI, CBFC, DFF, NFAI, SRFTI. NFDC is the corporation under this Wing.

(iii) Broadcasting Wing:

Broadcasting Wing is the administrative wing for all matters related to radio and television broadcasting in India. It is the administrative wing for administration of the Cable Television Network (Regulation Act) 1995 and Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990. BECIL is the corporation under this wing.

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SECTION 2:

Inter se Priorities among Key Objectives, Success indicators and Targets

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6					
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 1										
Effective dissemination of information of Government Programmes and policies.	26	(a) Organizing Public Information Campaigns(PIC).	PICs conducted by PIB.	Number	3	136	125	105	90	80
		(b) Advertisements released by Directorate of Advertising and Visual Publicity(DAVP) on key flagship programmes / schemes.	Print and Audio Visual Advertisements released.	Number	3	13000	11700	10400	9100	7800
		(c) Implementation of Detailed Project Report regarding modernization of DAVP.	(i) Preparation of Phase-wise implementation plan.	Date	1	30.09.11	31.10.11	15.11.11	01.12.11	15.12.11
			(ii) Award of work.	Date	1	31.01.12	15.02.12	29.02.12	10.03.12	15.03.12
		(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	8800	7920	7040	6160	5280

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Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(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	100	90	80	70	60
			Publication of Journals made.	Number	1	216	194	172	151	129
			Weekly Employment News published.	Number	2	156	140	125	109	94
		(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	100000	90000	80000	70000	60000
		(g) Construction of new office buildings for National Press Centre.	Completion of works as per milestones stipulated in the Contract Agreement.	Date	3	31.01.12	29.02.12	10.03.12	15.03.12	---

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Column 1	Column 2	Column 3	Column 4	Column 5	Column 6					
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(h) Digitalization of archival images by Photo Division.	125000 images to be digitalized	Number	2	125000	112500	100000	87500	75000
		(i) Modernisation & Upgradation of Hardware & Software at Regional Offices (ROs) and Field Publicity Units (FPUs) of DFP.	(a) Regional offices modernized. (out of the total of 22)	Number	1	10	9	8	7	6
			(b) FPUs modernized (Out of the total of 207)	Number	1	95	85	76	66	57
		(j) Assessment of the impact of various media campaigns through an independent outside agency	Award of contract to the agency for evaluation	Date	2	29.02.12	07.03.12	15.03.12	19.03.12	25.03.12
Objective 2										
To digitalize the cable sector.	2	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	Date	1	30.09.11	31.10.11	30.11.11	31.12.11	31.01.12

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Column 1	Column 2	Column 3	Column 4	Column 5	Column 6					
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
			Cable Act.							
			(ii) Introduction of Bill in Parliament	Time	1	Winter Session 2011-12	Budget Session 2011-12	--	--	--
Objective 3										
Promote and develop the growth of Mobile Television Services in India	2	Finalisation of policy guidelines.	Submission of Cabinet Note for seeking Cabinet approval	Date	1	30.09.11	31.10.11	30.11.11	31.12.11	31.01.12
			Issuance of guidelines after Cabinet approval	Date	1	31.12.11	31.01.12	15.02.12	29.02.12	10.03.12
Objective 4										
Expansion of FM Radio Services to cover more cities.	5	(a) Finalisation of policy guidelines.	Submission of Cabinet Note for seeking Cabinet approval	Date	2	31.07.11	31.08.11	30.09.11	31.10.11	31.12.11
			Issuance of guidelines after Cabinet approval	Date	1	30.09.11	31.10.11	30.11.11	31.12.11	29.02.12
		(b) Licensing.	Appointment of Consultant for e-auction	Date	1	30.11.11	31.12.11	31.01.12	29.02.12	15.03.12
			Issuance of NIT	Date	1	31.01.12	15.02.12	29.02.12	10.03.12	15.03.12

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Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 5										
Review of Prasar Bharati Act to improve governance in Prasar Bharati & redefine the relationship between Government & Prasar Bharati and Strengthening of infrastructure of Prasar Bharati.	15	(A) Finalization of PB Amendment Bill	Submission of Cabinet Note for seeking Cabinet approval on recommendations of Group of Ministers (GoM)	Date	2	31.01.12	29.02.12	07.03.12	15..03.12	20.03.12
			Introduction of Bill in Parliament	Time	2	Budget Session 2011-12	--	--	--	--
		(B) Introduction of a transparent policy for selection of Private channels for placement in DTH platform of Doordarshan	Issuance of policy/guidelines	Date	1	31.12.11	31.01.12	29.02.12	10.03.12	15.03.12
		(C) All India Radio (a) Installation of : (i) 35 units of 10KW & 5KW FM Transmitters	Completion of installation.	Number	1	35	32	29	26	23
		(ii) 1000 KW MW Transmitter at Rajkot	Completion of installation.	Date	1	31.01.12	15.02.12	28.02.12	15.03.12	31.03.12

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Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(iii) Studios at Jaipur & Dehradun	Completion of installation.	Date	1	31.01.12	15.02.12	28.02.12	15.03.12	31.03.12
		(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	8	7	6	5	4
		(ii) Procurement of 1000 KW MW Transmitter at Chinsurah	Receipt of equipment	Date	1	31.08.11	30.09.11	31.10.11	31.12.11	29.02.12
		(D) Doordarshan (i) Completion of studio projects at Tirupati & Leh	Completion of project	Date	1	31.12.11	31.01.12	29.02.12	10.03.12	--
		(ii) Upgradation of 5 earth stations in NE region	Completion of work	Date	1	31.12.11	31.01.12	29.02.12	31.03.12	--
		(iii) Issue of NIT for upgradation of DTH platform of	Issue of NIT	Date	1	31.08.11	30.09.11	31.10.11	30.11.11	31.12.11

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Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		Doordarshan (for 97 channels)								
		(iv) Issue of NIT for 4 HDTV Transmitters	Issue of NIT	Date	1	30.06.11	31.07.11	30.08.11	30.09.11	31.10.11
		(v) Completion of 300 M Tower at Amritsar	Completion of work	Date	1	31.12.11	31.01.12	29.02.12	31.03.12	--
Objective 6										
Strengthen legislative provisions to address emerging challenges in the information and broadcasting sectors.	2	Self regulation of content of general entertainment channels	Putting in place a mechanism for self regulation	Date	2	31.08.11	30.09.11	31.10.11	30.11.11	31.12.11
Objective 7										
To popularize the use of Community Radio as a	3	(a) Creating awareness about the Community Radio Policy and	Number of workshops held	Number	1	8	7	6	5	4

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Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
medium to empower civil society.		Procedures through State level consultations / workshops.								
		(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.	%	1	90	85	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	3	2	1	--	--
Objective 8										
To promote and encourage good cinema and recognize outstanding contributions to the film	24	(a) Finalisation of 58 th National Films Awards.	Presentation of awards.	Date	3	31.12.11	15.01.12	31.01.12	15.02.12	29.02.12
		(b) Participation in film weeks and films festivals organized in India and abroad.	Participation in film festivals.	Number	2	50	45	40	35	30

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Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
movement.		(c) Selection of Films under Indian Panorama, 2011.	Finalization of Films by Jury.	Date	2	31.10.11	10.11.11	15.11.11	20.11.11	25.11.11
		(d) Organisation of International Film Festival of India (IFFI), 2011 at Goa.	Participation of countries in IFFI.	Number	2	55	50	44	39	33
		(e) International documentary, short and animation film festival (MIFF)	To organize MIFF	Date	3	15.03.12	22.03.12	29.03.12	31.03.12	--
		(f) Setting up of National Museum of Indian cinema in Mumbai.	Completion of work as per milestones stipulated in the Contract Agreement	Date	2	01.12.11	15.12.11	30.12.11	15.01.12	01.02.12
		(g) Acquisition, restoration and digitalization of films by NFAI	Number of film acquisition, restoration and digitalization	Number	1	100	90	80	70	60
		(i) To acquire films								
		(ii) To digitalize films								
	(iii) To digitally restore films		Number	1	50	45	40	35	30	

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						100%	90%	80%	70%	60%
		(h) Achievement of target as stipulated in MoU signed between NFDC and the Ministry of I&B	Achievement of MoU targets	%	2	100	90	80	70	60
		(i) Production of documentary films by Films Division through outsourcing	Completion of documentary films.	Number	2	75	70	60	55	45
		(j) Production of documentary films under 11 th Plan Scheme by Films Division in a Public-Private Partnership made through PSBT (NGO).	Completion of documentary films.	Number	2	20	18	16	14	12
		(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	50	45	40	35	30

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Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 9										
Up-scaling of human resources for media & entertainment sectors.	6	(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	30.09.11	10.10.11	20.10.11	31.10.11	10.11.11
			Starting of courses at new centre at Aizwal (Mizoram)	Date	1	30.09.11	10.10.11	20.10.11	31.10.11	10.11.11
		(b) Setting up of National Centre of Animation, Gaming and Visual Effects.	Submission of Cabinet Note for seeking Cabinet Approval	Date	2	31.12.11	15.01.12	31.01.12	29.02.12	10.03.12
		(c) Upgradation of Film and Television Institute of India (FTII), Pune.	Issue of administrative sanction	Date	2	31.12.11	15.01.12	31.01.12	29.02.12	10.03.12
Objective 10										
Efficient Functioning of the RFD system.	3	(a) Timely submission of draft for approval	On-time submission.	Date	2	Mar 7, 2011	Mar. 8, 2011	Mar 9, 2011	Mar. 10, 2011	Mar. 11, 2011
		(b) Timely submission of Results.	On-time submission.	Date	1	May 1, 2012	May 3, 2012	May 4, 2012	May 5, 2012	May 6, 2012

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Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 11										
Improving Internal Efficiency/ responsiveness/ service delivery of Ministry/ Department.	10	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	March, 26, 2012	March, 27, 2012	March, 28, 2012	March, 29, 2012	March, 30, 2012
		Ensure compliance with Section 4(1)(b) of the RTI Act, 2005	No. of items on which information is uploaded by February 10, 2012	Number	2	16	15	14	13	12
		Develop an action plan to implement ISO 9001 certification	Finalize an action plan to implement ISO 9001 certification	Date	2	March, 26, 2012	March, 27, 2012	March, 28, 2012	March, 29, 2012	March, 30, 2012
		Implementation of Sevottam	(i) Resubmission of revised draft of Citizen's/Client's Charter.	Date	2	Dec. 15, 2011	Dec. 20, 2011	Dec. 25, 2011	Dec. 28, 2011	Dec. 31, 2011
			(ii) Independent Audit of public grievance redressal system.	%	2	100	95	90	85	80

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Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Objective 12										
Ensuring compliance to the financial accountability framework	2	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.	Percentage (%)	.5	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.	Percentage (%)	.5	100%	90%	80%	70%	60%
		Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.03.2011.	Percentage of outstanding ATNs disposed of during the year.	Percentage (%)	.5	100%	90%	80%	70%	60%
		Early disposal of pending ATRs on PAC Reports presented to	Percentage of outstanding ATRs disposed of during	Percentage (%)	.5	100%	90%	80%	70%	60%

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Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		Parliament before 31.03.2011	the year.							

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**SECTION 3:
Trend Values of the Success Indicators**

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
Objective 1								
Effective dissemination of information of Government Programmes and policies.	(a) Organizing Public Information Campaigns (PIC).	PICs conducted by PIB.	Number	93	112	136	150	150
	(b) Advertisements released by Directorate of Advertising and Visual Publicity (DAVP) on key flagship programmes / schemes.	Print and Audio Visual Advertisements released.	Number	8000	9000	13000	13500	14000
	(c) Implementation of Detailed Project Report regarding modernization of DAVP.	(i) Preparation of Phase-wise implementation plan.	Date	--	--	30.09.11	--	--
		(ii) Award of work.	Date	--	--	31.01.12	--	--
	(d) Presentation of programmes including theatrical shows on national themes throughout the country by Song and	Programmes and theatrical shows conducted.	Number	9615	8685	8800	9200	10000

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	Drama Division(S&DD).							
	(e) Publication of books on issues of national importance, monthly journals, weekly issues of Employment News / Rozgar Samachar in Hindi, English and Urdu.	(a) Books published.	Number	120	90	100	100	100
		(b) Publication of Journals made.	Number	216	216	216	216	216
		(c) Weekly Employment News published.	Number	156	156	156	156	156
	(f) Presentation of Film Shows, Special Programmes, Public opinion gatherings, Oral Communication Programmes, Photo Exhibitions by DFP.	Presentations made.	Number	-	80000	100000	105000	110000
	(g) Construction of new office buildings for National Press Centre.	Completion of works as per milestones stipulated in the Contract Agreement.	Date	--	--	31.01.12	(The project will be completed by Aug. 2012)	--
	(h) Digitalization of archival images by	125000 images to be digitalized	Number	208679	120000	125000	125000	125000

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	Photo Division.							
	(i) Modernisation & Upgradation of Hardware & Software at Regional Offices (ROs) and Field Publicity Units (FPU) of DFP.	(a) Regional offices modernized (out of a total of 22)	Number	--	Modernization of 9 Regional offices	Modernization of 10 Regional offices	Modernization of 3 Regional offices	--
		(b) FPU modernized (Out of a total of 207)	Number	--	90 FPU.	95 FPU	22 FPU	--
	(j) Assessment of the impact of various media campaigns through an independent outside agency	Award of contract to the agency for evaluation	Date	--	--	29.02.12	--	--
Objective 2								
To digitalize the cable sector	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	--	--	30.09.11	--	--
		(ii) Introduction of Bill in Parliament	Time	--	--	Winter Session 2011-12	--	--

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
Objective 3								
Promote and develop the growth of Mobile Television Services in India	Finalisation of policy guidelines.	Submission of Cabinet Note for seeking Cabinet approval	Date	--	--	30.09.11	--	--
		Issuance of guidelines after Cabinet approval	Date	--	--	31.12.11	--	--
Objective 4								
Expansion of FM Radio Services to cover more cities.	(a) Finalisation of policy guidelines.	Submission of Cabinet Note for seeking Cabinet approval	Date	--	--	31.07.11	--	--
		Issuance of guidelines after Cabinet approval	Date	--	--	30.09.11	--	--
	(b) Licensing.	Appointment of Consultant for e-auction	Date	--	--	30.11.11	--	--
		Issuance of NIT	Date	--	--	31.01.12	--	--
Objective 5								
Review of Prasar Bharati (PB) Act to	(A) Finalization of PB Amendment Bill	Submission of Cabinet Note for seeking Cabinet	Date	--	--	31.01.12	--	--

Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2011-12)

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
improve governance in Prasar Bharati & redefine the relationship between Government & Prasar Bharati and Strengthening of infrastructure of Prasar Bharati.		approval on recommendations of Group of Ministers (GoM)						
		Introduction of Bill in Parliament	Time	--	--	Budget Session 2011-12	--	--
	(B) Introduction of a transparent policy for selection of Private channels for placement in DTH platform of Doordarshan	Issuance of policy/guidelines	Date	--	--	31.12.11	--	--
	(C) All India Radio							
	(a) Installation of :							
	(i) 35 units of 10KW & 5KW FM Transmitters	Completion of installation.	Number	--	--	35	--	--
	(ii) 1000 KW MW Transmitter at Rajkot	Completion of installation.	Date	--	--	31.01.12	--	--
(iii) Studios at Jaipur & Dehradun	Completion of installation.	Date	--	--	31.01.12	--	--	
(b) Boost infrastructure support in NE region:								

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	(i) Transmitter buildings and transmitters installation at 8 places	Completion of building and installation of transmitters	Number	--	--	8	--	--
	(iv) Procurement of 1000 KW MW Transmitter at Chinsurah	Receipt of equipment	Date	--	--	31.08.11	--	--
	(D) Doordarshan			--	--		--	--
	(i) Completion of studio projects at Tirupati & Leh	Completion of project	Date	--	--	31.12.11	--	--
	(ii) Upgradation of 5 earth stations in NE region	Completion of work	Date	--	--	31.12.11	--	--
	(iii) Issue of NIT for upgradation of DTH platform of Doordarshan (for 97 channels)	Issue of NIT	Date	--	--	31.08.11	--	--
	(iv) Issue of NIT for 4 HDTV Transmitters	Issue of NIT	Date	--	--	30.06.11	--	--
	(v) Completion of	Completion of	Date	--	--	31.12.11	--	--

Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2011-12)

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	300 M Tower at Amritsar	work						
Objective 6								
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	--	--	31.08.11	--	--
Objective 7								
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	--	--	8	10	12
	(b) Final decision by 31.03.12 in respect of applications for which all mandatory	Pending applications decided.	%	--	--	90	--	--

Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2011-12)

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	clearances are received by 30.11.11.							
	(c) Issuance of atleast one LOI in States/UTs hitherto uncovered by permission	Number of uncovered States/UTs in which LOI issued	Number	--	--	3	4	5
Objective 8								
To promote and encourage good cinema and recognize outstanding contributions to the film movement.	(a) Finalisation of 58 th National Films Awards.	Presentation of awards.	Date	Film Awards for 55 th and 56 th NFA conferred.	Completion of 57 th National Films Awards.	31.12.11	Completion of 59 th National Films Awards.	Completion of 60 th National Films Awards.
	(b) Participation in film weeks and films festivals organized in India and abroad.	Participation in film festivals.	Number	45	67	50	55	55
	(c) Selection of Films under Indian Panorama, 2011.	Finalization of Films by Jury.	Date	October 2009	7 th Nov., 2010	31 st October, 2011	Oct., 2012	Oct., 2013
	(d) Organisation of International Film Festival of India (IFFI),	Participation of countries in IFFI.	Number	51	61	55	60	60

Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2011-12)

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	2011 at Goa.							
	(e) International documentary, short and animation film festival (MIFF)	To organize MIFF	Date	Feb., 2010	Nil	15 th March, 2012	Nil	March, 2014
	(f) Setting up of National Museum of Indian cinema in Mumbai.	Completion of work as per milestones stipulated in the Contract Agreement	Date	-	-	01.12.2011	-	-
	(g) Acquisition, restoration and digitalization of films	Number of film acquisition, restoration and digitalization						
	(i) To acquire films		Number	275	123	100	--	--
	(ii) To digitalize films		Number	148	245	100	--	--
	(iii) To digitally restore films		Number	48	152	50	--	--
	(h) Achievement of target as stipulated in MoU signed between NFDC and the Ministry of I&B	Achievement of MoU targets	%	--	--	100%	--	--
	(i) Production of documentary films by Films Division through	Completion of documentary films.	Number	--	--	75	--	--

Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2011-12)

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	outsourcing							
	(j) Production of documentary films under 11 th Plan Scheme by Films Division in a Public-Private Partnership made through PSBT (NGO).	Completion of documentary films.	Number	--	--	20	--	--
	(k) Evaluation of documentary films on quality and content produced by Films Division during 2009-11 by an external agency.	Number of films to be evaluated	Number	--	--	50	--	--
Objective 9								
Up-scaling of human resources for media & entertainment sectors.	(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	--	--	30.09.11	--	--
		Starting of courses at new centre at Aizwal (Mizoram)	Date	--	--	30.09.11	--	--
	(b) Setting up of National Centre of	Submission of Cabinet Note for	Date	--	--	31.12.11	--	--

Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2011-12)

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	Animation, Gaming and Visual Effects.	seeking Cabinet Approval						
	(c) Upgradation of Film and Television Institute of India (FTII), Pune.	Issue of administrative sanction	Date	--	--	31.12.11	--	--
Objective 10								
Efficient Functioning of the RFD system.	(a) Timely submission of draft for approval	On-time submission.	Date	--	--	7 th March, 2011	--	--
	(b) Timely submission of Results.	On-time submission.	Date	--	--	1 st May, 2011	--	--
Objective 11								
Improving Internal Efficiency of Ministry / Department.	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	%	-	-	26.03.2012	-	-
	Ensure compliance with Section 4(1)(b) of the RTI Act, 2005	No. of items on which information is uploaded by February 10, 2012	Number	-	-	16	-	-

Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2011-12)

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	Develop an action plan to implement ISO 9001 certification	Finalize an action plan to implement ISO 9001 certification	Date	-	-	26.03.2012	-	-
	Implementation of Sevottam	(i) Resubmission of revised draft of Citizen's/Client's Charter.	Date	-	-	15.12.2011	-	-
		(ii) Independent Audit of public grievance redressal system.	%	-	-	100	-	-
Objective 12								
Ensuring compliance to the financial accountability framework	(a) 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.	Percentage (%)	-	-	100	-	-
	(b) Timely submission	Percentage of	Percentage	-	-	100	-	-

Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2011-12)

Objective	Actions	Success Indicator	Unit	Actual Value for FY 09/10	Actual Value for FY 10-11 (Anticipated)	Target Value for FY 11-12	Projected Value for FY 12-13	Projected Value for FY 13-14
	of ATRs to the PAC Sectt. on PAC Reports.	ATRs submitted within due date (6 months) from date of presentation of Report to Parliament by PAC during the year.	(%)					
	(c) Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.03.2011.	Percentage of outstanding ATNs disposed of during the year.	Percentage (%)	-	-	100	-	-
	(d) Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.03.2011.	Percentage of outstanding ATRs disposed of during the year.	Percentage (%)	-	-	100	-	-

SECTION 4:

Description and Definition of Success Indicators and Proposed Measurement Methodology

Objective Number	Description of Success Indicator									
1(a)	Press Information Bureau (PIB) conducts Public Information Campaign (PIC) all over India. Hence, the success indicator is defined in 'Number' of PICs.									
1(b)	DAVP issues audio-visual spots for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.									
1(c)	DAVP is to start its activities online. Hence, implementation of DPR is to be monitored in terms of 'Date'.									
1(d)	Song & Drama Division (S&DD) conducts programmes for publicizing schemes and policies of the Government. Hence, the success indicator is defined in 'Number' of programmes.									
1(e)	Publications Division (DPD) publishes books and journals. Hence, the success indicator is defined in 'Number' of books/journals.									
1(f)	Directorate of Field Publicity (DFP) conducts film shows, special programmes, public opinion gatherings, exhibitions on govt. schemes/policies. Hence, the success indicator is defined in 'Number' of programmes.									
1(g)	New office building for National Press Centre needs to be constructed to boost functioning of Press Information Bureau (PIB). Hence, the success indicator is defined in terms of 'Date'. The methodology for measurement of achievement of objective 1(g) will be as under:									
	Actions	Success Indicator	Unit	Weight	Target/Criteria Value					
						100%	90%	80%	70%	60%
	Construction of new office buildings for National Press Centre.	i) Completion of brick work upto lower and upper basement level	Date	0.6	21.06.11	21.07.11	21.08.11	21.09.11	21.10.11	
		ii) Brick work upto 1 st floor and plaster upto ground floor	Date	0.6	30.07.11	30.08.11	30.09.11	30.10.11	30.11.11	
	iii) Completion of RCC work and brick work	Date	0.6	03.09.11	03.10.11	03.11.11	03.12.11	03.01.12		
	iv) Plaster and flooring upto 4 th floor	Date	0.6	30.10.11	30.11.11	30.12.11	30.01.12	29.02.12		

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		v) 50% completion of internal electrical works, aluminium framing, water supply/sanitation works, etc.	Date	0.6	31.01.12	29.02.12	31.03.12	--	--
1(h)	Photo Division needs to preserve its archival images by digitalization. Hence, the success indicator is defined in terms of 'Number' of images.								
1(i)	Directorate of Field Publicity (DFP) needs to upgrade its Regional Offices and Field Publicity Units to discharge its functions effectively. Hence, the success indicator is defined in 'Number of ROs/FPUs upgraded/modernized'.								
1(j)	Impact assessment of the media campaigns carried out by the Ministry is necessary to know the reach of message delivery and the accuracy of methodology being adopted for carrying out media campaigns. Hence, the success indicator is defined in terms of 'Date' for award of contract to an independent outside agency.								
2	Digitalization of Cable Sector needs amendment in the Cable Act, which requires passage of bill by the Parliament. Hence, the success indicator is defined in terms of 'Date' & 'Time of Parliament Session'.								
3 & 4	Policy guidelines for these objectives need approval of the Cabinet. Hence, the success indicator is defined in terms of 'Date'.								
5	Objective 5(A) needs amendment in the Prasar Bharati Act, which requires passage of amendment bill by the Parliament. Hence, the success indicator is defined in terms of 'Date' & 'Time of Parliament Session'. A policy needs to be formulated for selection of private channels for placement in DTH platform of Doordarshan to ensure transparency in the selection procedure. Hence, the success indicator of Objective 5(B) is defined in terms of 'Date'. Objectives 5(C) and 5(D) need to be completed to enhance the reach of All India Radio and Doordarshan. Hence, the success indicator is defined in terms of 'Date' and 'Number' respectively.								
6	Content management is one of the major area. For which the Ministry needs to place a mechanism for self regulation of content by the entertainment channels. Hence, the success indicator is defined in terms of 'Date'.								
7	Awareness workshops need to be conducted to popularize the use of Community Radio as a medium to empower a civil society. Hence, the success indicator for objective 7(a) is defined in terms of 'Number'. The Ministry also needs to clear the pending applications for issuance of LOI. Hence, the success indicator for Objective 7(b) is defined in terms of 'Percentage'. Similarly the success indicator for Objective 7(c) has been defined in terms of 'Number' to ensure presence of Community Radio Network in the uncovered States/UTs.								
8	The success indicator of objectives 8(a), (c), (e) & (f) have been defined in terms of 'Date' as these activities are to be performed in a time bound manner. Except Objective 8(h), rests of the objectives have been defined in terms of 'Number'. Objective 8(h) can be measured in terms of percentage of achievement of targets stipulated in MoU.								

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Hence, the success indicator is defined in terms of 'Percentage'. The methodology for measurement of achievement of objective 8(f) will be as under:									
Actions	Success Indicator	Unit	Weight	Target/Criteria Value					
				100%	90%	80%	70%	60%	
(f) Setting up of National Museum of Indian cinema in Mumbai.	(i) Excavation, raft and foundations work	Date	0.5	01.10.11	15.10.11	30.10.11	15.11.11	01.12.11	
	(ii) Roof slab of upper basement/ground floor slab of new building	Date	1.0	01.01.12	15.01.12	30.01.12	15.02.12	01.03.12	
	(iii) Facades of existing buildings	Date	0.5	01.12.11	15.12.11	30.12.11	15.01.12	01.02.12	
9	To meet the emerging need and requirement of media and entertainment sectors, the existing Institutes needs to be upgraded and new centers need to be opened/started. Hence, the success indicator is defined in terms of 'Date'.								

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**SECTION 5:
Specific Performance Requirements from other Departments**

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	In respect of Objective 1, 8 & 9	Necessary administrative & financial approvals.	(i)To finalize the project. (ii)To fund the project.	(i)Responsive support in granting approval to the projects. (ii)Allocations consistent with projected requirement.	There will be slippage in meeting the target.
Respective State Governments	In respect of Objective 9(a)	Accommodation for running classes and administrative office.	To start courses at new centers.	Besides temporary accommodation, atleast 10-15 acres of land is required to be allotted to IIMC free of cost for construction of permanent accommodation.	There will be slippage in meeting the target.
Ministry of Home Affairs, Ministry of Defence, Deptt. of Telecommunications	In respect of Objective 7(b) & 7(c)	Necessary approval for issuance of LOI	To clear pending applications and to increase the reach to the uncovered States/UTs	Responsive support in granting approval.	There will be slippage in meeting the target.

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**SECTION 6:
OUTCOME/IMPACT OF DEPARTMENT/MINISTRY**

Sl.No.	Outcome/ Impact of Ministry/ Deptt.	Jointly with	Success Indicator	Unit	2009-10	2010-11	2011-12	2012-13	2013-14
1.	Effective dissemination of information on Govt. Policies & Programmes	Ministry of I&B and all the concerned Ministry/ Deptt. Dealing with development schemes programmes	1.1 survey results of awareness of media campaign 1.2 survey results of impact of media campaign	No					
2.	Increased coverage of Radio & TV		1. No. of TV channels added 2. No. of Community Radio added 3. No. of Community Radio became functional 4. No of Pvt. FM Radio Station in operation. 5. No. of cities with population more than one lakh covered under Pvt. FM Radio. 6. No of AIR Radio Station in operation. 7. Geographical coverage of Doordarshan Terrestrial Channel.	No.					

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			8. Geographical Coverage of AIR Stations. 9. No. of Doordarshan channels.						
3.	Development of Human Resources		1. No. of Persons Trained in FTII, Pune 2. No. of persons trained in SRFTI, Kolkata. 3. No. of persons trained in IIMC (All centers taken together)	No					
4.	Growth of media & Entertainment Sector		1. Growth of Media & Entertainment Sector estimated by Pvt. Industry Association such as FICCI and CII. 2. Growth of Media & Entertainment Sector estimated by the Govt. Agencies. (TBD)	%					