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(Results-Framework Document)

for

Ministry of Information and Broadcasting

(2012-2013)

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 2014-15.
- To restore, digitalize, preserve and enhance public access to the archival wealth of films, video and audio resources.
- Digital Conversion of Indian Films by 2016-17. · Human Resource Development and setting up of the Centres of Excellence for Media and Entertainment sector.

Objectives

- 1 Effective dissemination of information of Government Programmes and policies.
- 2 Strengthening and modernization of infrastructure of Information Media
- 3 Digitalisation of Analogue Cable Television Network.
- 4 Expansion of FM Radio Services in India.
- 5 Support to Prasar Bharati.
- 6 To popularize the use of Community Radio as a medium to empower civil society.
- 7 To promote and encourage good cinema and recognize outstanding contributions to the film movement.
- 8 Up-scaling of Human Resources for media and entertainment sectors.
- 9 Improving efficiency of Responsibility Centres and PSUs.

Section 1:

Vision, Mission, Objectives and Functions

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; 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 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
[1] Effective dissemination of information of Government Programmes and policies.	17.00	[1.1] Organizing Public Information Campaigns (PIC).	[1.1.1] PICs conducted by PIB.	Number	3.00	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] No. of Print and Audio Visual Advertisements released.	Number	4.00	15000	13500	12000	10500	9000
		[1.3] Digitalization of archival images by Photo Division.	[1.3.1] No. of images uploaded.	Number	1.00	125000	112500	100000	87500	75000
		[1.4] Presentation of programmes including theatrical shows on national themes throughout the country by Song and Drama Division (S&DD).	[1.4.1] Number of programmes and theatrical shows conducted by Song and Drama Division.	Number	2.00	9870	8883	7896	6909	5922
		[1.5] Bringing out quality publications on topical issues in Hindi, English, Braille and other regional languages.	[1.5.1] Number of Books published.	Number	1.00	100	90	80	70	60
		[1.6] Direct Contact Program - Special Out Reach Programme of DFP.	[1.5.2] Number of issues of journal and special issues.	Number	1.00	216	194	172	151	129
			[1.6.1] Number of programmes	Number	1.00	600	540	480	420	360
			[1.6.2] Number of villages covered.	Number	1.00	1000	900	800	700	600
			[1.6.3] Equipping FPU's with AV equipment, vehicles and outsourced manpower.	Number	0.50	73	69	66	51	44

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%
[2] Strengthening and modernization of infrastructure of Information Media	8.00		[1.6.4] Equipping ROs with AV equipment, vehicles and outsourced manpower.	Number	0.50	22	20	18	15	13
		[1.7] Operationalization of National Press Centre.	[1.7.1] Commencement of operations.	Date	2.00	31/12/2012	15/01/2013	31/01/2013	15/02/2013	15/03/2013
		[2.1] Setting up of Centres of IIMC.	[2.1.1] Operationalisation of Centre at Jammu.	Date	2.00	13/08/2012	16/08/2012	21/08/2012	27/08/2012	31/08/2012
			[2.1.2] Operationalisation of Centre at Kottayam in Kerala.	Date	2.00	13/08/2012	16/08/2012	21/08/2012	27/08/2012	31/08/2012
		[2.2] Modernization of PIB.	[2.2.1] Award of Contract.	Date	1.00	31/01/2013	28/02/2013	15/03/2013	20/03/2013	31/03/2013
[3] Digitalisation of Analogue Cable Television Network.	8.00	[2.3] Revamping & Restructuring of DAVP.	[2.3.1] Award of Contract.	Date	1.00	31/01/2013	28/02/2013	15/03/2013	20/03/2013	31/03/2013
		[2.4] Construction of Kendriya Soochna Sadans in States.	[2.4.1] Completion of Land acquisition at two locations.	Date	1.00	30/09/2012	31/10/2012	30/11/2012	31/12/2012	31/01/2013
			[2.4.2] Assigning DPR work to an agency for two locations	Date	1.00	31/01/2013	28/02/2013	15/03/2013	20/03/2013	31/03/2013
		[3.1] Framing of Rules for the Cable Television Network Regulation Amendment Act 2011.	[3.1.1] Notification of Rules in the Gazette of India.	Date	2.00	30/06/2012	31/07/2012	31/08/2012	30/09/2012	28/02/2013
		[3.2] Holding of Task Force meetings with stakeholders.	[3.2.1] Holding of meeting.	Number	1.00	10	8	6	4	2
		[3.3] Implementation of Digital Addressable System (DAS).	[3.3.1] Covering four Metros.	Date	1.00	30/09/2012	31/10/2012	30/11/2012	31/12/2012	31/01/2013
		[3.4] Protection of Consumer Interests.	[3.4.1] Launch of Toll Free Number.	Date	1.00	31/05/2012	30/06/2012	31/07/2012	31/08/2012	30/09/2012

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

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
[4] Expansion of FM Radio Services in India.	4.00		[3.4.2] Launch of Facebook Account.	Date	1.00	31/05/2012	30/06/2012	31/07/2012	31/08/2012	30/09/2012
			[3.4.3] Launch of Exclusive Website.	Date	0.50	31/05/2012	30/06/2012	31/07/2012	31/08/2012	30/09/2012
			[3.4.4] Launch of TV spots and jingles in Print and Electronic Media.	Number	1.00	6	5	4	3	2
		[3.5] Impact Analysis of DAS on Consumers.	[3.5.1] Award of study.	Date	0.50	31/01/2013	15/02/2013	01/03/2013	15/03/2013	25/03/2013
		[4.1] Issue of RFP for selection of e-auctioneer.	[4.1.1] Publication of RFP in newspaper.	Date	1.00	31/08/2012	30/09/2012	31/10/2012	30/11/2012	15/03/2013
		[4.2] Selection of e-auctioneer.	[4.2.1] Issue of Order.	Date	1.00	31/12/2012	15/01/2013	31/01/2013	28/02/2013	15/03/2013
[5] Support to Prasar Bharati.	17.00	[4.3] Auction of the First batch of radio channels.	[4.3.1] Launch of Auction	Date	2.00	28/02/2013	15/03/2013	20/03/2013	25/03/2013	31/03/2013
		[5.1] Finalisation of Cabinet Note for Financial and Administrative Restructuring.	[5.1.1] Submission of Cabinet Note.	Date	3.00	30/06/2012	31/07/2012	31/08/2012	30/09/2012	28/02/2013
		[5.2] Setting up of Recruitment Board.	[5.2.1] Approval for setting the Board.	Date	2.00	31/12/2012	15/01/2013	31/01/2013	28/02/2013	15/03/2013
		[5.3] Framing of Recruitment Rules.	[5.3.1] Notification of the Recruitment Rules.	Date	3.00	31/12/2012	15/01/2013	31/01/2013	28/02/2013	15/03/2013
		[5.4] Digitalization of Transmitters and Studios.	[5.4.1] Submission of EFC Memo.	Date	2.00	30/09/2012	31/10/2012	30/11/2012	31/12/2012	15/03/2013
		[5.5] Strengthening of Network in Border Areas.	[5.5.1] Submission of EFC Memo.	Date	2.00	30/09/2012	31/10/2012	30/11/2012	31/12/2012	28/02/2013
		[5.6] Broadcasting on Alternative Delivery Platform.	[5.6.1] Launch of Broadcast.	Date	2.00	30/09/2012	31/10/2012	30/11/2012	31/12/2012	28/02/2013

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

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
[6] To popularize the use of Community Radio as a medium to empower civil society.	5.00	[5.7] Developing fresh content for DD-Urdu, DD-Kashmir and NER.	[5.7.1] Number of programmes commissioned.	Number	3.00	100	90	80	70	60
		[6.1] Create awareness about Community Radio policy through consultations/workshops.	[6.1.1] Number of workshop held.	Number	2.00	5	4	3	2	1
		[6.2] Launch of Community Radio Support Scheme.	[6.2.1] Submission of EFC Note	Date	2.00	30/06/2012	31/07/2012	31/08/2012	30/09/2012	31/10/2012
		[6.3] Timely Disposal of Applications complete in all respects.	[6.3.1] Number of Applications disposed within three months.	Percent	1.00	100	90	80	70	60
[7] To promote and encourage good cinema and recognize outstanding contributions to the film movement.	19.00	[7.1] Finalisation of 59th National Films Awards.	[7.1.1] Presentation of awards.	Date	2.00	31/05/2012	15/06/2012	30/06/2012	15/07/2012	31/07/2012
		[7.2] Participation in film weeks and films festivals organized in India and abroad.	[7.2.1] Participation in film festivals.	Number	2.00	55	50	45	40	35
		[7.3] Selection of Films under Indian Panorama, 2012.	[7.3.1] Finalization of Films by Jury.	Date	2.00	31/10/2012	10/11/2012	15/11/2012	20/11/2012	25/11/2012
		[7.4] Organisation of International Film Festival of India (IFFI), 2012 at Goa.	[7.4.1] Participation of countries in IFFI.	Number	3.00	60	55	50	45	40
		[7.5] Setting up of National Museum of Indian cinema in Mumbai.	[7.5.1] Completion of Gulshan Mahal.	Date	2.00	31/01/2013	15/02/2013	01/03/2013	15/03/2013	25/03/2013
		[7.6] Setting up of National Heritage Mission.	[7.6.1] Submission of Cabinet Note.	Date	2.00	31/01/2013	15/02/2013	01/03/2013	15/03/2013	25/03/2013
		[7.7] Acquisition of films by NFAL.	[7.7.1] Number of films acquired.	Number	3.00	75	65	55	45	35
		[7.8] Production of documentary films by Films Division.	[7.8.1] Completion of documentary films.	Number	3.00	100	90	80	70	60

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%
[8] Up-scaling of Human Resources for media and entertainment sectors.	4.00									
		[8.1] Setting up of National Centre of Animation, Gaming and Visual Effects.	[8.1.1] Submission of EFC proposal.	Date	2.00	30/09/2012	15/10/2012	31/10/2012	15/11/2012	30/11/2012
		[8.2] Modernisation and augmentation of facilities at FTII, Pune and SRFTI.	[8.2.1] Award of Contract for infrastructure at FTII Pune.	Date	1.00	31/01/2013	15/02/2013	01/03/2013	15/03/2013	25/03/2013
			[8.2.2] Award of Contract for infrastructure at SRFTI, Kolkata.	Date	1.00	31/01/2013	15/02/2013	01/03/2013	15/03/2013	25/03/2013
[9] Improving efficiency of Responsibility Centres and PSUs.	3.00	[9.1] RFD of Responsibility Centres.	[9.1.1] Finalization of RFD.	Date	1.00	15/05/2012	21/05/2012	28/05/2012	05/06/2012	15/06/2012
		[9.2] Achievement of MoU targets by NFDC.	[9.2.1] Growth in turnover.	Percent	1.00	6	5	4	3	2
		[9.3] Achievement of MoU targets by BECIL.	[9.3.1] Growth in turnover.	Percent	1.00	6	5	4	3	2
* Efficient Functioning of the RFD System	3.00	Timely submission of Draft for Approval	On-time submission	Date	2.0	05/03/2012	06/03/2012	07/03/2012	08/03/2012	09/03/2012
		Timely submission of Results	On- time submission	Date	1.0	01/05/2012	03/05/2012	04/05/2012	05/05/2012	06/05/2012
* Administrative Reforms	6.00	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	2.0	100	95	90	85	80
		Implement ISO 9001 as per the approved action plan	Area of operations covered	%	2.0	100	95	90	85	80
* Improving Internal Efficiency / responsiveness / service delivery of Ministry / Department	4.00	Identify, design and implement major innovations	Implementation of identified innovations	Date	2.0	05/03/2013	06/03/2013	07/03/2013	08/03/2013	09/03/2013
		Implementation of Sevottam	Independent Audit of Implementation of Citizen's Charter	%	2.0	100	95	90	85	80

* 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 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
* Ensuring compliance to the Financial Accountability Framework	2.00		Independent Audit of implementation of public grievance redressal system	%	2.0	100	95	90	85	80
		Timely submission of ATNs on Audit paras of C&AG	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to Parliament by CAG during the year.	%	0.5	100	90	80	70	60
		Timely submission of ATRs to the PAC Sectt. on PAC Reports.	Percentage of ATRs submitted within due date (6 months) from date of presentation of Report to Parliament by PAC during the year.	%	0.5	100	90	80	70	60
		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.	%	0.5	100	90	80	70	60
* Mandatory Objective(s)		Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.3.2012	Percentage of outstanding ATRs disposed off during the year.	%	0.5	100	90	80	70	60

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value FY 10/11	Actual Value FY 11/12	Target Value FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
[1] Effective dissemination of information of Government Programmes and policies.	[1.1] Organizing Public Information Campaigns (PIC).	[1.1.1] PICs conducted by PIB.	Number	136	136	136	150	160
	[1.2] Release of Advertisements by Directorate of Advertising and Visual Publicity (DAVP) on key flagship programmes / schemes.	[1.2.1] No. of Print and Audio Visual Advertisements released.	Number	15000	15000	15000	16000	16500
	[1.3] Digitalization of archival images by Photo Division.	[1.3.1] No. of images uploaded.	Number	120000	125000	125000	125000	125000
	[1.4] Presentation of programmes including theatrical shows on national themes throughout the country by Song and Drama Division (S&DD).	[1.4.1] Number of programmes and theatrical shows conducted by Song and Drama Division.	Number	11639	11524	12000	12000	12000
	[1.5] Bringing out quality publications on topical issues in Hindi, English, Braille and other regional languages.	[1.5.1] Number of Books published.	Number	93	100	100	100	100
	[1.6] Direct Contact Program - Special Out Reach Programme of DFP.	[1.5.2] Number of issues of journal and special issues.	Number	216	216	216	216	216
		[1.6.1] Number of programmes	Number	--	--	600	1200	600
		[1.6.2] Number of villages covered.	Number	--	--	1000	2000	3000

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value FY 10/11	Actual Value FY 11/12	Target Value FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
[2] Strengthening and modernization of infrastructure of Information Media		[1.6.3] Equipping FPU's with AV equipment, vehicles and outsourced manpower	Number	--	--	73	73	73
		[1.6.4] Equipping ROs with AV equipment, vehicles and outsourced manpower.	Number	--	--	22	22	22
	[1.7] Operationalization of National Press Centre.	[1.7.1] Commencement of operations.	Date	--	--	31/12/2012	--	--
	[2.1] Setting up of Centres of IIMC.	[2.1.1] Operationalisation of Centre at Jammu.	Date	--	--	16/08/2012	--	--
		[2.1.2] Operationalisation of Centre at Kottayam in Kerala.	Date	--	--	16/08/2012	--	--
	[2.2] Modernization of PIB.	[2.2.1] Award of Contract.	Date	--	--	31/01/2013	--	--
	[2.3] Revamping & Restructuring of DAVP.	[2.3.1] Award of Contract.	Date	--	--	31/01/2013	--	--
	[2.4] Construction of Kendriya Soochna Sadans in States.	[2.4.1] Completion of Land acquisition at two locations.	Date	--	--	30/09/2012	--	--
		[2.4.2] Assigning DPR work to an agency for two locations	Date	--	--	31/01/2013	--	--
[3] Digitalisation of Analogue Cable Television Network.	[3.1] Framing of Rules for the Cable Television Network Regulation Amendment Act 2011.	[3.1.1] Notification of Rules in the Gazette of India.	Date	--	--	30/06/2012	--	--

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value FY 10/11	Actual Value FY 11/12	Target Value FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
[4] Expansion of FM Radio Services in India.	[3.2] Holding of Task Force meetings with stakeholders.	[3.2.1] Holding of meeting.	Number	--	--	10	--	--
	[3.3] Implementation of Digital Addressable System (DAS).	[3.3.1] Covering four Metros.	Date	--	--	30/09/2012	--	--
	[3.4] Protection of Consumer interests.	[3.4.1] Launch of Toll Free Number.	Date	--	--	31/05/2012	--	--
		[3.4.2] Launch of Facebook Account.	Date	--	--	31/05/2012	--	--
		[3.4.3] Launch of Exclusive Website.	Date	--	--	31/05/2012	--	--
		[3.4.4] Launch of TV spots and jingles in Print and Electronic Media.	Number	--	--	6	--	--
	[3.5] Impact Analysis of DAS on Consumers.	[3.5.1] Award of study.	Date	--	--	31/01/2013	--	--
	[4.1] Issue of RFP for selection of e-auctioneer.	[4.1.1] Publication of RFP in newspaper.	Date	--	--	31/08/2012	--	--
		[4.2.1] Issue of Order.	Date	--	--	31/12/2012	--	--
		[4.3.1] Launch of Auction	Date	--	--	28/02/2013	--	--
[5] Support to Prasar Bharati.	[5.1] Finalisation of Cabinet Note for Financial and Administrative Restructuring.	[5.1.1] Submission of Cabinet Note.	Date	--	--	30/06/2012	--	--
		[5.2] Setting up of Recruitment Board.	Date	--	--	31/12/2012	--	--
	[5.3] Framing of Recruitment Rules.	[5.3.1] Notification of the Recruitment Rules.	Date	--	--	31/12/2012	--	--

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value FY 10/11	Actual Value FY 11/12	Target Value FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
[6] To popularize the use of Community Radio as a medium to empower civil society.	[5.4] Digitalization of Transmitters and Studios.	[5.4.1] Submission of EFC Memo.	Date	--	--	30/09/2012	--	--
	[5.5] Strengthening of Network in Border Areas.	[5.5.1] Submission of EFC Memo.	Date	--	--	30/09/2012	--	--
	[5.6] Broadcasting on Alternative Delivery Platform.	[5.6.1] Launch of Broadcast.	Date	--	--	30/09/2012	--	--
	[5.7] Developing fresh content for DD-Urdu, DD-Kashmir and NER.	[5.7.1] Number of programmes commissioned.	Number	--	--	100	--	--
	[6.1] Create awareness about Community Radio policy through consultations/workshops.	[6.1.1] Number of workshop held.	Number	--	--	5	--	--
	[6.2] Launch of Community Radio Support Scheme.	[6.2.1] Submission of EFC Note	Date	--	--	30/06/2012	--	--
	[6.3] Timely Disposal of Applications complete in all respects.	[6.3.1] Number of Applications disposed within three months.	Percent	--	--	100	--	--
[7] To promote and encourage good cinema and recognize outstanding contributions to the film movement.	[7.1] Finalisation of 59th National Films Awards.	[7.1.1] Presentation of awards.	Date	--	--	31/05/2012	--	--
	[7.2] Participation in film weeks and films festivals organized in India and abroad.	[7.2.1] Participation in film festivals.	Number	45	67	55	55	55
	[7.3] Selection of Films under Indian Panorama, 2012.	[7.3.1] Finalization of Films by Jury.	Date	07/11/2010	18/10/2011	31/10/2012	--	--

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value FY 10/11	Actual Value FY 11/12	Target Value FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
[8] Up-scaling of Human Resources for media and entertainment sectors.	[7.4] Organisation of International Film Festival of India (IFFI), 2012 at Goa.	[7.4.1] Participation of countries in IFFI.	Number	61	67	60	60	--
	[7.5] Setting up of National Museum of Indian cinema in Mumbai.	[7.5.1] Completion of Gulshan Mahal.	Date	--	--	31/01/2013	--	--
	[7.6] Setting up of National Heritage Mission.	[7.6.1] Submission of Cabinet Note.	Date	--	--	31/01/2013	--	--
	[7.7] Acquisition of films by NFAL.	[7.7.1] Number of films acquired.	Number	123	85	75	75	75
	[7.8] Production of documentary films by Films Division.	[7.8.1] Completion of documentary films.	Number	--	63	100	100	100
	[8.1] Setting up of National Centre of Animation, Gaming and Visual Effects.	[8.1.1] Submission of EFC proposal.	Date	--	--	30/09/2012	--	--
	[8.2] Modernisation and augmentation of facilities at FTII, Pune and SRFTI.	[8.2.1] Award of Contract for infrastructure at FTII Pune.	Date	--	--	31/01/2013	--	--
		[8.2.2] Award of Contract for infrastructure at SRFTI, Kolkata.	Date	--	--	31/01/2013	--	--
[9] Improving efficiency of Responsibility Centres and PSUs.	[9.1] RFD of Responsibility Centres.	[9.1.1] Finalization of RFD.	Date	--	--	15/05/2012	--	--
	[9.2] Achievement of MoU targets by NFDC.	[9.2.1] Growth in turnover.	Percent	--	--	6	--	--
	[9.3] Achievement of MoU targets by BECIL.	[9.3.1] Growth in turnover.	Percent	--	--	6	--	--
* Efficient Functioning of the RFD System	Timely submission of Draft for Approval	On-time submission	Date	05/03/2010	07/03/2011	06/03/2012	--	--
* Mandatory Objective(s)								

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value FY 10/11	Actual Value FY 11/12	Target Value FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
* Administrative Reforms	Timely submission of Results	On-time submission	Date	26/04/2011	--	03/05/2012	--	--
	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	--	--	95	--	--
	Implement ISO 9001 as per the approved action plan	Area of operations covered	%	--	--	95	--	--
	Identify, design and implement major innovations	Implementation of identified innovations	Date	--	--	06/03/2013	--	--
* Improving Internal Efficiency / responsiveness / service delivery of Ministry / Department	Implementation of Sevottam	Independent Audit of Implementation of Citizen's Charter	%	--	--	95	--	--
		Independent Audit of implementation of public grievance redressal system	%	--	--	95	--	--
* 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	--	--
	Timely submission of ATRs to the PAC Sect. 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	--	--
* Mandatory Objective(s)	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	--	--

Section 4:

Description and Definition of Success Indicators and Proposed Measurement Methodology

Objective Number	Description of Success Indicator
1.1	Press Information Bureau (PIB) conducts Public Information Campaign (PIC) all over India. Hence, the success indicator is defined in 'Number' of PICs.
1.2	DAVP issues audio-visual spots for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.
1.3	Photo Division needs to preserve its archival images by digitalization. Hence, the success indicator is defined in terms of 'Number' of images.
1.4	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.
1.5	Publications Division (DPD) publishes books and journals. Hence, the success indicator is defined in 'Number' of books/journals.
1.6.1	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.
1.6.2	DFP is organising tour programmes for awareness. Programmes/tours conducted and villages covered will be measured in numbers for measuring success for these action.
1.6.3 & 1.6.4	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'.
1.7	National Press Centre is to be started by specified date so success indicator is being measured in 'date'.
2.1	IIMC is going to start its new centres at Jammu and Kerala. As new centres are to be started by some date, 'date' is the unit for this objective.
2.2	Contract for modernisation of PIB is to be awarded by some stipulated date, hence, success indicator is defined in terms of 'date'.
2.3	Contract for Revamping & Restructuring of DAVP is to be awarded by some stipulated date, hence, success indicator is defined in terms of 'date'.
2.4	Land is to be acquired by a stipulated date for construction of Kendriya Soochan Sadan. Success will be measured by actual date of acquisition. Hence, the unit is date.
3	The success indicator of objectives 3.1, 3.3, 3.4.1, 3.4.2, 3.4.3 and 3.5 have been defined in terms of 'Date' as these activities are to be performed in a time bound manner. The success indicator of objectives 3.2 & 3.4.4 have been defined in terms of 'Number' as success of these activities can be measured in terms of number.

Section 4:

Description and Definition of Success Indicators and Proposed Measurement Methodology

Objective Number	Description of Success Indicator
4	Publication of RFP in newspaper, Issue or order and Launch of Auction is to be done by a stipulated date. Hence, the units for 4.1, 4.2 & 4.3 are taken as 'Date'.
5	Success Indicators for support to Prasar Bharati are actions to be completed by stipulated dates. Hence, the unit is taken as 'Date' for measuring success. Success Indicator for Action point 5.7 which is regarding developing fresh content of DD-Urdu etc. is defined in terms of number.
6.1	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 this objective is defined in terms of 'Number'.
6.2	Submission of EFC Memo is to be done by a stipulated date. Hence, the unit is 'date'.
6.3	Success in respect of disposal of applications is to be measured in terms of 'percent'.
7	The success indicator of objectives 7.1, 7.3, 7.5 & 7.6 have been defined in terms of 'Date' as these activities are to be performed in a time bound manner. The success indicator of objectives 7.2, 7.4, 7.7 & 7.8 have been defined in terms of 'Number' as success of these activities can be measured in terms of number.
8.1	For setting up of National Centre of Animation, Gaming and Visual Effects, EFC proposal is to be circulated. As the success can be measured in terms of actual date of circulation of EFC proposal, unit is 'Date'.
8.2	Contract for modernisation and augmentation of facilities at FTII, Pune and SRFTI is to be awarded by some stipulated date. Hence, the Success indicator is defined in terms of 'Date'.
9.1	RFD of responsibility centres are to be finalised by some specified date. Hence unit is defined as 'date'.
9.2 & 9.3	Growth of turnover of NFDC and BECIL is to be measured in percent. Hence, the unit is defined as 'percent'.

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?
State Governments of Jammu & Kashmir and Kerala	In respect of Success Indicators 2.1.1 & 2.1.2	We need the temporary accommodation for class room, student hostel, office, guest house and residential accommodation for faculty office staff. Transferring 10-15 acres of land to IIMC New Delhi free of cost.	It is necessary to start the activities for new Centres For construction of permanent campus	A-Required temporary accommodation consisting of 17 rooms/halls for academic –administration library, computer lab & hostel for boys and girls. B- 43 rooms/halls administration library, computer lab & hostel for boys and girls and 6 rooms for residential accommodation 10-15 acres of land (free of cost) for permanent campus.	Activities will not start in lack of the required facilities.
Planning Commission	In respect of the stated objectives of the Ministry.	In-principle approval for new Plan Schemes.	For getting necessary approvals and implementing new Schemes	-	Formulation and circulation of EFC Memos get delayed.
Planning Commission and Ministry of Finance	For activities covered under Plan Schemes.	Approval of SFC/ EFC proposals.	For getting necessary approvals and implementing new Schemes	-	Approval and actual implementation of new Plan Schemes get delayed.

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 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
1 Effective dissemination of information on Govt. Policies & Programmes	Ministry of I&B and all the concerned Ministries/ Departments dealing with development schemes/programmes	survey results of awareness of media campaign	Number	1				
2 Increased coverage of Radio & TV		survey results of impact of media campaign	Number					
		1. No. of TV channels added	Number	125	175			
		2. No. of Community Radio added	Number	39	22			
		3. No. of Community Radio became functional	Number	39	28			
		4. No of Pvt. FM Radio Station in operation.	Number	245	245			
		5. No. of cities with population more than one lakh covered under Pvt. FM Radio.	Number	85	85			
3 Development of Human Resources		6. No of AIR Radio Station in operation.	Number	240	262			
		7. Geographical coverage of Doordarshan Terrestrial Channel.	Percent		81			
		8. Geographical Coverage of AIR Stations.	Percent		91			
		9. No. of Doordarshan channels.	Number		35			
		1. No. of Persons Trained in FTII, Pune	Number					
		2. No. of persons trained in SRFTI, Kolkata.	Number					
		3. No. of persons trained in IIMC (All centers taken	Number	325	365	385	385	385

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 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
		together)						
4 Growth of media & Entertainment Sector		1. Growth of Media & Entertainment Sector estimated by Pvt. Industry Association such as FICCI and CII.	Percent	11.07	13.09	13.01	14.75	15.36
		2. Growth of Media & Entertainment Sector estimated by the Govt. Agencies. (TBD)	Percent					