



**PERFORMANCE AGREEMENT
BETWEEN
SECRETARY, MINISTRY OF INFORMATION AND COMMUNICATIONS
AND
DIRECTOR GENERAL, DEPARTMENT OF INFORMATION AND MEDIA**

(July 1, 2014 – June 30, 2015)

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Preamble

The Performance Agreement is entered into between the Hon'ble Secretary, Ministry of Information and Communications and the Director General, Department of Information and Media (DoIM).

The objectives of this Performance Agreement are:

- a) To establish clarity and consensus on the annual priorities programmes for the Department consistent with the 11th Five Year Plan and other priorities of the Government;
- b) To make the Department fully responsible for the implementation and delivery of the results against the annual priorities;
- c) To provide an objective and fair basis for evaluating the Departments overall performance at the end of each year and to achieve the outcomes of the 11th FYP;

The Performance Agreement represents an important accountability mechanism for inculcating a performance based culture at all levels of the government.

NOW THEREFORE, the parties hereto agree as follows:

Section 1: Department's Vision, Mission and Objectives

Vision

Empower Bhutanese citizens on harnessing the benefits of the effective use of media through a better understanding and appreciation of the media for a better informed citizenry. Connecting the unconnected and establishing a harmonious knowledge-based society.

Mission

Promoting the development of reliable and sustainable information and communications networks and systems and facilitating the provision of affordable and easier access to associated services, particularly to meet the basic social needs and help improve living standards of people in rural and far-flung communities of Bhutan, for the ultimate purpose of making a meaningful contribution to Gross National Happiness.

Objectives

The following are the objectives of the DoIM:

1. To improve access to reliable and affordable ICT and media services
2. To improve effective and efficient public service delivery
3. To keep alive culture and tradition through ICT and media

Section 2: Key objectives, priorities , actions , success indicators and target

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6					
Objective	Weight of Objective (%)	Actions	Success Indicator	Unit	Weight of Success Indicator (%)	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
To improve access to reliable & affordable media services	12	Increase in access to media and information	% of increase in access to media and information	%	10	60	59	58	57	56
			1. Circulation auditing for print media.							
			2. Infrastructure sharing modalities for media.							
			3. Seed fund for development of media house.							
			4. BICM Act							
			5. Media Policy, Broadcast policy, social media policy, Advertisement Guidelines.							
			6. Media Council.							
			7. Community Radio/Campus Radio.							
			8. Capacity development of media							
			9. Capacity assessment of media							
		10. Organize annual media events.								
		Increase population with media & information literacy	% of population media & information literate	%	2	10	8	5	3	0

			1. Media and Information Literacy in Schools, colleges and institutes.							
			2. Capacity Development of Teachers on media education curriculum.							
Culture, tradition and contemporary arts kept alive through media	9	Increase in creative media services and products	No. of increase in creative media services and products (increase in number of original creation registered)	No.	3	45	43	41	39	37
			1. Development and promotion of local content. (1)							
			2. Conduct training on contemporary Arts. (1)							
			3. Production of Animations (1)							
		Increase creative media enterprises	Nos. of creative media enterprise licensed	No.	3	170	168	165	163	160
			Established National Film Commission.							
		Increase films with culture and contemporary content	No. of increase in films with cultural contemporary content	No.	3	205	203	200	198	195
			1. Conduct training on creative media and films (2)							
			2. Organize international film festivals. (1)							

			3. Archive local content							
To enhance efficiency and effectiveness in delivery of public (Mandatory)	5	Improve public service delivery	Turn Around Time (TAT)	%						
To improve ease of doing business (Mandatory)	5	Resolve insolvency indicator of Ease of Doing Business	Action plan implementation status	%						
To implement National Integrity and Anti Corruption Strategy (Mandatory)	5	Implement national integrity and anti corruption strategy	Monetized RAA observation amount	Million Nu						
			Complaints to ACC	No.						

Section 3: Trend values of the success indicators

Objective	Actions	Success Indicators	Unit	Actual for	Actual for	Target for	Projected	Projected	Projected
				FY 12/13	FY 13/14	FY 14/15	for FY 15/16	for FY 16/17	for FY 17/18
Nationwide Information and Media Literacy	Introduce media and information literacy in school	No. of Schools with media and information literacy integrated into school curriculum	No.	25	25	25	25	25	All schools
	Train teacher's on media and information literacy	No. of teachers trained on media and information literacy	No.	1500	250	250	250	250	500
	Awareness program on media and information literacy for public	No. of media and information literacy awareness program conducted for public				0	1	1	1

To preserve and promote culture, tradition and contemporary arts through media	Increase in creative media services and products	No. of increase in creative media services and products (increase in number of original creation registered)	No.	37	40	45	50	55	62
	Local content, creative media and film expertise enhanced	Percentage of local content, creative media and film expertise enhanced	%	NA	5	10	15	20	25
		Nos. of debates, exhibitions, quiz, drama, film festivals held in promoting culture and traditions	No.	NA	1	1	1	1	5
Policy and regulatory framework strengthened	National Film Policy in place	National Film Policy in place	No.	0	1	0	0	0	0
	Social Media Policy in Place	Social Media Policy in Place	No.	0	0	1	0	0	0
	Broadcast policy in place	Broadcast policy in place	No.	0	0	1	0	0	0
	Infrastructure sharing modalities in place	Infrastructure sharing modalities in place	No.	0	0	1	0	0	0
	Media Policy in place	Media Policy in place	No.	0	0	1			
	Circulation Auditing of print and broadcast media	Conduct Circulation Auditing of print and broadcast media	No.	1	1	1	1	1	1
Print and Broadcast Media Personnel professionalized	Increase nos. of trained media personnel	No. of trained media personnel professionalized	No.	NA	5	10	15	20	25
	Conduct workshops, seminars and conference on media	Nos. of workshop, seminars and conference on media.	No.	NA	2	4	6	8	10
	Media focal person in all government agencies	No. of trained media focal person in all government agencies	No.	35	35	40	40	45	50
	Increase employment in print and broadcast media	No. of Bhutanese employed in Print and Broadcast media	No.	NA	NA	20	30	40	50

	Establish partnership in print and broadcast media	No. of partnership established in print and broadcast media	No.	NA	NA	10	15	20	25
To enhance efficiency and effectiveness in delivery of public (Mandatory)	Improve public service delivery	Turn Around Time (TAT)							
To improve ease of doing business (Mandatory)	Work on improving resolving insolvency indicator of Ease of Doing Business	Action plan implementation status related to Resolving Insolvency	%						
To implement National Integrity and Anti Corruption Strategy (Mandatory)	Implement national integrity and anti corruption strategy	Monetized RAA observation amount	Million Nu						
		Complaints to ACC	No.						

Section 4: Description, definition and measurement of success indicators

Sl. No.	Success Indicator	Description	Definition	Measurement	General Comments
1.	Increase population with media & information literacy			Total number of schools with Media and Information literacy integrated into school curriculum.	Introduce media studies curriculum in standard XI & XII as optional subject Integrate media and information literacy into school curriculum.
2	Increase films with culture content			Total number of films produced in a year and certified by BICMA	Establish Film Commission to professionalize film makers in the country.

Section 5: Specific performance requirements from other ministries/agencies.

Organization Type	Organization Name	Relevant Success Indicator	What is your requirement from this organization	Justification for this requirement	Please quantify your requirement from this Organization	What happens if your requirement is not met
Corporate	BBSC	% of increase in access to media	Increase coverage, improve broadcast quality content & allow Infrastructure sharing	To empower citizens through access to information & media to enable informed decision towards good governance	Increase terrestrial broadcast coverage	Target difficult to achieve
CSOs	Tarayana, BCMD Private Media Agencies		Establish community radios and train the community to operate the station Increase circulations, reach and coverage		Establish 4 community radios and 1 institutional radio at the institute of language and cultural studies	Lack of platform for public discourse in

	BICMA		Allocate free spectrum to pilot community radios & ease of licensing procedure (MoEA & BICMA)		One stop shop to license media agencies	decision making for good governance.
Government	Ministry of Education (MoE)	Increase population with media & information literacy	Introduce Media and Information Literacy in all Schools up to standard X and also introduce Media Studies as an optional subject in standard XI & XII.	In the last With the introduction of media and information literacy in schools, students will be able to critically analyze the media content and at the same time will also be able to participate in producing media content.	A curriculum on media studies as an optional subject for standard XI & XII is being developed and will be implemented in 2015.	Implementation of Media and Information Literacy in schools will be impossible without the support from MoE.

Whereas,

I, the Director General of the DoIM, commit to the Secretary, Ministry of Information and Communications, the Government and the people of Bhutan to deliver the results described in this annual performance agreement.

I, the Secretary, Ministry of Information and Communications, commit to the Director General DoIM, on behalf of the Ministry and the people of Bhutan, to provide the necessary guidance and support for delivery of the results described in this annual performance agreement.

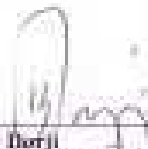
SIGNED:



Kinley T Wangchen
Director General, Department of Information and Media

20 August 2014

Date



Kinley Dorji
Secretary, Ministry of Information and Communications

August 20, 2014

Date