

வார्षிக கார்டு காதல வார்டாவ
வருடாந்த செயலாற்றுகை அறிக்கை
Annual Performance Report

2018



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வெகுசன ஊடக அமைச்சு
Ministry of Mass Media



2018

**வார்த்தை கார்டு காதல வார்த்தை
வருடாந்த செயலாற்றுகை அறிக்கை
Annual Performance Report**

**சனமொடர் அலுவலகம்
வெகுசன ஊடக அமைச்சு
Ministry of Mass Media**

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Ministry of Mass Media

Introduction

Ensuring public right to information and maintenance of press freedom is a vital requirement of democracy; otherwise the breach of public trust in democracy is inevitable. Therefore, the Ministry of Mass Media along with its 09 affiliated institutions has functioned during the year 2017 with the intention of creating a better media culture while regulating media and media institutions. In terms of Gazette Extraordinary No. 2022/34 of 09th June, 2017, above 09 institutions have been affiliated to the Ministry of Finance.

Vision

“A well-informed pluralistic and dynamic society”

Mission

“Formulating, facilitating, implementing, monitoring and evaluating policies and strategies in order to establish a people-friendly, development-oriented, free and responsible Sri Lankan media culture”

Objectives

- Assisting the creation of a better media culture.
- Broadening equal access to information for the public.
- Facilitating the field of media with sophisticated technology.
- Encouraging the uplift of professionalism of media personnel.
- Upgrade media contribution and participation in the national development effort.
- Providing leadership to boost country’s image internationally.
- Development of human resources to achieve the goals of the Ministry.
- Effective utilization of resources of institutions affiliated to the Ministry.
- Strengthening the development process through coordination of respective parties.

Functions of the Ministry

- Formulating, facilitating, implementing, monitoring and evaluating of policies, projects and programmes related to the scope of the Ministry of Mass Media and the Departments, statutory institutions and State Corporations affiliated thereto.
- Provision of strategies for the contribution of media as an advancing factor in economic, social, cultural and political spheres while focusing public opinion towards better perspectives.
- Implementing programs to inculcate knowledge, attitudes and interests in general public.
- Ensuring the public right for accurate information
- Implementing programmes to create an advanced media culture.

- Releasing of official statements and press releases of the government.
- Issuance of information on Sri Lanka to local and international media institutions.
- Providing information and publicity services to diplomatic missions abroad.
- Implementation of international agreements and conventions related to publications.
- Market, store and dispatch of government publications except for departmental publications.
- Activities related to production and exhibition of news, films and documentaries.
- Publicity activities including commercial television and radio broadcastings and foreign broadcastings.

Progress of Development Projects implemented under the Ministry of Mass Media (from 01.01.2018 to 31.12.2018)

01. Implementation of Right to Information Act No. 12 of 2016

Ministry of Mass Media is entrusted with the responsibility of implementing and socializing the Right to Information Act passed by the Parliament and implemented on 04th August, 2016. This Act came in to effect from 03rd February, 2017 and it has been introduced with the prime objective of implementing the fundamentals of good governance and democracy within the country by ensuring the public right to know official information of the government and thereby establishment of a responsible public service free of corruption. The role of this Ministry in socializing this Act during the year 2018 includes following:

- 1.1 Strengthening the special unit for Right to Information at the Ministry of Mass Media.
 - Special unit for right to information at the Ministry has been established by now and necessary office equipment has been granted.
- 1.2 Establishment of Right to Information (RTI) Resource Centre
 - Preparation of concept paper for establishment of this resource centre has been inaugurated. Financial assistance for the purpose is remitted by USAID.
 - Accordingly, construction of this resource centre is scheduled to be inaugurated during year 2019.
- 1.3 Making aware the government general authorities on revelation of reactionary information.
 - Pilot project pertaining to this has been inaugurated with the participation of the Municipal Council of Kotte, the Ministry of Home Affairs as well as the Ministry of Vocational Training whereas they provide sufficient training as well as technical and financial assistance for updating websites. Financial assistance for the purpose is rendered by United Nations Development Programme (UNDP).

- In addition to that, a digital screen has been erected / affixed within the Ministry premises with the objective of exhibiting all information pertaining to the Ministry.

1.4 Moulding / Training trainers pertaining to Right to Information act

- Four training workshops for moulding and training trainers as per the action plan of year 2017 while they render their service as resource persons for training programmes conducted with regard to the act at present.
- These officers have been trained covering all District Secretariats, Provincial Councils, Ministries and Sri Lanka Police while those officers have been subjected to a brainstorming programme during this year.

1.5 Conducting training programmes for Information Officers.

- Since training programmes were conducted covering all government officers during years 2016 and 2017, no priority was given in this regard during this year.
- However, adhering to the requests for training programmes by institutions workshops are organized and conducted whereas provision of resources and resource sets are provided when necessary.

1.6 Re – printing of Right to Information manual, training module, and training methods books.

- 6000 copies from right to information act and 1000 copies of manual were re-printed and Tamil translation of Right to Information manual too was published.

1.7 Awareness programmes at Divisional Secretariat level is to be conducted on this act for Grama Niladhari officers, field officers and community based leaders.

- These workshops were inaugurated from Gampaha district and have been inaugurated in other districts as well.

1.8 Conducting experience exchange programmes for information officers

- Experience exchange programmes for Information Officers in Southern, Northern, Western and Central provinces were held in year 2017 while programmes in Sabaragamuwa, Eastern and North Central provinces were held in year 2018.

1.9 Introducing Right to Information as a subject in the school curriculum.

- Discussions were held collectively with the Ministry of Education, National Institute of Education and National Education Commission and it was agreed to include Information Act as a subject at the curriculum amendments to be taken place in year 2020.
- Accordingly, inclusion of information act in Citizenship Education, Media Education and Political Science in grades 9, 10, 11 and advance level curriculum.
- Training of teacher trainers in the connection was inaugurated and training under Political Science subject stream has now completed.

1.10 Inclusion of Right to Information in University and Technical Education streams.

- Several preliminary rounds of discussions were held in this regard and further discussions in this regard are being held.
- A programme for Vice Chancellors of all the Universities and a workshop for officers in the University Grants Commission were conducted parallel to this.

1.11 Introduction of an online certificate course on Right to Information for government officers.

- Opportunity is rendered through this programme which was collectively introduced by UNDP and SLIDA, for studies on Right to Information for novel officers enter the government service.

1.12 Directing documentaries and short movies/films with regard to information act.

- Film division of the Department of Government Information, International Media Corporation Institute completed 10 creations this year.

1.13 Launching 'Pawatha' news magazine

- A new official news magazine 'Pawatha' was launched from April 2018 and it will be published monthly with "Dinamina" and "Thinakaran" newspapers.
- Apart from this, hand-outs and leaflets are being designed and distributed in both languages among the citizens. 323,000 hand-outs and 250,000 leaflets are printed.

1.14 Commemoration of International Right to Information Day

- Parallel to commemoration of the International Day for Right to Information a week of information was declared from 20th to 28th September 2018.
- Conduct awareness programmes for Information Officers and public during the week
- Obtain service of foreign resource persons for the purpose
- Conduct an international conference at Nelum Pokuna Auditorium parallel to commemoration of the international Right to Information day that falls on 28th September 2018.



Hon. Minister of Finance and Mass Media addressing the conference



Hon. Speaker addressing the conference



Invitees for the conference



Intellectual dialogue

1.15 Conducting an island wide school debate and essay competition under the title “RTI School Champion”

- An all island school debate and essay competition was inaugurated with the objective of popularizing the act among students as strategy to make aware the citizens on the right to information.
- This series of competitions conducted in combination with the Ministry of Education is expected to be held annually.



Nalanda College, Colombo



Hindu College, Jaffna

Champion Debaters

1.16 International Conference on Right to Information – Calling of extracts from researches conducted by University students and other professionals under the themes of Right to Information act, productive government service, democracy and sovereignty of law and conducting an international conference on publishing them was held on 27th September this year at Hotel Janaki, Colombo parallel to information week.

- 1.17 Conducting exhibition stalls at the Enterprise Sri Lanka Programme and the exhibition held at the Royal College for public awareness.
- 1.18 Updating RTI website and introduction of an official Facebook page. Introduction of a new e - mail address for submission of RTI issues.
- 1.19 Staging a series of street dramas created on Right to Information act parallel to information week in Colombo and Gampaha districts.
- 1.20 Conducting monthly rounds of discussions with civil organisations holding public awareness programmes on right to information and provision of printed acts, leaflets as well as posters for their programmes as required.
- 1.21 “වෑටි හිය ඇති” (Stop Beating Round the Bush) Short film screening.

Ten short films produced on the basis of true stories of individuals solved general issues as well as their own issues with the help of right to information act were screened at Tharanganie Cinema on 21st September 2018. All these short films, produced with endeavours of pioneer film directors are uploaded to YouTube by now to be viewed. This was conducted collectively with the National Secretariat for Media Reforms, International Media Partnership Programme as well as the Ministry of Mass Media.

1.22 **Information Right to the Village - RTI Mobile Service**

The Ministry of Mass Media initiated a mobile service named “Information Right to the Village” in year 2018 with the objective of providing the citizens with proper understanding on the right to information. The initial programme of this was inaugurated from Northern Province while it was held at the Weerasinghem hall in Jaffna on the 24th September 2018 parallel to the International Day for Right to Information falls every 28th September annually. Approximately thousand individuals participated in this workshop covering each area of Northern Province whereas issues erupted with regard to right to information and its importance as well as problematic circumstances to the Northern community were given in-situ solutions and answers by a panel of intellects present at the occasion.

From the annual budget of 2018, Rs. 30 million was allocated and Rs. 20 million has been spent for RTI activities.

02. Establishment of the Amaradeva Sangeetha Asapuwa

Arrangements have been made to establish a monastery of music in the name of “Amaradeva Asapuwa” in gratitude of the invaluable service rendered by Dr. Pandit Amaradeva to the field of music in Sri Lanka. This monastery comprised with research, archive, library and museum facilities will be established at “Ape Gama” premises in Battaramulla.

Objectives

- To conduct workshops and seminars in paving way for veteran as well as apprentice musicians to produce local music creations.
- Facilitating to archive the musical creations of Pandit Amaradeva for the benefit of future generations
- Raising awareness on lyric writing, singing, composing melodies and music in promoting the creation of artistic songs
- Providing opportunities to research and investigate on streams of local and universal music
- Providing opportunities for the general public to appreciate world renowned as well as local music creations
- To instil younger generation and the public with the pride of an internationally awarded local musician

Urban Development Authority has allocated a land of 100 perches at “Ape Gama” for the Asapuwa to be established and currently, necessary arrangements have been made to vest this land in the Ministry of Mass Media.

It has been proposed to build up a museum, an archive, a library and an auditorium, which can accommodate 150 persons, a recording studio as well as to erect a bust sculpture of Pandit W. D. Amaradeva. The architectural drawings of this monastery has been designed free of charge by an architecture in respect of the musical maestro Pandit Amaradeva.

The foundation stone was ceremonially launched with the chief participation of His Excellency the President on 28.08.2017.

“Amaradeva Aesthetic and Research Centre” has been passed as a legal institution by a parliamentary act.

Discussions have been conducted with the National Library and Documentation Services Board, Department of Museum and the Department of National Archives in relation to the establishment of the proposed museum, archives and the library and their reports have been obtained.

According to the procurement methodology a construction company has been selected for construction of Amaredeva Asapuwa while Central Engineering Consultancy Bureau is performing consultancy activities. It is expected to complete construction in June 2019.

Total estimation of this project is Rs. 190 Mn. whereas the estimation for building construction is Rs. 148 Mn. An amount of Rs. 44.53 Mn. has been spent through year 2018 and the total financial progress is Rs. 48.72 Mn.

03. Presidential Media Awards - 2018

The expectation of media policies is to responsibly contribute in the realization of social, economic, cultural and development goals of the country while ensuring the public right to information. Maintaining highest standards in mass media is essential in realizing these goals and the journalists should be encouraged to maintain the contents of electronic, print and web media in Sri Lanka responsibly, independently and sensitive towards the aspirations of the receptors. Accordingly, the Ministry of Finance and Mass Media has identified the necessity of conducting a Presidential Media Awards in evaluation of the contribution of the Sri Lankan journalists in establishment of an excellent media culture within the country as follows;

- Identification and evaluation of talents, skills and unique competencies of journalists
- Providing guidance and motivation to felicitate professional journalists
- Empowering the field of media in building up a better society
- Encouraging journalists in creating a social-friendly, free and constructive media culture for entire society.
- Encouraging the field of media in building up a well-informed civil society and to provide state sponsorship for journalists through the evaluation of their performance covering the entire mass media field.

The Ministry of Mass Media has recognized the essentiality of conducting the Presidential Media Awards ceremony for evaluation of performance and contribution rendered by Sri Lankan media personalities in order to establish an excellent media culture within the country.

In the present context in Sri Lanka, even though the field of media has quantitatively developed; the quality of media practice has not developed. Therefore, as the pioneering institution in introducing criteria to establish standards of advanced media, this Ministry has made arrangements to annually conduct the Presidential Media Awards Ceremony from year 2018 onwards. Approval of the Cabinet of Ministers has already been granted to obtain allocations from the National Budget for this Award Ceremony.

Award categories and the number of awards has already been recognized and at present, on instructions of the Working Committee, Panels of Jury comprised of veterans in each field have been appointed to categorize awards for the categories of Radio, Television, Newspapers and Web media.

1674 applications were received for the newspaper advertisement published on 13.07.2018. A panel of judges nominated subject to instructions and proposals of the members of the monitoring committee appointed while the board of judges has submitted nominations representing four (04) sectors for winners, nominees and lifelong awards.

Directions have been made for procurement process to select an event manager and a designer for creating awards. It has been decided to print and publish a magazine named “Maadya Sankathana” parallel to the awarding ceremony and furnish it for the use of the University students. Scholarly articles from those eminent in the field as well as the University lecturers have been obtained in this connection.

This ceremony is planned to be held in 2019 whereas expected for approximately 1500 invitees.

Rs.10 Mn. has been allocated from the annual budget 2018 for organizing activities and conducting this awarding ceremony.

Presidential Media Awards – 2018 **Proposed Categories for Awards**

	Proposed Award Categories	Sinhala	English	Tamil	Common
01	Newspaper Category	4	4	4	3
02	Radio Category	4	4	4	1
03	Television Category	3	3	3	4
04	Web Category	1	1	1	3
Total		12	12	12	11
Total Awards		47			
Lifetime Awards		04			
Total No of Awards		51			

Presidential Media Awards 2018

Award Categories		No of Awards			
	Newspaper Category	Sinhala	English	Tamil	Common
1.1	Best News Reporting of the Year	✓	✓	✓	-
1.2	Best Photography of the Year	-	-	-	✓
1.3	Best Column of the Year	✓	✓	✓	-
1.4	Best Cartoon of the Year	-	-	-	✓
1.5	Best Page Design of the Year	-	-	-	✓
1.6	Best Feature Article of the Year	✓	✓	✓	-
1.7	Best Investigative Press of the Year	✓	✓	✓	-
Total		4	4	4	3
	Radio Category	Sinhala	English	Tamil	Common
2.1	Best Radio Newscaster of the Year / Presenting	-	-	-	✓
2.2	Best Radio Program of the Year	✓	✓	✓	-
2.3	Best Children's Radio Program of the Year	✓	✓	✓	-
2.4	Best Radio Explorative Program of the Year	✓	✓	✓	-
2.5	Best Radio Educational Program of the Year	✓	✓	✓	-
Total		4	4	4	1
	Television Category	Sinhala	English	Tamil	Common
3.1	Best News Reporting of the Year	✓	✓	✓	-
3.2	Best News Reading of the Year	✓	✓	✓	-
3.3	Best Program Presentation of the Year	✓	✓	✓	-
3.4	Best Investigative Program of the Year	-	-	-	✓
3.5	Best Documentary Program of the Year	-	-	-	✓
3.6	Best Discussion Program of the Year	-	-	-	✓
3.7	Best Educational Program of the Year	-	-	-	✓
Total		3	3	3	4
	Web Category	Sinhala	English	Tamil	Common
4.1	Best News casting Website of the Year	-	-	-	✓
4.2	Best Web Reporting of the Year	-	-	-	✓
4.3	Best Multimedia Content of the Year	✓	✓	✓	-
4.4	Best Blogger of the Year	-	-	-	✓
Total		1	1	1	3

04 . “Asi Disi” Media Scholarship Programme

“Asi Disi” Media Scholarship Programme has been implemented with the view of enhancing professionalism of journalists. Under this programme implemented since year 2006, journalists serving in recognized media Institutions Island - wide have been provided with financial assistance for their higher education requirements. Each beneficiary will be awarded with a scholarship of a maximum of Rs. 100,000/= in three instalments.

Rs. 2.5 Mn. has been allocated by the national budget for this programme in the year 2018. Accordingly, 109 eligible journalists have been selected to award scholarships under this.

Year	2006 – 2017	2018	Total
No. of beneficiaries	739	109	848

05. “Madya Aruna” Loan Scheme – 2018

This loan scheme has been implemented by the Ministry of Mass with the intention of upgrading professionalism of journalists in Sri Lanka and facilitating their professional duties. Under this scheme, loan facilities are granted to full time or part time journalists, freelance journalists, provincial journalists and web journalists, who have completed three years of service in recognized electronic or print media institutions in Sri Lanka. Loans will be granted as follows;

Journalists may purchase or upgrade computers (Laptop, desktop, i-pad), camera, fax machines, digital recorders or any other media equipment recommended by the Ministry of Finance and Mass Media from this facility.

Category	Reason	Maximum Credit Limit (Rs)	Interest Rate of the Loan (Annual)	Interest concession paid to the People’s Bank by the Government (Annual)
Category 01	Purchasing media equipment	300,000/=	0%	100% of the existing rate
Category 02	Upgrading media equipment	150,000/=	50% of the existing rate	50% of the existing rate

Loans granted in the previous year under “Maadya Aruna” Loan Scheme

Loan Category	Year	No of Journalists
01	2017	823
01	2018	554

06. Providing Motorcycles on Concessionary Basis for Journalists

Ministry of Mass Media has implemented a programme to provide motorcycles on concessionary basis for journalists with the intention of facilitating their professional activities. Under this project, journalists serving in recognized state and private media institutions in Sri Lanka as well as provincial journalists are provided with a concessionary loan from the People's Bank to purchase motorcycles.

The maximum loan limit of this project is Rs. 2,50,000/=. 2% of the loan interest will be recovered from journalists while the balance 7% will be reimbursed from Treasury funds. Loan repayment period is 4 years. As at 31st December, 2018, 330 eligible journalists have been provided with loans and a total sum of Rs. 2,846 Mn. has been reimbursed by the Ministry.

07. National Tele Cinema Park - Ranmihithenna

Ranmihithenna Tele Cinema Park established in the year 2010 for the development of the tele-cinema industry to provide back lots, studio, accommodation and other facilities for tele-cinema artistes. Shooting of local short films, tele dramas and commercials are being taken place in this Park while a current trend of using this Park for wedding photography is evident. Numbers of visitors including school students daily visit the Park. 109,116 have visited this Park in 2018.

Revenue and Expenditure of the Tele Cinema Park in the year 2018

Source of Revenue	Amount (Rs. Mn.)
Sale of tickets	4.906
Fees for reservation of accommodation and shooting	1.127
Other (Revenue earned from the golf cart / wedding photography and cultivation)	3.489
Total	9.522

Capital expenditure allocated for tele cinema park in year 2018 is Rs. 8 Mn. while Rs. 6.32 Mn. has been allocated for maintenance activities.

Draft Act for establishment of Ranmihithenna Tele Cinema Part has been forwarded to the Cabinet of Ministers for approval.

08. Issuance of Radio and Television Broadcasting Licenses

In terms of powers vested in the Hon. Minister of Mass Media by Section 44 of the Sri Lanka Broadcasting Corporation Act No 37 of 1966, this Ministry issues radio broadcasting licenses while in terms of powers vested by Section 28 of the Sri Lanka Rupavahini Corporation Act No 06 of 1982

and Sri Lanka Rupavahini Corporation (Amendment) Act No 43 of 1988 and as per Gazette Extraordinary No 1669/25 of 03.09.2010 of the Democratic Socialist Republic Socialist Republic of Sri Lanka, the Ministry issues television broadcasting licenses.

Licenses issued by 31.12.2018

License Category	No of Licensee Institutions
Radio	21
Terrestrial Television	25
Service Providers:	
Cable Television	09
Satellite Television	08
IPTV (Web based)	02
Mobile TV	01
Total	66

Two state broadcasting institutions, i.e. Sri Lanka Broadcasting Corporation and the Independent Television Network operate 22 radio channels including regional services while 18 private broadcasting institutions have commenced their broadcasting. Accordingly, 58 radio channels are currently being operated.

05 television channels are operated by the two state television-broadcasting institutions while 18 terrestrial television channels have commenced by 13 private institutions.

Main objective of issuing these licenses is to create a responsible and accountable media culture. Report of the intellectual committee appointed to issue electronic media licenses more effectively and formally has been submitted and intended to inquire views of public and media stakeholders.

09. Registration of News-casting Websites

Pursuant to Cabinet decision No 12/103/37/019-1 dated 13.08.2012 all news casting websites should be registered in the Ministry of Mass Media.

Each website should pay Rs. 25,000/- to this Ministry for initial registration and Rs. 10,000/- for renewal of registration.

24 news casting websites have been registered in this Ministry in year 2018.

10. Levying Taxes on Imported Tele dramas, Films and Commercials

As per Rules published in the Gazette Extraordinary No 1451/16 of 29th June, 2006, this Ministry levies taxes from films, tele-dramas and commercials imported and broadcast by local media institutions

Programmes taxed and exempted from taxes as at 31st December, 2018

Type of Programme	No of programmes exempted from taxes	No of programmes taxed	Tax Revenue (Rs. Mn.)
Films	476	169	28.32
Tele dramas and Documentaries	1331	3903	587.75
Advertisements and Commercial Programmes	-	82	47.00
Total	1807	4154	657.95

11. Standardization and Regulation of Tele dramas

With the intention of mitigating the adverse impact tele dramas telecast via every television channel operated in Sri Lanka as well as in securing the quality of the field of tele drama and in consideration of the views and proposals submitted at the first committee meeting held on 22.11.2017 under the presidency of the Hon. Deputy Minister of Finance and Mass Media, the Ministry has initiated the process of standardization and regulation of tele dramas.

12. Amendment of Acts and Articles of Association

It has been identified that the Acts and Articles of Association of the institutions coming under the purview of Mass Media. Accordingly, a preliminary study is being conducted to identify the Acts and Articles of Association required to be amended.

Furthermore, the approval of the Cabinet of Ministers was obtained to register the Selacine Television Institute established 30 years ago, as a Company Limited by Guarantee with 100% shareholding to the General Treasury under the Companies Act No 07 of 2007.

13. Planning Activities

a.) Providing guidance in preparing Action Plans and Strategic Plans

- Two awareness workshops on preparing the Action Plan 2018 and the Strategic and Corporate Plans 2018 – 2020 of institutions coming under the subject of Mass Media have been conducted.

- Furthermore, at the request of institutions several rounds of discussions on preparing Action Plans and Strategic Plans have been conducted
- A workshop has been conducted at the Ministry for the officials of the Mass Media Division and the Department of Government Information on preparing Action Plans.
- Action Plan 2018 has been reviewed at the end of this year.

Quarterly Progress Review Meetings

- First, second and third quarterly progress review meetings of the Mass Media Division and the institutions coming under the Ministry have been conducted.
- Second quarter progress review meetings have been conducted at respective institutions.
- The annual progress review meeting of the year 2017 is scheduled be held in the first quarter of the year 2018

c.) Submission of Project Proposals

- Provided guidance in preparing the extensive project proposal on Ranmihithenna Tele Cinema Park has been submitted to the Department of National Planning.
- Preliminary activities have been initiated in compiling a project proposal to establish a National Media Training Institute aimed at producing professional journalists to the field of media.
- Approval of the Department of the National Planning and the Cabinet of Ministers have been granted for the project proposal submitted in relation to enhancement of the coverage of Vasantham TV channel of the ITN

d.) Other

- Taking measures to issue frequency ranges for enhancing coverage of both Sri Lanka Rupavahini Cooperation and Independent Television Network Ltd.

14. Institutional

Staff Training Programmes (Local / Foreign) - 2018

The Ministry of Finance and Mass Media directed 152 officers for local training programmes while 31 officers for overseas training programmes with the objective of establishing a more efficient office management process through better awareness and enhancement of skills of the officers engaged in government officers. Rupees 2.98 million has been spent for directing officers for the local training programmes.

Overseas Training Programmes

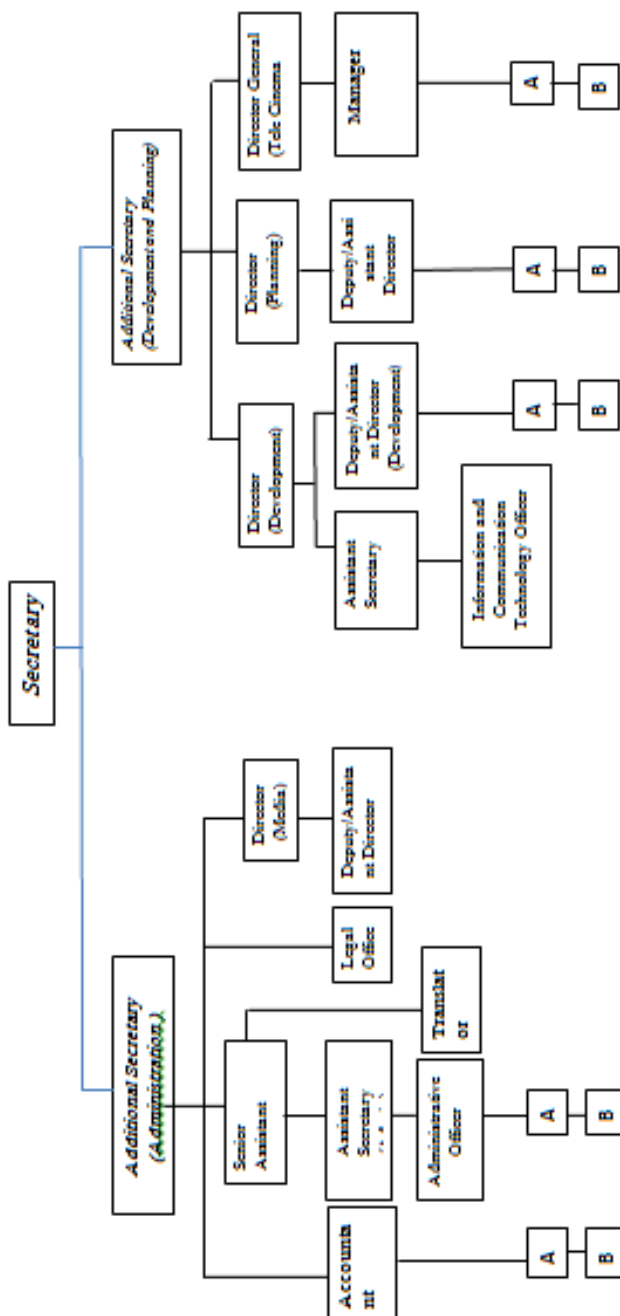
No.	Name of the training course	Overseas country	No. of participants	No. of days
01	International programme in Management	Indonesia	01	8
02	International programme in Management	Japan	01	9
03	International programme in Management	Thailand	02	8
04	International programme in Management	Netherlands	01	11
05	International Programme on Enterprises Organization Management	Thailand	01	07
06	RTI Conference	India	01	07
07	Executive Leadership Development	Malaysia	01	07
08	2018 Seminar on Cooperation in Film, TV and Press for Sri Lanka under Belt & Road Initiative	China	02	35
09	Capacity Building Programme	Malaysia	01	8
10	ADIB E Learning Programme	Japan	01	4
11	Basic Culture Immersion Programme	China	03	12
	Other:			
12	Cricket Tournament	Malaysia	16	6
	Total		31	

Local training / programmes

No.	Name of the training course	No. of participants
01	National Diploma in Digital Photography	01
02	Attitude Development Workshop – stage i	41
03	Attitude Development Workshop – stage ii	40
04	Attitude Development Workshop – stage iii	42
05	Workshop on Preliminary Investigation	01
06	Digital Photography Course	01
07	Efficiency Bar Examination - 2018	16
08	Efficient Secretary for a productive service	01
09	Computer certificate course (1, 11 quarters)	01
10	Master of Sociology Course - University of Kelaniya	01
11	Diploma Course in English - Sri Lanka Foundation	01
12	Master of Arts in Mass Communication Course	03
13	Master of Accounting and Economics	01
14	MS Excel Workshop – Miloda Institute	01
15	Human Resources Management Diploma Course (1 st instalment& - NIBM	01
	Total	152

15. Human Resource Management

Organizational Structure



		Approved	Actual	Approved	Actual	
A	• Project Implementing Assistant , Development Officer	39	35	• Investigation Officer (Electronic and Print Media)	13	12
	• Research Assistant	03	0	• Technical Assistant	01	0
	• Public Management Assistant	22	12	• Receptionist	01	0
	• Information and Communication Assistant	04	01			
	• Driver	18	16	Total No. of Employees	137	107
B	• Office Assistant	19	18			

Staff Information - as at 31.12.2018

Designation	Approved cadre	Actual cadre	Vacancies
Additional Secretary (Administration)	1	1	0
Additional Secretary (Development, Planning, and Information)	1	1	0
Senior Assistant Secretary (Administration)	2	1	1
Director (Development)	1	1	0
Director (Planning)	1	1	0
Director (Media)	1	0	1
Deputy / Assistant Director (Planning)	1	1	0
Deputy / Assistant Director (Development)	1	0	1
Deputy / Assistant Director (Media)	1	1	0
Assistant Secretary (Administration)	3	2	1
Accountant	1	1	0
Legal Officer	1	1	0
Administrative Officer	1	1	0
Translator	1	1	0
Information and Communication Technical Officer	1	0	1
Project Implementation Assistant / Development Officer	39	35	4
Research Officer	3	0	3
Public Management Assistants	22	12	10
Investigation Officer (electronic and print media)	13	12	1
Information and Communication Technology Assistant \	3	1	2
Technical Assistant	1	0	1
Receptionist	1	0	1
Driver	18	16	2
Office Assistants	19	18	1
Total	137	107	30

Transfers - 2018

Designation	Attached to Mass Media Section	Transferred from Mass Media Section
Chief Accountant	-	1
Chief Internal Auditor	-	Retired
Development Officer	3	5
Public Management Assistants	5	-
Driver	9	1
Office Assistants	1	1

16. Financial Progress in the year 2018 – Capital Expenditure

Description	Financial Progress (Rs. Mn.)		
	Annual Estimate / Additional Allocation	Cumulative Expenditure as at 31.12.2018	%
01 –Administration and Establishment Services			
Rehabilitation and Improvement of Capital Assets	9.80	6.83	70
Acquisition of Capital Assets	3.35	3.09	92
Capacity Building	25.00	15.00	60
Other Capital Expenditure	6.00	0	0
Project on Digitalisation of Terrestrial Television Broadcasting	110.00	0	0
Improvement of TV Programmes of SLRC (GOSL/JICA)	20.00	20.00	100
Construction of Pandit Amaradeva Sangeetha Asapuwa	225.00	44.53	20
Sub Total	399.15	89.45	22
Project 02 – Development Activities			
Public Enterprises and Institutions			
Sri Lanka Broadcasting Corporation	222.00	12.80	6
Sri Lanka Rupavahini Corporation	160.00	72.40	45
Sri Lanka Media Training Institute	10.00	0	0
Sri Lanka Press Council	4.00	3.30	83
Ranmihithenna Tele Cinema Park	8.00	2.73	34
Independent Television Network Limited	30.00	10.00	33
Sub Total	434.00	101.23	23
Total	833.15	190.60	13

Source : Treasury Allocation

A policy decision has to be taken with regard to implementation of the project for transferring / converting Terrestrial Television Broadcasting into digital technology.

From the Annual Budget 2018, Rs 135.6 Mn was allocated for Recurrent Expenditure and Rs. 128.19 Mn has been spent.

Department of Government Information

Introduction

Department of Government Information has been established on 31st June, 1948. The main role of this Department is to raise public awareness on the role of the government including state policies, development effort of the government, events of national significance. Its foremost goal is to assist and provide leadership for the establishment of a free, responsible advanced media culture while managing information technological process and adhering to global technological trends.

The Department guides its staff in order to achieve the above goals while providing knowledge, skills and environment required for the employees to perform their obligations.

Attention is focused to the objective of the establishment of this department and all the divisions of the Department operate towards achieving the desired goals.

Vision

“Maintain an independent and responsible media culture”

Mission

“By taking steps to establish mutual communication media environment in Sri Lanka, to uplift media culture and determine the rights of the general public for accurate information”

Objectives

The objectives in relation to transmitting the development news of the government to the public;

- Creation of a standard media tradition
- Dissemination of development news of the government to the public in ensuring their right to information
- Strengthening the media investigation process
- Ensuring the right of expression in establishment of good governance, reconciliation and sustainable development
- Planning, development and research activities in relation to the field of media

Main Functions

- Awareness programs in relation to functions of other Ministries (Journalists, students, Media Secretaries and other parties)
- Organization of press briefings (Cabinet Briefing, Press Briefings of other Ministries and institutions)
- Issuing press releases

- Organization of media observation tours
- Publishing of articles and publications on development programmes
- Publicizing development programmes through new media (Facebook, You Tube, Twitter)
- Issuance of media accreditations for local and foreign journalists
- Preparation of daily investigation reports and informing respective parties accordingly
- Conducting researches on contemporary significant issues and current trends in the field of media
- Production and publicizing of documentaries
- Media coverage, photographing and archiving national events

Progress of Projects implemented in the year 2018

- 20 documentaries, 02 notifications and 249 press releases were produced and published for an expense of Rs. 2.483 Mn. for making public awareness on right to information.
- 29 Cabinet briefings and 34 press briefings have been conducted, 57 press releases have been issued and with the expense of Rs. 4.35 Mn.
- Media coverages have been conducted as 219 for 8 projects.
- 19 awareness workshops have been conducted for journalists and Media Secretaries and 03 workshops to a cost of Rs. 5.2 Mn.
- 6 official tours of foreign diplomats in Sri Lanka have been covered to an expenditure of Rs. 0.6 Mn.
- “Desathiya” and “Thingal” magazines contribute to carry news for enlightening public about various development projects of the government from time to time and 14 Desathiya volumes and a volume of Thingal has been issued in 2018 with the expense of Rs. 2.93 Mn.
- The department possess programmes and photographs of historical and educational importance. They are released whenever the public requires it for use. However it has been planned to construct a library for conserving these information for the next generation.
- Public awareness on development projects of the government through Facebook, Twitter, Youtube and through audio visual as well as short messages.

Capital Projects of 2018

- Installation and purchase of VRF air-conditioning system to audio division
- Cost for installments of 4K HD cameras, Vision Mixer and 2 Editing systems is Rs. 6.4 Mn.
- Cost of Rs. 4.40 Mn. for installation of a DVD library and a conservation system.
- Cost of purchasing electronic equipment for government film division is Rs. 4.10 Mn.

Issuance of Media Identity Cards for Journalists

Category	No
Local journalists	2158
Foreign journalists	171
Media Officials	700
Web journalists	194
Regional journalists	1452
Photo journalists	149
TV Journalists	263
Presenters	167
Media officers	437
Media Administrators	70
Tele Creators	18
Issuance of Media Identity Cards for special occasions	98
GID officers	9
Total	5886

Financial Progress 2018

Treasury Provisions and Expenditure

(Rs. Mn.)

Item	Estimate	Expenditure	Percentage
Recurrent	602.29	515.32	86%
Capital	146.14	45.29	31%
Total	748.43	560.61	75%

Sri Lanka Broadcasting Corporation

Introduction

Broadcasting Department established on 01st October, 1949 as an independent institution has been transformed into Sri Lanka Broadcasting Corporation with the introduction of the Republican Constitution on 22nd May, 1972. There after, the Sri Lanka Broadcasting Corporation became the pioneer broadcaster catering to diverse needs of listeners as a ‘service provider’ identifying their social needs. The Corporation broadcasts 06 national channels, 07 regional services and a community service via long wave, medium wave and short wave frequencies covering the entire country with 09 transmission stations. In addition, foreign broadcasting services are conducted through Relay Stations in Puttlam and Trincomalee. With its sincere and honest media mission, the Sri Lanka Broadcasting Corporation has far reached the listeners and has opened avenues to access international arena through its website.

Furthermore, Sri Lanka Broadcasting Corporation maintains two training institutions conducting theoretical and practical courses on radio broadcasting.

Vision

To be a role model for a better electronic media culture.

Mission

For an individual personality strengthening reconciliation, economic development and democratic core systems in a multi – national, multi – lingual and a multi – religious society.

Objectives

- Collection and clear dissemination of information of political, economic and social importance created globally.
- Enabling sufficient opportunities for people to collect general knowledge that facilitate to operate as active stakeholders in the society within the environment where they live.
- Develop a pool of general knowledge for the society.
- Identifying challenges for the existence of man while furnishing knowledge required for them.
- Motivating to promote urgent and final destinations / aims of the society
- Assisting to make clear the definitions on the fundamental facts
- Provision and catalysing knowledge for the development of skills, character and knowledge of the individual
- Identification, securing and enhancing the national culture and the culture of certain communities.

- Cater the recreational needs of the society
- Pave way for mutual understanding, co – existence as well as mutual respect among different communities.
- Applying updated sophisticated technological changes / novelties

Role of the Corporation

In terms of Sri Lanka Broadcasting Corporation Act No.37 of 1966, the role of the Corporation is as follows :

- Operation of broadcasting services within Sri Lanka applying developments, expansions and enhancements for the betterment of the public.
- Monitoring and administration of programmes broadcast via Sri Lanka Broadcasting Corporation
- Utilizing powers and responsibilities vested by the Act for broadcasting
- Providing necessary advice to Hon. Minister in relation to broadcasting

Progress of Projects implemented in the year 2018

Administration Division

- The Department of Management Services has been furnished with the proposed cadre composition of the Cooperation for approval.
- Getting the lands utilized by the Corporation cleared.

Recovering land rental for the broadcasting tower erected at Kalatuwawa land.

Obtaining the approval of the Cabinet of Ministers with regard to the ownership of the land where Head Office is situated.

Demarcation activities of the “Niwahana” land in Nuwara Eliya have been concluded.

Taking measures to acquire the land proposed for establishment of Yaal FM.

Training Division

Programmes conducted at the training institute of the Corporation

Programme	Participation	
Radio Production and Presentation Certificate Course	Trainees	17
Paper marking of Tamil presenters’ written test	Officers	22
Training of English Relief Announcers	Officers	20
Training of National Apprentice and Training Authority	Trainees	20
Media training for media section of the Royal College	Students	10

Radio Production and Presentation Certificate Course (Weekdays)	Trainees	21
Radio Production and Presentation Certificate Course (Weekends)	Trainees	15
Sinhala presenters feedback workshop	Officers	19
Relief Announcers training	Officers	05
Training workshop for sports commentators	Officers	13
Tamil presenters feedback session	Officers	19
Training for receptionists	Officers	04
English presenters feedback session	Officers	03
University students presenter training for City FM	Students	17
Training workshop on language use for English Announcers	Officers	10
Apprentice / trainee training for 05 students of the University of Sri Jayawardanapura	Students	05
Workshop held at Kotmale Holiday Resort for top and medium level Managers	Officers	27
Public Announcement training course for Airport Services Assistants	Officers	15
Training workshop on promotion of programmes via social media	Officers	30
Audio condition evaluation workshop	Officers	30
Training for officers in audit division – SLIDA	Officers	01
Training workshop for top and medium level Managers – Hector Kobbekaduwa Institute	Officers	22
Public Announcement training course for Airport Services Assistants	Officers	15
Automatic studio training of Sinhala Relief Announcers	officers	12
Total		372

Overseas Trainings

Training course	Participation	
Factory Training – Italy	Technical Officers	03
Radio & Television for Medium & Senior Level Managers Conference – China	Executive Officers	02
Factory Training – Thailand	Officers	01
Factory Training – Italy	Officers	03
Factory Training – Spain	Officers	03
Total		12

Programme Division

	Radio Broadcasting Service and Programme Subject Area	Physical (Programmes)		Financial (Rs. Mn.)	
		Target	Progress	Target	Progress
1	City FM				
	Production and broadcasting creative programmes to enable arresting new listeners	3192	3192		
	Production and broadcasting programmes with sponsorship	2178	1900	80	75
	Production and broadcasting programmes for promoting socio-cultural values	1428	1428		
	Production and broadcasting programmes to cater advanced aesthetic preferences of listeners	804	804		
2	Commercial Service				
	Production and broadcasting creative programmes to capture new cluster of subscribers	1682	1682	02	1.2
	Production and broadcasting programmes with client sponsorship	413	413	07	2
3	Muslim Service				
	Production and broadcasting programmes for promoting socio-cultural values	374	374		69.07
4	Tamil Service				
	Production and broadcasting programmes for promoting socio-cultural values	704	704		
5	Thendral Service				
	Production and broadcasting programmes for promoting socio-cultural values	557	557	5.45	5.45

Marketing Division

	Item	Unit	No	Target (Rs. Mn.)	Progress (Rs. Mn.)	%
i.	Obtaining multiple service contribution					
	Summary of hourly news	News bulletins	3600	122	138	133
	Main news bulletin					
	Development news	News bulletins	1440	61	66	108
	Business news	News bulletins	1440	40	60	150
	Weather report	News bulletins	1440	40	16	40
ii.	Promotion of brands through majority of 10 second advertisements	programmes	14400	65	40	62
iii.	30second advertisements at times of news bulletins	News bulletins	1440	113	311	275
iv.	Poya Day Programmes of Swadeshiya Service – “Pooja”	Programmes	12	61	46	75
v.	Investigative discussion “Sara Prabha Gira”	Programmes	360	61	29	48
vi.	Broadcasting songs by categorizing in to popular movie songs, children’s songs and duets	Programmes	10800	61	49	80
vii.	Current programmes – “Subharathi” and “Viduyam Thelai”	Programmes	720	183	202	110
viii.	Islamic programmes – “Azan”	Programmes	1800	101	102	101
ix.	Radio dramas	Programmes	96	203	25	12
x.	Analtzing songs by lyricists – “Mihira Manaram”	Programmes	12	38	36	95
xi.	Time Checks	Time Checks	3600	121	69	57
xii.	Collaborative restructuring promotions of the institution	Programmes	8	203	107	53
	Total			1473	1296	

Engineering Division

Project and Total Estimated Cost (Rs. Mn.)	Physical progress		Financial Progress (Rs.Mn.)	
	Progress	%	Annual Provision	Expenditure
Capital projects performed by treasury allocations				
Construction of studio complex for SLBC Jaffna Yaal FM (Rs. 42.50 Mn.)	Inauguration of construction activities of the project could not be taken place due to delay in relevant land acquisition activities. 09 IP Audio Codes required for the stations have been purchased.	5%	42.5	3.4
Construction of upgrading project of Continuity Studio Complex at Head Office – Phase III (Rs. 77.16 Mn.)	Tenders awarded for purchase of equipment. Studios from C1 – C6 will be updated.	50%	17.16	14.0
Upgrading of the Computer Network – Phase II (Rs. 319.69 Mn.)	Procurement committee approval has been granted for awarding tender.	50%	110	10
Purchasing of 06 nos. of Audio Processors for Colombo and Yatiyantota FM transmission centres (Rs. 7.0 Mn.)	Tender awarded for purchase of Audio Processors.	50%	7	
Accomplishment of air conditioning and electricity requirements for Head Office and Regional Offices. (Rs. 10.0 Mn.)	15 air conditioners have been purchased. Electricity and their equipment installation is being taken place.	75%	10	7.2
Renovation of “Niwahana” -Nuwara Eliya, Media Academy -Kothmale and Circuit Bungalow - Ambewela. (Rs. 6.0 Mn.)	Tenders awarded	50%	7.6	7.6

Project and Total Estimated Cost (Rs. Mn.)	Physical Progress	Financial Progress (Rs.Mn.)		
		%	Annual Provision	Expenditure
Spares for studios / Transmitting Stations /Outside Broadcasting (OB) (Rs. 5.2 Mn)	Ordered equipment	90%	5.2	2.1
Purchase of computers with accessories (Rs. 5.34 Mn.)	Tenders awarded	50%	5.34	5.3
Purchase of an Accounting Software (Rs. 3.1 Mn.)	Obtaining approval of the procurement committee for calling quotations	100%	3.1	3.1
Projects brought forward from year 2017				
Updating Haputhale FM Transmitting Station – stage II (Rs. 191.75 Mn.)	Tenders awarded to purchase equipment	100%	4.9	4.9
Project to update Kandurata service (Rs. 10.0 Mn.)	Construction work of the studio complex has been completed.	75%	10.0	7.9

Audio Research Division

- Final report after analysing data of the postal and telephonic survey on listening condition of channels of Sri Lanka Broadcasting Cooperation has been submitted.
- Although it was planned to conduct postal and telephonic surveys to obtain responses on media utility, establishment of listeners' societies, and evaluation of programmes being broadcasted and were broadcasted in the channels in year 2018, priority was given to restructure radio services/channels since it was of dire need.
- 92 reports fortified with information pertaining to relevant services have been furnished by collecting and enlisting the daily information required for programmes
- Steps have been taken to prepare a hand out and a booklet for radio subscribers
- Listeners' views and proposals have been given conducting a postal survey on Sinhala Commercial Service for restructuring radio services.
- 61 reports have been furnished on timely topics required for programmes.

Financial Progress of Year 2018

The general treasury remitted Rs. 360 Mn. for recurrent expenditure and Rs. 222 Mn. for capital expenditure to Sri Lanka Broadcasting Corporation which amounted to a total of Rs. 582 Mn. for the year 2018.

Item	Amount (Rs. Mn.)
Income	988.26
Expenditure	(1368.39)
Profit / Loss	(380.13)
Treasury Allocations for Recurrent Expenditure	360.00
Profit / Loss including Treasure Allocations	(20.13)
Tax	(28.00)
Other Comprehensive Income	8.65
Profit without Tax	(39.48)

Proposed programmes to be implemented in year 2019

- Construction of a studio complex for Yaal FM
- Escalation of income condition of the Corporation through introduction of promotion programmes as well as enhancement of local and foreign air time.
- Promotion of Corporation's income through training programmes.
- Production and broadcasting creative programmes so that new subscriber groups can be captured.
- Establishment of listeners' societies.
- Obtaining approval for composition of proposed cadre and relevant recruitment procedure of the Corporation and absorption of employees.
- Installation of 6 audio processors for Colombo and Yatiyantota Transmission Stations –
Stage II
- Implementation of Information Technology Facilities Enhancement Project – Stage III
- Purchase of 6 number of stereo programme connectors for regional services.
- Island wide field survey on the use of the radio media

Sri Lanka Rupavahini Corporation

Introduction

Sri Lanka Rupavahini Corporation has been established under Rupavahini Corporation Act No 06 of 1982. This Act provides for the maintenance, development, expansion and upgrading of a broadcasting service or matters incidental thereto. Production and telecasting of programmes comes among main functions of the Sri Lanka Rupavahini Corporation. As the National Channel, the Sri Lanka Rupavahini Corporation has marched forward in its technological journey mingling with rapidly advancing television technology presenting its viewers with high quality creations. During the past three decades, the Sri Lanka Rupavahini Corporation has been able to address the taste and the brain of the audience by disseminating news and producing locally and internationally acclaimed high quality programmes. Furthermore, it has successfully performed the role of a state media institution by raising public awareness on development projects implemented in the country.

Vision

“The continuing audio visual icon of Sri Lankans”

Mission

“With commitment and unity, creating timely, meaningful and intuitive programmes rich in knowledge, entertainment and education and disseminating them chiselled with state-of-the-art technology exceeding the expectations of Sri Lankans everywhere”

Objectives

- Improving attractiveness, variety and meaningfulness of television programmes through the introduction of changes to the format of programmes.
- Reaching viewers more efficiently through the strategic use of state-of-the-art technologies.
- Productively improving physical infrastructure and human resources of the institution.
- Introducing new sources of income to the institution.
- Amending the statutory framework of the institution to suit the competition.

Progress of Development Projects implemented from 01.01.2018 to 31.12.2018

Upgrade of Rupavahini Programmes under Japanese Cultural Aid

Pursuant to the agreement entered between the Sri Lanka Rupavahini Corporation and the Japanese Government under its cultural exchange programme to upgrade television programmes in Sri Lanka, Japan International Cooperation Agency (JICA) has handed over 449 XD Cam Disks containing NHK Japanese educational documentaries valued Rs. 73.60 Mn. to the Rupavahini library in September, 2017. These programmes have to be telecast thrice during the next four years in English language, dubbed in Sinhala with Tamil subtitles and dubbed in Tamil language.

Counterpart Funds of Rs. 42.7 Mn. has been allocated for dubbing, subtitling and for trailers and out of which Rs. 20 Mn. in 2017 and Rs. 20.23 Mn. in 2018 have already been granted to Rupavahini Corporation.

With the enforcement of this agreement in September, 2017, dubbing, subtitling and the making of trailers have been initiated from the beginning of year 2018. Accordingly, 218 programmes in Tamil Language and 95 programmes in English Language have been broadcast whereas 224 programmes have been dubbed in Sinhala while 107 programmes have been broadcast with Tamil subtitles. Production cost amounted to Rs. 40.23 Mn for the purpose.

Capital projects performed with treasury allocations

Project and the Total Estimated Cost (Rs. Mn.)	Physical Progress		Financial Progress (Rs. Mn.)	
	Progress	%	Annual allocation	Expenditure
Enhancement and updating programme production facilities (Rs. 150 Mn.)	Obtaining 10 advanced technically super dimensional camcorders for covering electronic field production activities and electronic news coverage	100	150	16.9
	Purchase of 07 HD Digital Waveform Monitor required for 1,2,3,4 stations and the news station	90		15
	Purchase of 10 HD NLE Machines for main control stations	80		25.5
	Installation of New Communication Systems for Main Control Room and other stations	90		15
Total			150	72.4

Apart from this, the frequencies required for enhancing the coverage area of the “Nethra” Channel which is the channel of the reconciliation were obtained followed by discussions with Telecommunication Regulatory Commission..

17th General Conference of Asia-Pacific Institute for broadcasting Development

Creating a regional platform to encourage dialogue and cooperation in the electronic media policy of the Asia Pacific Region taking account on emerging and current global regional and national issues. 17th General Conference of Asia-Pacific Institute for broadcasting Development was held on 2-4 August 2018.

Financial Progress – 2018

Pursuant to Cabinet Memorandum submitted by the Ministry of Finance and Mass Media to obtain Treasury allocations from the Budget 2018 for annual capital and recurrent expenditure of SLRC, the approval of the Cabinet of Ministers has been granted to allocate Rs. 480 Mn. for year 2018 as Rs. 40 Mn per month and as capital expenditure to initiate technical projects included in the three-year plan (2018 – 2020) of the Corporation as follows; Rs. 550 Mn. for year 2018, Rs. 68 Mn. for year 2019 and Rs. 42 Mn. for year 2020. Rs. 160 Mn. of capital expenditure has been allocated for year 2018 to initiate technical projects. Imprest for Capital expenditure is Rs. 100 Mn.

Item	Amount (Rs. Mn.)
Income	2058.91
Expenditure	(2347.30)
Profit / (Loss)	(288.39)
Treasury Allocation for Recurrent Expenditure	479.00
Profit / Loss including Treasure Allocations	190.61
Tax	(1.81)
Profit /Loss after Tax	188.80

Projects proposed to be implemented in 2019

Implementation of 06 projects approved as per the cabinet memorandum dated 10 October 2017.

- Accordingly, production of attractive programmes with high quality broadcasting capacity
- Updating the Main Control Room
- Converting studio 3 for High Definition broadcasting activities
- Enhancing terrestrial broadcasting transmission
- Computer networking
- Archiving digital rupavahini programmes according to digital technology.

Independent Television Network Ltd

Introduction

Independent Television Network Ltd initiating its operation in 1979 has become the foremost television and radio network in the island. Being established as a state owned public company, the Independent Television Network currently maintains two television channels; ITN and Vasantham TV and two radio channels; ITN FM and Vasantham FM. During recent years, the Independent Television Network has grown in to the most powerful television and radio network in Sri Lanka, with a greater coverage to cover the entire island. From the beginning, it has been renowned as the 'Family Channel' broadcasting programmes of higher standard to listeners and viewers while conforming to social, cultural and religious values of Sri Lanka.

Vision

“The superlative Sri Lankan media organization of international repute”

Mission

To deliver high quality, creative content using state-of-the-art technology and exceeding stakeholder expectations, whilst safeguarding the values of Sri Lankans through dedicated team work within the framework of a prosperous enterprise and presenting Sri Lankan perspective to the world.

Objectives and Strategies

- Presenting excellent educational, documentary and entertainment programmes
- Utilizing cutting edge technology for production of programmes
- Maintain financial stability of the institution
- Development of creative, competent and qualified human resources
- Reaching the international viewership through publicizing local content and exchange of programmes

Progress of projects implemented from 01.01.2018 to 31.12.2018

Engineering Division

According to budget proposals of 2018 an allocation of Rs. 30 Mn. was made for enhancing Vasantham Rupavahini channel. Accordingly, Letters of Credit have been opened to the value of Rs. 15 Mn. for purchase of 55” KTV receptors, transmitter and equipment required for channel transmission activities. In addition, audio visual equipment to the value of Rs. 4.6 Mn. has been ordered. Received amount was Rs. 10 Mn only.

Development projects performed with institutional funds.

	Project and Total Estimated Cost (Rs. Mn.)	Physical progress		Financial Progress (Rs. Mn.)	
		Progress	%	Allocation	Expenditure
1	Construction activities of the new building (Rs. 15 Mn.)	Walls and floor final step	50	15	8.37
2	Upgrading Rupavahini station complex (Rs. 18.5 Mn.)	Purchase of equipment	34	18.5	6.34
3	Enhancement of main control station (Rs. 74 Mn.)	Procurement activities are being done	25	54	-
4	Installation of solar panels for accomplishment of electricity requirements of the institution. (100kw) (Rs. 18.5 Mn.)	Concluding eligibility studies and preparation of the roof for affixing panels	10 0	1.3	1.3
5	Enhancement of radio broadcasting activities (Rs. 24 Mn.)	ITN FM Jaffna broadcasting station development	23	24	3.77
6	Development of existing news stations (Rs. 21.7 Mn.)	Procurement activities are being performed	10	-	-

- Frequencies required for enhancement of coverage areas for ITN TV and VTV was able to be obtained as per discussions with Telecommunication Regulatory Commission.
- Rs. 49.44 Mn. was spent for employee motivation of the institution by giving 8 overseas trainings, 16 local trainings as well as insurance coverage for 676 employees.

Programme Division

A number of programmes with social responsibility and accountability have been arranged within year 2018 whereas most programmes consist of reconciliation and coexistence. ITN programme division was successfully capable of being pioneer in year 2018 as a channel that present programmes with contents that ensure satisfaction of subscribers within the competitive media environment.

Independent Television Network was able to allocated special time for a balanced news telecast and development programmes performed by the government.

Special programmes

- Due to the immense popularity for the programme “Youth with Talent” initiated in year 2016, its second step too was telecast with the assistance of National Youth Services Council in year 2018. This programme was a stage for those with unveiled skills to present them vividly. This programme arrested the maximum subscriber appraisal was again appraised as the most popular programme and was the most income generated programme. (Expenditure Rs 64 Mn)
- “Gamata Koutiyak” was successfully presented with the contribution of rural youth community. (Expenditure Rs 0.013 Mn)
- The “Eth Pawura” programme initiated with the objective of being a help to small and medium scale entrepreneurs under the theme of “Victory field of social entrepreneurs”, was a programme that was contributed by a cluster of local entrepreneurs with instructions and financial contribution. First and Second stages have been telecasted. (Expenditure Rs 29.6 Mn)
- “Sonduru Aachghnawa” programme that transmit knowledge about novel and entertaining artistes and transmitting the art to the public concerns , “Shanida Sadaya” for commemorating past artistes and evaluating their experiences with their contribution to the field, “Sineru” for relavation of global and local cinema, “Chat & Music” , and “Nomiyena Sihinaya” aiming music lovers (Expenditure Rs 28 Mn), “Akura” to encourage reading, and “Siv Mansala” and “Coffee Table” for evaluating services of institution and persons contribute to economic, social and literary sectors have been introduced.
- Periodic programmes such as “Sanwadaya” and “Theeranaya” were taken place with the participation of a panel of intellects, were telecast with the objective of making aware the public on debatable subjects such as economy, society and politics.
- Series of programmes were telecast parallel to timely subjects such as global womens’ day, and religious days such as Christmas and other Hindu and Muslim religious days.

(Expenditure Rs 12.2 Mn)

- Priority was given to “Thaksalawa” a series of programmes aiming at 5 year Scholarship, A/L and O/L students. (Expenditure Rs 0.4 Mn)
- “Maadya Pradeepa” seminars were conducted weekly collaboration with the Ministry of Education.
(Expenditure Rs 6.4 Mn)

Financial Progress of 2018

A project report was submitted to the Department of National Planning to obtain provisions of Rs. 304 million for promotion activities of Vasantham television channel from budget 2018. Although Rs. 50 million has been allocated for this project which was submitted as a budget proposal in 2018, only a remittance of Rs. 30 Mn. was received as provisions.

Income/Loss per Channel in year 2018

Channel	Income (Rs. Mn.)	Income / loss (Rs. Mn.)
ITN	1186	(252)
Vasantham TV	133	(7)
ITN FM	67	(37)
Vasantham FM	43	(2)
Prime TV	-	-
Prime Radio	-	-
Total	1429	(298)

Financial Progress at 31.12.2018

Item	Amount (Rs. Mn.)
Income	1376.47
Expenditure	(1998.93)
Profit/Loss	(622.46)
Tax	(5.14)
Other Comprehensive Income	(2.43)
Adjustments	(2.40)
Profit/(Loss) after Tax	(630.03)

Development Projects and Programmes to be implemented during the year 2019

- Enhancing the coverage area of “Vasantham TV” channel that is assisting to prepare an accurate mechanism with quality for development of reconciliation along with carrying the government mission and national information to the public widely as a government channel.

Projects to be implemented in the year - 2019

- Become number 01 rated channel in the year 2019.
- Increase the revenue by 75% in 2019 compared to the estimated revenue in 2018.
- Reduce the overheads and unnecessary expenditure by 25% compared to the actual expenses in 2018.
- Telecast high quality and creative programmes to promote the country’s economic and social development, cultural diversification and preservation as well as the environmental protection and promotion in 2019
- Developed skilled, disciplined, competent and professional human resources with sound knowledge and attitudes to complete locally and internationally.
- Act as exemplary state media institution to create a people friendly proper media culture in Sri Lanka.

Associated Newspapers of Ceylon Ltd

Introduction

The Associated Newspapers of Ceylon Limited (ANCL), better known as “Lake House”, is a public limited liability company incorporated in Sri Lanka in 1926. 88% of its shares were nationalized under the Associated Newspapers of Ceylon Limited (Special Provisions) Law No. 28 of 1973 and this stake is held by the Public Trustee of Sri Lanka on behalf of the government.

[Today, “Lake House” maintains its position as the foremost newspaper publisher and prints its main newspapers simultaneously in three different languages; Sinhala, Tamil and English. In keeping with current trends and generational needs, the main publications of “Lake House”, namely the Sunday Observer, Daily News, Silumina, Dinamina, Thinakaran & Varamanjari are also published as online editions in the internet and in all social media. The Lake House is proud to cater to every category and generation of readers with specialized publications such as “Tharunee” for women, “Mihira” for children, “Budusarana” for Buddhist devotees, “Sarasaviya” for subscribers interested in cinema news, “Subasetha” for those interested in astrology, “Arogya” for readers interested in medicine, “Athuru Mithuru”, “Vidunena” and “Sithmina” as educational supplements for classroom and “Maanchu” for courts reporting.

With internet and broadband penetrating into mobile devices, three mobile apps for Daily News, Dinamina and Thinakaran have been launched. Further, audio studio has been introduced to broadcast news clips and entertainment via the website to augment and enhance penetration and viewership of social media sites of ANCL and applications. Century long journey has enabled to firmly cement the position as a stalwart in the media industry. As a national organization, it is the responsibility of ANCL to continuously aim for improvement and advancement towards the best interest of the organization, media industry and the nation and proud to have maintained steady growth based on these core values.

Vision

“Remain as Sri Lanka’s leading print media institution with other media service capabilities”.

Mission

Transform the pioneer print media organization to be the most preferred provider of reliable and high quality media products / services in the country, with convergence as the key driver.

We will achieve this by operational excellence and leveraging the brand values and effectively using extensive news gathering and marketing infrastructure combined with state-of-the-art technology

We will relentlessly pursue clearly defined strategies to advance our market leadership and sustain profitability and growth, keeping national interest foremost in our dealings.

Objectives

- To become the market leader in printing industry
- Disseminating accurate and credible news
- To become the most efficient newspaper provider and transporter
- Customer care excellence
- Introduction of ICT system for editorial administration and entering in to mass media and graphic designing training
- To provide efficient assistant services for the operations of Lake House in order to re-create the pride the pride of Lake House
- Categorizing the market based on current trends and demands of the market and brandings
- Strengthening the market of print media advertising
- Finance Department
 - i Maintain proper financial status
 - ii Upgrade productivity in financial management
- To become the most active new media
- To enter in to convergent social media
- Upgrade human resource policies
- Upgrade employee competencies
- Supply Chain Division – Upgrade efficiency and productivity in procurements and to conform all procurements in to Procurement Guidelines
- Fund Management Division – To obtain services efficiently and productively
- Reaching the excellence in the online edition of newspapers
- Stores Division – Upgrade productivity in material management
 - iii Minimizing bad debt
 - iv Obtaining information required for decision making

Progress of Development Projects implemented in 2018

01 Progress of the editorial staff

- LMRB evaluation :“Daily News” as the most read English daily, “Sunday Observer” as the most read English weekend and Dinamina as the most improved newspaper were nominated.
- 128 pages were published in commemoration to “Daily News” newspaper centenary
- Launching of a daily newspaper named “Resa” and a monthly magazine named “Sathmadala”
- Re launching of “Arogya” and “Athuru Mithuru”
- “Kreedaa” replaced as “Ranbima” with Silumina
- Best web.lk Awards 2018 :
www.dinamin.lk web under category of best sports and entertainment,
www.thinakaran.lk the best Tamil website,
www.dinamin.lk , www.dailynews.lk, www.thinakaran.lk crowned as the best news websites at the Journalism Excellence Awards
- Initiation of digitisation of the library
- Magazines through new media published through newspapers and institutions were enabled in audio visually.

02 Upgrading Publicity and Promotional Campaigns

- Expansion of “Gam Nagara Charika” programme
- Although programmes were scheduled for the districts of Ampara and Galle districts this programme was not held in Galle
- Utilizing buses, notice boards, and new methods of advertising for promotion of newspapers.
- Appointment of new representatives for increased circulation of newspapers.
- Organizing News Agents’ Awards Night.
- Conducting Observer School Boy Cricketer 2018 promotion programme.
- “Sarasavi Film Festival” was held on 03 August 2018.

03. Enhancing the quality of activities performed by editorial staff

- Enhancing facilities of editorial staff employees.
- Launching employee training programmes
Course on sub-edition - 01 year
Course on news reporting - 06 months
Course on news photography - 03 months
- Sinhala, Tamil and English courses - 09 months

04. Escalation of income from advertisements from 10% to 15%

- Identification of commuters / clients to the institution. Value addition to those identified and appointment of new regional advertising agents.
- Issuance / publishing a periodical magazine containing timely topics and advertisements with Daily News newspaper.

05. Promotion of sponsorship

- Launching special promotion programmes for sponsorship of all publications.
- Distribution of copies free of charge to make aware readers on timely information.
- Conducting monthly meetings covering all News Agents and Correspondants of the entire district. Provinces of Western, Central, Sabaragamuwa and North Central have been covered in this connection.
- Sales Process Flow based on information technology has been introduced.

06. Enhancing information technology and monitoring

- Taking measures to purchase 02 additional units of printing for Magnum press.

07. Introduction of information technology facilities and innovation activities for financial division

- Improvement of financial and insurance scheme software is under construction whereas a s. 10 million has been spent for the purpose.

08. Enhancing internal landscaping of the institution with modern facilities

- Rs 10 million has been estimated for internal renovation of LakeHouse building while Rs. 05 million has been spent for completion of new planning of a couple of new departments.

09. Promotion of Human Capital

- Actions are performed for developing work force flow.
- Enhancement of human resource information system (ex: salary preparation system – payroll) has been concluded.
- Aiming at Annual alumni communiqué “ Sandeshaya “ volumes

10. New Introductions

- Introduction of updates for Daily News, Dinamina, Thinakaran Apps, Adpro promotion, Re-launching of www.lakehouse.lk website, Development of Liberty software, Introduction of HRIS

system, Linking vehicle pool to a GPS system, and introduction of a new institution identity card have been introduced.

11. Employee Motivation

Monthly awarding of “Ran Salakuna” awards for evaluation of skills of “Lake House” media personalities.

12. Others

- Action plan 2018 and Strategic Plan 2018 – 2020 have been prepared and submitted to the Ministry.
- Introduction of KPI – Key Performance Indicators for all the departments and implementation accordingly.

Financial Progress of year 2018

Item	(Rs. Mn.)
Income	3085.62
Expenditure	(3247.32)
Profit/(Loss)	(161.69)
Tax	13.33
Fair Value Adjustment	20.14
Profit after Tax	(128.22)

Sri Lanka Press Council

Introduction

Sri Lanka Press Council is a statutory institution established under Sri Lanka Press Council Act No 05 of 1973 and functioning under the purview of this Ministry.

Main objective of this institution is to secure press freedom while preventing exploitation of such freedom, upgrading the quality of the content of newspapers as well as ensuring the public right to information are among other objectives.

Sri Lanka Press Council has focused attention towards upgrading professional standards of journalists and conducting awareness programmes for journalists while ethically moulding them in relation to certain controversial issues and guiding them through legal approaches.

Furthermore, the role of the Press Council includes regularization of newspapers, encouraging proper coordination among all sectors in publication of newspapers, conducting researches on the use and requirements of newspapers, methods of requirement to the journalist profession and any other matter related to welfare, education, training or upgrading and maintenance of newspapers.

Objectives of Establishment of the Press Council

- To formalize particulars pertaining to newspapers in Sri Lanka
- To instruct in the regard
- To examine errors in printing or publishing certain particulars in the newspapers and to provide for facts in relation to or corresponding to them.

Aims of the Press Council

- Ensuring newspaper freedom in Sri Lanka, prevention of misusing the freedom and in concurrence with the best professional circumstances, securing the nature of the newspapers in Sri Lanka
- Safeguarding the independence of publishing true statements as news in newspapers and publishing opinions based on true statements on particulars.
- Being accountable for maintaining values of newspaper journalists and being responsible for the two facts namely citizenship rights and responsibilities.
- Enhancing the methods of recruitment to the newspapers journalism, welfare, education and enhancement of training.

- Encouraging a price link that operates among all sectors engaged in newspaper production or publishing.
- Advising the government on any fact pertaining to formalizing and maintaining newspapers.

Progress of Projects in year 2018

Inquiry into complaints received against newspapers

Complaints against newspaper articles appeared in any newspaper published in Sri Lanka, which can be injurious to any individual, organization or an institution can be made to the Sri Lanka Press Council. Upon receipt of such complaints, relevant parties will be convened and inquiries will be conducted according to the Sri Lanka Press Council Act.

The Council expected to inquire 125 complaints during the year 2017. However, the Council could inquire 35 complaints during the year in 2017 and 51 complaints of year 2018 to a total of 86 complaints altogether. No amount is charged for inquiring into complaints.

Nature of Inquiry	No of Complaints
Inquiry in progress	64
Settled	11
Dismissed	03
Issued orders	03
Decoded not to proceed	05
Total	86

Registration of Newspapers

All newspapers and magazines published within the island have to be registered in Sri Lanka Press Council, and thereby the proprietors and publishers of newspapers will receive a legal right.

Progress of registration of newspapers in year 2018 will be as follows

Classification of newspapers by the period	No of newspapers registered
Daily	10
Weekly	26
Monthly	54
Other	28
Total	118

Classification of newspapers by the language	No of newspapers registered
Sinhala	69
Tamil	17
English	21
Bi / Trilingual	11
Total	118

Diploma Course in Journalism and Communication Studies

This one year course in Journalism is conducted for professional journalists and new entrants in the field aimed at upgrading theoretical knowledge and skills of journalism and the syllabus of this course has been designed based on the document on journalism training introduced by the UNESCO.



Diploma holders – Group VI

48 students have registered for the seventh batch and at the awarding of diploma certificates held under the patronage of H. E. the President on 30.11.2018, 28 students of the sixth batch have received diploma certificates.

Chairpersons of newspaper councils of countries of India, Nepal, Bangladesh and Maldives participated in the diploma awarding ceremony.

Conducting Media Workshops for Provincial Journalists

Workshops and seminars are conducted on selected themes at district level with the objective of developing theoretical and practical knowledge of provincial journalists. Accordingly, 04 islandwide workshops have been conducted by now.



Media Workshop - Colombo



Media Workshop - Hambantota



Workshops have been conducted on “The Role of the Journalist in the Establishment of National Reconciliation in Sri Lanka” in Hambantota on 24.02.2018 and Colombo on 18.05.2018. Workshop on “Social Media and Its Effects” was conducted in Kalutara district on 14.08.2018. “Media Ethics and Role of the Journalist” was held for media teachers and journalists on 15.09.2018 in Polonnaruwa.

Conducting School Media Workshops

Workshops and Seminars on Communication and Media Studies are conducted in parallel to the syllabus prescribed for G.C.E. (O/L) and G.C.E. (A/L) examinations. Under this project lectures and discussions are conducted in schools away from the capital city to expand their subject related knowledge. 05 workshops have been conducted in the year 2018.

- “Media Literacy and Appreciation” programme was held in Gamini MMV, Ingiriya on 23.02.2018 while at Maha Maya Vidyalaya, Kelaniya on 23.05.2018 and at Siddhartha MMV, Balapitiya on 13.09.2018.
- “Programme in commemoration of Kumarathunge Munidasa Esq and Karunadasa Sooriyarachchi Esq” was held at Bandaranayake Vidyalaya, Gampaha on 05.03.2018

In addition to workshops School Media Associations have been registered and sets of publications have been given to schools.

University Workshops

A workshop on “Communication and Media Study” has been conducted in the Rajarata University.

Co-operative Conference on Asia Press Councils.

This conference was held on 29-31 October 2018 with the objective of developing co-operation among press councils and media boards of South Asian countries, getting to know about global trends as well as contributing its outcome to press field of this country and to discuss about the topics of global importance with regard to mass media field. Chairpersons as well as representatives of press councils of India, Nepal, Bangladesh and Maldives were present at the event. (Expenditure Rs. 2.9 Mn.)

Conducting Researches on Contemporary Issues

Researches are conducted on issues of contemporary significance related to journalism and media and with social and cultural impact. The objective of conducting such researches is to dedicate towards the development of media by guiding responsible parties on matters revealed in such researches. By now numerous researches have been completed while a research on “Comparative Studies” is currently in progress.

Monthly Seminars

Monthly seminars on “Media Freedom and Responsibility” conducted on 27.01.2018 with the chairing of Mr. Lakshman Datt Frant of Nepal.

Publications of the Council

Eventhough most publications of the Council are centered on journalism and the journalist, the Council has decided to launch publications to cover other media as well. Accordingly, Madya Sameeksha III was launched in April 2018.



Launching of Maadya Sameeksha III

Communication Dialogue |Programme “Sannivedana Kathikavatha”

Small group discussions on contemporary significant books and other creative work are conducted under this programme. Nearly 28 group discussions have been conducted in the year 2018. It is intended to critically analyse creations of veteran and senior artistes as well as to facilitate them.

Seminars for Teachers of Communication Study

In this programme teachers of Communication Study serving in rural areas away from Colombo are provided with theoretical and practical knowledge related to the subject in assisting their teaching process. A seminar covering North Western province in Kurunegala on 18.10.2018 and another seminar covering the Southern Province in Matara on 19.01.2018 were held.



Seminar for Teachers of Communication Study - Kurunegala

Overseas Tours

University lecturers were given opportunity for Press Council tour in Nepal.

Sinhala English Dictionary for Journalists

A Sinhala English dictionary has already been completely prepared for the journalists.

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Financial Analysis of Year 2018

Sri Lanka Press Council was allocated Rs.28 million as recurrent expenditure and Rs. 4 million as capital expenditure from the national budget of year 2018.

Item	(Rs. Mn.)
Income earned	3.21
Budgetary allocations for recurrent expenditure	32.30
Total Income	32.30
Expenditure	31.56
Profit	0.74

Projects to be implemented in year 2019

- Amendment of Sri Lanka Press Council Act
- Continuation of the activity of inquiring into newspaper complaints in an unbiased and just manner.
- Proposed agreement to be entered with press councils and relevant institutions of SAARC countries on a new media culture.
- Awareness programmes to be implemented with the objective of enhancing welfare and subject knowledge of media personalities.
- Awareness programmes for school students, university students and other relevant parties.
- Programmes conducted with school Media Units to improve media literacy in students.
- Conducting programmes for evaluating senior journalists amidst various hardships although performed an invaluable service to the media field
- Conducting diploma courses, certificate courses for enhancing the professionalism of journalists.
- Conducting island-wide researches for the wellbeing of the media field.

Selacine Television Institute

Introduction

At the inception of television broadcasting in Sri Lanka, the Selacine Television Institute has been established on 02nd February, 1982 under the then Ministry of Planning Implementation with the intention of conducting publicity activities of the government and producing news required for television media.

With the expansion of the mission of television media, the Selacine Television Institute has gone beyond production of news and has reached new avenues of television media.

This institution functions with the prime objective of creatively transmitting the progress of development projects of the government mechanism in Sri Lanka to the public.

Accordingly, the Selacine Television Institute at present has become the communicator equipped with sophisticated technological equipment and the strength of marketing and event management while publicizing government projects with a new facelift during the new millennium of communication and marketing.

Vision

To become the most preferred advertising agency in Sri Lanka.

Mission

To contribute actively to the economic, social and political development by providing creative and strategic communication services with creativity, state of the art technology and talented human resources for the public and private sectors in Sri Lanka.

Objectives

- To increase the market share
- To maximize profits through minimizing expenses
- To implement strategies to enhance customer satisfaction
- Human resource development

Functions

- Raising public awareness pertaining to government development activities while functioning as a state advertising agency
- Designing Event management activities

- Designing newspaper advertisements forwarding media planning regarding them and scheduling advertisements via electronic and print media
- Marketing promotions and developing concepts
- Conducting media researches
- Designing of websites
- Performing express printing activities

Progress of projects implemented from 01.01.2018 to 31.12.2018

Major financial resource of the institution is via scheduling while event management and printing too generate sufficient income to the institution.

Following chart envisages the income earned as per the income-generating plan.

Programme	Physical			Financial (Rs.Mn.)			Expenditure (Rs.Mn.)
	Target	Progress	%	Income target	Progress	%	
Income Generation							
Scheduling	1125	784	70%	425.00	433.98	102%	368.85
Production activities	36	59	150%	35.00	64.99	186%	51.99
Event management	45	25	33%	120.00	52.04	43%	41.63
Graphic designs	89	329	732%	50.00	50.73	101%	44.14
Website development					0.60		0.51
Total				630.00	602.35	96%	507.15

Market Promotion

Programme	Target	Progress	%
Designing website and facebook page for promotion of Salacine image.			100%
Identification of new service providers			
- State sector	67	6	9%
- Private sector	53	12	23%

Human Resources Management

Programme	Target	Progress	%
Introduction of a methodology to evaluate employee performance	70	70	100%
Training and Development	05	15	300%

Event Management Programmes Performed

- Village to village promotion programme named ‘Ahanna’ on reconciliation organized by the Ministry of Finance and Mass Media.
- Event Management of rural development programme performed at provincial level of
- ‘Gamperaliya” Programme that was organized by the Ministry of Finance and Mass Media.
- Exhibition in Monaragala for “Enterprise Sri Lanka” programme organized by the Ministry of Finance and Mass Media.
- “Tuk Tuk” promotion programme for three-wheeler drivers organized by the Ministry of Tourism.
- Festival of entering into bi-lateral agreement by India and Sri Lanka organized by the Ministry of Telecommunication and Digital Infrastructure
- Awareness programme of power media awarding ceremony for journalists organized by Sri Lanka Sustainable Energy Authority
- Exhibition stalls organized by Ceylon Electricity Board.

Actions taken for the progress of the institution within year 2018

- Measures were taken as per management services circular 2/2016 for solving salary anomalies of employees of the institution.
- Implementation of medical insurance for provision of insurance benefits for employees of the institution
- Rs. 15 Mn. out of Rs. 18.3 Mn. payable to the Department of Inland Revenue was able to be paid. Rs. 10 Mn. was paid pertaining to the existing year agreed as VAT in arrears.
- Identification of short comings of skills of the employees of the institution, conducting a work study aiming at skills / surplus of employees / short comings.

- Introduction of JOB MANAGER Software suitable for all the sections to enable accounting activities and efficient reporting of information.
- Engage employees without work in work, suspension of allowances of employees withdrawn allowances illegally and settling lawsuits in labour tribunal by employees.
- Submission of required reports to the Ministry for registering the institution as a Guarantee Limited Company.

Plans for year 2019

- Since Selacine Institute has not been properly registered as an advertising agency for the last 35 years, take necessary actions for legal formulation of legal activities and convert to a registered institution.
- Upgrade the annual turnover of year 2019 by 10%.
- Expanding the service rendered only to the state sector towards the private sector too.
- Rendering low cost efficient service to the state sector by attracting them towards Intranet Based Advertising, which is currently unpopular within the state sector.
- Conducting state advertising tasks more productively by using Rating, Research Data and R.O.I calculations for print and electronic media scheduling and providing consultancy.
- Identification of possible timely requirement of advertising for making aware public and introducing and selling publicity programmes to respective institutions
- Expansion of services towards Provincial Councils by production of documentaries for all Provincial Councils.
- Identification of regressive areas in previous year and develop such areas. (If the quantity and the quality of the physical and human resources of the institution is the reason, to outsource such resources)
- Restructuring the organizational structure of the institution to facilitate the promotion of targeted services, staff trainings and implementation of programmes required for the development of efficiency
- Taking necessary actions to correct any recession in the physical and human resources in the institution.

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