

**Ministry of Mass Media - Citizens ' / Clients ' Charter**  
**You are entering into a place ready to serve you**



# Ministry of Mass Media

## Purview

Initiating actions for the creation of an appropriate media culture for balanced dissemination of information , knowledge and opinions guaranteeing the right to accurate information of the public including the freedom of expression and publication .

## 2. Subject and Functions

Providing policy guidance and formulating policies in relation to the subject of Mass Media , in conformity with the prescribed Laws ,Acts and Ordinances , implementation of project under the national budget ,state Investment and National Development Programme ,and formulating , implementing , monitoring and evaluating policies , programmes and projects ,related to subjects and functions under below - mentioned Departments ,State Corporation and Statutory Institutions for “ Introductions of a transparent mass media culture “ based on the national policies implemented by the government ,and in accordance with the policy statement “ Vistas of Prosperity and Splendor” .

## Special Priorities

- Introduction of transparency mass media policy.
- Establishing media strands that conform to national and international Laws and Regulations.
- Creating the necessary background in order that media personal and media organization would not exceed socio culture values and social ethics framework.
- Restructuring Sri Lanka Press council
- Expending the activities of Mass Media at provincial to facilitate media personals.
- Expansion of Sri Lanka Postal Service for public needs.
- Introductions of social education mechanisms to educated and create understanding of the use and conduct of new media including the social media.
- Creating higher educational opportunities in mass media in conformity with international standards.
- Introduction and implementation of methodologies required for efficient , people -centric digital postal and related services targeting new opportunities based on new technologies.

## Related Institution and Legal Framework

Department , Statutory Institution and Public Corporation	Laws and Ordinance to be Implemented
1. Right to Information Commission	Right to Information Act No.12 of 2016
2. Department of Government Printing	Sri Lanka Press Council Act .5 of 1973
3. Department of Government Information	Ceylon Broadcasting Corporation Act ,No.37 of 1966
4. Sri Lanka Press Council	Sri Lanka Broadcasting corporation ( Special Provisions )Act ,No .6 of 1966
5. Sri Lanka Broadcasting Corporation	Sri Lanka Broadcasting corporation ( Special Provisions )Act ,No .6 of 1966
6. Independent Television Network	Sri Lanka Rupavahini Act No 06 of 1986 Corporation
7. Sri Lanka Rupawahini Corporation	Sri Lanka Rupavahini Act No 06 of 1986 Corporation
8. Associated Newspeper of Ceylon Ltd.	The Associated Newspapers of Ceylon Limited (Special Provisions)Act no 28 of 1973
9. Lanka Puwath Ltd	Newspapers Ordinance ,No 5 of 1839
10. Selacine Rupawahini Institute	Sri Lanka Foundation Low No ,31 of 1973
11. Sri Lanka Foundation Institution	Stamp Ordinance ,No 22 of 1909
12. Postal Department	Post Office Ordinance ,No11 of 1908 Stamp Ordinance ,No 22 of 1909
13. Sri Lanka Institute of Printing	Sri Lanka Institute Of Printing Act ,No.18 of 1984
14. Public Performance Board	
15. National Film Corporation	State Film Corporation Act ,No 47 of 1971

## **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**

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

## **Our Commitments**

We assure through this citizen / clients charter , our commitments in delivery of our service with ,

1. Integrity
2. Judiciousness
3. Courtesy
4. Responsibility
5. Understanding
6. Impartiality
7. Transparency
8. Promptness
9. Self Confidence
10. Efficiency
11. Effectiveness

## **Departments and Statutory Institutions**

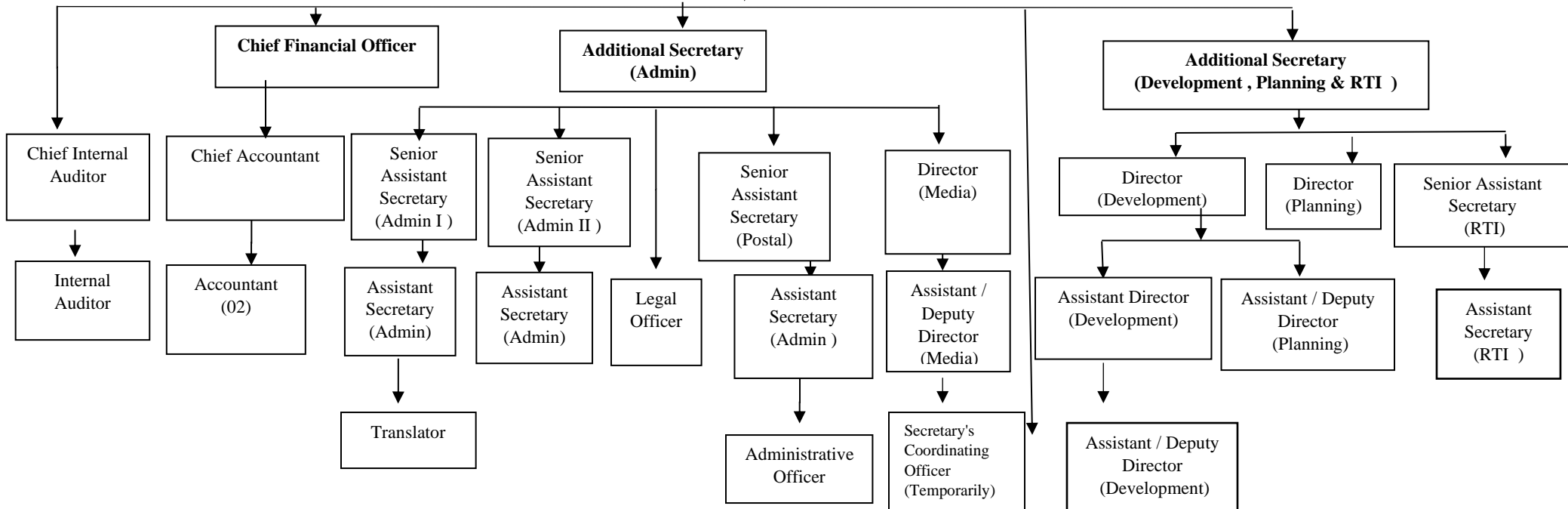
1. Right to Information Commission
2. Department of Government Printing
3. Department of Government Information
4. Sri Lanka Press Council
5. Sri Lanka Broadcasting Corporation
6. Independent Television Network
7. Sri Lanka Rupawahini Corporation
8. Associated Newspeper of Ceylon Ltd.
9. Lanka Puwath Ltd
10. Selacine Rupawahini Institute
11. Sri Lanka Foundation Institution
12. Postal Department
13. Sri Lanka Institute of Printing
14. Public Performance Board
15. National Film Corporation

# Ministry of Mass Media Organization Chart

**Organizational Structure - 2022**

## Ministry of Mass Media

**Secretary**



## **Divisions in the Ministry of Mass Media**

- 1. Administration**
  - I. Media unit**
  - II. Legal unit**
  - III. IT unit**
  - IV. DTTB Project**
  
- 2. Development and Planning**
  - I. Development unit**
  - II. Planning unit**
  - III. RTI unit**
  - IV. Tax unit**
  
- 3. Finance**
- 4. Internal Audit**

## **1.1 Administration Division**

Assisting the higher management of the Ministry to achieve excellent performance by contributing to internal administrative process in accomplishment of the mission of the Ministry of Finance and Mass Media.

Creation of a productive public service while satisfying internal and external parties.

1. Maintenance of personal files of the internal staff and the officers of combined services, maintenance of the personal files of the officers of the Sri Lanka Administrative Service, who have been transferred to the institutions affiliated to this Ministry, staff recruitments, providing loan facilities, providing Agrahara insurance benefits and maintenance of leave registers
2. Appointment of Boards of Directors for institutions affiliated to the Ministry
3. Taking legal actions for cases of and against the Ministry and its affiliated institutions
4. Implementation of the Printing Committee in terms of F.R. 630
5. Submission of Cabinet Memoranda
6. Providing answers for Parliament questions and conducting the Ministerial Consultative Committee
7. Providing guidance in administrative and management activities of the institutions affiliated to the Ministry
8. Implementation of the Audit and Management Committee
9. Conducting disciplinary inquiries and preliminary inquiries
10. Organization and conducting training and development programmes
11. Management of productivity and quality development programmes
12. Conducting maintenance activities, settling electricity, water, telephone bills and maintenance of postal activities
13. Coordinating local and foreign tours, scholarships and training programmes of the Ministry and the institutions affiliated to this Ministry.
14. Activities of the Human Rights Commission
15. Activities of the Public Petition Committee
16. Processing foreign leave applications of the Ministry and the institutions affiliated thereto
17. Monitoring the activities of all institutions affiliated to the Ministry



## **1.2 Media Unit**

Raising public awareness on programmes related to state policies implemented at national level and the role of the institutions affiliated to the Ministry.

Facilitating to upgrade professionalism of journalists

### **Main Function**

1. Implementation of the scholarship programme for journalists.
2. Providing credit facilities for journalists to purchase media equipment.
3. Conducting press briefings and publicity activities on projects implemented by various Ministries, Departments and other state institutions.
5. Organization of training workshops for journalists.
6. Issuing press releases for print and electronic media
7. Implementation of publicity activities of affiliated institutions of the Ministry of Parliamentary Reforms and Mass Media.
8. Media coordination and publicizing projects implemented by the Ministry for journalists.
9. Update and maintain the official website of the Ministry tri-lingually.
10. Implementation of publicity activities of affiliated institutions of the Ministry of Finance and Mass Media.
11. Preparing investigative reports containing important news published daily in print media and archiving such articles.
12. Selection and archiving of economically, politically, socially significant newspaper articles on current issues.
13. Organization of social gatherings for journalists

### 1.3 Legal unite

#### **Legal matters of the Ministry**

1. Duties related to cases assigned to the Ministry relevant to the Ministry and the institutions under it
2. Preparation of observations for cases
3. Providing legal advice required for the duties of the Ministry
4. Providing legal advice required for agreements related to the Ministry
5. Providing legal advice on the regulations of the institutions under the Ministry, radio and television licenses issued by the Ministry etc.
6. Resolving Legal Issues in Issuing Licenses for Radio and Television Channels, Amendments to Radio / Television Licenses
7. Preparation of legal documents such as Bills, Regulations, etc. of the Ministry of Mass Media and Public Institutions under its purview, coordinating with the Attorney General's Department, processing of human rights complaints and advising and prosecuting cases where Ministry officials are responsible for matters relating to the scope of duty Participate in
8. Submission of observations on petitions filed against the Ministry
9. Development of a new legal framework for radio broadcasting
10. Preparation of agreements related to the Ministry and resolving issues arising accordingly
11. Activities related to human rights, labor disputes and disciplinary inquiries of the Ministry and its institutions
12. Carrying out legal activities of the Ministry and the departments, institutions and projects under it.

## **1.4. Project to digitalize the terrestrial television broadcasting in Sri Lanka**

### **Project Management Unit**

It is expected to provide the opportunity for Sri Lankan subscribers to freely experience the visuals of all the local television channels across escalated HD technology by transforming the existing terrestrial analogue network to one digital network by implementing the project for digitalization of terrestrial television broadcasting in Sri Lanka which may lead to enhance the channel capacity across efficient management of the frequency bandwidth as well as releasing a portion of currently utilized frequency bandwidth for other telecommunication activities when accomplishing the mission of the Ministry of Mass Media.

01. Selection of a technical advisory entity for the project, monitoring, supervision and approval of all technical activities including the procurement activities
02. Join with the Telecommunication Regulatory Commission to obtain necessary frequencies and gain/achieve required technical standards
03. Monitoring all the payments pertaining to loan grant
04. Activities related to establish Digital Broadcasting Network Operator to maintain it after the completion of the project.
05. Establishment of the said monitoring entity and activities related to formulation of necessary laws for monitoring.
06. Activities related to acquisition of lands
07. Coordination activities with all television channels
08. Performance of the monitoring of the project in collaboration with JICA and relevant departments of the Ministry of Finance.

## **02. Development ,Planning & RTI Division**

### **2.1 Development & Planning Division**

Facilitation of plans, proposals, projects and programmes in implementing national policies to create an excellent media culture in Sri Lanka, directing and organizing such activities creatively and innovatively while maintaining close contact with local and foreign state and private institutions.

1. Introducing and preparing Action Plans and the Key Performance Indicators (KPI) of the Mass Media Division and its affiliated institutions, implementing and reviewing the progress
2. Providing guidance for the preparation of development plans of the institutions affiliated to the Ministry, monitoring and submission of quarterly progress and progress review of such activities
3. Implementation of the responsibilities entrusted to the Ministry in relation to the Right to Information Act and progress review
4. Organization and conducting the Presidential Media Awards
5. Entering in to Memoranda of Understanding with foreign countries and the maintenance of the coordination required
6. Registration and renewal of news - casting websites
7. Issuance of visa recommendations for foreign journalists
8. Issuance of radio and television broadcasting licenses
9. Regularizing the procedure of issuing radio and television broadcasting licenses
10. Coordination of activities related to professional development and welfare of journalists and tele-cinema artistes
11. Timely update and amendment of Laws, Rules, Regulations and Acts of state media institutions coming under the purview of Mass Media
12. Contributing to implement programmes in collaboration with the Presidential Task Force
13. Activities related to Gender Based Violence in Sri Lanka
14. Implementation of programmes related to the Action Plan on Human Rights

## **2.2 RTI Unit**

Awareness of Citizens and Public Officers regarding the Right to Information Act No. 12 of 2016 and citizen empowerment through the Right to Information Act.

1. Information Act Implementation Division is active in actively enforcing the Right to Information Act and in performing those functions.
2. Updating the act base of Information Officers and Designated Officers
3. Updating the Right to Information website
4. Educating the citizens regarding the Right to Information Act and resolving issues related to RTI.
5. Coordinating activities with the RTI Commission
6. Maintaining updating RTI Face book page.

## **2.3 Tax Unit**

Discourage foreign films ,teledramas and programmes which may deteriorate the appreciation of the nation and local films industry.

1. Issued Clearance Certificate
2. Clearance activities / tax rewards
3. Tax collection
4. Issuing clearance certificates
5. Activities to recover unpaid taxes

### **3. Finance Division**

Maintenance of a transparent and prudent financial management within the Mass Media Division in creating a better media culture in the country.

Directing the Vote approved by the Parliament efficiently and transparently towards achieving the goals of the Ministry, accurate and efficient recovery of taxes and crediting them to the Consolidated Fund, proper maintenance of accounts and the monitoring of the financial activities of all state media institutions coming under the Ministry.

1. Budgetary management
2. Proper maintenance of accounting ledgers and documents
3. Management all payments including the payment of salaries and allowances of the staff and gathering of state revenue
4. Conducting all supply activities including procurement and storing in facilitating the institutional requirements
5. Monitoring and follow-up of the financial activities of the Ministry and the institutions coming under
6. Contributing to the internal financial control of the Ministry and its affiliated institutions and thereby conducting a continuous survey and an independent evaluation on the regularity and quantity of internal inspections utilized to reveal and prevent financial irregularities and frauds of the institutions.
7. Assisting the Accounting Officer and the progress review committee to evaluate the progress achieved in planning and implementation of development projects or programmes.
8. Facilitating the Head of the Ministry and the progress review committee.

#### **4. Internal Audit Division**

1. Contributing to the internal financial control of the Ministry and its affiliated institutions and thereby conducting a continuous survey and an independent evaluation on the regularity and quantity of internal inspections utilized to reveal and prevent financial irregularities and frauds of the institutions.
2. Assisting the Accounting Officer and the Progress Review Committee to evaluate the progress achieved in planning and implementation of development projects or programmes.
3. Facilitating the Head of the Ministry and the Progress Review Committee.

#### **Main Function**

1. Examine the sufficiency and the success of administrative methods utilized to prevent irregularities and frauds.
2. Look in to whether the existing accounting procedure provides information required to prepare accurate financial statements.
3. Evaluation of the performance of the staff in execution of the duties entrusted.
4. Examination of the protection and of assets of the Ministry.
5. Inspection of whether the Establishments Code, Financial Regulations of the government, Public Administration Circulars, Treasury Circulars and other supplementary instructions are followed.
6. Examination of the success of the methods of internal administration utilized to reveal and to avoid wastage, idle capacity and excessive expenditure.
7. Conducting special investigations when necessary.
8. Conducting Audit and Management Committee Meetings and follow up of its decisions.
9. Responding Audit Queries of the Auditor General's Department and follow up of actions taken.
10. Implementing above functions in accordance with the Annual Audit Plan.

<b>Service provided by us - Development Division</b>				
		<b>Responsible Officer</b>	<b>Time</b>	<b>Relevant Document</b>
<b>1</b>	Issuance of Broadcasting Licence ( Development Division )			
i	Receive application for broadcasting license ( Application format published in the Ministry website ( <a href="https://media.gov.lk/email-us/media-licence">https://media.gov.lk/email-us/media-licence</a> )	Subject Officer	15 Minutes	<a href="https://media.gov.lk/email-us/media-licence">https://media.gov.lk/email-us/media-licence</a>
ii	Evaluation of the application with the supportive documents submitted by the applicant.	Additional Secretary (Development & Planning ) Director (Development)	5 Days	-
iii	Obtain security clearance from the Ministry of Defense	Director (Development)	01 Month	-
iv	Submit the applicant `s proposal along with the application to TV/RADIO License Committee of the Ministry for evaluation .	Director (Development)	05 Days	-
v	With the recommendation of the License , committee , approval is sought from the , Hon. Minister as per the powers vested on him by 06 of 1982 and SLBC Act NO.30 of 1966	Director (Development)	03 Days	-
vi	Issue the Broadcasting license to the applicant on receipt of the Administration fee of LKR 100, 000	Director (Development)	01 Day	-
vii	<b>Overall Process Duration</b>		<b>1 &amp; 1/2 Months (Approximately)</b>	-



2 Registration & Renewal Newscasting Websites ( Development Division )				
		Responsible Officer	Time	Relevant Document
i	Receive application for registration / renewal of the news casting websites (Format published in the ministry web site. ) <a href="https://media.gov.lk/email-us/media-licence">https://media.gov.lk/email-us/media-licence</a>	Additional Secretary (Development Planning) Director (Development)	Not Relevant	<a href="https://media.gov.lk/email-us/media-licence">https://media.gov.lk/email-us/media-licence</a>
ii	Evaluation of the application with the supportive documents submitted by the applicant.	Director (Development)	05 Days	-
iii	Obtain security clearance from the Ministry of Defense	Director (Development)	01 Months	-
iv	Conduct an interview to verify the documents submitted and the domain address. Approximator ½ Months( Interview are is scheduled upon receiving 10-20 applications )	Director (Development)	02 days	-
v	Issue the web registration / renewal letter to the applicant on receipt of the Registration fee of LKR 25 ,000 /- or Renewal Fee of LKR 10,000 / -	Director (Development)	01 Day	-
vi	<b>Overall Process Duration</b>		<b>1 Month &amp; 8 Days (Approximately)</b>	-

<b>Service Provided by us - Tax Division</b>			
		<b>Responsible Officer</b>	<b>Time</b>
3	<b>Applying for a clearance certificate</b>		
i	Receive the application with the copy of the TV programme	Subject 01	05 .Mini
ii	Check the application and issue a receipt	Subject 01	05 .Mini
iii	Categorize the programme give an index no	Subject 01	01 Min
iv	Refer to the Review panel	Subject 03	03 Hrs
v	Review the programme by the Review panel	Review panel	
vi	Decision of the Review panel (Taxable / Tax exempted) Finance Act No. 11 of 2016	Review panel	01.Min
vii	Decide the tax rates on teledramas ,films and commercial programmes	Review panel	01.Min
viii	Sign and certify Panel Sheet containing the decision	Review panel	01 Min
ix	Convey the decision of the Review panel to the TV institutions.	Subject 02	01 Day
x	Complete the Payments format and pay tax	Subject 02	15 Min
xi	Issue a receipt		05 Min
xii	Print the Clearance Certificate	Subject 02	30 Min
xii	Check the inspection summary schedule with the certificates	Additional Secretary (Admin / Senior Assistant Secretary (Admin ) Ass.Sec(Admin )	30 Min
xiii	Check the Clearance Certificate and place the signature	Secretary	30 Mini
xiv	Dispatch the certificate to the relevant institution	Subject 02	30 Mini
	<b>Overall Process Duration</b>		<b>1 Day &amp; 5 Hrs (Approximately )</b>

**We are committed to constantly review and improve the services provided under the Charter!**

**Complaints redressal system**

**Designated Officer**  
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