



Government of the People's Republic of Bangladesh

# Annual Performance Agreement (APA)

Between

The Cabinet Secretary  
and

The Secretary, Ministry of Information

2014-2015

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## Preamble

The Annual Performance Agreement is made and entered into on 09 March 2015

BETWEEN

The Secretary, Ministry of Information, representing the Minister, Ministry of Information, Government of the People's Republic of Bangladesh.

AND

The Cabinet Secretary, Cabinet Division, representing the Prime Minister, Government of the People's Republic of Bangladesh.

The parties hereto agree as follows:

## Section 1: Ministry's/Division's Vision, Mission, Strategic Objectives and Functions

### 1.1 Vision

A dynamic and participatory public information system.

### 1.2 Mission

To keep people informed, involved, motivated and made aware about the development activities of the government, the national history, heritage and culture and information relating to public welfare through mass media and ensure their right of access to information.

### 1.3 Functions

- 1 Formulate and implement Government's internal and external publicity policy;
- 2 Perform all activities of the programs, media coverage of tours, press briefing/conference of the important persons of the state both at home and abroad;
- 3 Coordinate activities relating to publicity of the Ministries/Divisions and Bangladesh Missions abroad and with regional and international organizations relating to media;
- 4 Keep the Government informed of the main trends in public opinion as reflected in the press and problems relating to press and liaison between Government and the press;
- 5 Preserve and interpret policies and activities of the Government through media; collect and release information from national and international sources;
- 6 Certify Cinematographic films for exhibition, make and preserve newsreels, documentaries and films and assist in the production of decent films by taking steps against vulgarity and piracy in films, ensure display of those and confer National Film Award;
- 7 Formulate, implement and update legislation on newspaper and its publication; administration of the Cinematograph and Censorship Act, assist in the publicity of Armed Forces, formulate policies relating to Government advertisement and formulate and implement policies and legislation relating to satellite television and national/commercial/community radio;
- 8 Assist in the development of mass media industry and conduct research and training on mass media and publications of documents thereto.

### 1.4 Strategic Objectives

- 1 Building mass awareness and upholding right to information.
- 2 Development and promotion of modern, effective and pro-people mass-media industry
- 3 Promotion, enrichment and preservation of national history, heritage and culture

## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Ministry/Division Strategic Objectives										
[1] Building mass awareness and upholding right to information.	35.00	[1.1] Massive campaign to build mass awareness.	[1.1.1] Motivational music programs organised	Numbe	3.00	3800	3600	3500	3200	3000
			[1.1.2] Feature and column publised	Number	2.00	430	420	410	400	390
			[1.1.3] Fortnightly Sachitra Bangladesh	Lakh copy	1.50	1.20	1.18	1.17	1.16	1.15
			[1.1.4] Monthly Nabarun	Lakh copy	1.50	1.20	1.15	1.10	1.05	1.00
			[1.1.5] News paper audited	Number of news paper	1.50	440	435	430	420	400
			[1.1.6] Inspection	Number of news paper	2.00	145	142	140	135	120
			[1.1.7] Daily events/programmes broadcasted	Transmis sion hour	1.50	68	66	65	64	60
			[1.1.8] Film (trailer) exhibited	Number	1.50	14250	14000	13000	11500	9070
			[1.1.9] News item presented on webpage	Number	1.50	23000	22500	22000	21000	20000
			[1.1.10] Broadcasting of events programs	Number	1.50	21	20	19	18	17
		[1.2] Making films, documentaries and organising events on various development	[1.2.1] Discussion meeting/ seminars/women gatherings/ view exchange	Number	1.50	550	540	520	500	450

## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		programmes of the government on education, health, nutrition, women and children's right, poverty reduction, population control, environment protection and agriculture and wide scale publicity thereof	meetings/dramas organized							
			[1.2.2] Orientation workshop organized	Number	1.50	74	73	72	71	70
			[1.2.3] Road show organized	Number	1.50	15000	14500	14000	12000	11000
			[1.2.4] Posters/booklets distributed	Number	1.50	1300	1275	1250	1200	1100
			[1.2.5] Cartoons slogans made/publicized	Number	1.50	410	405	400	390	360
			[1.2.6] Stories and documentaries made	Number	1.00	14	13	12	11	10
			[1.2.7] Daily broadcast of events: Govterment's agricultural development program	Tr. Hour	1.00	4.90	4.80	4.75	4.70	4.00
			[1.2.8] Daily broadcast of events: science & technology	Tr. Hour	1.00	1.30	1.28	1.25	1.20	1.10
			[1.2.9] Broadcast of events: development issues	Tr. Hour	1.00	854	853	852	851	850

## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
			[1.2.10] Broadcast of events: women and adolescent issues	Tr. Hour	1.00	165	162	160	155	132
			[1.2.11] Broadcast of events: health, nutrition and family welfare	Tr. Hour	1.00	460	458	455	450	426
			[1.2.12] Broadcast of events: education, agriculture, environment, science and technology	Tr. Hour	1.00	144	142	140	138	134
			[1.2.13] Feature/story published	Item Number	1.00	145	142	140	135	130
		[1.3] Publicity through interpersonal communications	[1.3.1] Community /yard meeting held	Number	1.00	3500	3200	3000	2800	2700
			[1.3.2] Small & fragmented gathering held	Number	1.00	4200	4000	3800	3500	2820
[2] Development and promotion of modern, effective and pro-people mass-media industry	30.00	[2.1] Digitization of broadcasting system, collection and broadcasting of on-line news and application of modern technology in news broadcasting	[2.1.1] Digital photo/audio/video coverage.	Number	1.50	12200	12100	12000	11900	10500
			[2.1.2] Press notes/Newsreels/handouts distributed	Number	1.50	9200	9100	9000	8600	8000
			[2.1.3] Video conference held	Number	1.50	3500	3450	3400	3300	3200
			[2.1.4] Digitization of regional broadcasting	Number of units	1.50	39	38	37	36	35

## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
			centers/units							
			[2.1.5] News items collected and presented	Number	1.50	23000	22500	22000	21000	20000
			[2.1.6] Computer network done	Number	1.50	10	9	8	7	6
		[2.2] Expansion of the community radio and private FM radio (network)	[2.2.1] Community radio expanded	Number	1.50	25	23	20	18	15
			[2.2.2] FM Radio expanded	Number	1.50	16	14	12	8	1
		[2.3] Preparation and updating of training module for the mass media workers/personnel and organise short and long term training for them and provide professional assistance	[2.3.1] Accreditation card issued	Number	1.00	650	645	640	620	600
			[2.3.2] Accreditation card renewed	Number	1.00	140	138	135	130	120
			[2.3.3] Film appreciation course conducted	Number	1.00	5	4	3	2	1
			[2.3.4] Seminar/symposium /workshop organized	Number	1.00	9	8	7	6	5
			[2.3.5] Library service	Number	1.50	650	620	600	550	488
			[2.3.6] Training imparted	Number (Person)	0.50	59	58	57	56	55



## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
			[2.3.7] Course conducted	Number	1.00	115	110	100	80	69
			[2.3.8] Course participants	Number	1.00	3500	3200	3000	2800	2512
			[2.3.9] Research work done	Number	1.00	8	7	6	5	4
			[2.3.10] Publication done	Number	1.00	19	18	17	16	15
			[2.3.11] Training courses conducted	Number	1.00	19	18	17	16	15
			[2.3.12] Workshop organized	Number	1.00	14	13	12	11	10
			[2.3.13] Research work done	Number	1.00	2.00	1.90	1.80	1.70	1.50
			[2.3.14] Training courses conducted	Number	0.50	2.00	1.75	1.50	1.25	1.00
			[2.3.15] Workshop done	Number	0.50	7	6	5	4	3
			[2.3.16] Publication done	Number	0.50	1.00	0.80	0.70	0.60	0.50
			[2.3.17] Cinema/TV docu production	Number	0.50	11	10	9	8	7
		[2.4] Taking cognizance of cases and disposal thereof to protect the freedom of press /news media	[2.4.1] Case disposed	Number	1.50	5	4	3	2	1
			[2.4.2] Appeal cases disposed	Number	1.50	5	4	3	2	1

## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
[3] Promotion, enrichment and preservation of national history, heritage and culture	20.00	[3.1] Making and broadcasting of films, drama, music, dance and preservation thereof interview, documentary program	[3.1.1] Films displayed/preserved	Number	1.00	60	58	55	50	45
			[3.1.2] Films made	Number	1.00	50	48	45	40	31
			[3.1.3] Advertisement movies made	Number	1.00	45	42	40	38	35
			[3.1.4] Broadcasting of music drama	Daily Transmission hour	1.50	38	37	36	35	34
		[3.2] Collection, printing, preservation and modernization of historic/informative films, newspapers, newsreels, documentaries audio documents and film making instruments Transcription service	[3.2.1] Film collected and printed	Number	1.50	65	62	60	58	55
			[3.2.2] Books procured	Number	1.50	580	570	560	540	524
			[3.2.3] News clips collected and preserved	Number	1.50	23	22	21	20	19
			[3.2.4] Films preserved	Number	1.50	65	64	63	60	55
			[3.2.5] Special news reels collected and preserved	Number	0.50	11	10	9	8	7

## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
			[3.2.6] Press trends, news brief, handouts, press clipping, newspaper preserved	Number	0.50	8000	7700	7500	7000	6500
		[3.3] Research on films	[3.3.1] Research published	Number	0.50	7	6	5	4	3
			[3.3.2] Journals and books published	Number	0.50	9	8	7	6	5
		[3.4] Confer national film award	[3.4.1] National film prize awarded	Numbers (Category)	0.50	28	27	26	25	24
		[3.5] Administration of the cinematography act and activities related to censorship	[3.5.1] Censor done (Bengali film)	Number	0.50	70	68	65	62	58
			[3.5.2] Censor done (English film)	Number	0.50	65	63	60	45	31
			[3.5.3] Censor done (Bengali and English trailer)	Number	0.50	55	52	50	48	45
			[3.5.4] Censor done (advertisement movies)	Number	0.50	15	14	12	10	5
			[3.5.5] Censor done (Film for film festival)	Number	0.50	180	175	170	165	157
			[3.5.6] Cinema halls inspected	Number	0.50	210	205	200	198	195
			[3.5.7] Documentaries/previ ews made	Number	0.50	40	38	35	32	24

## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		[3.6] Publication on state development activities and other relevant issues	[3.6.1] Bangladesh quarterly	Copy number	0.50	12000	11800	11500	11300	11200
			[3.6.2] Ad-hoc issues	Copy number	0.50	10000	9500	9300	9100	9000
			[3.6.3] Supplement	Number of news paper	0.50	1250	1210	1200	1150	1100
		[3.7] Providing grants for making full and short length decent and child-friendly films	[3.7.1] Grant distributed to full length film	Number	0.50	5	4	3	2	1
			[3.7.2] Grant distributed to child-friendly full length film	Number	0.50	2.00	1.90	1.80	1.60	1.50
			[3.7.3] Grant distributed to short-length film	Number	0.50	4.00	3.5	3.20	3.00	2.90
			[3.7.4] Grant distributed to child-friendly short length film	Number	0.50	2.00	1.90	1.80	1.60	1.50

#### Mandatory Strategic Objectives

* Improve Service delivery to the Public	6.00	Implementation of Citizens' Charter (CC)	Preparation and approval of CC by the Ministry/Division	Date	1.0	31/12/2014	31/01/2015	28/02/2015	31/03/2015	30/04/2015
			Publication of CC in website or others means	Date	1.0	31/12/2014	31/01/2015	28/02/2015	31/03/2015	30/04/2015

\* Mandatory Objective(s)

## Section 2:

### Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Mandatory Strategic Objectives										
		Implementation of Grievance Redress System (GRS) system	Publishing names and contact details of GRS focal point in the website	Date	1.0	31/12/2014	31/01/2015	28/02/2015	31/03/2015	30/04/2015
			Sending GRS report(s) to the Cabinet Division from January 2015	Number of report(s)	1.0	5	4	3	2	1
		Implementing Innovations	Implemented decisions of the innovation team	%	1.0	100	80	50	30	--
			Unicode used in all official activities	Date	1.0	31/12/2014	31/01/2015	28/02/2015	31/03/2015	30/04/2015
* Improve governance	4.00	Compliance with RTI Act and proactive disclosure	Percentage of information, mentioned in the RTI Act and related regulations, disclosed in the website	%	2.0	80	70	60	50	40
		Preparation and Implementation of the National Integrity Strategy Work Plan	Preparation of NIS Work Plan for 2015 and get approved by the Ethics Committee	Date	2.0	28/02/2015	31/03/2015	30/04/2015	31/05/2015	30/06/2015
* Improve Financial Management	3.00	Improve compliance with the Terms of Reference of the Budget Management Committee (BMC)	Budget Implementation Plan (BIP) prepared and Quarterly Budget Implementation Report (QIMR) submitted to Finance Division (FD) meeting FD requirements	Number of report	1.0	5	4	3	2	1
			Actual achievements against performance targets	Number of BMC	1.0	4	3	2	1	--

\* Mandatory Objective(s)

## Section 2: Strategic Objectives, Activities, Performance Indicators and Targets

Strategic Objectives	Weight of Strategic Objective	Activities	Performance Indicator (PI)	Unit	Weight of PI	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%

### Mandatory Strategic Objectives

			are monitored by the BMC on a quarterly basis	meetings						
		Improve audit performance	Percentage of outstanding audit objections disposed off during the year	%	1.0	70	55	40	30	20
* Efficient Functioning of the Annual Performance Agreement (APA) System	2.00	Timely submission of Draft APA for 2014-2015	On-time submission	Date	2.0	01/02/2015	02/02/2015	03/02/2015	04/02/2015	05/02/2015

\* Mandatory Objective(s)

### Section 3: Trend Values of the Performance Indicators

Strategic Objectives	Activities	Performance Indicators	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
<b>Ministry/Division Strategic Objectives</b>								
[1] Building mass awareness and upholding right to information.	[1.1] Massive campaign to build mass awareness.	[1.1.1] Motivational music programs organised	Numbe	3.00	1860	3000	3150	3300
		[1.1.2] Feature and column publised	Number	360	200	280	300	310
		[1.1.3] Fortnightly Sachitra Bangladesh	Lakh copy	1200	1200	1180	1200	1200
		[1.1.4] Monthly Nabarun	Lakh copy	120	529	510	583	612
		[1.1.5] News paper audited	Number of news paper	400	450	440	500	500
		[1.1.6] Inspection	Number of news paper	120	150	145	160	160
		[1.1.7] Daily events/programmes broadcasted	Transmiss ion hour	60	65	68	75	80
		[1.1.8] Film (trailer) exhibited	Number	9.07	12460	13000	14300	14960
		[1.1.9] News item presented on webpage	Number	22	24	23000	25	26
		[1.1.10] Broadcasting of events programs	Number	20	21	21	24	25
	[1.2] Making films, documentaries and organising events on various development	[1.2.1] Discussion meeting/ seminars/women gatherings/ view exchange	Number	450	680	680	750	800

### Section 3: Trend Values of the Performance Indicators

Strategic Objectives	Activities	Performance Indicators	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
	programmes of the government on education, health, nutrition, women and children's right, poverty reduction, population control, environment protection and agriculture and wide scale publicity thereof	meetings/dramas organized						
		[1.2.2] Orientation workshop organized	Number	80	880	1500	1570	1650
		[1.2.3] Road show organized	Number	8.80	10660	14960	16400	17000
		[1.2.4] Posters/booklets distributed	Number	1.52	14760	16000	16800	17000
		[1.2.5] Cartoons slogans made/publicized	Number	360	100	120	125	130
		[1.2.6] Stories and documentaries made	Number	24	30	38	45	45
		[1.2.7] Daily broadcast of events: Government's agricultural development program	Tr. Hour	4.00	5.00	4.90	4.15	4.35
		[1.2.8] Daily broadcast of events: science & technology	Tr. Hour	2.00	1.35	1.30	1.50	1.55
		[1.2.9] Broadcast of events: development issues	Tr. Hour	854	873	854	858	860



### Section 3: Trend Values of the Performance Indicators

Strategic Objectives	Activities	Performance Indicators	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
		[1.2.10] Broadcast of events: women and adolescent issues	Tr. Hour	132	161	165	172	172
		[1.2.11] Broadcast of events: health, nutrition and family welfare	Tr. Hour	526	464	460	468	470
		[1.2.12] Broadcast of events: education, agriculture, environment, science and technology	Tr. Hour	134	145	144	146	150
		[1.2.13] Feature/story published	Item Number	130	140	145	160	170
	[1.3] Publicity through interpersonal communications	[1.3.1] Community /yard meeting held	Number	2.70	470	1100	1200	1300
		[1.3.2] Small & fragmented gathering held	Number	2.82	5.60	4200	5.70	5.75
[2] Development and promotion of modern, effective and pro-people mass-media industry	[2.1] Digitization of broadcasting system, collection and broadcasting of on-line news and application of modern technology in news broadcasting	[2.1.1] Digital photo/audio/video coverage.	Number	10.50	4077	4250	4270	4280
		[2.1.2] Press notes/Newsreels/hand outs distributed	Number	8.00	4892	4950	5000	5050
		[2.1.3] Video conference held	Number	3.60	280	280	300	350

### Section 3: Trend Values of the Performance Indicators

Strategic Objectives	Activities	Performance Indicators	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
		[2.1.4] Digitization of regional broadcasting centers/units	Number of units	35	35	39	47	50
		[2.1.5] News items collected and presented	Number	22	24	23000	25	26
		[2.1.6] Computer network done	Number	8	8	10	11	11
	[2.2] Expansion of the community radio and private FM radio (network)	[2.2.1] Community radio expanded	Number	6	20	25	40	50
		[2.2.2] FM Radio expanded	Number	1	18	16	20	25
	[2.3] Preparation and updating of training module for the mass media workers/personnel and organise short and long term training for them and provide professional assistance	[2.3.1] Accreditation card issued	Number	600	504	530	550	570
		[2.3.2] Accreditation card renewed	Number	120	1220	1270	1280	1290
		[2.3.3] Film appreciation course conducted	Number	0	1	4	2	2
		[2.3.4] Seminar/symposium/workshop organized	Number	9	10	9	10	10
		[2.3.5] Library service	Number	488	700	650	800	800

### Section 3: Trend Values of the Performance Indicators

Strategic Objectives	Activities	Performance Indicators	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
		[2.3.6] Training imparted	Number (Person)	55	55	59	60	60
		[2.3.7] Course conducted	Number	69	112	115	120	120
		[2.3.8] Course participants	Number	2512	3600	3500	3600	3600
		[2.3.9] Research work done	Number	9	7	8	9	9
		[2.3.10] Publication done	Number	17	16	19	20	20
		[2.3.11] Training courses conducted	Number	18	18	25	25	25
		[2.3.12] Workshop organized	Number	15	27	25	25	25
		[2.3.13] Research work done	Number	0	0	1	5	8
		[2.3.14] Training courses conducted	Number	0	0	2	7	9
		[2.3.15] Workshop done	Number	0	0	8	10	12
		[2.3.16] Publication done	Number	0	0	1	10	15
		[2.3.17] Cinema/TV docu production	Number	0	0	12	24	30
	[2.4] Taking cognizance of cases and disposal thereof to protect the freedom of press /news media	[2.4.1] Case disposed	Number	3	4	4	4	5
		[2.4.2] Appeal cases disposed	Number	3	2	4	3	3

### Section 3: Trend Values of the Performance Indicators

Strategic Objectives	Activities	Performance Indicators	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
[3] Promotion, enrichment and preservation of national history, heritage and culture	[3.1] Making and broadcasting of films, drama, music, dance and preservation thereof interview, documentary program	[3.1.1] Films displayed/preserved	Number	45	60	60	65	65
		[3.1.2] Films made	Number	31	50	50	90	100
		[3.1.3] Advertisement movies made	Number	35	40	45	40	50
		[3.1.4] Broadcasting of music drama	Daily Transmission hour	37	39	38	40	40
	[3.2] Collection, printing, preservation and modernization of historic/informative films, newspapers, newsreels, documentaries audio documents and film making instruments Transcription service	[3.2.1] Film collected and printed	Number	88	60	65	80	82
		[3.2.2] Books procured	Number	524	500	580	600	600
		[3.2.3] News clips collected and preserved	Number	24	24	23	24	24
		[3.2.4] Films preserved	Number	70	66	65	70	75
		[3.2.5] Special news reels collected and preserved	Number	12	12	11	12	12

### Section 3: Trend Values of the Performance Indicators

Strategic Objectives	Activities	Performance Indicators	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
		[3.2.6] Press trends, news brief, handouts, press clipping, newspaper preserved	Number	7500	28700	28811	28866	28921
	[3.3] Research on films	[3.3.1] Research published	Number	7	8	7	8	8
		[3.3.2] Journals and books published	Number	5	10	9	10	10
	[3.4] Confer national film award	[3.4.1] National film prize awarded	Numbers (Category)	29	29	28	29	29
	[3.5] Administration of the cinematography act and activities related to censorship	[3.5.1] Censor done (Bengali film)	Number	58	65	70	80	85
		[3.5.2] Censor done (English film)	Number	31	70	65	80	85
		[3.5.3] Censor done (Bengali and English trailer)	Number	45	55	55	65	70
		[3.5.4] Censor done (advertisement movies)	Number	5	20	15	25	30
		[3.5.5] Censor done (Film for film festival)	Number	157	180	180	220	220
		[3.5.6] Cinema halls inspected	Number	295	220	210	235	240
		[3.5.7] Documentaries/previe ws made	Number	24	48	40	50	52
	[3.6] Publication on state development activities	[3.6.1] Bangladesh quarterly	Copy number	36	65	70000	77	81

### Section 3: Trend Values of the Performance Indicators

Strategic Objectives	Activities	Performance Indicators	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
	and other relevant issues							
		[3.6.2] Ad-hoc issues	Copy number	1.53	1.60	1850	2.00	2.00
		[3.6.3] Suppliment	Number of news paper	1100	1300	1250	1250	1300
	[3.7] Providing grants for making full and short length decent and child-friendly films	[3.7.1] Grant distributed to full length film	Number	4	6	5	6	7
		[3.7.2] Grant distributed to child-friendly full length film	Number	1	2	1.90	2	2
		[3.7.3] Grant distributed to short-length film	Number	4	4	3.5	4	4
		[3.7.4] Grant distributed to child-friendly short length film	Number	1	2	1.90	2	2

## Section 4:

### Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
1	[1.1.1] Motivational music programs organised	Department of Mass Communication (DMC) organizes motivational music programs in the rural areas.	Department of Mass Communication (DMC).	DMC's annual report	
2	[1.1.2] Feature and column publised	Press Information Department (PID)	Press Information Department (PID)	PID's annual report	
3	[1.1.3] Fortnightly Sachitra Bangladesh	Fortnightly contains highlights/information of development activities of the Government.	Department of films and Publication (DFP).	DFP's annual report	
4	[1.1.4] Monthly Nabarun	Monthly Nabarun is a publication that contains literature of culture and heritage.	Department of films and Publication (DFP).	DFP's annual report	
5	[1.1.5] News paper audited	Objectives of auditing news paper is to verify number of declaration of news paper.	Department of films and Publication (DFP).	DFP's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
6	[1.1.6] Inspection	DFP inspects news papers to monitor their management and compliance of rules.	Department of films and Publication (DFP).	DFP's annual report	
7	[1.1.7] Daily events/programmes broadcasted	Bangladesh Betar broadcasts events and programs separately and simultaneously from Dhaka center and other regional centers which makes the total daily hour of broadcast	Bangladesh Betar	Betar's annual report	
8	[1.1.8] Film (trailer) exhibited	Department of Mass Communication exhibits trailer films as per its annual schedule in mainly rural areas.	Department of Mass Communication (DMC).	DMC's annual report	
9	[1.1.9] News item presented on webpage	Bangladesh Sangbad Sangastha (BSS) presents its news items on its own webpage.	Bangladesh Sangbad Sangastha (BSS)	BSS's annual report	
10	[1.1.10] Broadcasting of events programs	BTV broadcasts music, drama, talkshow and live programs/events daily.	Bangladesh Television (BTV)	BTV's annual report	



## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
11	[1.2.1] Discussion meeting/ seminars/women gatherings/ view exchange meetings/dramas organized	In order to make people aware of government's policy and programs DMC presents these activities.	Department of Mass Communication (DMC).	DMC's annual report	
12	[1.2.2] Orientation workshop organized	On important issues DMC organizes workshops at times.	Department of Mass Communication (DMC).	DMC's annual report	
13	[1.2.3] Road show organized	In order to objects national/international days DMC organizes road show.	Department of Mass Communication (DMC).	DMC's annual report	
14	[1.2.4] Posters/booklets distributed	DMC exhibits posters and distributes books related to important social cultural events.	Department of Mass Communication (DMC).	DMC's annual report	
15	[1.2.5] Cartoons slogans made/publicized	Occasionally PID publicizes cartoons and slogans on special issues.	Press Information Department (PID)	PID's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
16	[1.2.6] Stories and documentaries made	DFP makes documentaries on important personalities.	Department of films and Publication (DFP).	DFP's annual report	
17	[1.2.7] Daily broadcast of events: Govt's agricultural development program	Bater onairs awareness programs on govt's agricultural developments	Bangladesh Betar	Betar's annual report	
18	[1.2.8] Daily broadcast of events: science & technology	Bater onairs awareness programs on science and technological changes.	Bangladesh Betar	Betar's annual report	
19	[1.2.9] Broadcast of events: development issues	In order to inspire people BTV broadcasts events on document issue.	Bangladesh Television (BTV)	BTV's annual report	
20	[1.2.10] Broadcast of events: women and adolescent issues	In order to inspire people BTV broadcasts events on women and children issues.	Bangladesh Television (BTV)	BTV's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
21	[1.2.11] Broadcast of events: health, nutrition and family welfare	In order to inspire people BTV broadcasts events on health, nutrition and family welfare issues.	Bangladesh Television (BTV)	BTV's annual report	
22	[1.2.12] Broadcast of events: education, agriculture, environment, science and technology	In order to inspire people BTV broadcasts events on health, nutrition and family welfare issues.	Bangladesh Television (BTV)	BTV's annual report	
23	[1.2.13] Feature/story published	BSS publishes story/feature on special occasion.	Bangladesh Sangbad Sangastha (BSS)	BSS's annual report	
24	[1.3.1] Community /yard meeting held	DMC organizes community/yearly meeting on daily life issues.	Department of Mass Communication (DMC).	DMC's annual report	
25	[1.3.2] Small & fragmented gathering held	DMC organizes small & fragmented gathering held to make people aware.	Department of Mass Communication (DMC).	DMC's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
26	[2.1.1] Digital photo/audio/video coverage.	PID does digital photo/audio/video coverage on the programs of VVIP personals.	Press Information Department (PID)	PID's annual report	
27	[2.1.2] Press notes/Newsreels/handouts distributed	PID distributed press notes/newsreels/handouts to express govt's stand and views.	Press Information Department (PID)	PID's annual report	
28	[2.1.3] Video conference held	Alongside press conference PID does video conference.	Department of Mass Communication (DMC).	DMC's annual report	
29	[2.1.4] Digitization of regional broadcasting centers/units	Betar trying to digitalize its technologies and program production.	Bangladesh Betar	Betar's annual report	
30	[2.1.5] News items collected and presented	BSS collects and presents news items through its own network.	Bangladesh Sangbad Sangastha (BSS)	BSS's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
31	[2.1.6] Computer network done	BSS has started to bring its regional centers under computer networks.	Bangladesh Sangbad Sangastha (BSS)	BSS's annual report	
32	[2.2.1] Community radio expanded	Govt's one of the important activities is to expand number of community based radio.	Secretariat of MOI (Sec)	Ministry's section betar-2	
33	[2.2.2] FM Radio expanded	Govt's one of the important activities is to expand number of FM radio.	Secretariat of MOI (Sec)	Ministry's section betar-2	
34	[2.3.1] Accreditation card issued	PID issues accreditation cards authenticate and classify press persons.	Press Information Department (PID)	PID's annual report	
35	[2.3.2] Accreditation card renewed	PID renews accreditation cards authenticate and classify press persons.	Press Information Department (PID)	PID's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
36	[2.3.3] Film appreciation course conducted	At times BFA conducts film appreciation course focusing film preservation.	Bangladesh Films Archive (BFA)	BFA's annual report	
37	[2.3.4] Seminar/symposium/workshop organized	BFA organizes seminar/symposium/workshop to better preserve films.	Bangladesh Films Archive (BFA)	BFA's annual report	
38	[2.3.5] Library service	BFA caters library services to producers and organizations.	Bangladesh Films Archive (BFA)	BFA's annual report	
39	[2.3.6] Training imparted	BPC imparts training for the press related personal.	Bangladesh Press Council (BPC)	BPC's annual report	
40	[2.3.7] Course conducted	PIB conducts academic courses on press related issues,	Press Institute of Bangladesh (PIB)	PIB's annual report	

## Section 4:

### Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
41	[2.3.8] Course participants	PIB's course participants are mainly from press and journals.	Press Institute of Bangladesh (PIB)	PIB's annual report	
42	[2.3.9] Research work done	Research works relates to development of press media.	Press Institute of Bangladesh (PIB)	PIB's annual report	
43	[2.3.10] Publication done	PIB does publication on categorized press issues.	Press Institute of Bangladesh (PIB)	PIB's annual report	
44	[2.3.11] Training courses conducted	NIMC conducts professional courses for BCS information cadre.	National Institute of Mass Communication (NIMC)	NIMC's annual report	
45	[2.3.12] Workshop organized	NIMC organizes workshop on films and TV production.	National Institute of Mass Communication (NIMC)	NIMC's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
46	[2.3.13] Research work done	NIMC does research on film production.	National Institute of Mass Communication (NIMC)	NIMC's annual report	
47	[2.3.14] Training courses conducted	BCTI conduct skill enhancement course on film production.	Bangladesh Cinema and Television Institute (BCTI)	BCTI's annual report	
48	[2.3.15] Workshop done	BCTI does workshop on film & TV production.	Bangladesh Cinema and Television Institute (BCTI)	BCTI's annual report	
49	[2.3.16] Publication done	BCTI does publication on film production.	Bangladesh Cinema and Television Institute (BCTI)	BCTI's annual report	
50	[2.3.17] Cinema/TV docu production	BCTI does publication on film production issues.	Bangladesh Cinema and Television Institute (BCTI)	BCTI's annual report	



## Section 4:

### Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
51	[2.4.1] Case disposed	BPC process cases on yellow journalism.	Bangladesh Press Council (BPC)	BPC's annual report	
52	[2.4.2] Appeal cases disposed	BPC process hearing of appeal cases.	Bangladesh Press Council (BPC)	BPC's annual report	
53	[3.1.1] Films displayed/preserved	BFA preserves old films.	Bangladesh Films Archive (BFA)	BFA's annual report	
54	[3.1.2] Films made	BFDC facilitates film production.	Bangladesh Film Development Corporation (BFDC)	BFDC's annual report	
55	[3.1.3] Advertisement movies made	BFDC facilitates advertisement movie production.	Bangladesh Film Development Corporation (BFDC)	BFDC's annual report	

#### Section 4:

#### Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
56	[3.1.4] Broadcasting of music drama	Betar regularly broadcast music and drama.	Bangladesh Betar (Betar)	Betar's annual report	
57	[3.2.1] Film collected and printed	BFA collects films from various sources.	Bangladesh Films Archive (BFA)	BFA's annual report	
58	[3.2.2] Books procured	BFA Procures books from various sources.	Bangladesh Films Archive (BFA)	BFA's annual report	
59	[3.2.3] News clips collected and preserved	DFP collects news clips on development issues.	Department of films and Publication (DFP).	DFP's annual report	
60	[3.2.4] Films preserved	DFP preserves films of government sources.	Department of films and Publication (DFP).	DFP's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
61	[3.2.5] Special news reels collected and preserved	DFP preserves news reels from various sources.	Department of films and Publication (DFP).	DFP's annual report	
62	[3.2.6] Press trends, news brief, handouts, press clipping, newspaper preserved	PID preserves press trends. news briefs handouts and clipping.	Press Information Department (PID)	PID's annual report	
63	[3.3.1] Research published	BFA publishes research books and journals.	Bangladesh Films Archive (BFA)	BFA's annual report	
64	[3.3.2] Journals and books published	BFA publishes research books and journals.	Bangladesh Films Archive (BFA)	BFA's annual report	
65	[3.4.1] National film prize awarded	MOI awards national film prize every year.	Secretariat of MOI (Sec)	Ministry's Film Section	

## Section 4:

### Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
66	[3.5.1] Censor done (Bengali film)	BFCB does censor of Bengali films.	Bangladesh Film Censor Board (BFCB)	BFCB's annual report	
67	[3.5.2] Censor done (English film)	BFCB does censor of English films.	Bangladesh Film Censor Board (BFCB)	BFCB's annual report	
68	[3.5.3] Censor done (Bengali and English trailer)	BFCB does censor of Bengali and English trailers	Bangladesh Film Censor Board (BFCB)	BFCB's annual report	
69	[3.5.4] Censor done (advertisement movies)	BFCB does censor of advertisement movies.	Bangladesh Film Censor Board (BFCB)	BFCB's annual report	
70	[3.5.5] Censor done (Film for film festival)	BFCB does censor of films for festival.	Bangladesh Film Censor Board (BFCB)	BFCB's annual report	

## Section 4:

## Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
71	[3.5.6] Cinema halls inspected	BFCB inspects cinema halls.	Bangladesh Film Censor Board (BFCB)	BFCB's annual report	
72	[3.5.7] Documentaries/previews made	DFP arranges previews meeting on documentaries.	Department of films and Publication (DFP).	DFP's annual report	
73	[3.6.1] Bangladesh quarterly	DFP publishes Bangladesh quarterly on policy issues.	Department of films and Publication (DFP).	DFP's annual report	
74	[3.6.2] Ad-hoc issues	DFP publishes ad-hoc issues on policy agenda.	Department of films and Publication (DFP).	DFP's annual report	
75	[3.6.3] Supplement	DFP publishes supplement on national important days.	Department of films and Publication (DFP).	DFP's annual report	

#### Section 4:

#### Description of Performance Indicators, Implementing Department/Agencies and Measurement Methodology

Sl.No	Performance Indicators	Description	Implementing Department/Agencies	Measurement and Source of Data	General Comments
76	[3.7.1] Grant distributed to full length film	MOI distributes grants to selected full length better quality films caring spirit of freedom fight.	Secretariat of MOI (Sec)	Ministry's Film section	
77	[3.7.2] Grant distributed to child-friendly full length film	MOI distributes grants to selected child-friendly full length better quality films caring spirit of freedom fight.	Secretariat of MOI (Sec)	Ministry's Film section	
78	[3.7.3] Grant distributed to short-length film	MOI distributes grants to selected short length better quality films caring spirit of freedom fight.	Secretariat of MOI (Sec)	Ministry's Film section	
79	[3.7.4] Grant distributed to child-friendly short length film	MOI distributes grants to selected child-friendly short length better quality films caring spirit of freedom fight.	Secretariat of MOI (Sec)	Ministry's Film section	

Section 5 :  
Specific Performance Requirements from other Ministries/Divisions

Organisation Type	Organisation Name	Relevant Performance Indicator	What is your requirement from this organisation	Justification for this requirement	Requirement from this Organisation	What happens if your requirement is not met
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## Section 6: Outcome of Ministry/Division

Outcome/Impact	Jointly responsible for influencing this outcome / impact with the following organisation (s) / division (s) / ministry(ies)	Performance Indicator (s)	Unit	Actual FY 12-13	Actual FY 13-14	Target FY 14-15	Projection FY 15-16	Projection FY 16-17
1 TV Coverage expansion (Terrestrial)	-	Broadcasting area coverage	%	95	95	95	97	98
2 Radio transmission coverage expansion (Medium Wave)	-	Radio transmission coverage expanded	%	95	95	98	98	98
3 Community Radio coverage expansion	Bangladesh Bater, BTRC	Community radio coverage expanded	%	1.95	8.50	6.50	8.85	10.20
4 Internet broadcasting	BTRC	Number of population covered	%	2.50	2.75	3.00	3.25	3.50



Whereas,

I, the Secretary, Ministry of Information representing the Minister, Ministry of Information , Government of the People's Republic of Bangladesh commit to the Cabinet Secretary, Cabinet Division, representing the Prime Minister, Government of the People's Republic of Bangladesh to deliver the results described in this agreement.

I, the Cabinet Secretary, Cabinet Division, on behalf of the Prime Minister, Government of the People's Republic of Bangladesh, commit to the Secretary, Ministry of Information to provide necessary support for delivery of the results described in this agreement.

Signed,



\_\_\_\_\_  
Secretary  
Ministry of Information

09.03.2015

\_\_\_\_\_  
Date



\_\_\_\_\_  
Cabinet Secretary  
Cabinet Division

09/3/2015

\_\_\_\_\_  
Date

## Annex-1

## Acronyms

Sl.	Acronym	Description
1	Betar	Bangladesh Betar
2	BFA	Bangladesh Film Archives
3	BFCB	Bangladesh Film Censor Board
4	BFDC	Bangladesh Film Development Corporation
5	BPC	Bangladesh Press Council
6	BSS	Bangladesh Sangbad Sanagstha
7	BTB	Bangladesh Television
8	DFP	Department of Films and Publication
9	DMC	Department of Mass Communication

10	FM	Frequency Modulation
Annual Performance Agreement (APA) for Ministry of Information -(2014-2015)		
11	IC	Information Commission
12	NIMC	National Institute of Mass Communication
13	PIB	Press Institute of Bangladesh
14	PID	Press Information Department
15	Tr. hour	Transmission hour