



**R F D**  
**RESULTS-FRAMEWORK DOCUMENT**  
for  
**Ministry of Information and Broadcasting**  
(2010-2011)

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

### VISION:

To disseminate information on the policies, programmes and achievements of Government and provide an enabling environment for the media and entertainment sector to play a pivotal role in providing accurate information, wholesome entertainment & nurturing diverse opinions for educating and empowering the people of India to be informed citizens.

### MISSION

- To effectively disseminate information on the policies, programmes and achievements of Government while ensuring free flow of information to the public and safeguarding freedom of the press and media in general.
- To communicate and publicize the Government's Flagship programmes directly to the beneficiaries through appropriate multimedia public campaigns down to the grassroots level.
- Strengthen and expand infrastructural support in order to create opportunities for young talent to develop its potential in the fields of print media, electronic media and films.
- To promote, facilitate and develop the Broadcasting Industry in India and strengthen the Public Service Broadcaster.
- Adopt a structured and time bound approach towards evolving a sound and accurate 'Rating' systems for Broadcasting Sector which has an over-riding impact on content creation by Broadcasters.
- Activate the process to evolve Public Private Participation (PPP) mode in the entertainment and media sectors with industry bodies like CII, FICCI, ASSOCHAM etc.
- To promote and develop good and value based cinema for healthy entertainment of people of all ages and create a policy framework for achieving this.
- To restore, digitalize, preserve and enhance public access to the archival wealth of films, video and audio resources.
- Make India the hub for Animation, Gaming and VFX Sector utilizing the comparative advantage of India in this sector.
- Combat film, music and video piracy in coordination with other concerned agencies.
- Celebrate 100 years of Films in 2013.
- Ensure transparency in decisions making and eliminate delays in implementations at all levels.

### OBJECTIVES:

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- Objective 1:** Effective dissemination of information of Government Programmes and policies.
- Objective 2:** Strengthen and contemporarize legislative provisions to address emerging challenges in the information and broadcasting sectors.
- Objective 3:** To digitalize the cable sector.
- Objective 4:** Promote and develop the growth of Mobile Television Services in India.
- Objective 5:** Expansion of FM Radio Services to cover more cities.
- Objective 6:** Addressing the problems relating to staffing and funding of Prasar Bharati.
- Objective 7:** To provide world class media coverage for Commonwealth Games 2010.
- Objective 8:** To modernize and enhance the effectiveness of DAVP.
- Objective 9:** To popularize the use of Community Radio as a medium to empower civil society.
- Objective 10:** To promote and encourage good cinema and recognize outstanding contributions to the film movement.
- Objective11:** To give impetus to the Documentary Film movement in India.
- Objective 12:** Up-scaling of human resources for catering to the requirements of the media and entertainment sectors.
- Objective 13:** Efficient Functioning of the RFD System.
- Objective 14:** Improving Internal Efficiency of Ministry / Department.
- Objective 15 :** Ensuring compliance to the Financial Accountability Framework.
- PRASAR BHARATI**
- Objective 16:** Strengthening the infrastructure of Prasar Bharati.

## **FUNCTIONS**

### **INFORMATION WING:**

#### **I. ADVERTISING AND VISUAL PUBLICITY**

- \* Production and release of advertisements on behalf of the Government of India.

#### **II. PRESS**

- \* Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
- \* Advising Government on information problems relating to the Press, keeping Government informed of the main trends of public opinion as reflected in the Press and liaison between Government and the Press.
- \* Publicity to and for the Armed Forces.
- \* General conduct of Government relations with the Press excluding the administration of sections 95 and 96 of the Code of Criminal Procedure, 1973 (2 of 1974).
- \* Administration of the Press and Registration of Books Act, 1867 (25 of 1867) relating to Newspapers.
- \* Administration of the Press Council Act, 1978 (37 of 1978).
- \* Allocation of Newsprint to Newspapers.

#### **III. PUBLICATIONS**

- \* Production, sale and distribution of popular pamphlets, books and journals on matters of national importance for internal as well as external publicity, with a view to imparting to the general public at home and abroad upto date and correct information about India.

#### **IV. RESEARCH AND REFERENCE**

- \* To assist the Media Units of the Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research into published works, etc.

**FILMS WING:**

**V. FILMS**

- \* Legislation under entry 60 of the Union List, viz., 'Sanctioning of Cinematograph films for exhibition'.
- \* Administration of the Cinematograph Act, 1952 (37 of 1952).
- \* Import of feature and short films for theatrical and non-theatrical viewing.
- \* Export of Indian films, both feature and short films.
- \* Import of unexposed cinematograph films and various types of equipment required by the film industry.
- \* All matters relating to film industry, including developmental and promotional activities thereto.
- \* Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited.
- \* Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity.
- \* Preservation of films and filmic materials.
- \* Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.
- \* Organisation of Film Festivals under Cultural Exchange Programmes.

**BROADCASTING WING:**

**VI. BROADCASTING POLICY AND ADMINISTRATION**

- \* All matters relating to radio and television broadcasting within the Union including regulation of the use of All India Radio and Doordarshan by recognized national and regional political parties during elections to the Lok Sabha and State Assemblies and procedure to be followed by the official electronic media during periods of national mourning on the demise of a high dignitary.
- \* The enunciation and implementation of the law relating to radio and television broadcasting in India by private Indian companies or Indian nationals.

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- \* Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 (25 of 1990).

### **VII. CABLE TELEVISION POLICY**

- \* Cable Television Networks (Regulation) Act, 1995 (7 of 1995).

### **VIII. RADIO**

- \* All business connected with All India Radio embracing news services in the home programmes, programmes for the foreign countries and Indians overseas, radio journals, research in the field of broadcasting engineering, monitoring of foreign broadcasts, programme exchange and transcription services, supply of community receiving sets to State Governments under the community listening scheme, etc.
- \* Development of radio broadcasting throughout the Union, installation and maintenance of Radio Stations and Transmitters and operation of broadcasting services.

### **IX. DOORDARSHAN**

- \* Exchange including cultural exchange of television programmes.
- \* Development of television throughout the Union, including installation, maintenance and operation of television Programme Production Centres and Transmitters, and operation of television services.
- \* Promotion of production of television programmes outside Doordarshan.

### **X. MISCELLANEOUS**

- \* Publicity for the policies and programmes of Government of India.
- \* Administration of Journalists Welfare Fund.
- \* Financial assistance to distinguished musicians, both vocal and instrumental, dancers and dramatists who have contributed substantially to the success of All India Radio and other units of the Ministry or their survivors in indigent circumstances.
- \* All matters relating to the Asia-Pacific Broadcasting Union, Commonwealth Broadcasting Association and the Non-Aligned News Agency Pool.
- \* Cadre management of the Indian Information Service (Groups 'A' & 'B').

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

Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
<b>Objective 1</b>										
Effective dissemination of information of Government Programmes and policies.	21	(a) Organizing Public Information Campaigns(PIC).	PICs conducted by PIB.	Number	2	150	140	120	105	90
		(b) Advertisements released by Directorate of Advertising and Visual Publicity(DAVP) on key flagship programmes / schemes.	Print and Audio Visual Advertisements released.	Number	2	9000	8100	7200	6300	5400
		(c) To communicate and publicize the Government's Flagship programmes directly to the beneficiaries by putting three hoardings per Block in a phased manner.	Coverage of Blocks.	Number	2	3000	2700	2400	2100	1800

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						Excellent	Very Good	Good	Fair	Poor
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		(d) Presentation of programmes including theatrical shows on national themes throughout the country by Song and Drama Division (S&DD).	Programmes and theatrical shows conducted.	Number	2	8000	7200	6400	5600	4800
		(e) Publication of books on issues of national importance, monthly journals, weekly issues of Employment News / Rozgar Samachar in Hindi, English and Urdu.	Books published.	Number	1	100	90	80	70	60
			Publication of Journals made.	Number	1	216	214	212	210	208
			Weekly Employment News published.	Number	1	156	153	150	147	144
		(f) Presentation of Film Shows, Special Programmes, Public opinion gatherings, Oral Communication Programmes, Photo Exhibitions by Directorate of Field Publicity (DFP).	Presentations made.	Number	2	80000	70000	60000	-	-



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						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(g) Assessment of the impact of various media campaigns through an independent evaluating agency.	Award of contract to the agencies for evaluation.	Date	2	28 <sup>th</sup> Feb., 2011	15 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011	-	-
		(h) Construction of new office buildings for National Press Centre.	Completion of RCC works in respect of lower and upper basement, GF, 1 <sup>st</sup> Floor and Part of Second Floor, all inclusive of columns, floors, walls and slabs in accordance with contractual milestones.	Percentage	2	100	90	80	-	-
		(i) Uploading of digitalized archival images by Photo Division.	Extent of the total backlog covered.	Percentage	2	35	30	25	-	-

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Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
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		(j) Modernisation & Upgradation of Hardware & Software at Regional Offices (ROs) and Field Publicity Units (FPUs) of DFP.	(i) Regional offices modernized. (out of the total of 22)	Number	1	10	9	8	7	6
			(ii) FPUs modernized (Out of the total of 207)	Number	1	100	90	80	70	60
<b>Objective 2</b>										
Strengthen and contemporarize legislative provisions to address emerging challenges in the information and broadcasting sectors.	4	(a) Finalization of Amendment Bill in respect of Press and Registration of Books Act, 1867.	Introduction of amendment Bill in the Parliament.	Time	2	Monsoon Session	Winter Session	Budget Session	-	-
		(b) Task force to complete consultations with stakeholders and submit its report in respect of a Bill for Broadcasting Services in India.	Receipt of Task Force Report.	Date	1	31 <sup>st</sup> Aug., 2010	30 <sup>th</sup> Sep., 2010	31 <sup>st</sup> Oct., 2010	30 <sup>th</sup> Nov., 2010	31 <sup>st</sup> Dec., 2010

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						100%	90%	80%	70%	60%
		(c) Action on Task Force report / recommendations on the way forward in respect of the Bill for Broadcasting Services in India.	Finalizing views of the Ministry.	Date	1	28 <sup>th</sup> Feb., 2011	10 <sup>th</sup> Mar., 2011	20 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011	-
<b>Objective 3</b>										
To digitalize the cable sector.	2	Preparation of roadmap in consultation with stakeholders.	(i) Completion of consultation process.	Date	1	30 <sup>th</sup> Nov. 2010	31 <sup>st</sup> Dec., 2010	31 <sup>st</sup> Jan., 2011	28 <sup>th</sup> Feb., 2011	31 <sup>st</sup> Mar., 2011
			(ii) Finalization of the Ministry's view.	Date	1	31 <sup>st</sup> Jan., 2011	28 <sup>th</sup> Feb., 2011	15 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011	-
<b>Objective 4</b>										
Promote and develop the growth of Mobile Television Services in India	2	(a) Finalisation of policy guidelines.	Issuance of guidelines.	Date	1	31 <sup>st</sup> Oct., 2010	15 <sup>th</sup> Nov., 2010	30 <sup>th</sup> Nov., 2010	15 <sup>th</sup> Dec., 2010	31 <sup>st</sup> Dec., 2010
		(b) Licensing.	Inviting applications.	Date	1	28 <sup>th</sup> Feb., 2011	20 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011	-	-
<b>Objective 5</b>										
Expansion of FM Radio Services to cover more cities.	2	(a) Finalisation of policy guidelines.	Issuance of guidelines.	Date	1	31 <sup>st</sup> Oct., 2010	15 <sup>th</sup> Nov., 2010	30 <sup>th</sup> Nov., 2010	15 <sup>th</sup> Dec., 2010	31 <sup>st</sup> Dec., 2010
		(b) Licensing.	Inviting applications.	Date	1	28 <sup>th</sup> Feb., 2011	20 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011	-	-

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<b>Objective 6</b>										
Addressing the problems relating to staffing and funding of Prasar Bharati.	3	Finalization of PB Amendment Bill in regard to clarifying status of employees of Prasar Bharati.	Introduction of bill in Parliament.	Time	3	Monsoon Session	Winter Session	-	-	-
<b>Objective 7</b>										
To provide world class media coverage for Commonwealth Games 2010.	11	(a) Improvement of facilities and renovation of Sirifort Auditorium.	Completion of renovation Work.	Date	2	1 <sup>st</sup> Sep., 2010	18 <sup>th</sup> Sep., 2010	21 <sup>th</sup> Sep., 2010	25 <sup>th</sup> Sep., 2010	30 <sup>th</sup> Sep., 2010
		(b) Accomplishment of all works for making Main Press Centre (MPC) operative.	Operationalization of MPC.	Date	3	30 <sup>th</sup> Sep., 2010	1 <sup>st</sup> Oct., 2010	2 <sup>nd</sup> Oct., 2010	3 <sup>rd</sup> Oct., 2010	4 <sup>th</sup> Oct., 2010
		(c) Holding of World Broadcast Meet (II) in April, 2010.	Holding of meeting.	Date	1	30 <sup>th</sup> April 2010	30 <sup>th</sup> May 2010	15 <sup>th</sup> June 2010	25 <sup>th</sup> June 2010	20 <sup>th</sup> July 2010
		(d) Setting up of International Broadcast Centre by Prasar Bharati.	Completion by Sep., 2010.	Date	2	18 <sup>th</sup> Sep., 2010	21 <sup>st</sup> Sep., 2010	24 <sup>th</sup> Sep., 2010	27 <sup>th</sup> Sep., 2010	30 <sup>th</sup> Sep., 2010

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						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(e) Providing production and coverage facilities at various venues by Prasar Bharati.	Completion by Sep., 2010.	Date	3	18 <sup>th</sup> Sep., 2010	21 <sup>st</sup> Sep., 2010	24 <sup>th</sup> Sep., 2010	27 <sup>th</sup> Sep., 2010	30 <sup>th</sup> Sep., 2010
<b>Objective 8</b>										
To modernize and enhance the effectiveness of DAVP.	2	Preparation of Detailed Project Report regarding modernization.	(i) Preparation of Detailed Project Report.	Date	1	30 <sup>th</sup> Sept, 2010	31 <sup>st</sup> Oct, 2010	30 <sup>th</sup> Nov, 2010	31 <sup>st</sup> Dec., 2010	31 <sup>st</sup> Jan, 2011
			(ii) Award of work.	Date	1	31 <sup>st</sup> Jan., 2011	28 <sup>th</sup> Feb. 2011	31 <sup>st</sup> Mar., 2011	-	-
<b>Objective 9</b>										
To popularize the use of Community Radio as a medium to empower civil society.	2	Creating awareness about the Community Radio Policy and Procedures through State level consultations / workshops.	Coverage of uncovered States.	Number	2	10	9	8	7	6
<b>Objective 10</b>										
To promote and encourage good cinema and recognize outstanding contributions to the film movement.	12	(a) Finalisation of 57 <sup>th</sup> National Films Awards.	Announcement of awards.	Date	2	31 <sup>st</sup> Dec., 2010	15 <sup>th</sup> Jan., 2011	31 <sup>st</sup> Jan., 2011	15 <sup>th</sup> Feb., 2011	28 <sup>th</sup> Feb., 2011
		(b) Participation in film weeks and films festivals organized in India and abroad.	Participation in film festivals.	Number	2	45	40	35	30	25

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						100%	90%	80%	70%	60%
		(c) Selection of Films under Indian Panorama, 2010.	Finalization of Films by Jury.	Date	2	15 <sup>th</sup> Nov., 2010	30 <sup>th</sup> Nov., 2010	-	-	-
		(d) Organisation of International Film Festival of India (IFFI), 2010 at Goa.	Participation of foreign films in IFFI.	Number	2	50	45	40	35	30
		(e) Seeking approval of Cabinet for the revival plan of NFDC.	Submission of Cabinet Note.	Date	2	31 <sup>st</sup> Jan., 2011	15 <sup>th</sup> Feb., 2011	28 <sup>th</sup> Feb., 2011	15 <sup>th</sup> Mar., 2011	30 <sup>th</sup> Mar., 2011
		(f) Construction of building etc. for setting up of museum of Indian cinema in Mumbai.	Completion of excavation, Raft, foundation work and roof slab of lower basement in accordance with contractual milestones, following approval of initial drawings by local bodies.	Percentage	2	100	90	80	-	-
<b>Objective 11</b>										
To give impetus to the documentary film movement in India.	3	Production of documentary films by Films Division and PSBT.	Completion of documentary films.	Number	3	70	62	56	48	40

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<b>Objective 12</b>										
Up-scaling of human resources for catering to the requirements of the media & entertainment sectors.	6	(a) EFC appraisal and obtaining approval of competent authority for setting up of National Centre of Animation, Gaming and Visual Effects.	Issue of administrative sanction.	of Date	2	28 <sup>th</sup> Feb., 2011	15 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011		
		(b) EFC appraisal and obtaining approval of competent authority for upgradation of Film and Television Institute of India (FTII), Pune.	Issue of administrative sanction.	Date	2	28 <sup>th</sup> Feb., 2011	15 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011	-	-

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						100%	90%	80%	70%	60%
		(c) EFC appraisal and obtaining approval of competent authority for upgradation of IIMC and opening up new chapters of IIMC in different regions of the country.	Issue of administrative sanction.	Date	2	28 <sup>th</sup> Feb, 2011	15 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011	-	-
<b>Objective 13</b>										
Efficient Functioning of the RFD system.	5	(a) Efficient functioning of the RFD System.	On-time submission.	Date	2	Mar 5, 2010	Mar, 8 2010	Mar 9, 2010	Mar. 10, 2010	Mar. 11, 2010
		(b) Timely submission of Results.	On-time submission.	Date	1	May 2, 2010	May 3, 2010	May 4, 2010	May 5, 2010	May 6, 2010
		(c) Finalize a Strategic Plan (After meeting all intermediate deadlines).	Finalize the Strategic Plan for next 5 yrs.	Date	2	Dec. 10, 2010	Dec. 15, 2010	Dec. 20, 2010	Dec. 24, 2010	Dec. 31, 2010



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<b>Objective 14</b>										
Improving Internal Efficiency of Ministry / Department.	6	(a) Develop RFDs for all Responsibility Centres (Subordinate Offices, Attached Offices, Autonomous Bodies.	Percentage of RCs covered.	Percentage	2	100	95	90	85	80
		(b) Implementation of Sevottam.	(i) Create a Sevottam Compliant system to implement, monitor and review Citizen's Charter.	Date	1	Oct. 1, 2010	Oct. 5, 2010	Oct. 11, 2010	Oct. 15, 2010	Oct. 20, 2010
			(ii) Create a Sevottam Compliant system to redress and monitor public Grievances.	Date	1	Oct. 1, 2010	Oct. 5, 2010	Oct. 11, 2010	Oct. 15, 2010	Oct. 20, 2010
			(iii) Independent Audit of Citizen's Charter.	%	1	100	95	90	85	80
			(iv) Independent Audit of public grievance redressal system.	%	1	100	95	90	85	80

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<b>Objective 15</b>										
Ensuring compliance to the financial accountability framework	1	Timely submission of ATNs on Audit Paras of C&AG.	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to Parliament by CAG during the year.	Percentage (%)	.5	100%	90%	80%	70%	60%
		Timely submission of ATRs to the PAC Sectt. on PAC Reports.	Percentage of ATRs submitted within due date (6 months) from date of presentation of Report to Parliament by PAC during the year.	Percentage (%)	.5	100%	90%	80%	70%	60%
	1	Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.03.2010.	Percentage of outstanding ATNs disposed of during the year.	Percentage (%)	.5	100%	90%	80%	70%	60%
		Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.03.2010	Percentage of outstanding ATRs disposed of during the year.	Percentage (%)	.5	100%	90%	80%	70%	60%

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<b>PRASAR BHARATI</b>										
<b>Objective 16</b>										
Strengthening the infrastructure of Prasar Bharati.	17	(a) Prasar Bharati to complete the work of Digitalization of Doordarshan Studio Centres.	Studio Centres digitalized.	Number	1	15	13	12	10	9
		(b) Prasar Bharati to complete the work of providing uplinking facility in C band and Ku band for HDTV Channel.	On-time completion.	Date	2	Sep.30, 2010	Oct.31, 2010	Nov.30, 2010	Dec. 31, 2010	Jan. 31, 2011
		(c) Prasar Bharati to complete the process of procurement of equipments – (i) 27 units of Digital Transmission consoles for AIR (ii) 16 units of Digital Recording Consoles for AIR.	Units in aggregate procured.	Number	2	83	75	66	58	50

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		(iii) 6 units of 10 KW MW DRM Transmitters for AIR (iv) 44 units of C-band RNT for AIR.								
		(d) Prasar Bharati to finalize the proposal of placing order for procurement of 4 units of conversion kits to digitalize the shortwave transmitters to strengthen external services of AIR.	Placement of order.	Date	1	31 <sup>st</sup> Dec., 2010	31 <sup>st</sup> Jan,2011	28 <sup>th</sup> Feb, 2011	15 <sup>th</sup> Mar, 2011	31 <sup>st</sup> Mar, 2011
		(e) Upgradation of DTH services of Doordarshan.	Issuance of Notice Inviting Tender for Earth Station equipments.	Date	1	28 <sup>th</sup> Feb., 2011	14 <sup>th</sup> Mar., 2011	21 <sup>st</sup> Mar., 2011	28 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011
		(f) Prasar Bharati to complete the works relating to expansion of Radio & TV coverage –	Work completed.	Date	3	31 <sup>st</sup> Dec., 2010	31 <sup>st</sup> Jan., 2011	28 <sup>th</sup> Feb., 2011	15 <sup>th</sup> Mar., 2011	31 <sup>st</sup> Mar., 2011

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		(i) 4 DD Studio projects. (ii) One Studio building (at Dehradun) for DD (iii) 2 HPT projects for DD (iv) Installation of 30 auto mode LPTs for DD.								
		(g) Prasar Bharati to complete the process of procurement of equipments – (i) 6 units of DSNGs for Doordarshan (ii) 41 units of 10 KW FM Towers for AIR.	Units procured.	Number	2	47	42	37	33	28
		(h) Prasar Bharati to finalize the proposal for placement of order for procurement of equipments –	Placement of order.	Date	1	31 <sup>st</sup> Dec., 2010	31 <sup>st</sup> Jan, 2011	28 <sup>th</sup> Feb, 2011	15 <sup>th</sup> Mar, 2011	31 <sup>st</sup> Mar, 2011

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						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		(i) 2 units of Captive Earth Station (Uplink) for AIR (ii) 80 units of AIR Studio-Transmitter Links. (iii) 4 units of 250 KW SW Transmitters for AIR (iv) 4 units of 20 KW FM Towers for AIR.								
		(i) Formulation of scheme for installation of 10 KW FM Trs. at three new sites and one Tr. at existing HPTV centre and Low Power Transmitters in uncovered regions to strengthen radio coverage in J&K border areas.	Issuance of administrative sanction.	Date	1	31 <sup>st</sup> Oct., 2010	30 <sup>th</sup> Nov., 2010	31 <sup>st</sup> Dec., 2010	31 <sup>st</sup> Jan., 2011	15 <sup>th</sup> Feb., 2011

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Column 1	Column 2	Column 3	Column 4		Column 5	Column 6				
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		<b>(j)</b> Boost infrastructural support in North-East Region.	<b>(i)</b> Transmitter buildings accomplished.	Number	1	6	5	4	3	2
	<b>(ii)</b> Transmitters installed.		Number	1	5	4	3	2	1	
	<b>(iii)</b> Placement of order for Procurement of 3 DSNGs.		Date	1	5 <sup>th</sup> Mar., 2011	10 <sup>th</sup> Mar., 2011	15 <sup>th</sup> Mar., 2011	25 <sup>th</sup> Mar., 2011	30 <sup>th</sup> Mar., 2011	

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

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
<b>Objective 1</b>								
Effective dissemination of information of Government Programmes and policies.	(a) Organizing Public Information Campaigns (PIC).	PICs conducted by PIB.	Number	89	82	100	140	150
	(b) Advertisements released by Directorate of Advertising and Visual Publicity (DAVP) on key flagship programmes / schemes.	Print and Audio Visual Advertisements released.	Number	17773	15282	8000	8100	9000
	(c) To communicate and publicize the Government's Flagship programmes directly to the beneficiaries by putting three hoardings per Block in a phased manner.	Coverage of Blocks.	Number	-	-	-	3000	3000



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Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(d) Presentation of programmes including theatrical shows on national themes throughout the country by Song and Drama Division(S&DD).	Programmes and theatrical shows conducted.	Number	6048	7373	8000	7200	8000
	(e) Publication of books on issues of national importance, monthly journals, weekly issues of Employment News / Rozgar Samachar in Hindi, English and Urdu.	(a) Books published.	Number	108	116	120	90	100
		(b) Publication of Journals made.	Number	216	216	216	214	216
		(c) Weekly Employment News published.	Number	156	156	156	153	156
	(f) Presentation of Film Shows, Special Programmes, Public opinion gatherings, Oral Communication Programmes, Photo Exhibitions by DFP.	Presentations made.	Number	-	-	-	70000	100000

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(g) Assessment of the impact of various media campaigns through an independent evaluating agency.	Award of contract to the agencies for evaluation.	Date	-	-	-	15 <sup>th</sup> Mar., 2011	Conducting impact assessment of various media campaigns
	(h) Construction of new office buildings for National Press Centre.	Completion of RCC works in respect of lower and upper basement, GF, 1 <sup>st</sup> Floor and Part of SF, all inclusive of columns, floors, walls and slabs in accordance with contractual milestones.	Percentage			-	90	100
	(i) Uploading of digitalized archival images by Photo Division.	Extent of the total backlog covered.	Percentage	-	-	-	30	Clear the backlog

**Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2010-2011)**

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(j) Modernisation & Upgradation of Hardware & Software at Regional Offices (ROs) and Field Publicity Units (FPUs) of DFP.	(i) Regional offices modernized (out of a total of 22)  (ii) FPUs modernized (Out of a total of 207)	Number  Number	-	-	-	Modernization of 9 Regional offices & 90 FPUs.	Modernization of 12 ROs and 90 FPUs
<b>Objective 2</b>								
Strengthen and contemporize legislative provisions to address emerging challenges in the information and broadcasting sectors.	(a) Finalization of Amendment Bill in respect of Press and Registration of Books Act, 1867.	Introduction of amendment Bill in the Parliament.	Time	-	-	-	Introduction of amendment Bill in the Parliament in the monsoon session.	-
	(b) Task force to complete consultations with stakeholders and submit its report in respect of a Bill for Broadcasting Services in India.	Receipt of Task Force report.	Date			Consultations with the stakeholders by 31st Mar., 2010.	30 <sup>th</sup> Sep., 2010	Implementation of the final Decision in the matter.
	(c) Action on Task Force report / recommendations on the way forward in respect of the Bill for Broadcasting Services in India.	Finalizing views of the Ministry.	Date				10 <sup>th</sup> Mar., 2011	

**Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2010-2011)**

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
<b>Objective 3</b>								
To digitalize the cable sector.	Preparation of roadmap in consultation with stakeholders.	(i) Completion of consultation process.	Date				Finalisation of Ministry's views by 28 <sup>th</sup> Feb., 2011.	Completing follow up action.
		(ii) Finalization of the Ministry's views.	Date					
<b>Objective 4</b>								
Promote and develop the growth of Mobile Television Services in India	(a) Finalisation of policy guidelines.	Issuance of guidelines.	Date			Circulation of the draft Cabinet Note for comments of concerned Ministries by 15 <sup>th</sup> Mar., 2010.	(i) Issuance of guidelines by 15 <sup>th</sup> Nov., 2010. (ii) Inviting applications for licensing by 28 <sup>th</sup> Feb., 2011.	Completing follow up action.
	(b) Licensing.	Inviting applications.	Date					
<b>Objective 5</b>								
Expansion of FM Radio Services to cover more cities.	(a) Finalisation of policy guidelines.	Issuance of guidelines.	Date	-	-	Circulation of draft Cabinet Note for comments by 30.1.2010.	(i) Issuance of guidelines by 15 <sup>th</sup> Nov., 2010. (ii) Inviting applications for licensing by 28 <sup>th</sup> Feb., 2011.	Completing follow up action
	(b) Licensing.	Inviting applications.	Date					

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
<b>Objective 6</b>								
Addressing the problems relating to staffing and funding of Prasar Bharati.	Finalization of PB Amendment Bill in regard to clarifying status of employees of Prasar Bharati.	Introduction of Bill in Parliament.	Time	-	-	-	Winter Session	-
<b>Objective 7</b>								
To provide world class media coverage for Commonwealth Games 2010.	(a) Improvement of facilities and renovation of Sirifort Auditorium.	Completion of renovation Work.	Date	-	-	-	Providing media coverage for Commonwealth Games, 2010 by Oct. 2010.	-
	(b) Accomplishment of all works for making Main Press Centre (MPC) operative.	Operationalization of MPC.	Date					
	(c) Holding of World Broadcast Meet (II) in April, 2010.	Holding of meeting.	Date					
	(d) Setting up of International Broadcast Centre by Prasar Bharati.	Completion by Sep., 2010.	Date					
	(e) Providing production and coverage facilities at various venues by Prasar Bharati.	Completion by Sep., 2010.	Date					

**Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2010-2011)**

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
<b>Objective 8</b>								
To modernize and enhance the effectiveness of DAVP.	Preparation of Detailed Project Report regarding modernization.	(i) Preparation of Detailed Project Report.	Date	-	-	-	31 <sup>st</sup> Oct., 2010	Completing follow up action.
		(ii) Award of work.	Date	-	-	-	28 <sup>th</sup> Feb., 2010	
<b>Objective 9</b>								
To popularise the use of Community Radio as a medium to empower civil society.	Creating awareness about the Community Radio Policy and Procedures through State level consultations / workshops.	Coverage of uncovered States.	Number			5	9	10
<b>Objective 10</b>								
To promote and encourage good cinema and recognize outstanding contributions to the film movement.	(a) Finalisation of 57 <sup>th</sup> National Films Awards.	Announcement of awards.	Date	Films Awards for 53 <sup>rd</sup> NFA conferred.	Film Awards for 54 <sup>th</sup> NFA conferred.	Film Awards for 55 <sup>th</sup> and 56 <sup>th</sup> NFA conferred.	Completion of 57 <sup>th</sup> National Films Awards.	Completion of 58 <sup>th</sup> National Films Awards.
	(b) Participation in film weeks and films festivals organized in India and abroad.	Participation in film festivals.	Number	54	51	45	40	45
	(c) Selection of Films under Indian Panorama, 2010.	Finalization of Films by Jury.	Date	October 2007	October 2008	October 2009	7 <sup>th</sup> Nov., 2010	31st Oct., 2011

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(d) Organisation of International Film Festival of India (IFFI), 2010 at Goa.	Participation of foreign films in IFFI.	Number	46	44	51	45	50
	(e) Seeking approval of the Cabinet to the revival plan of NFDC.	Submission of Cabinet Note.	Date	-	-	Preparation of Revival Plan of NFDC.	Submission of Cabinet Note to the Cabinet Secretariat by 15 <sup>th</sup> Feb., 2011.	Completion of works phased out for the year 2010-11.
	(f) Construction of building etc. for setting up of museum of Indian cinema in Mumbai.	Completion of excavation, Raft, foundation work and roof slab of lower basement in accordance with contractual milestones, following approval of initial drawings by local bodies.	Percentage	-	-	-	90	100
<b>Objective 11</b>								
To give impetus to the documentary film movement in India.	Production of documentary films by Films Division and PSBT.	Completion of documentary films.	Number			Drawing of guidelines relating to selection of Films.	Production of 62 documentary films.	Production of 100 films.

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
<b>Objective 12</b>								
Up-scaling of human resources for catering to the requirements of the media and entertainment sectors.	(a) EFC appraisal and obtaining approval of competent authority for setting up of National Centre of Animation, Gaming and Visual Effects.	Issue of administrative sanction.	Date	-	-		Issuance of administrative sanction by 15 <sup>th</sup> Mar., 2011.	Selection of Agency for construction and Award of Work.
	(b) EFC appraisal and obtaining approval of competent authority for upgradation of Film and Television Institute of India (FTII), Pune.	Issue of administrative sanction.	Date				Issuance of administrative sanction by 15 <sup>th</sup> Mar., 2010.	Completion of works phased out in EFC memo for the year 2011-12.
	(c) EFC appraisal and obtaining approval of competent authority for upgradation of IIMC and opening up new chapters of IIMC in different regions of the country.	Issue of administrative sanction.	Date				Issuance of administrative sanction by 15 <sup>th</sup> Mar., 2010.	



**Results-Framework Document (RFD) for Ministry of Information and Broadcasting (2010-2011)**

Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
<b>Objective 13</b>								
Efficient Functioning of the RFD system.	(a) Efficient functioning of the RFD System.	On-time submission.	Date	-	-	-		
	(b) Timely submission of Results.	On-time submission.	Date	-	-	-		
	(c) Finalize a Strategic Plan (After meeting all intermediate deadlines).	Finalize the Strategic Plan for next 5 years.	Date	-	-	-		
<b>Objective 14</b>								
Improving Internal Efficiency of Ministry / Department.	(a) Develop RFDs for all Responsibility Centres (Subordinate Offices, Attached Offices, Autonomous Bodies).	Percentage of RCs covered.	Percentage	-	-	-		

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
	(b) Implementation of Sevottam.	(i) Create a Sevottam Compliant system to implement, monitor and review Citizen's Charter.	Date	-	-	-		
		(ii) Create a Sevottam Compliant system to redress and monitor public grievances.	Date	-	-	-		
		(iii) Independent Audit of Citizen's Charter.	Percentage	-	-	-		
		(iv) Independent Audit of public grievance redressal system.	Percentage.	-	-	-		

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Objective	Actions	Success Indicator	Unit	Actual Value for FY 07/08	Actual Value for FY 08/09	Actual Value for FY 09/10	Projected Value for FY 10/11	Projected Value for FY 11/12
<b>Objective 15</b>								
Ensuring compliance to the financial accountability framework	(a) Timely submission of ATNs on Audit Paras of C&AG.	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to Parliament by CAG during the year.	Percentage (%)					
	(b) Timely submission of ATRs to the PAC Sectt. on PAC Reports.	Percentage of ATRs submitted within due date (6 months) from date of presentation of Report to Parliament by PAC during the year.	Percentage (%)					
	(c) Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.03.2010.	Percentage of outstanding ATNs disposed of during the year.	Percentage (%)					
	(d) Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.03.2010.	Percentage of outstanding ATRs disposed of during the year.	Percentage (%)					

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<b>PRASAR BHARATI</b>								
<b>Objective 16</b>								
Strengthening the infrastructure of Prasar Bharati.	(a) Prasar Bharati to complete the work of Digitalization of Doordarshan Studio Centres.	Studio Centres digitalized.	Number	-	-	-	Digitalisation of 13 DD studio centres.	-
	(b) Prasar Bharati to complete the work of providing uplinking facility in C band and Ku band for HDTV Channel.	On-time completion.	Date	-	-	-	31 <sup>st</sup> Oct., 2010	-
	(c) Prasar Bharati to complete the process of procurement of equipments – (i) 27 units of Digital Transmission consoles for AIR.  (ii) 16 units of Digital Recording Consoles for AIR.  (iii) 6 units of 10 KW MW DRM Transmitters for AIR (iv) 44 units of C – band RNT for AIR.	Units in aggregate procured.	Number					Procurement of 75 units of various equipments.

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(d) Prasar Bharati to finalize the proposal of placing order for procurement of 4 units of conversion kits to digitalize the shortwave transmitters to strengthen external services of AIR.	Placement of order.	Date	-	-	-	31 <sup>st</sup> Jan., 2010	-
(e) Upgradation of DTH Services of Doordarshan.	Issuance of Notice Inviting Tender for Earth Station equipments.	Date	-	-	Submission of Note for consideration of EFC by 15.01.10	14 <sup>th</sup> Mar., 2011	Implementation of Annual Plan.
(f) Prasar Bharati to complete the works relating to expansion of Radio & TV coverage –  (i) 4 DD Studio projects (ii) One Studio building (at Dehradun) for DD (iii) 2 HPT projects for DD (iv) Installation of 30 auto mode LPTs for DD.	Work completed.	Date				31 <sup>st</sup> Jan., 2010	Implementation of Annual Plan.
(g) Prasar Bharati to complete the process of procurement of equipments –	Units procured.	Number	-	-	-	Procurement of 42 units of various equipments.	Implementation of Annual Plan.

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<p>(i) 6 units of DSNGs for Doordarshan (ii) 41 units of 10 KW FM Towers for AIR.</p>							
<p>(h) Prasar Bharati to finalize the proposal for placement of order for procurement –</p> <p>(i) 2 units of Captive Earth Station (Uplink) for AIR</p> <p>(ii) 80 units of AIR Studio-Transmitter Links</p> <p>(iii) 4 units of 250 KW SW Transmitters for AIR</p> <p>(iv) 4 units of 20 KW FM Towers for AIR.</p>	<p>Placement of order.</p>	<p>Date</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>31<sup>st</sup> Jan., 2010</p>	<p>-</p>

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	<p><b>(i)</b> Formulation of scheme for installation of 10 KW FM Trs. at three new sites and one Tr. at existing HPTV centre and Low Power Transmitters in uncovered regions to strengthen radio coverage in J&amp;K border areas.</p>	<p>Issuance of administrative sanction.</p>	<p>Date</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>30<sup>th</sup> Nov. 2010</p>	<p>Implementation of Annual Plan.</p>
	<p><b>(j)</b> Boost infrastructural support in North-East Region.</p>	<p>(i) Transmitter buildings accomplished.</p>	<p>Number</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>(i) Completion of Transmitter building for 5 places.</p>	<p>Implementation of Annual Plan.</p>
	<p>(ii) Transmitters installed.</p>	<p>Number</p>						
	<p>(iii) Placement of order for Procurement of 3 DSNGs (Digital Satellite News Gathering) Systems.</p>	<p>Date</p>				<p>(ii) Installation of Transmitters at 4 places.</p> <p>(iii) 10<sup>th</sup> Mar., 2011</p>		

**SECTION 4:**

**Description and Definition of Success Indicators and Proposed Measurement Methodology**

All success indicators involve measurement in terms of “numbers” or “date” or “percentage” which does not require further elucidation.



## SECTION 5:

### Specific Performance Requirements from other Departments

Department / Ministry	Relevant Success Indicator	What do you need?	Why do you need it?	How much you need?	What happens if you do not get it?
(i) Ministry of Finance (ii) Planning Commission	In respect of Objectives 1, 7, 8, 11 & 15.	(i) Necessary approvals as and when required.  (ii) Allocation of funds, wherever required.	(i) To finalize the project.  (ii) To fund the project.	(i) Responsive support in granting approval to the proposals / Projects. (ii) Allocations consistent with projected requirement.	There will be slippage in meeting the target.
Prasar Bharati	In respect of Objectives 7 (Action – (d) & (e)) & 15.	Timely action in processing of proposals and implementation of projects.	Prasar Bharati has been created as an autonomous organization by an Act of Parliament and functions under the overall Administrative control of a Board. A responsive support from Prasar Bharati is a prerequisite for achievement of targets.	(i) Processing of proposals in a time bound manner and in accordance with the prescribed procedures to facilitate obtaining necessary approval of the competent authority (ii) Utilization of funds effectively and efficiently, wherever applicable.	There will be slippage in meeting the target.

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<b>Department / Ministry</b>	<b>Relevant Success Indicator</b>	<b>What do you need?</b>	<b>Why do you need it?</b>	<b>How much you need?</b>	<b>What happens if you do not get it?</b>
<b>Telecom Regulatory Authority of India</b>	In respect of Objective - 2, Action(b)	Required under section 11 of the Telecom Regulatory Authority of India Act, 1997.	Statutory Requirement as already indicated.	Absolutely essential.	It will not be possible to finalise the roadmap.
<b>Reconstruction of Public Sector Enterprises (BRPSE)</b>	In respect of Objective 10, Action (e)	The recommendations of BRPSE on revival of NFDC to be received within 90 days from the date of reference.	Cabinet Note has to be prepared based on the BRPSE recommendations.	Furnishing recommendations within the stipulated time.	There will be slippage of time in submission of the Cabinet Note.

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