



Government of India

**R F D**

(Results-Framework Document)  
for

Ministry of Information and Broadcasting  
(2013-2014)

## Section 1: Vision, Mission, Objectives and Functions

### Vision

Create an enabling environment for sustained growth of media and entertainment sector, facilitate value based wholesome entertainment and effectively disseminate information on government policies, programs and achievements.

### Mission

Facilitate sustained annual growth rate of 13 percent for media and entertainment sector; ensure free flow of information to the public and safeguard freedom of press and media; effectively disseminate information on the policies, programs and achievements of government using emerging technologies; promote development of broadcasting industry in India; strengthen Public service Broadcaster; work towards universal digitalization of broadcasting by 2017; expand FM radio network to all cities of one lakh and above by 2014-15 and community radio service for empowering local communities; create a policy framework for the development of value based content for healthy entertainment of people of all ages; restore, digitalize, preserve and enhance public access to the archival wealth of films, video and audio resources; support digital conversion of Indian films by 2016-17; upscale human resources development and set up centres of excellence for media and entertainment sector.

### Objectives

- 1 Effective dissemination of information of Government Programmes and policies
- 2 Facilitate development of broadcasting industry
- 3 Monitoring of content of Broadcasting Media
- 4 Popularizing use of Community Radio as a medium to empower civil society
- 5 Strengthening Public Service Broadcaster – Support to Prasar Bharati
- 6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films
- 7 Up-scaling of Human Resources for media and entertainment sector
- 8 Improving efficiency of Responsibility Centres and PSUs

### Functions

- 1 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:
- 2 (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;

## Section 1: Vision, Mission, Objectives and Functions

Registrar of Newspapers for India; Photo Division; Indian Institute of Mass Communication and Research, Reference and Training Division.

- 3 (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, Film and Television Institute of India; Central Board of Film Certification; Directorate of Film Festivals; National Film Archives of India and Satyajit Ray Film and Television Institute. National Film Development Corporation Limited is the corporation under this Wing.
- 4 (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) Amendment Act 2011 and Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990. Broadcast Engineering Consultant India Ltd. is the corporation under this wing.

## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
[1] Effective dissemination of information of Government Programmes and policies	23.00	[1.1] Organizing Public Information Campaigns (PIC) by PIB	[1.1.1] PICs conducted	Number	4.00	136	125	105	90	80
		[1.2] Release of Advertisements by Directorate of Advertising and Visual Publicity (DAVP) on key flagship programmes / schemes	[1.2.1] Print Advertisements released	Number	1.00	16000	14400	12800	11200	9600
			[1.2.2] Audio- Visual Advertisements released	Number	1.00	370	333	296	259	222
			[1.2.3] Exhibitions organised	Number	1.00	600	540	480	420	360
			[1.2.4] Outdoor Publicity taken	Number	1.00	600	540	480	420	360
		[1.3] Digitalization of archival images by Photo Division	[1.3.1] Images uploaded	Number	2.00	120000	108000	96000	84000	72000
		[1.4] Presentation of programmes including theatrical shows on national themes by Song and Drama Division (S&DD)	[1.4.1] Programmes and theatrical shows conducted	Number	2.00	12000	11000	10000	9500	9000
		[1.5] Bringing out quality publications on topical issues in Hindi, English, Braille and other regional languages by Publication Division	[1.5.1] Books published	Number	1.00	90	81	72	63	54
			[1.5.2] Issues of journal including special	Number	1.00	216	194	172	151	129

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Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
			issues							
		[1.6] Direct contact programme / Special Out Reach Programme of Directorate of Field Publicity	[1.6.1] Programmes conducted	Number	1.00	600	540	480	420	360
			[1.6.2] Villages covered	Number	1.00	1000	900	800	700	600
			[1.6.3] Tours conducted	Number	1.00	8	7	6	5	4
		[1.7] Infrastructure support for Direct Contact Programme	[1.7.1] Regional Offices (ROs) to be equipped with AV equipment and vehicles	Number	1.00	5	4	3	2	1
			[1.7.2] Field Publicity Units (FPUs) to be equipped with AV equipment and vehicles	Number	1.00	35	30	25	20	15
		[1.8] Computerization and Modernization of PIB	[1.8.1] Operationalisation of new communication infrastructure	Date	1.00	31/01/2014	28/02/2014	15/03/2014	20/03/2014	31/03/2014
		[1.9] Computersation of DAVP	[1.9.1] Commencement of online issue of Release Orders (ROs)	Date	1.00	31/12/2013	31/01/2014	15/02/2014	28/02/2014	31/03/2014
			[1.9.2] Commencement of online billing	Date	1.00	31/12/2013	31/01/2014	15/02/2014	28/02/2014	31/03/2014
			[1.9.3] Commencement of online	Date	1.00	31/12/2013	31/01/2014	15/02/2014	28/02/2014	31/03/2014

## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
			payments							
[2] Facilitate development of broadcasting industry	11.00	[2.1] Bringing in transparency in application processing	[2.1.1] Automation of TV(INSAT) section – Award of Work	Date	1.00	31/08/2013	30/09/2013	31/10/2013	30/11/2013	31/12/2013
			[2.1.2] Operationalisation of Automated System	Date	1.00	31/01/2014	15/02/2014	28/02/2014	15/03/2014	31/03/2014
		[2.2] Digitisation of analog Cable Network	[2.2.1] Preparation of Plan of Action for coverage of all areas under Digital Addressable System (DAS)	Date	2.00	15/02/2014	01/03/2014	15/03/2014	25/03/2014	31/03/2014
			[2.2.2] Impact analysis of DAS on consumers – Receipt of Report	Date	2.00	15/02/2014	01/03/2014	15/03/2014	25/03/2014	31/03/2014
		[2.3] Expansion of FM Radio Services in India	[2.3.1] Issue of Licenses after e-Auction of first Batch of Radio Channels	Date	5.00	15/01/2014	31/01/2014	15/02/2014	28/02/2014	15/03/2014
[3] Monitoring of content of Broadcasting Media	5.00	[3.1] Finalization of design and specifications for the civil work at EMMC Premises	[3.1.1] Issue of RFP	Date	2.00	30/11/2013	31/12/2013	31/01/2014	28/02/2014	31/03/2014
		[3.2] Monitoring of content	[3.2.1] TV channels monitored	Number	1.00	50	40	35	30	25
			[3.2.2] Private FM channels monitored	Number	1.00	25	20	15	12	10

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Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
			[3.2.3] Community Radio Stations monitored	Number	1.00	25	20	15	12	10
[4] Popularizing use of Community Radio as a medium to empower civil society	6.00	[4.1] Create awareness about Community Radio policy through consultations/workshops	[4.1.1] Workshop held	Number	1.00	5	4	3	2	1
		[4.2] Launch of Community Radio Support Scheme	[4.2.1] Appraisal by EFC	Date	1.00	30/11/2013	31/12/2013	31/01/2014	24/02/2014	31/03/2014
			[4.2.2] Setting up of Programme Management Unit in CRS Section	Date	1.00	31/01/2014	15/02/2014	28/02/2014	15/03/2014	31/03/2014
		[4.3] Timely Disposal of Applications complete in all respects	[4.3.1] Applications disposed within three months of receipt	Percent	2.00	100	90	80	70	60
		[4.4] Operationalisation of CR Stations after WOL issued	[4.4.1] CR Stations operationalised	Percent	1.00	50	40	30	20	10
[5] Strengthening Public Service Broadcaster – Support to Prasar Bharati	6.00	[5.1] Facilitating recruitment against vacant posts in PB	[5.1.1] Revival of essential posts in PB	Number	2.00	1150	1125	1100	1075	1050
			[5.1.2] Notification of Prasar Bharati Recruitment Board	Date	1.00	31/12/2013	15/01/2014	31/01/2014	28/02/2014	15/03/2014
			[5.1.3] Notification of Recruitment Regulations for Prasar Bharati Employees	Number	1.00	125	100	75	50	25

## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		[5.2] Broadcasting Network Infrastructure Development	[5.2.1] Approval by CCEA	Date	2.00	31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013
[6] Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15.00	[6.1] Finalisation of 60th National Films Awards	[6.1.1] Presentation of awards	Date	2.00	31/05/2013	15/06/2013	30/06/2013	15/07/2013	31/07/2013
		[6.2] Participation in film weeks and films festivals organized in India and abroad	[6.2.1] Participation in film festivals	Number	2.00	55	50	45	40	35
		[6.3] Organisation of International Film Festival of India (IFFI), 2013 at Goa	[6.3.1] Participation of countries in IFFI	Number	3.00	60	55	50	45	40
		[6.4] Setting up of National Museum of Indian cinema in Mumbai	[6.4.1] Opening of Museum (first phase) to the public	Date	2.00	31/12/2013	15/01/2014	31/01/2014	15/02/2014	28/02/2014
		[6.5] Setting up of National Heritage Mission	[6.5.1] Approval of Scheme by the Competent Authority	Date	2.00	31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013
		[6.6] Acquisition of films by NFAI	[6.6.1] Number of films acquired	Number	2.00	65	58	52	43	39
		[6.7] Production of documentary films by Films Division	[6.7.1] Completion of documentary films	Number	2.00	100	90	80	70	60
[7] Up-scaling of Human Resources for media and entertainment sector	15.00	[7.1] Setting up of National Centre of Animation, Gaming and Visual Effects	[7.1.1] Approval of Scheme by the Competent Authority	Date	3.00	15/02/2014	28/02/2014	15/03/2014	25/03/2014	31/03/2014



## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		[7.2] Declaration of IIMC to be An Institution of National Importance	[7.2.1] Submission of Cabinet Note to Cabinet Sect.	Date	2.00	30/11/2013	31/12/2013	15/01/2014	31/01/2014	15/02/2014
		[7.2.2] Introduction of Bill in Parliament	Date	3.00	31/12/2013	15/01/2014	31/01/2014	15/02/2014	15/03/2014	
		[7.3] Up-scaling of Human Resources at IIMC, FTII & SRFTI	[7.3.1] Persons trained at IIMC	Number	1.00	385	370	360	350	340
			[7.3.2] Persons trained at FTII	Number	1.00	180	175	170	165	160
			[7.3.3] Persons trained at SRFTI	Number	1.00	293	280	270	260	250
		[7.4] Modernisation & Augmentation of facilities at FTII, Pune	[7.4.1] Approval of EFC	Date	2.00	30/09/2013	31/10/2013	30/11/2013	31/12/2013	31/01/2014
		[7.5] Modernisation & Augmentation of facilities at SRFTI, Kolkata	[7.5.1] Approval of EFC	Date	2.00	30/09/2013	31/10/2013	30/11/2013	31/12/2013	31/01/2014
[8] Improving efficiency of Responsibility Centres and PSUs	4.00	[8.1] RFD of Responsibility Centres	[8.1.1] Finalization of RFD	Date	2.00	15/05/2013	21/05/2013	28/05/2013	05/06/2013	15/06/2013
		[8.2] Achievement of MoU targets by NFDC	[8.2.1] MoU Target	Percent	1.00	85	75	65	60	55
		[8.3] Achievement of MoU targets by BECIL	[8.3.1] MoU Target	Percent	1.00	85	75	65	60	55
* Efficient Functioning of the RFD System	3.00	Timely submission of Draft RFD 2014-15 for Approval	On-time submission	Date	2.0	05/03/2014	06/03/2014	07/03/2014	08/03/2014	11/03/2014
		Timely submission of Results for 2012-13	On-time submission	Date	1.0	01/05/2013	02/05/2013	03/05/2013	06/05/2013	07/05/2013

\* Mandatory Objective(s)

## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
* Transparency/Service delivery Ministry/Department	3.00	Independent Audit of implementation of Citizens'/Clients' Charter (CCC)	% of implementation	%	2.0	100	95	90	85	80
		Independent Audit of implementation of Public Grievance Redressal System	% of implementation	%	1.0	100	95	90	85	80
* Administrative Reforms	6.00	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	1.0	100	95	90	85	80
		Implement ISO 9001 as per the approved action plan	% of implementation	%	2.0	100	95	90	85	80
		Implement Innovation Action Plan (IAP)	% of milestones achieved	%	2.0	100	95	90	85	80
		Identification of core and non-core activities of the Ministry/Department as per 2nd ARC recommendations	Timely submission	Date	1.0	27/01/2014	28/01/2014	29/01/2014	30/01/2014	31/01/2014
* Improving Internal Efficiency/Responsiveness.	2.00	Update departmental strategy to align with 12th Plan priorities	Timely updation of the strategy	Date	2.0	10/09/2013	17/09/2013	24/09/2013	01/10/2013	08/10/2013
* Ensuring compliance to the Financial Accountability Framework	1.00	Timely submission of ATNs on Audit paras of C&AG	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to Parliament by CAG .during the year.	--	0.25	100	90	80	70	60
		Timely submission of ATRs to the PAC Sectt. on PAC Reports.	Percentage of ATRS submitted within due date ( 6 months) from date of presentation of Report to Parliament by PAC .during the year.	--	0.25	100	90	80	70	60

\* Mandatory Objective(s)

## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2012.	Percentage of outstanding ATNs disposed off during the year.	--	0.25	100	90	80	70	60
		Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.3.2012	Percentage of outstanding ATRs disposed off during the year.	--	0.25	100	90	80	70	60

\* Mandatory Objective(s)

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
[1] Effective dissemination of information of Government Programmes and policies	[1.1] Organizing Public Information Campaigns (PIC) by PIB	[1.1.1] PICs conducted	Number	132	90	125	136	136
	[1.2] Release of Advertisements by Directorate of Advertising and Visual Publicity (DAVP) on key flagship programmes / schemes	[1.2.1] Print Advertisements released	Number	15500	15500	14400	16500	16500
		[1.2.2] Audio- Visual Advertisements released	Number	444	465	333	390	390
		[1.2.3] Exhibitions organised	Number	500	500	540	650	650
		[1.2.4] Outdoor Publicity taken	Number	250	400	540	650	650
	[1.3] Digitalization of archival images by Photo Division	[1.3.1] Images uploaded	Number	133876	110418	108000	120000	125000
	[1.4] Presentation of programmes including theatrical shows on national themes by Song and Drama Division (S&DD)	[1.4.1] Programmes and theatrical shows conducted	Number	11802	15930	11000	12000	12000
	[1.5] Bringing out quality publications on topical issues in Hindi, English, Braille and other regional	[1.5.1] Books published	Number	93	73	81	90	100

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
	languages by Publication Division							
		[1.5.2] Issues of journal including special issues	Number	216	216	194	216	216
	[1.6] Direct contact programme / Special Out Reach Programme of Directorate of Field Publicity	[1.6.1] Programmes conducted	Number	600	0	540	420	360
		[1.6.2] Villages covered	Number	1000	0	900	700	600
		[1.6.3] Tours conducted	Number	8	7	7	5	4
	[1.7] Infrastructure support for Direct Contact Programme	[1.7.1] Regional Offices (ROs) to be equipped with AV equipment and vehicles	Number	0	0	2	3	3
		[1.7.2] Field Publicity Units (FPUs) to be equipped with AV equipment and vehicles	Number	0	31	30	25	24
	[1.8] Computerization and Modernization of PIB	[1.8.1] Operationalisation of new communication infrastructure	Date	--	--	28/02/2014	--	--
	[1.9] Computersation of DAVP	[1.9.1] Commencement of online issue of Release Orders (ROs)	Date	--	--	31/01/2014	--	--

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
		[1.9.2] Commencement of online billing	Date	--	--	31/01/2014	--	--
		[1.9.3] Commencement of online payments	Date	--	--	31/01/2014	--	--
[2] Facilitate development of broadcasting industry	[2.1] Bringing in transparency in application processing	[2.1.1] Automation of TV(INSAT) section – Award of Work	Date	--	--	30/09/2013	--	--
		[2.1.2] Operationalisation of Automated System	Date	--	--	15/02/2014	--	--
	[2.2] Digitisation of analog Cable Network	[2.2.1] Preparation of Plan of Action for coverage of all areas under Digital Addressable System (DAS)	Date	--	--	01/03/2014	--	--
		[2.2.2] Impact analysis of DAS on consumers – Receipt of Report	Date	--	--	01/03/2014	--	--
	[2.3] Expansion of FM Radio Services in India	[2.3.1] Issue of Licenses after e-Auction of first Batch of Radio Channels	Date	--	--	31/01/2014	--	--
[3] Monitoring of content of Broadcasting Media	[3.1] Finalization of design and specifications for the civil work at EMMC Premises	[3.1.1] Issue of RFP	Date	--	--	31/12/2013	--	--
	[3.2] Monitoring of content	[3.2.1] TV channels monitored	Number	--	--	40	--	--

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
		[3.2.2] Private FM channels monitored	Number	--	--	20	--	--
		[3.2.3] Community Radio Stations monitored	Number	--	--	20	--	--
[4] Popularizing use of Community Radio as a medium to empower civil society	[4.1] Create awareness about Community Radio policy through consultations/workshops	[4.1.1] Workshop held	Number	--	9	4	--	--
	[4.2] Launch of Community Radio Support Scheme	[4.2.1] Appraisal by EFC	Date	--	--	31/12/2013	--	--
		[4.2.2] Setting up of Programme Management Unit in CRS Section	Date	--	--	15/02/2014	--	--
	[4.3] Timely Disposal of Applications complete in all respects	[4.3.1] Applications disposed within three months of receipt	Percent	--	100	90	--	--
	[4.4] Operationalisation of CR Stations after WOL issued	[4.4.1] CR Stations operationalised	Percent	--	--	40	--	--
[5] Strengthening Public Service Broadcaster – Support to Prasar Bharati	[5.1] Facilitating recruitment against vacant posts in PB	[5.1.1] Revival of essential posts in PB	Number	--	--	1125	--	--
		[5.1.2] Notification of Prasar Bharati Recruitment Board	Date	--	--	15/01/2014	--	--
		[5.1.3] Notification of Recruitment Regulations for	Number	--	--	100	--	--

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
		Prasar Bharati Employees						
	[5.2] Broadcasting Network Infrastructure Development	[5.2.1] Approval by CCEA	Date	--	--	15/11/2013	--	--
[6] Promoting and encouraging good cinema and recognizing outstanding contribution to the films	[6.1] Finalisation of 60th National Films Awards	[6.1.1] Presentation of awards	Date	--	--	15/06/2013	--	--
	[6.2] Participation in film weeks and films festivals organized in India and abroad	[6.2.1] Participation in film festivals	Number	--	--	50	--	--
	[6.3] Organisation of International Film Festival of India (IFFI), 2013 at Goa	[6.3.1] Participation of countries in IFFI	Number	--	--	55	--	--
	[6.4] Setting up of National Museum of Indian cinema in Mumbai	[6.4.1] Opening of Museum (first phase) to the public	Date	--	--	15/01/2014	--	--
	[6.5] Setting up of National Heritage Mission	[6.5.1] Approval of Scheme by the Competent Authority	Date	--	--	15/11/2013	--	--
	[6.6] Acquisition of films by NFAI	[6.6.1] Number of films acquired	Number	--	36	58	--	--
	[6.7] Production of documentary films by Films Division	[6.7.1] Completion of documentary films	Number	--	--	90	--	--
[7] Up-scaling of Human Resources for media and entertainment sector	[7.1] Setting up of National Centre of Animation, Gaming and Visual	[7.1.1] Approval of Scheme by the Competent Authority	Date	--	--	28/02/2014	--	--



### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
	Effects							
	[7.2] Declaration of IIMC to be An Institution of National Importance	[7.2.1] Submission of Cabinet Note to Cabinet Sectt.	Date	--	--	31/12/2013	--	--
		[7.2.2] Introduction of Bill in Parliament	Date	--	--	15/01/2014	--	--
	[7.3] Up-scaling of Human Resources at IIMC,FTII& SRTFI	[7.3.1] Persons trained at IIMC	Number	365	385	370	385	385
		[7.3.2] Persons trained at FTII	Number	133	108	175	129	143
		[7.3.3] Persons trained at SRFTI	Number	209	209	280	293	290
	[7.4] Modernisation & Augmentation of facilities at FTII, Pune	[7.4.1] Approval of EFC	Date	--	--	31/10/2013	--	--
	[7.5] Modernisation & Augmentation of facilities at SRFTI, Kolkata	[7.5.1] Approval of EFC	Date	--	--	31/10/2013	--	--
[8] Improving efficiency of Responsibility Centres and PSUs	[8.1] RFD of Responsibility Centres	[8.1.1] Finalization of RFD	Date	--	--	21/05/2013	--	--
	[8.2] Achievement of MoU targets by NFDC	[8.2.1] MoU Target	Percent	--	--	75	--	--
	[8.3] Achievement of MoU targets by BECIL	[8.3.1] MoU Target	Percent	--	--	75	--	--

\* Mandatory Objective(s)

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
* Efficient Functioning of the RFD System	Timely submission of Draft RFD 2014-15 for Approval	On-time submission	Date	--	--	05/03/2014	--	--
	Timely submission of Results for 2012-13	On-time submission	Date	--	--	01/05/2013	--	--
* Transparency/Service delivery Ministry/Department	Independent Audit of implementation of Citizens'/Clients' Charter	% of implementation	%	--	--	95	--	--
	Independent Audit of implementation of Public Grievance Redressal System	% of implementation	%	--	--	95	--	--
* Administrative Reforms	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	--	--	95	--	--
	Implement ISO 9001 as per the approved action plan	% of implementation	%	--	--	95	--	--
	Implement Innovation Action Plan (IAP)	% of milestones achieved	%	--	--	95	--	--
	Identification of core and non-core activities of the Ministry/Department as per 2nd ARC recommendations	Timely submission	Date	--	--	15/10/2013	--	--
* Ensuring compliance to the Financial Accountability Framework	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.	--	--	--	90	--	--

\* Mandatory Objective(s)

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
	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.	--	--	--	90	--	--
	Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2012.	Percentage of outstanding ATNs disposed off during the year.	--	--	--	90	--	--
	Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.3.2012	Percentage of outstanding ATRS disposed off during the year.	--	--	--	90	--	--

\* Mandatory Objective(s)

## Section 4: Acronym

Sl.No	Acronym	Description
1	AV	Audio-Visual
2	CRS	Community Radio Station
3	DFP	Directorate of Field Publicity
4	FM	Frequency Modulation
5	FPU	Field Publicity Unit
6	PB	Prasar Bharati

## Section 4: Acronym

Sl.No	Acronym	Description
7	PIB	Press Information Bureau
8	PIC	Public Information Campaign

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
1	[1.1.1] PICs conducted	Press Information Bureau (PIB) conducts Public Information Campaign (PIC) all over India. Hence, the success indicator is defined in 'Number' of PICs.	Public Information Campaign	In Number	
2	[1.2.1] Print Advertisements released	DAVP issues print advertisement for Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	Print advertisement for Government flagship programmes	In number	
3	[1.2.2] Audio- Visual Advertisements released	DAVP issues audio-visual spots for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	audio-visual spots for advertising Government flagship programmes	In Number	
4	[1.2.3] Exhibitions organised	DAVP organises exhibitions for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	exhibitions for advertising Government flagship programmes	In Number	
5	[1.2.4] Outdoor Publicity taken	DAVP conducts outdoor publicity for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	outdoor publicity for advertising Government flagship programmes	In Number	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
6	[1.3.1] Images uploaded	Photo Division needs to preserve its archival images by digitalization. Hence, the success indicator is defined in terms of 'Number' of images.	Archiving of Images	In Number	
7	[1.4.1] Programmes and theatrical shows conducted	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.	programmes for publicizing schemes and policies of the Government	In Number	
8	[1.5.1] Books published	Publications Division (DPD) publishes books and journals. Hence, the success indicator is defined in 'Number' of books/journals.	Publishing of Books	In Number	
9	[1.5.2] Issues of journal including special issues	Publications Division (DPD) publishes books and journals. Hence, the success indicator is defined in 'Number' of books/journals.	Publication of Books and Journals	In Number	
10	[1.6.1] Programmes conducted	DFP organizes various activities for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of Programmes conducted.	Number of Programmes conducted.	In Number	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
11	[1.6.2] Villages covered	DFP organizes various activities for advertising Government flagship programmes by visiting villages of the country. Hence, 'villages covered' is taken as a SI for this Action.	Number of Villages covered.	In Number	
12	[1.6.3] Tours conducted	DFP organizes various activities for advertising Government flagship programmes by conducting tour programmes. Hence, 'Tour conducted' is taken as a SI for this Action.	Number of Tours conducted.	In Number	
13	[1.7.1] Regional Offices (ROs) to be equipped with AV equipment and vehicles	Directorate of Field Publicity (DFP) proposes to equip ROs with AV equipment and vehicles. Hence, the success indicator is defined in 'Number' of programmes.	Support to ROs	In Number	
14	[1.7.2] Field Publicity Units (FPUs) to be equipped with AV equipment and vehicles	Directorate of Field Publicity (DFP) proposes to equip FPUs with AV equipment and vehicles. Hence, the success indicator is defined in 'Number' of programmes.	Support to FPUs	In Number	
15	[1.8.1] Operationalisation of new communication infrastructure	Infrastructure installation of PIB is to be completed by some stipulated date, so that the new communication infrastructure will be operational. Hence, the unit is identified as date.	Infrastructure installation	By the specified date	



## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
16	[1.9.1] Commencement of online issue of Release Orders (ROs)	Directorate of Advertising and Visual Publicity (DAVP) is proposed to be computerised for its operations. Online issues of Release Orders is one of these operations.	Commencement of online issue of Release Orders (ROs)	By the specified date	
17	[1.9.2] Commencement of online billing	Directorate of Advertising and Visual Publicity (DAVP) is proposed to be computerised for its operations. Online billing is one of these operations.	Commencement of online billing.	By the specified date	
18	[1.9.3] Commencement of online payments	Directorate of Advertising and Visual Publicity (DAVP) is proposed to be computerised for its operations. Online payment is one of these operations.	Commencement of online payments.	By the specified date	
19	[2.1.1] Automation of TV(INSAT) section – Award of Work	TV (INSAT) Section is going to be Automated. Award of work for its automation is to be awarded.	Award of Work	By the specified date	
20	[2.1.2] Operationalisation of Automated System	Operationalisation of Automated System	Operationalisation of Automated System	By the specified date	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
21	[2.2.1] Preparation of Plan of Action for coverage of all areas under Digital Addressable System (DAS)	An action plan is to be prepared for coverage of all areas under Digital Addressable System (DAS).	Preparation of Action Plan	By the specified date	
22	[2.2.2] Impact analysis of DAS on consumers – Receipt of Report	A study to measure the impact of Digital Addressable System (DAS) will be commissioned	Piloting a study	By a specified date	
23	[2.3.1] Issue of Licenses after e-Auction of first Batch of Radio Channels	Issue of radio licenses through tendering.	Issue of Licenses	By a specified date	
24	[3.1.1] Issue of RFP	Issue of Request for proposal.		By a specified date	
25	[3.2.1] TV channels monitored	Additional TV channels over the existing.		In Number	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
26	[3.2.2] Private FM channels monitored	Additional FM channels over the existing.		In Number	
27	[3.2.3] Community Radio Stations monitored	Additional Community Radio Stations over the existing.		In Number	
28	[4.1.1] Workshop held	Number of workshop held is to be measured in terms of 'number.	Number of workshop held.	In Number.	
29	[4.2.1] Appraisal by EFC	The Scheme is to be appraised by EFC by a specified date to measure the performance of the Ministry.	Appraisal by EFC	By specified date.	
30	[4.2.2] Setting up of Programme Management Unit in CRS Section	A programme management unit is proposed to set up in Community Radio Stations (CRS) Section to automate the processing of applications.		By specified date	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
31	[4.3.1] Applications disposed within three months of receipt	Application completed in all respect is proposed to be processed within the three months of its receipt.		Percent	
32	[4.4.1] CR Stations operationalised	CR stations operationalised for which WoL have been issued.		Percent	
33	[5.1.1] Revival of essential posts in PB	For giving support to Public Service Broadcaster some essential category posts are proposed to be revived this year.		In Number	
34	[5.1.2] Notification of Prasar Bharati Recruitment Board	Prasr Bharati Recruitment Board is proposed to be notified this year by a specified date.		By specified date	
35	[5.1.2] Notification of Prasar Bharati Recruitment Board	Prasr Bharati Recruitment Board is proposed to be notified this year by a specified date.		By specified date	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
36	[5.1.3] Notification of Recruitment Regulations for Prasar Bharati Employees	Recruitment Regulations for various category posts are proposed to be notified.		In Number of RRs notified	
37	[5.2.1] Approval by CCEA	The Scheme viz. Broadcasting Network Infrastructure Development is to be approved by the CCEA.		By specified date	
38	[6.1.1] Presentation of awards	Awards are to be presented by some stipulated 'date'.	Presentation of awards.	By specified date	
39	[6.2.1] Participation in film festivals	Number of Film Festivals is to be measured in terms of 'number'.	Participation in film festival	In Number	
40	[6.3.1] Participation of countries in IFFI	Participation of countries in IFFI is to be measured in terms of 'number'	Participation of countries in IFFI.	In Number	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
41	[6.4.1] Opening of Museum (first phase) to the public	First phase of Museum is to be opened to the public by a stipulated 'date'. Hence, the unit is 'date'.	Opening of Museum	By specified date	
42	[6.5.1] Approval of Scheme by the Competent Authority	Approval of the competent authority is to be obtained for the Scheme on national heritage mission		By specified date	
43	[6.6.1] Number of films acquired	Number of films acquired is to be measured in terms of 'number'.	Number of films acquired.	In Number	
44	[6.7.1] Completion of documentary films	Number of completed Documentary Films is to be measured in terms of 'number'.	Completion of documentary films.	In Number	
45	[7.1.1] Approval of Scheme by the Competent Authority	Approval of the competent authority is to be obtained for the Scheme on setting up of National Centre of Animation, Gaming and Visual Effects.		By a specified date	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
46	[7.2.1] Submission of Cabinet Note to Cabinet Sectt.	A cabinet note is proposed to be submitted for approval of the cabinet for declaring IIMC to be an Institution of national importance.		By a specified date	
47	[7.2.2] Introduction of Bill in Parliament	After the approval of the Cabinet a bill is proposed to be introduced in the Parliament for declaring IIMC to be an Institution of national importance.		By a specified date	
48	[7.3.1] Persons trained at IIMC	Number of persons trained at IIMC.		In Number	
49	[7.3.2] Persons trained at FTII	Number of persons trained at FTII.		In Number	
50	[7.3.3] Persons trained at SRFTI	Number of persons trained at SRFTI.		In Number	

## Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
51	[7.4.1] Approval of EFC	Approval of the EFC is to be obtained for the Scheme on Modernisation & Augmentation of facilities at FTII, Pune.		By a specified date	
52	[7.5.1] Approval of EFC	Approval of the EFC is to be obtained for the Scheme on Modernisation & Augmentation of facilities at SRFTI, Kolkata.		By a specified date	
53	[8.1.1] Finalization of RFD	RFD is to be finalised by a stipulated date. Hence, the unit is 'date'	Finalization of RFD	By specified date	
54	[8.2.1] MoU Target	Each Public Sector goes through MoU with the Government with certain performance target which are monitored by the Department of Public Enterprises and ranking is made at the end of the year.	Achievement of MoU targets.	Percent	
55	[8.3.1] MoU Target	Each Public Sector goes through MoU with the Government with certain performance target which are monitored by the Department of Public Enterprises and ranking is made at the end of the year.	Achievement of MoU targets.	Percent	



**Section 4:**  
**Description and Definition of Success Indicators and Proposed Measurement Methodology**

SI.No	Success indicator	Description	Definition	Measurement	General Comments
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## Section 5 : Specific Performance Requirements from other Departments

Location Type	State	Organisation Type	Organisation Name	Relevant Success Indicator	What is your requirement from this organisation	Justification for this requirement	Please quantify your requirement from this Organisation	What happens if your requirement is not met.
Central Government		Departments	Department of Personnel and Training	[5.1.2] Notification of Prasar Bharati Recruitment Board	Final Concurrence of DOPT to the provision in the draft notification for establishing Prasar Bharati Recruitment Board.	<p>1. As per the provisions of the Prasar Bharati Act, 1990, the notification is to be issued with the approval of the Central Govt.</p> <p>2. As per the standard procedure applicable to processing of such notifications, inter-ministerial consultation with the concerned Ministries has to be held.</p> <p>3. In this case, consultations have already been held with Department of Expenditure. Consultations with DOPT and Legislative Department will be required to complete the process before notification.</p>	Concurrence of DOPT within one to two months will help in meeting the target.	If the final concurrence is not given by DOPT or if some legal issues have to be addressed in the proposal contained in the draft notification or if the proposal requires notifications/ re-formulation or fresh round of inter-ministerial consultations, then it may not be possible to meet the target dates in RFD.
			Legislative Department	[5.1.2] Notification of Prasar Bharati Recruitment Board	Vetting of the draft notification and draft Recruitment Regulations by the Legislative Department.	Vetting of the draft notification and draft Recruitment Regulations by the Legislative Department within a month and 15 days respectively will help in meeting the target.	If the final concurrence is not given by DOPT or if some legal issues have to be addressed in the proposal contained in the draft notification or if the proposal requires notifications/ re-formulation or fresh round of inter-ministerial	

## Section 5 : Specific Performance Requirements from other Departments

Location Type	State	Organisation Type	Organisation Name	Relevant Success Indicator	What is your requirement from this organisation	Justification for this requirement	Please quantify your requirement from this Organisation	What happens if your requirement is not met.
			Legislative Department	[5.1.2] Notification of Prasar Bharati Recruitment Board	Vetting of the draft notification and draft Recruitment Regulations by the Legislative Department.		Vetting of the draft notification and draft Recruitment Regulations by the Legislative Department within a month and 15 days respectively will help in meeting the target.	consultations, then it may not be possible to meet the target dates in the RFD.
				[5.1.3] Notification of Recruitment Regulations for Prasar Bharati Employees				
				[7.2.1] Submission of Cabinet Note to Cabinet Sectt.	Finalisation of the draft Bill which is required to be circulated along with the Cabinet Note	As per the set procedure, the Bill is to be finalized/vetted by the Legislative Department. Thereafter, a draft Cabinet Note along with this draft Bill will be circulated for inter-ministerial consultation before submission of the same to Cabinet Sectt.	Finalisation of the Bill by Legislative Department within a month of reference	Ministry will not be able to achieve the target within the stipulated time period.
				[7.2.2] Introduction of Bill in Parliament	Finalisation of the draft Bill	As per the set procedure, the Bill is to be finalized/vetted by the Legislative Department		
			Department of Expenditure	[5.1.1] Revival of essential posts in PB	Final clearance to the Recruitment Regulations with regard to pay scales	1. As per the provisions in the Prasar Bharati Act, 1990, the notification is to be issued with the approval	Clearance by the Department of Expenditure within a month of reference.	If the final clearance is not received within a month, and if the proposal requires re-

## Section 5 : Specific Performance Requirements from other Departments

Location Type	State	Organisation Type	Organisation Name	Relevant Success Indicator	What is your requirement from this organisation	Justification for this requirement	Please quantify your requirement from this Organisation	What happens if your requirement is not met.
			Department of Expenditure	[5.1.1] Revival of essential posts in PB  [5.1.3] Notification of Recruitment Regulations for Prasar Bharati Employees	and the number of posts in respect of each Regulation to be granted by the Department of Expenditure.	of the Central Govt.  2. As per the standard procedure applicable to processing of such notifications, inter-ministerial consultation with the concerned Ministries has to be held.  3. In this case, consultations have already been held with DOPT. Further, consultations have to carried out with the Department of Expenditure and Legislative Department.	Clearance by the Department of Expenditure within a month of reference.	formulation or fresh inter-ministerial consultations, then there may be delay in the notification of the Regulations and this may result in delay in meeting the schedule prescribed in the RFD.  If the final concurrence is not given or if the final concurrence is given for lesser number of posts than what is proposed, then fresh proposal will have to be formulated in consultation with Prasar Bharati, which may lead to delay in the revival of posts, thereby affecting the schedule for meeting the target Expenditure.

## Section 6: Outcome/Impact of Department/Ministry

Outcome/Impact of Department/Ministry	Jointly responsible for influencing this outcome / impact with the following department (s) / ministry(ies)	Success Indicator	Unit	FY 11/12	FY 12/13	FY 13/14	FY 14/15	FY 15/16
1 Growth of media & Entertainment Sector		Growth of Media & Entertainment Sector (Estimated by Pvt. Industry Association such as FICCI and CII.)	Percent	13.09				
2 Growth of TV and Radio (including coverage under DAS)		Number of cities covered under Digital Addressable System (DAS)	Number	4				
		Geographical coverage of Doordarshan Terrestrial Channel.	Percent	81	81			
		Geographical coverage of AIR Broadcast.	Percent	91	91.87			
3 Development of Human Resources for Media and Entertainment Sector		No. of Persons Trained in FTII, Pune	Number	133	108	180	129	143
		No. of persons trained in SRFTI, Kolkata	Number	209	209	244	293	290
		No. of persons trained in IIMC (All centers taken together)	Number	365	385	385	385	385