



Government of India

R F D

(Results-Framework Document)
for

Ministry of Information and Broadcasting

(2014-2015)

Section 1: Vision, Mission, Objectives and Functions

Vision

Value-based sustainable growth of media and entertainment sector, and effective dissemination of Government policies, programmes and achievements.

Mission

Facilitate sustained annual growth rate of 13% for media and entertainment sector through multi-pronged strategy with increasing use of emerging technologies, universal digitization of broadcasting by 2017, strengthen public service broadcaster, promote and encourage good cinema, ensure freedom of press and media, emphasize value based content and effective dissemination of information.

Objectives

- 1 Effective dissemination of information on Government policies and Programmes
- 2 Facilitate development of broadcasting industry
- 3 Monitor content of broadcasting media
- 4 Popularize use of Community Radio
- 5 Strengthen Public Service Broadcaster
- 6 Promote and encourage good cinema
- 7 Develop human resources for media and entertainment sector
- 8 Improve efficiency of PSUs and Responsibility Centres

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 Advertising and 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

Section 1: Vision, Mission, Objectives and Functions

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 on Government policies and Programmes	23.00	[1.1] Organizing Public Information Campaigns (PIC) by PIB	[1.1.1] PICs conducted	Number	2.50	95	90	85	80	75
			[1.1.2] Commissioning of study for Impact Assessment of PICs	Date	0.50	15/10/2014	31/10/2014	15/11/2014	30/11/2014	15/12/2014
		[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	16500	14850	13200	11550	9900
			[1.2.2] Audio- Visual Advertisements released	Number	1.00	470	423	376	329	282
			[1.2.3] Exhibitions organised	Number	1.00	600	540	480	420	360
			[1.2.4] Outdoor Publicity taken	Number	1.00	650	585	520	455	390
		[1.3] Digitalization of archival images by Photo Division	[1.3.1] Images uploaded	Number	1.00	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	14500	14103	12536	10969	9402
			[1.4.2] Commissioning of study for Impact Assessment of Programmes and	Date	0.50	15/10/2014	31/10/2014	15/11/2014	30/11/2014	15/12/2014

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%	
			Theatrical shows conducted								
		[1.5] Bringing out quality publications on topical issues in Hindi, English, Braille and regional languages by Publication Division	[1.5.1] Books published	Number	1.00	75	68	62	56	50	
			[1.5.2] Issues of journal including special issues	Number	1.00	216	194	172	151	129	
			[1.5.3] Growth in circulation of Employment News	Percent	0.50	0.6	0.5	0.4	0.3	0.2	
		[1.6] Special Out Reach Programme of Directorate of Field Publicity	[1.6.1] Villages covered	Number	1.50	1060	954	848	742	636	
			[1.6.2] Commissioning of study for Impact Assessment of Programmes Conducted	Date	0.50	15/10/2014	31/10/2014	15/11/2014	30/11/2014	15/12/2014	
		[1.7] Programmes undertaken by DFP to sensitized/ empower People on Government flagship programmes/policies	[1.7.1] Person sensitized by Conducted Tour	Number	1.00	120	105	90	75	60	
		[1.8] Infrastructure support for Direct Contact Programme	[1.8.1] Completion of modernization of Regional Offices and Filed Publicity Units	Number	1.00	24	21	18	15	12	

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%
		[1.9] Computerization and Modernization of PIB	[1.9.1] Operationalization of Network and IT activities in National Press Centre	Date	0.50	31/10/2014	30/11/2014	31/12/2014	15/01/2015	31/01/2015
			[1.9.2] Online accreditation of Media persons	Percentage	0.50	100	90	80	70	60
		[1.10] Computersation of DAVP	[1.10.1] Commencement of online issue of Release Orders (ROs)	Date	1.00	30/11/2014	15/12/2014	31/12/2014	15/01/2015	31/01/2015
			[1.10.2] Commencement of online billing	Date	1.00	30/11/2014	15/12/2014	31/12/2014	15/01/2015	31/01/2015
			[1.10.3] Commencement of online payments	Date	1.00	30/11/2014	15/12/2014	31/12/2014	15/01/2015	31/01/2015
		[1.11] To ensure prompt verification/registration of Newspapers titles by RNI	[1.11.1] Titles verified within 15 days	Percent	1.00	100	90	80	70	60
			[1.11.2] Titles registered within 15 days	Percent	1.00	100	90	80	70	60
[2] Facilitate development of broadcasting industry	6.00	[2.1] Bringing in transparency in application processing	[2.1.1] Automation of Broadcasting WIng-signing of MoU with NIC	Date	1.00	31/08/2014	30/09/2014	31/10/2014	30/11/2014	31/12/2014
			[2.1.2] Operationalization of Automated System	Date	1.00	31/01/2015	15/02/2015	28/02/2015	15/03/2015	31/03/2015

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%
		[2.2] Digitisation of analog Cable Network	[2.2.1] Coverage under DAS	Percent	2.00	55	50	45	40	30
		[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	2.00	30/11/2014	31/12/2014	31/01/2015	28/02/2015	31/03/2015
[3] Monitor content of broadcasting media	11.00	[3.1] Commissioning of centralized monitoring facility for TV channels, Private FM Channels and CRSs	[3.1.1] Commissioning of recording and Monitoring capacity for 600 TV channels	Date	1.00	30/09/2014	31/10/2014	30/11/2014	31/12/2014	31/01/2015
			[3.1.2] Commissioning of Centralized Monitoring facility for 250 Private FM Channels	Date	1.00	30/11/2014	31/12/2014	31/01/2015	28/02/2015	31/03/2015
			[3.1.3] Finalization of planning and design for centralized monitoring facilities for CRS	Date	1.00	30/11/2014	31/12/2014	31/01/2015	28/02/2015	31/03/2015
		[3.2] Monitoring of Content	[3.2.1] TV channels monitored	Number	2.00	400	350	300	250	200
			[3.2.2] Private FM channels monitored	Number	2.00	50	40	30	20	15
			[3.2.3] Community Radio Stations monitored	Number	2.00	25	20	15	12	10
		[3.3] Action taken on violations detected during 2013-14	[3.3.1] Completion of action in cases of violations detected upto	Percent	2.00	100	90	80	70	60

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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%
			31st March 2014							
[4] Popularize use of Community Radio	7.00	[4.1] Create awareness about Community Radio policy through consultations/workshops	[4.1.1] Persons participating	Number	2.00	250	200	170	150	100
		[4.2] Launch of Community Radio Support Scheme	[4.2.1] Persons/Organisations given grants under the CRSS scheme	Number	2.00	20	15	10	5	4
		[4.3] Timely Disposal of Applications complete in all respects	[4.3.1] Applications disposed within two months of receipt	Percent	1.00	100	90	80	70	60
		[4.4] Operationalisation of CR Stations after WOL issued upto 31.03.2014	[4.4.1] CR Stations operationalised	Percent	2.00	50	40	30	20	10
[5] Strengthen Public Service Broadcaster	8.00	[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	31/01/2015	15/02/2015	28/02/2015	15/03/2015	31/03/2015
		[5.2] Implementation of Report on Prasar Bharati by Expert Committee chaired by Shri Sam Pitroda.	[5.2.1] Decision on the report of Expert Committee	Date	1.00	31/10/2014	30/11/2014	15/12/2014	31/12/2014	15/01/2015
		[5.3] Improvement in overall performance of Prasar Bharati	[5.3.1] Completion of milestones of government funded projects	Percent	2.00	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%
			[5.3.2] Increase in IEBR of Prasar Bharati	Percent	2.00	10	8	6	4	2
[6] Promote and encourage good cinema	18.00	[6.1] Finalisation of 61st National Films Awards	[6.1.1] Presentation of awards	Date	2.00	31/05/2014	15/06/2014	30/06/2014	15/07/2014	31/07/2014
		[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), 2014 at Goa	[6.3.1] Participation of countries in IFFI	Number	2.00	60	55	50	45	40
		[6.4] Setting up of National Heritage Mission	[6.4.1] Formal Notification for setting up of National Heritage Mission	Date	2.00	31/12/2014	15/01/2015	31/01/2015	15/02/2015	28/02/2015
		[6.5] Acquisition of films by NFAI	[6.5.1] Number of films acquired	Number	2.00	65	58	52	43	39
		[6.6] Setting up of National Museum of Indian cinema in Mumbai	[6.6.1] Opening of phase I of the Museum to the public	Date	2.00	30/09/2014	15/10/2014	31/10/2014	15/11/2014	30/11/2014
		[6.7] Production of documentary films by Films Division	[6.7.1] Completion of documentary films	Number	2.00	100	90	80	70	60
			[6.7.2] Screening of Documentary Films on Doordarshan	Number	2.00	6	5	4	3	2
[6.7.3] Awards won by Documentary Films funded by the Ministry	Number		2.00	4	3	2	1	0		

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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%
[7] Develop human resources for media and entertainment sector	9.00	[7.1] Construction of Permanent IIMC Campus at Aizawl, Kottayam, Jammu and Amravati	[7.1.1] Completion of milestones for year 2014 – 2015	Percent	2.00	100	90	80	70	60
		[7.2] Declaration of IIMC to be 'An Institute of National Importance'	[7.2.1] Introduction of Bill in Parliament	Date	2.00	31/01/2015	15/02/2015	28/02/2015	15/03/2015	31/03/2015
		[7.3] Development of Human Resources at FTII, SRFTI and IIMC	[7.3.1] Persons trained at FTII	Number	2.00	180	175	170	165	160
			[7.3.2] Persons trained at SRFTI	Number	2.00	40	36	32	28	24
			[7.3.3] Persons passing out from IIMC	Number	1.00	385	346	308	270	231
[8] Improve efficiency of PSUs and Responsibility Centres	3.00	[8.1] RFD of Responsibility Centres	[8.1.1] Finalization of RFDs for RCs by due date.	Percent	1.00	100	90	80	70	60
		[8.2] Achievement of MoU targets by NFDC	[8.2.1] MoU Target with respect to Gross Operating Margin.	Percent	1.00	100	90	80	70	60
		[8.3] Achievement of MoU targets by BECIL	[8.3.1] MoU Target with respect to Gross Operating Margin.	Percent	1.00	100	90	80	70	60
* Efficient Functioning of the RFD System	3.00	Timely submission of Draft RFD for 2015-2016 for Approval	On-time submission	Date	2.0	05/03/2015	06/03/2015	09/03/2015	10/03/2015	11/03/2015
		Timely submission of Results for 2013-2014	On-time submission	Date	1.0	01/05/2014	02/05/2014	03/05/2014	06/05/2014	07/05/2014
* Enhanced Transparency / Improved Service delivery of Ministry/Department	3.00	Rating from Independent Audit of implementation of Citizens' / Clients' Charter	Degree of implementation of commitments in CCC	%	2.0	100	95	90	85	80

* Mandatory Objective(s)

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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%
		(CCC)								
		Independent Audit of implementation of Grievance Redress Management (GRM) system	Degree of success in implementing GRM	%	1.0	100	95	90	85	80
* Reforming Administration	8.00	Update departmental strategy to align with revised priorities	Date	Date	2.0	01/11/2014	02/11/2014	03/11/2014	04/11/2014	05/11/2014
		Implement agreed milestones of approved Mitigating Strategies for Reduction of potential risk of corruption (MSC).	% of Implementation	%	1.0	100	90	80	70	60
		Implement agreed milestones for implementation of ISO 9001	% of implementation	%	2.0	100	95	90	85	80
		% of Responsibility Centres with RFD in RFMS	Responsibility Centres covered	%	1.0	100	95	90	85	80
		Implement agreed milestones of approved Innovation Action Plans (IAPs).	% of implementation	%	2.0	100	90	80	70	60
* Improve compliance with 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	%	0.25	100	90	80	70	60

* Mandatory Objective(s)

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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%
			Report to Parliament by PAC during the year.							
		Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2014.	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 31.3.2014	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 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
[1] Effective dissemination of information on Government policies and Programmes	[1.1] Organizing Public Information Campaigns (PIC) by PIB	[1.1.1] PICs conducted	Number	90	103	85	110	120
		[1.1.2] Commissioning of study for Impact Assessment of PICs	Date	--	--	31/10/2014	31/10/2015	31/10/2016
	[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	14400	14850	15500	16000
		[1.2.2] Audio- Visual Advertisements released	Number	465	333	423	500	520
		[1.2.3] Exhibitions organised	Number	500	540	540	600	650
		[1.2.4] Outdoor Publicity taken	Number	400	540	585	650	700
	[1.3] Digitalization of archival images by Photo Division	[1.3.1] Images uploaded	Number	110418	108000	108000	110000	12000
	[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	15930	11000	14103	14500	15000

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
		[1.4.2] Commissioning of study for Impact Assessment of Programmes and Theatrical shows conducted	Date	--	--	31/10/2014	31/10/2015	31/10/2016
	[1.5] Bringing out quality publications on topical issues in Hindi, English, Braille and regional languages by Publication Division	[1.5.1] Books published	Number	73	81	68	75	75
		[1.5.2] Issues of journal including special issues	Number	159	156	194	200	205
		[1.5.3] Growth in circulation of Employment News	Percent	--	--	0.5	0.6	0.7
	[1.6] Special Out Reach Programme of Directorate of Field Publicity	[1.6.1] Villages covered	Number	0	0	954	1000	1100
		[1.6.2] Commissioning of study for Impact Assessment of Programmes Conducted	Date	--	--	31/10/2014	31/10/2015	31/10/2016
	[1.7] Programmes undertaken by DFP to sensitized/empower People on Government flagship programmes/policies	[1.7.1] Person sensitized by Conducted Tour	Number	0	0	105	115	125

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
	[1.8] Infrastructure support for Direct Contact Programme	[1.8.1] Completion of modernization of Regional Offices and Filed Publicity Units	Number	0	32	21	24	28
	[1.9] Computerization and Modernization of PIB	[1.9.1] Operationalization of Network and IT activities in National Press Centre	Date	--	--	30/11/2014	--	--
		[1.9.2] Online accreditation of Media persons	Percentage	0	0	90	100	100
	[1.10] Computerization of DAVP	[1.10.1] Commencement of online issue of Release Orders (ROs)	Date	31/12/2012	31/01/2014	15/12/2014	--	--
		[1.10.2] Commencement of online billing	Date	31/12/2012	31/01/2014	15/12/2014	--	--
		[1.10.3] Commencement of online payments	Date	31/12/2012	31/01/2014	15/12/2014	--	--
	[1.11] To ensure prompt verification/registration of Newspapers titles by RNI	[1.11.1] Titles verified within 15 days	Percent	0	0	90	100	100
		[1.11.2] Titles registered within 15 days	Percent	0	0	90	100	100
[2] Facilitate development of broadcasting industry	[2.1] Bringing in transparency in application processing	[2.1.1] Automation of Broadcasting Wing-signing of MoU with NIC	Date	--	--	31/08/2014	--	--
		[2.1.2] Operationalization of Automated System	Date	--	--	31/01/2015	--	--

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
	[2.2] Digitisation of analog Cable Network	[2.2.1] Coverage under DAS	Percent	--	--	50	--	--
	[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	30/11/2014	--	--
[3] Monitor content of broadcasting media	[3.1] Commissioning of centralized monitoring facility for TV channels, Private FM Channels and CRSs	[3.1.1] Commissioning of recording and Monitoring capacity for 600 TV channels	Date	--	--	31/10/2014	--	--
		[3.1.2] Commissioning of Centralized Monitoring facility for 250 Private FM Channels	Date	--	--	31/12/2014	--	--
		[3.1.3] Finalization of planning and design for centralized monitoring facilities for CRS	Date	--	--	31/12/2014	--	--
	[3.2] Monitoring of Content	[3.2.1] TV channels monitored	Number	--	--	350	400	420
		[3.2.2] Private FM channels monitored	Number	--	--	40	45	50
		[3.2.3] Community Radio Stations monitored	Number	--	--	20	30	35
	[3.3] Action taken on violations detected during 2013-14	[3.3.1] Completion of action in cases of violations detected upto 31st March 2014	Percent	--	--	90	100	100

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
[4] Popularize use of Community Radio	[4.1] Create awareness about Community Radio policy through consultations/workshops	[4.1.1] Persons participating	Number	--	--	200	250	300
	[4.2] Launch of Community Radio Support Scheme	[4.2.1] Persons/Organisations given grants under the CRSS scheme	Number	--	--	15	20	22
	[4.3] Timely Disposal of Applications complete in all respects	[4.3.1] Applications disposed within two months of receipt	Percent	--	--	90	100	100
	[4.4] Operationalisation of CR Stations after WOL issued upto 31.03.2014	[4.4.1] CR Stations operationalised	Percent	--	--	40	50	60
[5] Strengthen Public Service Broadcaster	[5.1] Facilitating recruitment against vacant posts in PB	[5.1.1] Revival of essential posts in PB	Number	1150	--	1125	1150	--
		[5.1.2] Notification of Prasar Bharati Recruitment Board	Date	--	--	15/02/2015	--	--
	[5.2] Implementation of Report on Prasar Bharati by Expert Committee chaired by Shri Sam Pitroda.	[5.2.1] Decision on the report of Expert Committee	Date	--	--	30/11/2014	--	--
	[5.3] Improvement in overall performance of Prasar Bharati	[5.3.1] Completion of milestones of government funded projects	Percent	--	--	90	100	100

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
		[5.3.2] Increase in IEBR of Prasar Bharati	Percent	--	--	8	10	11
[6] Promote and encourage good cinema	[6.1] Finalisation of 61st National Films Awards	[6.1.1] Presentation of awards	Date	--	--	15/06/2014	15/06/2015	15/06/2016
	[6.2] Participation in film weeks and films festivals organized in India and abroad	[6.2.1] Participation in film festivals	Number	55	50	50	55	60
	[6.3] Organisation of International Film Festival of India (IFFI), 2014 at Goa	[6.3.1] Participation of countries in IFFI	Number	60	55	55	60	62
	[6.4] Setting up of National Heritage Mission	[6.4.1] Formal Notification for setting up of National Heritage Mission	Date	--	--	15/01/2015	--	--
	[6.5] Acquisition of films by NFAI	[6.5.1] Number of films acquired	Number	75	58	58	60	62
	[6.6] Setting up of National Museum of Indian cinema in Mumbai	[6.6.1] Opening of phase I of the Museum to the public	Date	--	--	15/10/2014	--	--
	[6.7] Production of documentary films by Films Division	[6.7.1] Completion of documentary films	Number	63	100	90	100	100
		[6.7.2] Screening of Documentary Films on Doordarshan	Number	--	--	5	6	7
[6.7.3] Awards won by Documentary Films funded by the Ministry		Number	--	--	3	4	5	

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
[7] Develop human resources for media and entertainment sector	[7.1] Construction of Permanent IIMC Campus at Aizawl, Kottayam, Jammu and Amravati	[7.1.1] Completion of milestones for year 2014 – 2015	Percent	--	--	90	--	--
	[7.2] Declaration of IIMC to be 'An Institute of National Importance'	[7.2.1] Introduction of Bill in Parliament	Date	--	--	15/02/2015	--	--
	[7.3] Development of Human Resources at FTII, SRFTI and IIMC	[7.3.1] Persons trained at FTII	Number	108	175	175	175	175
		[7.3.2] Persons trained at SRFTI	Number	40	40	36	36	36
		[7.3.3] Persons passing out from IIMC	Number	373	385	346	390	390
[8] Improve efficiency of PSUs and Responsibility Centres	[8.1] RFD of Responsibility Centres	[8.1.1] Finalization of RFDs for RCs by due date.	Percent	--	--	90	100	100
	[8.2] Achievement of MoU targets by NFDC	[8.2.1] MoU Target with respect to Gross Operating Margin.	Percent	--	--	90	90	90
	[8.3] Achievement of MoU targets by BECIL	[8.3.1] MoU Target with respect to Gross Operating Margin.	Percent	--	--	90	90	90
* Efficient Functioning of the RFD System	Timely submission of Draft RFD for 2015-2016 for Approval	On-time submission	Date	--	--	06/03/2015	--	--
	Timely submission of Results for 2013-2014	On-time submission	Date	--	--	02/05/2014	--	--

* Mandatory Objective(s)

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
* Enhanced Transparency / Improved Service delivery of Ministry/Department	Rating from Independent Audit of implementation of Citizens' / Clients' Charter (CCC)	Degree of implementation of commitments in CCC	%	--	--	95	--	--
	Independent Audit of implementation of Grievance Redress Management (GRM) system	Degree of success in implementing GRM	%	--	--	95	--	--
* Reforming Administration	Update departmental strategy to align with revised priorities	Date	Date	--	--	02/11/2014	--	--
	Implement agreed milestones of approved Mitigating Strategies for Reduction of potential risk of corruption (MSC).	% of Implementation	%	--	--	90	--	--
	Implement agreed milestones for implementation of ISO 9001	% of implementation	%	--	--	95	--	--
	% of Responsibility Centres with RFD in RFMS	Responsibility Centres covered	%	--	--	95	--	--
	Implement agreed milestones of approved Innovation Action Plans (IAPs).	% of implementation	%	--	--	90	--	--
* Improve compliance with 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	%	--	--	90	--	--

* Mandatory Objective(s)

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 12/13	Actual Value for FY 13/14	Target Value for FY 14/15	Projected Value for FY 15/16	Projected Value for FY 16/17
		Parliament by CAG during the year.						
	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 31.3.2014.	Percentage of outstanding ATNs disposed off during the year.	%	--	--	90	--	--
	Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.3.2014	Percentage of outstanding ATRS disposed off during the year.	%	--	--	90	--	--

* Mandatory Objective(s)

Section 4: Acronym

Sl.No	Acronym	Description
1	ATN	Action Taken Note
2	ATR	Action Taken Report
3	AV	Audio-Visual
4	BECIL	Broadcast Engineering Consultants India Limited
5	C&A;AG	Comptroller and Auditor General
6	CCC	Citizen's/ Client's Charter

Section 4: Acronym

Sl.No	Acronym	Description
7	CCEA	Cabinet Committee on Economic Affairs
8	CRS	Community Radio Station
9	CRSS	Community Radio Support Scheme
10	DAS	Digital Addressable System
11	DAVP	Directorate of Advertisement & Visual Publicity
12	DFP	Directorate of Field Publicity

Section 4: Acronym

Sl.No	Acronym	Description
13	EFC	Expenditure Finance Committee
14	EFC	
15	FM	Frequency Modulation
16	FPU	Field Publicity Unit
17	FTII	Film and Television Institute of India
18	GOPA	Grant of Permission Agreement

Section 4: Acronym

Sl.No	Acronym	Description
19	GRM	Grievance Redress Management
20	IAP	Innovation Action Plan
21	IEBR	Internal and Extra Budgetary Resources
22	IIFI	International Film Festival of India
23	IIMC	Indian Institute of Mass Communication
24	ISO-9001	International Organization for Standardization -9001

Section 4: Acronym

Sl.No	Acronym	Description
25	MOU	Memorandum of Understanding
26	MSC	Mitigating Strategies for Reduction of potential risk of corruption
27	NFAI	National Film Archives of India
28	NFAI	National Film Archive of India
29	NFDC	National Film Development Corporation
30	NIC	National Information Centre

Section 4: Acronym

Sl.No	Acronym	Description
31	PAC	Public Accounts Committee
32	PIB	Press Information Bureau
33	PIC	Public Information Campaign
34	RC	Responsibility Centre
35	RFD	Results-Framework Document
36	RFP	Request For Proposal

Section 4: Acronym

Sl.No	Acronym	Description
37	RNI	Registrar of Newspapers for India
38	RO	Regional Office
39	RR	Recruitment Regulation
40	SACFA	Standing Advisory Committee on Frequency Allocation
41	S&DD	Song & Drama Division
42	SRFTI	Satyajit Ray Film and Television Institute

Section 4: Acronym

Sl.No	Acronym	Description
43	SRFTI	
44	WOL	Wireless Operating License

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	Public Information Campaign (PIC) is of 3 days duration and is organized at a rural venue in NREGA district or minority dominated district. The campaign generally is divided into following broad segments (i) Putting up of stalls of various PSUs/Government agencies which will combine information dissemination with benefit demonstration. (ii) Holding of seminars on the flagship programmes of the Government and other important topical issues of local importance. (iii) Highlighting Local success stories - Projection at local State and National levels through print and electronic media. (iv) Effective media management to ensure maximum multiplier effect to this information dissemination effort.	Public Information Campaign	In Number	103 PICs were conducted in 2013-14. However, due to budget constraints and cost escalation in organizing PICs, only 90 PICs are proposed for 2014-15.
2	[1.1.2] Commissioning of study for Impact Assessment of PICs	To evaluate the success of PICs, impact assessment is proposed to be done. Hence, the success indicator is defined in 'Date'.	Public Information Campaign	By the specified date	New Activity.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
3	[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	Directorate of Advertising and Visual Publicity (DAVP) release the print advertisement of the Client Ministries provided that budget is borne by respective Ministries.
4	[1.2.2] Audio- Visual Advertisements released	DAVP issues Audio-Visual advertisement for Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	Print advertisement for Government flagship programmes	In number	Directorate of Advertising and Visual Publicity (DAVP) release the Audio-Visual advertisement of the Client Ministries provided that budget is borne by respective Ministries.
5	[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	Directorate of Advertising and Visual Publicity (DAVP) organizes exhibitions on flagship programmes to empower masses.
6	[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	Directorate of Advertising and Visual Publicity (DAVP) organizes Outdoor Publicity on flagship programmes to empower masses.
7	[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	

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
8	[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	
9	[1.4.2] Commissioning of study for Impact Assessment of Programmes and Theatrical shows conducted	To evaluate the success of programmes and theatrical shows conducted by S&DD, impact assessment is proposed to be done. Hence, the success indicator is defined in 'Date'.	Programmes for publicizing schemes and policies of the Government	By the specified date	New Activity. Hence no trend values for previous years.
10	[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	
11	[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	
12	[1.5.3] Growth in circulation of Employment News	Publications Division (DPD) publishes Weekly employment newspaper and is endeavored to ensure growth in circulation. Hence, the success indicator is defined in 'Percent'	Circulation of Employment Newspaper	In Percent	New Activity. Hence no trend values for previous years.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
13	[1.6.1] Villages covered	DFP organizes various activities for advertising Government flagship programmes at village level. Hence, the success indicator is defined in 'Number' of villages covered	Number of villages covered	In Number	New Activity. Hence no trend values for previous years.
14	[1.6.2] Commissioning of study for Impact Assessment of Programmes Conducted	To evaluate the success of programmes conducted by DFP.	Programmes for publicizing schemes and policies of the Government	date	New Activity. Hence no trend values for previous years.
15	[1.7.1] Person sensitized by Conducted Tour	DFP organizes various activities for advertising Government flagship programmes by visiting villages of the country. Hence, 'Persons sensitised through these programmes' is taken as a SI for this Action.	Number of Persons sensitised	In Number	New Activity. Hence no trend values for previous years..
16	[1.8.1] Completion of modernization of Regional Offices and Filed Publicity Units	Directorate of Field Publicity (DFP) proposes to equip ROs and FPUs with AV equipment and vehicles. Hence, the success indicator is defined in 'Number' of units	Support to ROs/FPUs	In Number	Success Indicator has been revised.
17	[1.9.1] Operationalization of Network and IT activities in National Press Centre	Operationalization of Network and it activities in the National Press Centre	Infrastructure installation	By the specified date	New Activity Set target is to be achieved by 2014-15. Hence no projection is made for consequent years.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
18	[1.9.2] Online accreditation of Media persons	Application to be processed online	Promotion of electronic processing	percentage	New Activity
19	[1.10.1] 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	As of now, around 90% of the target has been achieved. The remaining activity is proposed to be completed by this year. Hence no projection is made for subsequent years.
20	[1.10.2] 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	As of now, around 90% of the target has been achieved. The remaining activity is proposed to be completed by this year. Hence no projection is made for subsequent years.
21	[1.10.3] 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	As of now, around 90% of the target has been achieved. The activity is proposed to be completed by this year. Hence no projection is made for subsequent years.
22	[1.11.1] Titles verified within 15 days	Title is verified by RNI	Support to publication	In percentage	New Activity

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
23	[1.11.2] Titles registered within 15 days	Title is registered by RNI	Support to publication	In percentage	New Activity
24	[2.1.1] Automation of Broadcasting Wing-signing of MoU with NIC	New activity included for signing of MoU with NIC for development of a software for automaton of Broadcasting Wing for bringing transparency in application.	Automation of Broadcasting Wing	Date	New and one time activity. No trend values could be given.
25	[2.1.2] Operationalization of Automated System	Support to Broadcasting Wing Automation	Automation of Broadcasting Wing	By specified date	New and one time activity. No trend values could be given.
26	[2.2.1] Coverage under DAS	Success Indicator shows percentage achievement of cable TV digitisation in the country. This indicates percentage of the total required STBs (cable & DTH) are installed.	Digitization of Cable Network	by percentage	Targets have been kept in the view of availability of set top boxes. Whether all consumers will move to it or will use set top box facility depends upon cost. Therefore, the effort will be to achieve the same. But actual achievement depends on the constraint. Ministry is of the view that the coverage under DAS is likely to be slow in view of infrastructural problems, availability of set top boxes, cost and the consumer awareness.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
26	[2.2.1] Coverage under DAS	Success Indicator shows percentage achievement of cable TV digitisation in the country. This indicates percentage of the total required STBs (cable & DTH) are installed.	Digitization of Cable Network	by percentage	Targets have been kept in the view of availability of set top boxes. Whether all consumers will move to it or will use set top box facility depends upon cost. Therefore, the effort will be to achieve the same. But actual achievement depends on the constraint. Ministry is of the view that the coverage under DAS is likely to be slow in view of infrastructural problems, availability of set top boxes, cost and the consumer awareness.
27	[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	New Activity of e-auction of 1st Batch by a specified date therefore no projection for subsequent years.
28	[3.1.1] Commissioning of recording and Monitoring capacity for 600 TV channels	To enhance monitoring capacity to upgrade the technical system for monitoring of TV channels.	monitoring of TV channels	Date	The existing system is able to monitor only 300 channels at a time. This will be upgraded.

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

SI.No	Success indicator	Description	Definition	Measurement	General Comments
29	[3.1.2] Commissioning of Centralized Monitoring facility for 250 Private FM Channels	To set up a technical system for monitoring of FM channels.	monitoring of Private FM channels	Date	New Activity
30	[3.1.3] Finalization of planning and design for centralized monitoring facilities for CRS	To set up a technical system for monitoring Community Radio Station.	to monitor content of CRS	date	New activity
31	[3.2.1] TV channels monitored	To ensure compliance of Programme and Advisory Code.	Content Monitoring	Number	To prepare the report for violation of 350 channels.
32	[3.2.2] Private FM channels monitored	To monitor content of Private FM Channels	Content monitoring	number	To monitor 40 channels.
33	[3.2.3] Community Radio Stations monitored	To monitor Content of CRS to ensure compliance of guidelines.	content monitoring	Number	New Activity.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
34	[3.3.1] Completion of action in cases of violations detected upto 31st March 2014	Monitoring of content leads to generation of a large number of reports which are first examined at the level of EMMC itself by a Scrutiny Committee. Reports recommended for action by the Scrutiny Committee are sent to the Ministry. The Ministry examines these reports and only those where there is a violation of the Programme and Advertising Code are sent to the Inter-ministerial Committee (IMC). The IMC recommendations are examined in the Ministry for a final decision.	Action taken on content violations of the Programme and Advertising Code	Percent	New Activity. SI pertains to completion of action in cases of violations detected upto 31st March 2014, therefore no projection for subsequent years.
35	[4.1.1] Persons participating	The proposal to provide financial support to CRS will be scrutinized in accordance with the guidelines.	Release of grant	By date	New Activity.
36	[4.2.1] Persons/Organisations given grants under the CRSS scheme	To release grant for financial support to CRS.	Release of Grant. The grant is given to organization and not to individual.	By date	New Activity..

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

SI.No	Success indicator	Description	Definition	Measurement	General Comments
37	[4.3.1] Applications disposed within two months of receipt	Applications completed in all respects are proposed to be processed within two months of its receipt. Applications are received for setting up of new CRS. These applications are examined and clearance from various Departments are obtained. Letters of Intent are issued after the recommendations of Inter-Ministerial Committee.	Disposing of applications	Percent	Success Indicator has been revised.
38	[4.4.1] CR Stations operationalised	Liaison with the Letter of Intent holders of CRS to ensure that they are operationalised.	Operationalisation of Community Radio Stations	Percent	CR stations operationalised for which WoL have been issued.
39	[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.	Revival of 3452 Posts in PB.	In Number	Group of Ministers on Prasar Bharati has recommended for revival of 3452 posts in subject of concurrence of D/o Expenditure. D/o Expenditure approved revival of only 1150 posts in October, 2012. The second tranche of 1150 posts are being taken up with D/o Expenditure for revival in the year 2014-15. The remaining posts are proposed to be taken up with D/o

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
39	[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.	Revival of 3452 Posts in PB.	In Number	Expenditure in 2015-16.
40	[5.1.2] Notification of Prasar Bharati Recruitment Board	Prasar Bharati Recruitment Board is proposed to be notified this year by a specified date.	Notification of PB Recruitment Board.	By specified date	Notification of Prasar Bharati Recruitment Board is a one-time exercise. This item was kept as a Success Indicator in the RFD for the year 2013-14. However, the target could not be achieved due to various constraints. Hence it has been included in the current year RFD.
41	[5.2.1] Decision on the report of Expert Committee	Implementation of Report of Expert Committee on Prasar Bharati.		By specified date	New Activity: Acceptance of Report on Prasar Bharati by Expert Committee chaired by Shri Sam Pitroda is one time activity. Therefore, no trend values could be given.
42	[5.3.1] Completion of milestones of government funded projects	Major part of gross budgetary support (GBS) is earmarked to Prasar Bharati for Plan Scheme.	All Project of Prasar Bharati which are funded by the Government.	Percent	New Activity.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
43	[5.3.2] Increase in IEBR of Prasar Bharati	Strengthening financial position of Prasar Bharati.		In percentage	This success indicator was not included in the RFDs of 2013-14 and the earlier years. New Activity:
44	[6.1.1] Presentation of awards	Awards are to be presented by some stipulated 'date'. Earlier no fixed date was there.	Presentation of awards.	By specified date	
45	[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	
46	[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	
47	[6.4.1] Formal Notification for setting up of National Heritage Mission	The scheme is yet to be approved. As recommended by EFC, Cabinet note is under preparation for consideration and approval of CCEA .	Approval of CCEA for the Scheme on National Heritage Mission	By specified date	New and one time Activity. Therefore, no trend values..

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
48	[6.5.1] Number of films acquired	Number of films acquired is to be measured in terms of 'number.'	Number of films acquired.	In Number	
49	[6.6.1] Opening of phase I of the Museum 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	New and one time Activity. Therefore, no trend values.
50	[6.7.1] Completion of documentary films	Completed Documentary Films is to be measured in terms of 'number.'	Completion of documentary films.	In Number	New activity. Therefore, trend values for previous years could not be given.
51	[6.7.2] Screening of Documentary Films on Doordarshan	Documentary film produced by Films Division screened on Doordarshan to be measured in 'numbers'.	Screening of documentary films.	In Number	New activity. Therefore, trend values for previous years could not be given.
52	[6.7.3] Awards won by Documentary Films funded by the Ministry	Number of international/national awards won by the documentary films produced.	Awards won by documentary films funded by Ministry.	In Number	New activity. Therefore, trend values for previous years could not be given.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
53	[7.1.1] Completion of milestones for year 2014 – 2015	To establish the permanent campuses of IIMC at Aizawl, Amravati, Jammu and Kottayam. The land is to be acquired from the respective State Governments and the pre-investment activities are to be commenced.	Upgradation of IIMC	Percent	New activity: Targets pertain to activities for 2014-15. Therefore, no trend value could be given.
54	[7.2.1] Introduction of Bill in Parliament	In order to declare IIMC as an Institute of National Importance, a Bill is proposed to be introduced in Parliament	Upgradation of IIMC	Date	Since the draft Bill is still under finalization in consultation with Legislative Department, the objective could not be achieved during 2013-14. One time activity. Therefore, no trend value could be given.
55	[7.3.1] Persons trained at FTII	Number of persons trained at FTII.		In Number	
56	[7.3.2] Persons trained at SRFTI	Number of persons trained at SRFTI.		In Number	For RFD 2013-14, No. of persons getting training (including all running sessions) was considered. For this year, No. of persons expected to get successful completion of training has been considered.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
57	[7.3.3] Persons passing out from IIMC	Number of persons passing out at IIMC.		In Number	The Success Indicator pertains to Persons trained in IIMC, Delhi.
58	[8.1.1] Finalization of RFDs for RCs by due date.	<p>There are 21 Responsibility Centers under M/o I&B viz.</p> <ol style="list-style-type: none"> 1) Press Information Bureau 2) Directorate of Advertising and Visual Publicity 3) Publication Division 4) Registrar of Newspapers of India 5) Directorate of Field Publicity 6) Photo Division 7) Research Reference & Training Division 8) Song & Drama Division 9) Indian Institute of Mass Communication 10) Prasar Bharati 11) Directorate of Film Festival 12) Film Division 13) Central Board of Film Certification 14) Children Film Society of India 15) Film & Television Institute of India 16) Satyajit Ray Film & TV Institute 17) National Film Archive of India 	Finalization of RFD	Percent	Unit of SI has been revised to percent. Therefore, no trend value could be given for earlier years.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
58	[8.1.1] Finalization of RFDs for RCs by due date.	18) Broadcast Engineering Consultant India Ltd. (BESIL) 19) National Film Development Corporation Ltd. (NFDC) 20) Press Council of India 21) Electronic Media Monitoring Centre (EMMC) Broadcast Engineering Consultant India Ltd. (BESIL) and National Film Development Corporation Ltd. (NFDC) are exempted being covered under MoU scheme. Press Council of India has been exempted from RFD sc	Finalization of RFD	Percent	Unit of SI has been revised to percent. Therefore, no trend value could be given for earlier years.
59	[8.2.1] MoU Target with respect to Gross Operating Margin.	Gross operating margin is to be measured in terms of 'percentage' with respect to targets fixed in MoU.	Gross operating margin is the excess of the proceeds of goods sold and services rendered over their cost, before taking into account administrative, selling, distribution, financial expenses and taxes.	In percentage	Gross operating margin = profit before tax + depreciation + finance cost. New activity. Therefore, trend values for previous years could not be given.
60	[8.3.1] MoU Target with respect to Gross Operating Margin.	Gross operating margin is to be measured in terms of 'percentage' with respect to targets fixed in MoU.	Gross operating margin is the excess of the proceeds of goods sold and services rendered over their cost, before taking into account administrative, selling,	In percentage	Gross operating margin = profit before tax + depreciation + finance cost. New activity. Therefore, trend values for previous years could not be given.

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

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
60	[8.3.1] MoU Target with respect to Gross Operating Margin.	Gross operating margin is to be measured in terms of 'percentage' with respect to targets fixed in MoU.	distribution, financial expenses and taxes.	In percentage	Gross operating margin = profit before tax + depreciation + finance cost. New activity. Therefore, trend values for previous years could not be given.

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	Comments on the draft Cabinet Note for creation of 3 posts viz. Chairman (with pay-scale equivalent to Additional Secretary) and 2 Members (with pay-scale equivalent to Joint Secretary)	This is as per the procedure for inter-ministerial consultation of Cabinet Notes.	Comments on draft Cabinet Note within 15 days after its circulation.	The statutory requirement of setting up of Prasar Bharati Recruitment Board will not be fulfilled.
			Department of Telecommunications	[4.4.1] CR Stations operationalised	Wireless Operating License for operating Community Radio Stations	Operationalization of Community Radio Stations depends upon the issuance of WOL by the WPC Wing of Department of Telecommunications (DoT). The Ministry of Information and Broadcasting grants Letter of Intent (LoI) to eligible applicants for setting up of Community Radio Stations. Applicants are required to approach WPC for Frequency Allocations based on LoI and thereafter they need to obtain SACFA clearance from DoT. After obtaining Standing Advisory Committee on Frequency Allocation(SACFA) clearance , applicant will have to submit Bank	Wireless Operating License for operating Community Radio Stations	Community Radio Stations cannot be operationalized.

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 Telecommunications	[4.4.1] CR Stations operationalised	Wireless Operating License for operating Community Radio Stations	Guarantee of Rs 25000/- to the Ministry of I&B. After submission of Bank Guarantee, the applicant would be required to sign a Grant of Permission Agreement (GOPA) with the Ministry as per the prescribed formant. After signing GOPA with the Ministry of I&B , the applicant will have to apply the WPC Wing of the Ministry of Communications and IT for seeking WOL for operating CRS.	Wireless Operating License for operating Community Radio Stations	Community Radio Stations cannot be operationalized.
		Ministry	Ministry of Finance	[5.1.1] Revival of essential posts in PB	Concurrence/ approval is required for revival of essential posts as per procedure.	It is a procedural requirement.	Concurrence/ approval of D/o Expenditure within 15 days after its circulation	The statutory requirement of revival of essential posts in Prasar Bharati will not be fulfilled.
				[5.1.2] Notification of Prasar Bharati Recruitment Board	Approval of the draft Cabinet Note for creation of 3 posts viz. Chairman (with pay-scale equivalent to Additional Secretary) and 2 Members (with pay-scale equivalent to Joint Secretary)	This is as per the procedure for inter-ministerial consultation of Cabinet Notes.	Approval of Cabinet Note within 15 days after its circulation.	The statutory requirement of setting up of Prasar Bharati Recruitment Board will not be fulfilled.
			Ministry of Law and Justice	[7.2.1] Introduction of Bill in Parliament	Finalisation of the draft Bill	As per the set procedure, the Bill by Legislative	Finalisation of the Bill by Legislative Department within a	Ministry will not be able to achieve the target

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.
			Ministry of Law and Justice	[7.2.1] Introduction of Bill in Parliament	Finalisation of the draft Bill	Department within a month of reference.	month of reference	within the stipulated time period.
			Ministry of Finance	[6.4.1] Formal Notification for setting up of National Heritage Mission	The scheme is yet to be approved. As recommended by EFC, Cabinet note is under preparation for consideration and approval of CCEA .	Recommended by EFC.	Approval of CCEA is required on Cabinet Note.	Ministry will not be able to achieve the target within the stipulated time period.

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 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17
1 Growth of media & Entertainment Sector		Growth of Media & Entertainment Sector (Estimated by Pvt. Industry Association such as FICCI and CII.)	Percent	11.8	13	13	13.5	13.5
2 Growth of TV and Radio (including coverage under DAS).		Number of cities covered under Digital Addressable System (DAS)	Number	4	38			
		Geographical coverage of Doordarshan Terrestrial Channel.	Percent	81	81	81.5	81.5	81.5
		Geographical coverage of AIR Broadcast.	Percent	91.87	92	92	92	92
3 Development of Human Resources for Media and Entertainment Sector		No. of Persons Trained in FTII, Pune	Number	108	175	175	175	175
		No. of persons trained in SRFTI, Kolkata.	Number	40	40	36	36	36
		No. of persons trained in IIMC.	Number	385	385	385	385	385
4 Promote & encourage goods cinema.	Prasar Bharati	Completion of documentary films.	Number	63	100	90	100	100
		Screening of documentary films on Doordarshan	Number			5	6	7
		Awards won by documentary films funded by the Ministry.	Number			3	4	5

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 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17
5 IEBR	Prasar Bharati	Increase in IEBR of Prasar Bharati	Percent			8	10	11