



Mass Media

VISION

“A well-Informed pluralistic and dynamic society”

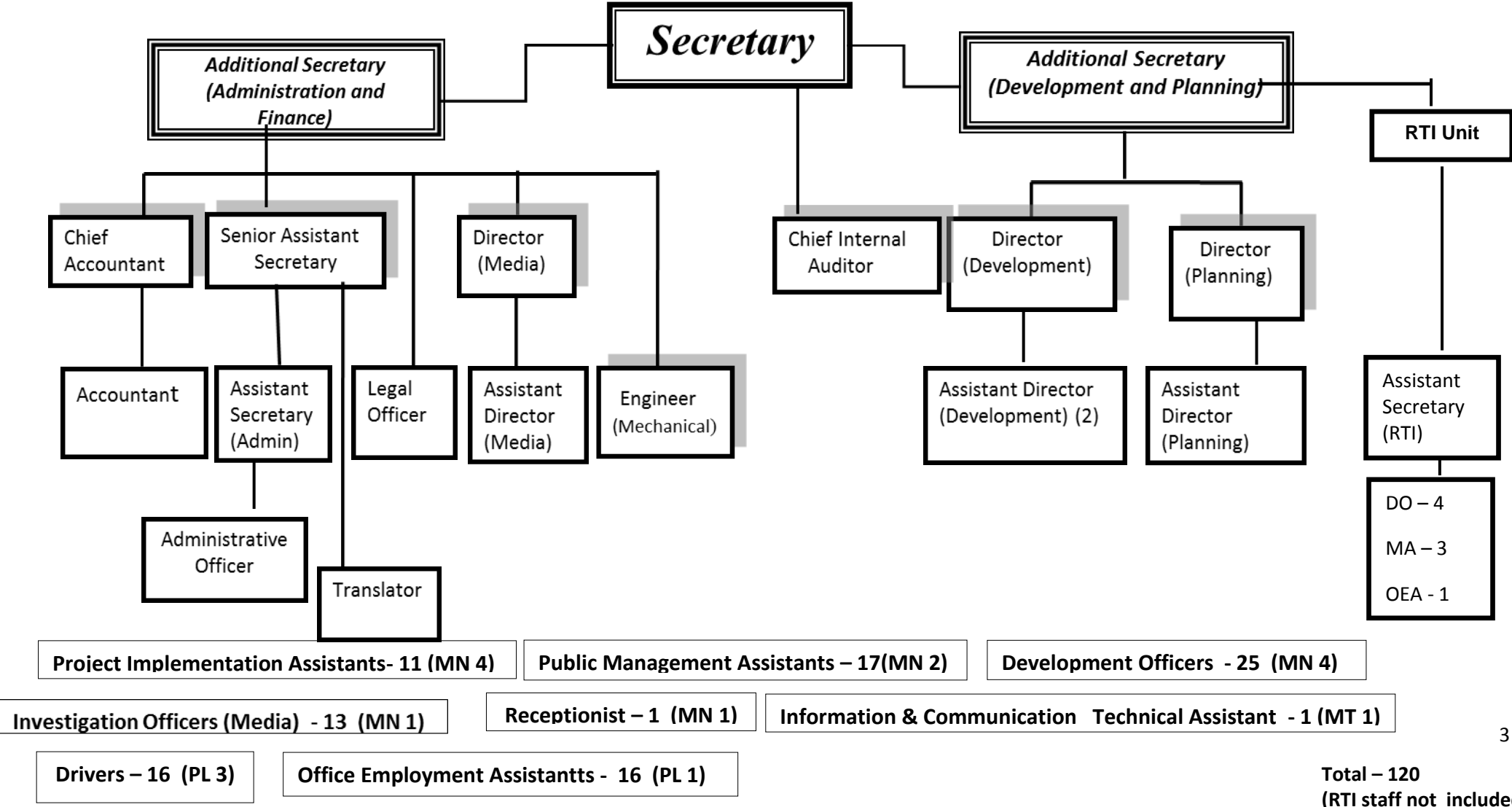
MISSION

"Formulating, facilitating, Implementing, Monitoring and evaluating policies and strategic in order to establish a people friendly, development-oriented, free and responsible Sri Lankan media culture"

OBJECTIVE

1. Assisting the creation of a better media culture.
2. Broadening equal access to information for the public.
3. Facilitating the field of media with sophisticated technology.
4. Encouraging the uplift of professionalism of media personnel.
5. Upgrade media contribution and participation in the national development effort.
6. Providing leadership to boost country's image internationally.
7. Development of human resources to achieve the goals of the Ministry.
8. Effective utilization of resources of institutions affiliated to the Ministry.

ORGANIZATION CHART



**Total - 120
(RTI staff not included)**

ACTIVITY PLAN

Development and Planning Division

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs Mn)				KPIs		Responsibility	Remarks
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome		
01	Programme 1 : Provide adequate opportunities to media personal for training, education and development														
	Project 1.1 Construction of "Amaradeva Sangeetha Asapuwa"	1.1.1 Granting approval for the "Amaradeva aesthetic and research centre"bill	225	50%	50%							Approved bill	Creating a society enriched with appreciation.	Additional Secretary (Development and Planning), Director (Development) Assistant Secretary (Development), Legal Officer	
		1.1.2 Vesting in the land		100%							Vested land				
		1.1.3 taken of approval from relevant authorities		100%							Approval received from authorities.				
		1.1.4 Selection of suitable construction through the procurement procedure		100%							Awarding letters to selected constructor.				
		1.1.5 Selection of Consultancy Service		100%							Completed building				
		1.1.6 construction of phase 1				10%	70%				Final report				
02	Programme 2 : Pave the way to create a media environment in keeping with technological advancements and best media practices.														
	Project 2.1 : Digitalization of Terrestrial Television Broadcasting	2.1.1 Establishment of Project Management Unit (PMU)	110	Policy decision has taken theTRCSL as the Implenting Agency										Additional Secretary (Development and Planning), Director (Development) Assistant Secretary (Development)	
		2.1.2 Preparation of TOR													
		2.1.3 Selection of Consultant													

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs Mn)				KPIs		Responsibility	Remarks		
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome				
03	Programme 3 : Establish a media culture with a clear understanding of its social responsibility.																
	Project 3.1 State Media Awards Ceremony	3.1.1 Preparation of criteria		100%					0.1				No of media organization aware and applied for the contest.	No of media organization honored as excellent.	Additional Secretary (Development and Planning), Director (Development) Assistant Secretary (Development)		
		3.1.2 Calling for applications	10		50%	50%			1	1							
		3.1.3 Conducting State Mass Media award ceremony					100%					7.9					
04	Programme 4 : Bring about an enabling environment to encourage and promote professionalism among media practitioners and organizations.																
	Project 4.1 : Policy Framework and National Plan of Action to address Sexual and Gender-based Violence (SGBV) in Sri Lanka	4.1.1 Appointing a steering committee	UNDP funded project	100%									Appointed steering committee.	Public understanding on the ill effects of gender discrimination Media personal are capacitated and skilled to analyze SGBV as a critical issue and are committed to create an effective campaign against it. Positive images of gender relations are up held through mass media	Additional Secretary (Development and Planning), Director (Development) Assistant Director (Planning)		
		4.1.2 Promotion of tolerance of SGBV through public awareness		10%	20%	20%	50%					No. of campaign events, and TV Programs.					
		4.1.3 Development of capacity and skill to addressed SGBV to media			2	1						3 workshops for electronic, print and web media.					
		4.1.2 Promotion of tolerance of SGBV through public awareness		10%	20%	20%	50%					No. of campaign events, and TV Programs.					
		4.1.3 Development of capacity and skill to addressed SGBV to media			2	1						3 workshops for electronic, print and web media.					
		4.1.4 Standardization of media reporting of SGBV incidents				40%	60%					Publication of media ethics and guidelines.					

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome		
05	Programme 5 : Ensuring a socially responsible ethical media culture .														
	Project 5.1 Issuing of Television and Radio License	5.1.1 Registration of new Television / Radio broadcasting institute.		Depends on the request of Media Institutes								No of license Issued , No. of licence renewed	Percentage of media institutes / websites who actively cordinating with the Mass Media Ministry..	Additional Secretary (Development and Planning) Director (Development) Assistant Secretary (Development)	
	Project 5.2 Registration of news casting web sites	5.2.1 Registration of news casting web sites		Depends on the request of Media Institutes								No of web sites registerd			
		5.2.2 Renewal of news casting web sites		Depends on the request of Media Institutes								No of web sites renewed			
	Project 5.3 Regularization of the mechanism of issuing Radio / Television broadcasting licenses.	5.3.1 Appointment of a steering committee and identification of irregularities in the mechanism	0.8 maximum 10 sittings	100%			0.15					Introduction of a mechanism	Provision of a legal broadcasting license for all licensee institutions	Additional secretary (Development and Planning)/ Legal Officer	
		5.3.2 Introduction and Drafting of a proper mechanism		50%	50%		0.15	0.35							
		5.3.3 Seek approval of the Cabinet of Ministers					100%								
		5.3.4.Forwarding to the Department of Legal Draftsman and the Attorney General's Department for necessary action.					100%				0.15				
		5.3.5 finalized draft will published in gazette						100%							
		5.3.6 Re-issuance of TV/Radio licenses instead to the all irregular temporary licenses issued to the said license authority.													

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome				
06	Programme 6 : Amend existing laws and regulations																
	Project 6.1 : Update the existing laws and regulations to reflect the current urges and to formulate rules and regulations accordingly.	6.1.1 Appointing Steering Committee for the amendments	0.8 maximum 10 sittings	100%								Amendments passed by the Parliament	Enforcement of approved amendments with original Acts. It may help for such institutions , the proposed changes will enable to be a more vibrant and a dynamic market economy under the present competition media sector.	Additional Secretary (Development and Planning) Director (Development), Director (Planning), Assistant Secretary (Development), Legal Officer,			
		6.1.2 Obtaining observations from the institutions concerned on contemporary amendments required in achieving development goals		50%	50%												
		6.1.3. Seek approval of the Cabinet of Ministers for the drafts				100%											
		6.1.3 Forwarding drafts to the Department of Legal Draftsman and the Attorney General's Department for necessary Action					100%										
		6.1.4 Final approval of the Parliament						100%									
		6.1.5 amended Article to be submitted to the Registrar of Companies															
		6.1.6 Gazette published.															
	Project 6.2 Selacine Institute	6.2.1 Approval of the Cabinet of Ministers (Received)		100%								Incorporation a company named as "Selacine Limited"	Established of a legal entity.	Additional Secretary (Development and Planning) Director (Development), Legal Officer			
		6.2.2. Drafting of the Articles of Association		100%													
		6.2.3. Obtaining approval of the Cabinet of Ministers for drafted articles		100%													
		6.2.4. Registration of the institute in the Department of Registrar of Companies				100%											

Right to Information Unit

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs Mn)				KPIs		Responsibility	Remarks
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome		
01	Programme 1 : Building Institutional Capacities of the RTI unit														
	Project 1.1 : Establishment of the RTI unit within the Ministry	1.1.1 Set a telephone helpline to respond to queries from the Information Officers	2.75	75%	25%			0.5	0.25			Information RTI website Operational help desk	Number of queries solved by the help desk	Additional Secretary (Development and Planning) Director (Development) Assistant Secretary (RTI)	
		1.1.2 Establishment RTI resource center, and assign staff		25%	25%	25%	25%	0.25	0.25	0.25	0.25	Task list assigned to the resource center and a list of available resources	Number of visitors who comes to study and do research on RTI		
		1.1.3 Establishment a monitoring mechanism for reactive and proactive disclosure		20%	60%	20%		0.25	0.5	0.25		Monitoring reports Observations and follow up	Number of government institutions maintaining proper mechanism for reactive and proactive disclosure		
02	Programme 2 : Train Information officers and Public Officials														
	Project 2.1 : Support to train Information officers and Public Officials.	2.1.1 Preparation of RTI trainers pool to conduct RTI awareness programs	7.25	30%	50%	20%		1	3	2		List of professional trainers to maintain RTI training arm	Number of training programs conducted by the trainers	Additional Secretary (Development and Planning), Director (Development) Assistant Secretary (RTI)	
		2.1.2. Preparation of annual program to train Information Officers		1	1	1	1	0.25	0.5	0.25	0.25	Number of annual training programs conducted	percentage of information officers who actively participate in trainings		

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	outcome		
02		2.1.3 Reprint of RTI Hand Book, Training Guide and Training Module	1.2	50%		50%		0.1		0.1		Number of books re-printed	availability of publications	Additional Secretary (Development and Planning), Director (Development) Assistant Secretary (RTI)	
		2.1.4 Completion of networking sessions of information officers		1	4	5	2	0.25	0.25	0.25	0.25	Number of networking sessions conducted	percentage of information officers who actively participate in trainings		
03	Programme 3 : Main streaming RTI across the Public Service														
	Project 3.1 : Introducing RTI friendly elements in the recruitment, promotional schemes and performance criteria	3.1.1 Include RTI as a subject to training modules and induction courses of government officers and efficiency bay examinations	No	50%	50%			0	0			Amended training modules and examination subjects	Number of participants who complete the trainings and pass the exams on RTI	Additional Secretary (Development and Planning) Director (Development) Assistant Secretary (RTI)	
		3.1.2 Amend the Scheme of Recruitment and Promotions (SORP) to include RTI knowledge as a compulsory requirement		50%	50%			0	0			Amended Scheme of Recruitment and Promotions	Number of officers join to government service with proper knowledge on RTI		
		3.1.3 Introduce RTI mainsteaming in the programmes offered by the National Productivity Secretariat		50%	50%			0	0			Inclusion of proactive disclosure of RTI as a parameter of productivity assessments	Number of institutions who actively participate in proactive disclosing process		

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	outcome		
03		3.1.4 Negotiate with the National Institute of Education to introduce right to information literacy into school curricular	No		50%	50%			0	0		Inclusion of RTI as a subject of government school curriculum	Number of students who are knowledgeable with Right to Information	Additional Secretary (Development and Planning) Director (Development) Assistant Secretary (RTI)	
		3.1.5 Negotiate with relevant higher education institutions to include RTI into journalism and media education			50%	50%			0	0		Inclusion of RTI as a subject of media education	Percentage of students who actively follow and engage in research development on RTI		
		3.1.6 Develop an on-line RTI certificate course		100%				0				Number of training programs conducted	Number of government officers certified with RTI course		
04	Programme 4 : Increased Citizen's Awareness														
	Projec 4.1 Encouraging government and civil service organizations to educate rural and urban population	4.1.1 Enhance RTI website and Ministry of Mass Media website as an educational resource base for RTI	2.0	100%				0.5				Completed website for RTI and Ministry of Mass Media as model example for other institutes	Increased percentage of viewers	Additional Secretary (Dev & Pln) Director (Dev) Assistant Secretary (RTI)	
		4.1.2 District basis one day awareness training for newly appointed local government members			8	9	8		0.5	0.5	0.5	Number of members who actively participate for the workshops	Percentage of local government authorities who follow the RTI rules and regulations		

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04		4.1.3 Conduction of awareness programs for provincial journalist and leaders of community based organization	2.5	2	2	2	2	0.5	0.5	0.5	0.5	Number of provincial journalists and community leaders who aware on RTI	Number of applications received from citizens regarding the development of the country		
		4.1.4 Encouraging Civil Society Organizations (CSOs) to organise and conduct awareness raising programs in the rural areas including by holding RTI clinics		1	1	1	1	0	0	0.25	0.25	Number of CBO's engage in awareness reaising programs	Number of applications received from citizens regarding the development of the country		
Project 4.2 Media and Propaganda Programme		4.2.1 Preparation of documentary and short films regarding the best practices of RTI	4.5	1	1	1	1	0.25	0.25	0.25	0.25	Number of videos produced	Number of best practices shared	Additional Secretary (Development and Planning) Director (Development) Assistant Secretary (RTI)	
		4.2.2 Preparation of Trailers and Jingles		1	1	1	1	0.5	0.5	0.5	0.5	Number of times telecast	Publicity for RTI act		
		4.2.3 Publication of RTI news Letters		1	2	1	2	0.05	0.3	0.05	0.3	Number of newsletters distributed	Publicity and best practice sharing		
		4.2.4 Promotion materials (hand bills, posters)		50%		50%		0.1	0.1	0.1	0.1	Number of materials printed	Availability of materials		
		4.2.5 Maintaining RTI face book page and Boosting posters in Social Media		25%	25%	25%	25%	0.1	0.1	0.1	0.1	Number of viewers of the page and posters	Publicity for RTI act and best practice sharing		

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome		
05	Programme 5 : Increased Citizen's Awareness														
	Project 5.1 : Commemorate International RTI Day	5.1.1 Best practice networking forum	10.2			100%				2.2		Number of Participants attended	Number Organizations benchmarked the Best Practice	Additional Secretary (Development and Planning) Director (Development) Assistant Secretary (RTI)	
	Project 5.2: Training programs / workshops in collaboration with RTI Commissions of other Asian Countries	5.2.1 Workshops / Multi country Observational Study Mission		1	1	1	1	2	2	2	2	Number of Programs counted and Number of National and International Participants attended	International Network and Knowledge sharing with other countries		

Planning

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs. Mn.)				KPIs		Responsibility	Remarks
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome		
01	Programme 1 : Action Plan 2018														
	Project 1.1. : Discussions with Institution and Divisional Heads on Action Plan 2018	1.1.1 Conduct meetings to discuss planned activities and budget for 2018		100%								Meetings held	Successful completion of planned activities	Additional Secretary, (Development and Planning), Director (Planning), Assistant Director (Planning)	
02	Programme 2 : Progress Review of the Ministry and affiliated organizations														
	Project 2.1. : Annual Progress Review - 2017	2.1.1 Collection of reports from divisions and institutions		100%								No of progress reports collected	Successful completion of planned activities for the year 2017.Evaluation of projects	Additional Secretary (Development and Planning) Director (Planning) Assistant Director (Planning)	
		2.1.2 Review Reports		100%								No of progress reports reviewed			
		2.1.3 Hold Progress Review Meetings		100%								No. of Identified issues and barriers, No. of directed issues/barriers to relevant bodies, No of resolved			
		2.1.4 Send progress reports to relevant Organizations/ Departments		100%								Reports for Presidential Secretariat, Dept.of Budget, Department of Proj.Mngmt. and Monitoring			

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs. Mn.)				KPIs		Responsibility	Remarks
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome		
	Project 2.2 : Quarterly Progress Review - 2018	2.2.1 Collection of reports from divisions and institutions		Before 1st week of every following month				Before 1st week of every following month				No of progress reports collected	Successful completion of planned activities	Additional Secretary (Development and Planning) Director (Planning) Assistant Director (Planning)	
		2.2.2 Review Reports		Before 1st week of every following month				Before 1st week of every following month				No of progress reports reviewed			
		2.2.3 Hold Progress Review Meetings		Before 1st week of every following month				Before 1st week of every following month				No. of Quarterly Progress Meetings held, Identified issues and barriers. Aropriate actions taken, % of utilization of Budgetary Provisions			
		2.2.4 Submit progress reports to relavent Organizations/ Departments										Reports for Presidential Secretariat, Department of Budget, Department of Proj.Mngmt and Monitoring			
		2.2.5 Submission of Review of Activities/Performance Report to be circulated at the Committee Stage of Budget Debate				100%						% Attainment of set targets of the Ministry within a given time period as per Ministry Objectives			

No	Programme/ Project	Activities	Allocation (Rs. Mn)	Physical Target				Financial Target (Rs.Mn)				KPIs		Responsibility	Remarks		
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome				
03	Programme 3 : 2019 Budgeting – Capital Expenditure																
	Project 3.1 Appraising new Project proposals at Ministry level	3.1.1 Forward the Circular to divisions and institutions on Submission of Project Proposals	No	100%								No. of approved new projects in favour of Ministry objectives Enough funds for development projects	Successful implementation of new projects achieving Ministry objectives/government objectives	Additional Secretary (Development and Planning) Director (Planning) Assistant Director (Planning)			
		3.1.2 Prepare/Obtain Project Proposals			100%												
		3.1.3 Review proposals			100%												
		3.1.4 Obtain approval of Secretary/Additional Secretary			100%												
	Project 3.2 Submission of Project Proposals for Budget	3.2.1 Submit New Project Proposals to NPD for appraisal				100%						No. of projects implemented. Received allocations for new projects	Successful implementation of sustainable and success projects for the Media Sector and people of the country.				
		3.2.2 List down the projects that received appraisal				100%											
		3.2.3 Aware relevant affiliated institutes				100%											
	Project 3.3 Assess Ongoing Projects	3.3.1 Assess Ongoing projects at Ministry level			100% by Progress reviews						Sufficient funds received for ongoing development projects/programmes						
	Project 3.4 Preparation of Budget Proposals	3.4.1 Prepare capital budget 2019 for the Ministry				100%					A Medium Term Budgetary Framework for the Mass Media Section	Ministry level Capital Budget 2019					
		3.4.2 Inform financial requirement for recommended proposals to Finance Division				100%											

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	outcome			
04	Programme 4 : Preparation of Action Plan 2019															
		4.1 Conduct a workshop for divisions and affiliated organizations to guide and support preparation of Action Plan 2019			100%							Project wise highly organized and well defined set of activities/sub activities per each project as per budgetary allocations	Successful completion of planned activities as per the Action Plan for the year 2019 for the improvement of Media Sector	Additional Secretary (Development and Planning) Director (Planning) Assistant Director (Planning)		
		4.2 Collect Action Plans of the divisions and affiliated organizations				100%										
		4.3 Prepare a single Activity Plan for the Media Section				100%										
		4.4 Organize Activity Plan, Procurement Plan and Audit Plan to make an Action Plan				100%										
		4.5 Obtain approval for Action Plan 2019				100%										
05	Programme 5 : Guidance for Preparation of Corporate Plans (2019 - 2021)															
		5.1 Organize workshosps as a guidance		100%								No. of workshops held Secretary approved Corporate plans	A highly coordinated plan formulating most appropriate projects finely demarcated responsibilities assigned to Institutions under purview of the Ministry for a definite period.	Additional Secretary (Development and Planning) Director (Planning)		
		5.2 Obtain approvals for Corporate Plans (2019-2021) of institutions		100%												

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome			
06	Programme 6 : Programmes of other Organizations conducted by the Ministry															
	Project 6.1 : Progress Review of Programmes conduct with Presidential Task Force & other line Ministries	6.1.1 Aware relevent Media Organizations on National Programmes	Depends										No. of actions that have taken to coordinate Media	Aware people on National Programmes	Additional Secretary (Development and Planning) Director (Planning) , Director (Development), Assistant Director (Planning), Assistant Director (Development)	
		6.1.2 Cordinate & conduct Programmes	Depends										No. of rogrammes conducted	Capacitate Media Personnel on National programme		
		5.1.3 Review progress of the programmes asign to the Ministry	Every quater										No. of reports sent to institutes			
		6.1.4 Submit progress reports to the Presidential Secretariat	Every quater										Reports			

Administration

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs Mn)				KPIs		Responsibility	Remarks
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome		
01	Programme 1 : Capacity Building														
	Project 1.1. : Training of Ministry Staff – Local Training	1.1.1 Staff Officers (12)	1.5		3	3	6		0.1	0.15	0.3	No of officers trained.	Qualified workforce. Knowledgeable officers.	Additional Secretary (Admin/Finance), Senior Assistant Secretary, Assistant Secretary (Admin)	
		1.1.2 Development Officers (25)		2	2	4	4	0.05	0.05	0.05	0.15				
		1.1.3 Management Assistants (9)			2	3	4		0.05	0.05	0.1				
		1.1.4 Drivers (12)			1	1	2		0.05	0.05	0.1				
		1.1.5 Workshop for Office Assistants (15)					1				0.05				
		1.1.6 Workshop for all staff members		1			1	0.1			0.1	No of workshops			
	Project 1.2 : Training of Ministry Staff –Foreign Training	1.2.1 Staff Offices (12)	2.5	1	1	2	2	0.25	0.25	0.35	0.4	No of officers received foreign trainings	Qualified workforce. Knowledgeable officers.		
		1.2.2 Development Officers (25)		1	1	2	2	0.25	0.25	0.35	0.4				
02	Programme 2 : Rehabilitation and Improvement of Capital Assets														
	Project 2. 1. : Buildings and Structures	2.1.1 Construction of a new rest room and lavatory for drivers	3.0	10%	90%							New rest room and lavatory for drivers, Repaired Main Building	Good office environment for staff	Additional Secretary (Admin/Finance), Chief Accountant, Senior Assistant Secretary, Assistant Secretary (Admin), Accountant	
		2.1.2 Roofing - Main Building		10%	90%										
		2.1.3 Repayment of the Ceiling of Main Building		10%	90%			0.25	0.3	2.45					
		2.1.4 Electricity -Wiring System - Main Building		10%	90%										
		2.1.5 Water Supply -Pipe Line - Main Building		10%	90%										
		2.1.6 Other repairmen		As requirement											

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	outcome		
02	Project 2.2 : Plant, Machinery & Equipment	2.2.1 Repayment of A//C Machines	0.2	As request	0.02	0.04	0.07	0.07							
		2.2.2 Repayment of Computer, Fax , Photocopy and Other Machinery and Equipment		As request											
	Project 2.3 : Vehicles	2.3.1 Repairing of vehicles (32)	5.0	As request				1	1	1.75	1.25				
03	Programme 3 : Collection of Tax														
	Project 3.1 : Collection of tax from imported teledramas, films and commercials	3.1.1 Obtaning DVD's from Television Institution	8.4	Depends				Depends				No of episodes imposed taxes. Value of tax collection	Contribution to the Consolidated Fund.	Additional Secretary (Admin/Finance), Chief Accountant	
3.1.2 Given to Observation on Programme by Members of the Panel		Depends				Depends									
3.1.2 Collected Levy		Depends				Depends									
3.1.3 Issued Clearing Certificates		Depends				Depends									

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				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	Outcome		
01	Programme 1: "Asi Disi" Scholarship Programme for Journalists														
	Project 1.1. Awarding scholarships for journalists	1.1.1. Updating database of the journalists registered under this programme with the current year data	2.5	100%								Updated the data base of 679 scholarship holders	Improved professional skills of journalists	Additional Secretary (Admin/Finance) ,Director (Media)	
		1.1.2. Call for applications through newspaper advertisement			100%				0.01			Number of Newspaper advertisements			
		1.1.3. Selection of scholarship holders through interviews					100%					Number of selected journalists			
		1.1.4. Awarding scholarships						60				Number of new scholarships awarded			
		1.1.5. Payments of installements for the previous year Scholars			10%	40%	30%	20%	0.25	1	0.75	0.5			Number of journalists received installment payments
02	Programme 2 : Loan Programme for Journalists														
	Project 2.1: "Madya Aruna" Special Loan Scheme	2.1.1. Call applications through newspaper advertisement	No	100%								Number of Newspaper advertisements	Empowered journalists with latest technology	Additional Secretary (Admin/Finance) Director (Media)	
		2.1.2. Conduct interviews for applicants				100%						Number of selected journalists			
		2.1.3. Send the selected list of applicants to the People's bank					100%					Number of journalists received the loan			

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs Mn)				KPIs		Responsibility	Remarks	
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	outcome			
	Project 2.2: Media equipment Loan	2.2.1. Pay bank interest of the loans of selected journalists (People's bank)	1	25%	25%	25%	25%	0.25	0.25	0.25	0.25	Number of journalists received installment payments				
03	Programme 3: Maintenance of the Official Website															
	Project 3.1: Updating and maintaining of the website in three languages	3.1.1. Gathering and updating of news continually		100%	100%	100%	100%					Continuously maintained website	Aware public on Government programmes	Additional Secretary (Admin/ Finance) & Additional Secretary (Development/Planning), Director (Media)		
		3.1.2 Payment to maintain the current website	0.156		100%				0.156							
		3.1.3. Update the site in a state of innovation	0.225	100%				0.23								
04	Programme 4: Awareness of journalists															
	Project 4.1: Conduct Media Workshops	4.1.1 Conduct media workshops/awareness programmes for media heads, local, provincial and foreign journalists	6	1	1	1	2	1	1	1	3	No of workshops/awareness programmes	Bring an ethical media culture updated with latest technology and current trends, Make a wisdom society	Additional Secretary (Admin/Finance) Director (Media)		
	Project 4.2: Maintain important and relevant news archives	4.2.1. Compile a report containing important news published daily in printed media on Hon.Minister, secretary to the ministry and it's affiliated institutions	No	All relevant news articles published in registered news papers								No of News papers reviewed, Compiled report	Monitoring and use public thoughts for policy making			

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs Mn)				KPIs		Responsibility	Remarks
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	outcome		
04		4.2.2. Selection of important news reports on economic, political, social and current affairs from news papers	No	Depends								Collection of news articles		Additional Secretary (Admin/Finance) Director (Media)	
		4.2.3. Archiving and updating the news reports daily and dissemination of such news for required parties	No	100%	100%	100%	100%					Submitted news paper articles to relevant persons/officers in Ministry			
	Project 4.3: Coordinating and facilitating government and private media	4.3.1 Organize Press briefings	0.8	Depends	0.4	0.2	0.2					Number of press briefings organized	Aware people on government discussions	Additional Secretary (Admin/Finance), Director (Media)	
		4.3.2 Implementing publicity campaign	2	Depends	0.5	0.5	1					Number of publicity campaigns held			
	Project 4.4: Arranging events for reciprocal coordinations	4.4.1. Discussion Forums	0.5	Depends		0.25	0.25					Number of discussion forums			
		4.4.2. Arrange the Reception Event	0.5	Depends		0.25	0.25					Number of arranged reception events			
	Project 4.5: Provide publicity on special events done by the Ministry and institutions	4.5.1. Coordination activities	No	Depends								Number of publicity campaigns			

Finance Division

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs Mn)				KPIs		Responsibility	Remarks
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	outcome		
01	Programme 1 : Acquisition of Capital Assets - Ministry Office														
	Project 1.1 Furniture and Office Equipments	Acquisition of Furniture and Office Equipments, Plant, , Machinery and Equipments	1.5	20%	30%	25%	25%	0.20	0.30	0.5	0.50	No of Furniture & Office equipment purchased	Facilitated efficient service	Additional Secretary (Admin/Finance)	
	Project 1.2 Plant, Machinery and Equipments		1.5	20%	30%	35%	15%	0.30	0.20	0.60	0.40	No of Plant, Machinery & equ: purchased		& Chief Accountant	



Ranminithenna Tele Cinema Park

No	Programme/Projects	Activities	Allocation (Rs Mn)	Physical Target				Financial Target (Rs Mn)				KPIS		Responsibility	Remarks	
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Output	outcome			
01	Programme 1 :															
	Project 1.1: Infrastructure Development	1.1.1 Installation of CCTV System	20	25%	50%	100%	-	-	4	16	-	System Installed	Improved Security	Chairperson		
	Project 1.2: Infrastructure Maintenance Training	1.2.1 Refurbish the Kitchen	0.75	100%	-	-	-	0.75	-	-	-	Fully Functioned Kitchen	Satisfied Customers	Director General		
		1.2.2 Improvements of Backlots	0.5	100%	-	-	-	0.5	-	-	-	Improved Appearance	Satisfied Customers	Director General		
		1.2.3 Refurbish the Hostel Facilities	3	25%	100%	-	-	-	3	-	-	Improved Hostel Service	Satisfied Customers	Director General		
		1.2.4 Purchase Household Items	1	25%	100%	-	-	-	1	-	-	Improved Hostel Service	Satisfied Customers	Director General		
		1.2.5 Minor repairs for access roads	2	25%	100%	-	-	-	2	-	-	Improved Road kms	Satisfied Customers	Director General		
		1.2.6 Purchase office equipment	0.75	25%	100%	-	-	-	0.75	-	-	Improved Office Facilities	Satisfied Customers	Director General		
	Project 2:															
	Project 2.1 Ranmihithenna Tele cinema Park Foundation	2.1.1. Formulation of a draft		100%								Act passed by the parliament	Established Legal Entity called as "Ranmihithenna Tele cinema Park Foundation"	Additional secretary (Development and Planning)/ Legal Officer		
		2.1.2. Submission for approval of the Cabinet of Ministers		100%												
		2.1.3. Forwarding to the Department of Legal Draftsman and the Attorney General's Department			100%											
		2.1.4. Submission for the approval of the Cabinet prior to submission to the Parliament.				100%										

