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ವರುಢಾಢ್ತ ಸೆಯಲಾಢ್ಢುಕಲೆ ಅಢಿಕ್ಕಲೆ
Annual Performance Report

2020



ಕಲಲೂಢಲೆ ಅಲೂಢಲಾಢ್ಢಲೆ
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Ministry of Mass Media

Annual Performance Report-2020

Ministry of Mass Media

Head No : 105

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Chapter 01

Institutional Profile / Executive Summary

Institutional Profile / Executive Summary

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Ministry of Mass Media

1.1 Introduction

This Ministry is well aware of the need to develop the mass media sector quantitatively as well as qualitatively as it is entrusted with the task of directing the mass media sector in the country towards modern approaches in line with the “Vistas of Prosperity and Splendour” (“Saubagyaye Dekma”) Policy Statement.

This Ministry has already identified the national interest in the use of the mass media and has initiated the necessary preliminary steps to achieve the “Vistas of Prosperity and Splendour” development goals by providing the right impetus and stimulation required by it.

The objective of this Ministry is to adopt a friendly policy with all media institutions to provide balanced and accurate information with the aim of bringing forth a society of moral values while preserving the Sri Lankan identity and thereby contributing towards the creation of a new media tradition.

As the entire human community has been entwined with the rapid development of information technology and communication media, the Ministry of Mass Media is engaged in the task of creating the environment necessary for bringing forth an independent and responsible culture of mass media in order to put in place a well-informed society, providing the criteria and guidelines necessary for applying the modernization of social relations as well as the robust potential the mass media has to offer in strengthening the democratic relations in a creative manner.

As it is a responsibility of this Ministry for equipping all mass media personnel with knowledge and experience for an advanced media etiquette while opening up avenues that can pave way for the advancement in their professional status as well as striving to make use of the facile influence of the modern technology towards the progression of the mass media sector, this Ministry has gone on to take initial steps with the Sri Lanka Foundation (SLF) to set up a Faculty of Mass Media with a view to raising the level of professionalism of the mass media personnel as emphasized in the “Vistas of Prosperity and Splendour”

Policy Statement. The emergence of media professionals keeping abreast with media trends in the modern global media space is a necessity of the age.

The media should properly mould the opinion of the people which is supposed to be its primary role, in order for any society to function properly and for the reforms and modernization of that society to take place at an appropriate level. It is the intention of this Ministry to make proper use of the powerful potential of the mass media to steer the ongoing development drive in a positive direction in building a nation economically viable. The 'Asi Disi Peramaga' programme has been introduced as a launching pad to achieve this end.

The 'Asi Disi' Scholarship Programme which has been introduced for mass media personnel will continue to operate for providing financial assistance for their academic activities as well as for obtaining the media equipment they need.

Preliminary discussions to structurally overhaul the Sri Lanka Press Council, whose focus is solely on the print media, have been initiated in order to cover the electronic and print media as well as new media.

Plans have been drawn out to set up the first Press Club in the Western Province as an initiative for the establishment of a system of press clubs with extensive amenities with a view to provide facilities to mass media personnel including regional journalists while the discussions are underway to introduce a social security plan for the mass media personnel.

With the assistance of the Department of Government Information, necessary steps will be taken to socialize knowledge, understanding and the strategies of communication on the use and handling of the new media including social media.

In the face of the Covid epidemic situation, the Associated Newspapers of Ceylon Ltd., the Independent Television Network Ltd. and the Sri Lanka Rupavahini Corporation were finding it difficult to meet their intended targets during the year 2020. However, these institutions have already made necessary plans to reach up to the break-even points whilst the Sri Lanka Broadcasting Corporation has drawn up strategic plans to minimize its losses during the year 2021.

The Government has arrived at a decision that a host of structural changes need to be made in the field of mass media in Sri Lanka and the need for an explicit Media Policy has been highlighted by the “Vistas of Prosperity and Splendour” Policy Statement. It has

been identified that the socialization of knowledge, understanding and the strategies of communication over new media handling, including social media, should also be taken into account in the formulation of policies on mass media.

In the pursuit of the task of accomplishing these objectives, the Ministry is working towards the preservation of the Sri Lankan nationalism, its identity and moral values as well as towards nurturing them whilst showing the right path to the entire media sector.

The Ministry of Mass Media was named the Ministry of Information and Communication Technology by the Extraordinary Gazette Notification No. 2153/12 dated 10.12.2019. In the year 2020 too, the scope of the Ministry of Mass Media underwent several changes. In accordance with the Extraordinary Gazette Notification No. 2158/06 dated 13.01.2020, several subjects that were assigned to the Ministry of Information and Communication Technology were transferred to the State Ministry of Information and Communication Technology.

In terms of the Extraordinary Gazette Notification No. 2159/15 dated 22.01.2020, the name of the Ministry was changed to the Ministry of Information and Mass Media.

According to the Extraordinary Gazette Notification No. 2187/27 dated 09.08.2020, institutions numbering 11, the Department of Government Information, the Department of Government Printing, the Right to Information Commission, the Sri Lanka Broadcasting Corporation, the Sri Lanka Rupavahini Corporation, the Independent Television Network, LTD. the Associated Newspapers of Ceylon Ltd., the Selacine Television Institute, the Sri Lanka Foundation Institute, the Sri Lanka Press Council and the Lankapuwath Institute were brought under the scope of the Ministry of Mass Media and the Department of Post was gazetted under the purview of the State Ministry of Postal Services and Professional Development of Journalists. Since the Department of Post too was gazetted under the purview of the Ministry of Mass Media as per the Extraordinary Gazette Notification No. 2196/27 dated 06.10.2020, all 12 institutions above were brought under the scope of the line ministry.

1.2 Vision, Mission, Objectives of the Institution

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 Lanka media culture.

Objectives

1. Extending assistance necessary to build a far better media culture.
2. Broadening the equal opportunities for the general public to gain access to information.
3. Facilitating the field of media with sophisticated technology.
4. Encouraging the advancement of the professionalism of the media personnel.
5. Enhancing the 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 the resources of the institutions affiliated to the Ministry.
9. Strengthening the development process through the coordination of respective parties.

1.3 Key Functions

(As per the Gazette Notification No. 2153/12 dated 10.12.2019)

1. Formulation of policies, programmes and projects; implementation, monitoring and evaluation in relation to the subject of Mass Media in accordance with the national policy framework.
2. Formulation of strategies for the mass media to contribute as a proactive agent in economic, social, cultural and political fields by focusing people's attitudes on positive aspects.
3. Implementation of programmes aimed at developing knowledge, attitudes and a sense of appreciation of the people.
4. Adoption of necessary measures to ensure people's right to accurate information.
5. Implementation of programmes to create a high level of media ethics.

Purview, Subjects & Functions and Special Priorities of the Ministry of Mass Media in terms of Gazette Extra ordinary No. 2187/27 on 09.08.2020

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.

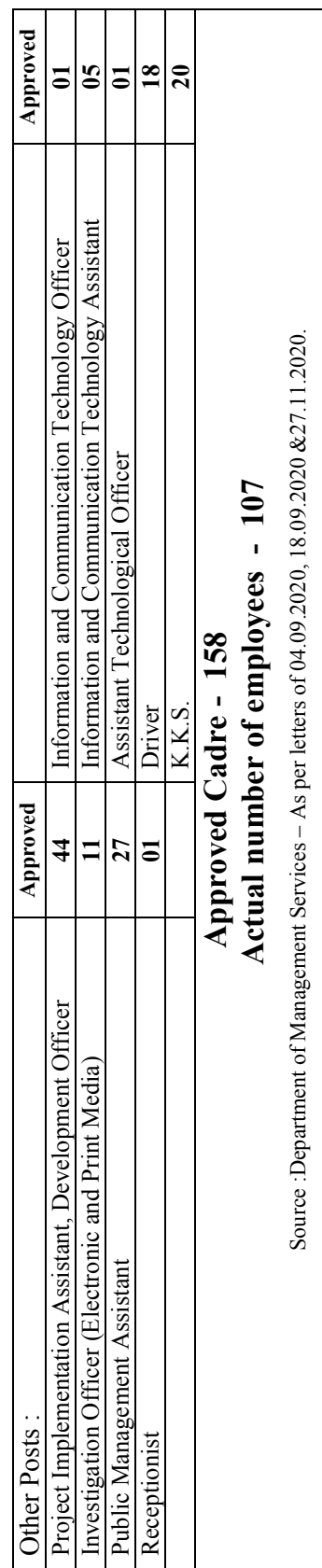
Subjects and Functions

Providing policy guidance to relevant State Ministry, and formulating policies in relation to the subject of Mass Media, in conformity with the prescribed Laws, Acts and Ordinances, implementation of projects 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 Corporations and Statutory Institutions for "Introduction 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 Splendour*".

Special Priorities

- Introduction of transparent mass media policy.
- Establishing media standards that conform to national and international Laws and Regulations
- Creating the necessary background in order that media personnel and media organizations would not exceed socio cultural values and social ethics framework.
- Restructuring Sri Lanka Press Council
- Expanding the activities of Mass Media at provincial to facilitate media personnels
- Expansion of Sri Lanka Postal Service for public needs

Ministry of Mass Media



1.5 Departments under the purview of the Ministry

There are 03 Departments under the scope of the Ministry

1.5.1 Department of Government Information

The Department of Government Information was established on the 30th of June 1948. The prime role of this Department is to raise public awareness on the current events of national importance including state policies and development activities of the government and the role played by the government on behalf of the people whilst its foremost objectives are to help build an independent and responsible media culture of high esteem and provide leadership towards that end, having properly managed the process of information technology in tandem with the global technological trends.

1.5.2 Department of Government Printing

The Department of Government Printing marks its written commencement as the Government Press with the publication of the first-ever gazette notification of Sri Lanka in the year 1802 known as the “Ceylon Government Gazette”. This entity having subsequently turned out into a Government Department is now spearheading a pioneering mission as the "Official Printer of the Government". It is obvious that this Department whose resources, in particular, were of minimum proportions at its beginning provides by now a far more superior service for the state by adapting itself to the latest high-tech methods of printing. As a manufacturing entity of an industrial nature, this Department by attending to urgent, important and confidential printing work of all government and semi-government agencies and delivering it on time with high quality finish has ensured its reliability in the respective institutions.

Employing the methods of printing of all descriptions, it continues to carry out an seamless service by presenting high quality printing products. It is also the intention of the Department of Government Printing to meet all the confidential printing requirements of the Government of Sri Lanka, having improved on the secure printing methods.

1.5.3 Department of Sri Lanka Posts

The Department of Posts functioning under the Ministry of Mass Media is a government agency that provides essential services internally and externally as the leader in the delivery of communication services. From the independence to the privatization and competitiveness,

the Department of Posts had to face up to many a challenge for its progression, particularly, it has to fall in line with the rapid advancement in the Information Communication Technology. However, on the face of the significant growth in the business orientation of the Department towards the sectors of e-commerce, financial inclusion and logistics services with internet connectivity, the opportunities available to the Department are so enormous.

Accordingly, the Department of Posts is in the process of implementing programmes to provide efficient and quality services to meet the changing customer needs making use of the latest technology and marketing concepts in line with the current trends in international and domestic mail.

It is well established that the Department of Posts is not a mere for-profit institution but a public entity that plays a very vital role for the society in general as the government representative in the implementation of social services.

1.6 Institutions under the purview of the Ministry

- i) Sri Lanka Broadcasting Corporation
- ii) Sri Lanka Rupavahini Corporation
- iii) Independent Television Network Ltd.
- iv) Associated Newspapers of Ceylon Ltd.
- v) Sri Lanka Press Council
- vi) Selacine Television Institute
- vii) Lankapuvath Ltd.
- viii) Sri Lanka Foundation Institute
- ix) Right to Information Commission

1.6.1 Sri Lanka Broadcasting Corporation

This institution which was established on the 1st of October 1949 as an independent entity by the name of the Broadcasting Department underwent a transformation changing its name to be called as the Sri Lanka Broadcasting Corporation (SLBC) with the passage of the Republican Constitution on the 22nd of May 1972. Over the years thereafter, the Sri Lanka Broadcasting Corporation being in the forefront of the broadcasting communication as the pioneering media network encircling its listener base has become a “provider of facilities” identifying and catering to the diverse social needs. The broadcasting goes on air with the help of a country-wide network constituting 06 national channels and 07 regional services in addition to one community broadcasting service via medium waves, short waves as well as

frequency modulation (FM) waves while the broadcasting services are beamed through 09 main Relay Stations owned by the Sri Lanka Broadcasting Corporation so as to cover the entire island. Apart from this, the overseas broadcasting is undertaken via the Relay Stations situated in Puttlam and Trincomalee. The Sri Lanka Broadcasting Corporation engaged itself in a reliable and forthright media mission has reached out to the path heading towards linking the international arena through its website in order to keep in touch with the listeners more closely. The functions of the Corporation have been listed under the Sri Lanka Broadcasting Corporation Act, No. 37 of 1966.

1.6.2 Sri Lanka Rupavahini Corporation

The Sri Lanka Rupavahini Corporation (SLRC) was established by the Sri Lanka Rupavahini Corporation Act, No. 06 of 1982. The relevant Act provides for carrying on a telecasting service, seeing to the development, expansion and promotion of such service and matters connected with or incidental thereto. Among major activities of the Sri Lanka Rupavahini Corporation are the production of programmes and the telecast of programmes it so produces. The Sri Lanka Rupavahini Corporation beams its tele-programmes through three channels named "Rupavahini", "Eye" and "Nethra". As the national channel, it strives to undertake a national responsibility and has to fulfill it for bringing in high quality creative work to the viewer audience by adapting to the rapidly changing television technology. Over the past three decades, the Sri Lanka Rupavahini Corporation has been able to cater to the diverse tastes and knowledge base of the viewer audience by producing and presenting high quality programmes and newscasts, winning acclaim both locally and internationally. As a national media institution, the Corporation has successfully lived up to and executed its mission by raising public awareness on the development projects that are being implemented in the country.

1.6.3 Independent Television Network Ltd.

Launched its operations in the year 1979, the Independent Television Network is functioning as one of the Sri Lanka's premier media services in the sphere of television and radio media. The Independent Television Network Ltd. (ITN) is a state-owned public company that operates two television channels named ITN and Vasantham TV, and two radio stations named ITN FM and Vasantham FM for viewer and listener based audiences in Sri Lanka. In recent times, the Independent Television Network (ITN) has grown into the most powerful television and radio network in the country and it has a very strong beaming capacity that can

cover the whole of Sri Lanka far and wide. From its inception, the Independent Television Network has been able to line up programmes of high quality for its diverse audiences and has earned a good name, reputation and high recognition as a family channel that respects the cultural, social and religious values in Sri Lanka.

1.6.4 Associated Newspapers of Ceylon Ltd.

The Associated Newspapers of Ceylon Ltd., (ANCL) popularly known as "Lake House", is a state-owned limited liability company founded in Sri Lanka in the year 1926. According to the Associated Newspapers of Ceylon Limited (Special Provisions) Law, No. 28 of 1973, 88% of its ownership is held by the Department of Public Trustee on behalf of the Government. The ANCL as at present has retained its place it deserves as the country's leading newspaper printing house.

With the advent of the Internet on mobile phones, the 'Dinamina', 'Daily News' and 'Thinakaran' newspapers have also launched mobile software 'apps' and a new sound studio for beaming news in a way that enables the users to experience more entertainment on the Lake House internet web page and on the social media networks. The Lake House has been able to establish itself as a revolutionary in the sphere of media industry over its own near century old course of journey. As a national institution, the primary onus of the Lake House is to work for the benefit of the media industry as well as the nation whilst achieving a continued growth of the organization based on those objectives.

1.6.5 Sri Lanka Press Council

The Sri Lanka Press Council established under the Sri Lanka Press Council Act, No. 05 of 1973 is a statutory board functioning under the purview of this Ministry. The main objective of this Council is to protect the freedom of the press and its other objectives, inter alia, are the prevention of the abuse of such freedom, improvement of the quality of newspaper content and to ensure the right of public to know the truth. A special emphasis has been laid to show guidance to the media personnel through particular legal approaches by ethically moulding them on any issues of contentious nature published in the newspaper reports as well as to provide the media personnel with awareness programmes with a view to raising their professional standards.

The role of the Sri Lanka Press Council is to ensure the regularization of newspapers, provision of support for proper coordination among all sectors engaged in the newspaper production or publication, conducting research work on the use of newspapers and the needs of the newspapers, methods of recruitment to the profession of journalism, measures related to welfare, education, training and advancement of media personnel and any other matters related to such profession.

1.6.6 Selacine Television Institute

Established in the year 1982 as affiliated to the then Ministry of Plan Implementation, the Selacine Television Institute was gazetted from time to time under the Ministry to which the subject of Mass Media belonged, starting from the Extraordinary Gazette Notification No. 979/2 dated 09.06.1997. This institute primarily came into operation as a government advertising arm as well as an event management agency. Although it has not been initially established as an independent legal entity, the Cabinet of Ministers has now granted approval to have the entity institutionalized under the Companies Act, No. 07 of 2007 as a Guarantee Limited Company with 100% ownership held by the Secretary to the General Treasury.

1.6.7 Lankapuvath Ltd.

Lankapuvath, the National News Agency was initiated in the year 1978 in parallel to the international news agencies and it is an institution with legal individuality registered under the Companies Act, No. 07 of 2007. This institute, despite having worked with the news agents in foreign countries as the foreign news agency of Sri Lanka, has seen such process being in a dormant state over the past four years. Currently, the Lankapuvath news agency is largely inactive and getting its website updated in collaboration with Mobitel and maintaining an SMS alert service upon an agreement entered into with them. It has been proposed to give the name Lankapuvath an impetus with due recognition in the international arena enabling it to generate income as a business entity in the future.

1.6.8 Sri Lanka Foundation Institute

Sri Lanka Foundation Institute, a project of the Sri Lanka Foundation is a leading Adult Education Centre in Sri Lanka, catering to a range of specific disciplines focused on social integration and progress of the society. It resembles a unique model, which has evolved owing to the gradual and keen adaptation of the disciplines of Human Rights, Democracy, Good Governance, Peace and Reconciliation in training and educating adults since its establishment by the Sri Lanka Foundation Law, No.31 of 1973.

The Sri Lanka Foundation Institute continues to embark on a mission to serve the nation as a pivotal national centre extending help to address the issues of social, political, economic and environmental contexts impacting the country through its educational and training programmes. The prime objective of the Sri Lankan Foundation Institute is to focus on a variety of educational needs that are of global and national importance whilst laying special emphasis on the aspects of civil rights and rule of law.

1.6.9 Right to Information Commission

The Right to Information Commission was established in terms of Section 11 of the Right to Information Act, No. 12 of 2016 as the body to oversee public authorities and to enforce information law. It is a statutorily independent body and has the right to hear complaints of non-compliance with the provisions of the Information Act whilst it also has the ability to make recommendations for instituting disciplinary action against officers who violate provisions of the Act. Furthermore, it also has the power to prosecute those who commit offences as defined by the Act.

Under the Act, the Commission has the power to evaluate as to whether the public authorities act in compliance with their duties whilst the Commission is bound to make recommendations for general reforms as well as specific reforms required by any public authority, and to issue instructions to public institutions on setting reasonable fees for the release of information; and to recommend instances where information should be released free of charge, and to recommend schedules of fees, and to coordinate / conduct training programmes for public officers, and to publicize the rights and requirements under the Act, and also to issue guidelines required for keeping proper records by the public institutions.

The Commission also has the power to hear appeals under the Act. It has the power to examine a person under an oath / affirmation and, to cause the said person to submit any information in his / her possession. (Exempted information will be subject to be examined in confidence.) The Commission reserves the right to inspect any information lying in any public institution including any information that has been exempted from disclosure by the Act. The Commission is in a position to instruct any public institution to provide information in a manner determined by it and the Commission will also be able to direct a public institution to publish any information (other than those specified) it withheld from disclosing to the general public. Moreover, the Commission may also direct any public institution to reimburse any fee it charged from a citizen for causing a delay in providing any information to a citizen. (Section 15)

1.7 Information on projects running on foreign financing

- 1.7.1**
- a) Name of the Project :** Project on promoting the Right to Information within conflict-affected areas and marginalized communities
 - b) Donor Agency :** The Government of Switzerland
 - c) Estimated Cost of the Project :** Rs. 4.5 million
 - d) Duration of the Project :** May 2018 –2020
- 1.7.2**
- a) Name of the Project :** Improvement of TV programmes of Sri Lanka Rupavahini Corporation
 - b) Donor Agency :** The Government of Japan (JICA)
 - c) Estimated Cost of the Project :** Rs. 101.6 million
 - d) Duration of the Project :** 2017 – 2022

Chapter 02

Progress and Vision Forward

2.1 Achievements

2.1.1 Progress of the Projects initiated to make the tasks outlined with regard to mass media policy in the Policy Statement, “Vistas of Prosperity and Splendour” (“Rata Hadana Saubhagyaye Dekma”) a success

i) “Asi Disi Peramaga” – the Renaissance of Prosperity

The Ministry of Mass Media as advised by the Hon. Minister of Mass Media, Dr. Keheliya Rambukwella has initiated a publicity programme as at present by the name of “Asi Disi Peramaga”, the Renaissance of Prosperity, with a view to making the general public aware of the tasks being carried out and those that are expected to be executed for the development of the country as well as the well being of the people by the Ministries of the government and the institutions under their purview in accordance with the new government’s Policy Statement, “Vistas of Prosperity and Splendour”. The government owned main electronic and print media institutions and the Department of Government Information coming under this Ministry are making an active contribution towards this programme. In addition to this, plans are afoot to get the private media institutions as well involved in this exercise. The objectives of this project are as set out below.

Objectives :

- Making the people aware of the development tasks carried out and those expected to be executed by the government ;
- Acquiring a sizable space for development news in the media ;
- Educating the media personnel and the media officers on how to make development news people oriented ;
- Getting the beneficiaries of the development projects permanently contributed towards the process by means of educating the media.

This project aims to provide the public with the correct development information and to seek the assistance of the entire state mechanism to stave off this situation as information is being released to the general public in a manner that interferes with the progression of the community at large in various scenarios in the current use of the mass media.

ii) A healthy feature of any democratic society with a lucid mass media policy is the freedom of speech and expression, as advocated by the international conventions. People can take the right political, economic and social decisions only when they are armed with the correct information and knowledge. Towards that end, there should be unhindered opportunities for communication of information, knowledge and opinions.

As such, the Ministry continues to act in accordance with the Right to Information Act. Furthermore, the action to equip the Department of Government Information was instituted with a view to conveying accurate information to the general public and to expand the areas of coverage of the state media institutions in order to enable all segments of people to gain access to the right information.

Implementation of the Right to Information Act, No. 12 of 2016

The Ministry of Mass Media has been entrusted with the responsibility of enacting and socially publicizing the Right to Information Act which was put into force from the 04th of August 2016 by the Parliament of Sri Lanka. The coming into force of this Act got underway from the 03rd of February 2017 and the primary objective of the Right to Information Act was to implement the principles of democracy and good governance in the country in an orderly manner by ensuring the right of the people to the official information of the government and thereby establishing a wholesome public service with responsibility void of any corruption. The Ministry of Mass Media has been actively contributing towards the socialization of this Act since the year 2017.

The RTI mobile service under the theme, ‘Information Right to the Village’ was set in motion during the year 2020 with the objective of raising proper awareness of the citizens on the subject of the right to information. Both the civil organization members and the civil community citizens participated in these programmes. Through these programmes, people of the respective provinces were educated on the right to information as well as its importance whilst the apprehensions they entertained in that regard were addressed having them dealt with on the spot by a panel of experts. 2600 persons covering the districts of Vavuniya, Kilinochchi, Nuwara Eliya, Matale, Moneragala and Bandarawela have taken part in these programmes. In addition to this, the Right to Information Unit, for the purpose of educating the general public, conducted a display stall at the INNO-TECH 2020 Technology and Innovation

Exhibition held at the Mahinda Rajapaksa College in Homagama from the 11th to the 14th of March 2020.

Two training programmes for educating the Information Officers on the submission of annual reports to the Right to Information Commission in regard to the Right to Information Act were held in Kurunegala and Kandy with the financial sponsorship of the United Nations Development Programme (UNDP) and a group of Information Officers numbering nearly 500 participated in these two programmes.

Copies of the guidelines were distributed among the Ministries, Departments, District Secretariats and Divisional Secretariats.

Coordination of the resource persons and the distribution of resource sets for the training programmes conducted at the Ministry of Public Administration, Centre for Environmental Justice, Sri Lanka Press Council, Department of Government Factory and the Teaching Hospital in Ragama on the Right to Information Act were undertaken.

In the designing of websites for obtaining online information when under diversion to the online method, the aspects of maintaining a proper mechanism having regard to the Right to Information Act as well as making the public institutions more efficient through the creation of electronic file management systems are contemplated by means of the application of such online methodology.

Programmes focusing on the presentation of progressive information for the introduction of the RTI online tracking system pertaining to the respective Act were conducted also for the officers of the Ministry of Mass Media and the officers under the purview of the Ministry.

A mobile application (App) has been introduced in relation to the Right to Information Act. This was financially facilitated by the United Nations Development Programme (UNDP). The citizens are able to obtain information more conveniently and send their information applications quickly through this mobile application.

Based on the aspects of facilitating the use of the Right to Information Act and thereby raising the awareness of the citizens and also seeing to the aspect of the delivery of public needs quickly, the website, info@rti.gov.lk was developed. The website also intends to publish official newspapers on the Right to Information Act and raise awareness on upcoming programmes that are due to take place. This website is being updated regularly in

order that it can be used more actively and effectively having regard to the Right to Information Act.

A concept paper has been prepared for designing the website related to the Right to Information Act so that it can also be made use of by visually-impaired persons.

The website has been fed with the information conveyed by the public authorities and the database prepared in relation to the Information Officers and Appeal Officers whilst information concerning this continues to be updated on daily basis.

The awareness raising activities using the new media too have been set to move forward. The awareness raising drive on the Right to Information Act focusing on the young generation is being carried out with an attractive approach via the Facebook page. Apart from that, other social media networks, email and YouTube are made use of for educating the people about the Right to Information Act.

A section from the premises of the Department of Government Information has been identified for the purpose of establishing an Information Technology Resource Centre for citizens to study on the Right to Information Act and to provide the opportunity for those who engage themselves in research work to utilize it more meaningfully and also, with a view to rendering an active service in connection with the inquiries concerning the Right to Information Act. The consultancy services and the financial assistance for the establishment of this Resource Centre are to be extended by the United States Agency for International Development (USAID). This Agency has already provided the sets of books, magazines and other related documents required by this Resource Centre. Apart from this, the provision of formal consultancy services is also being made.

To mark the International Day for Right to Information falling on the 28th of September, a mobile service was held at the Bandarawela Town Hall and a special edition of the “Pawatha” newspaper supplement was also published. The “Pawatha” newspaper supplement to promote the Right to Information Act compiled by the Right to Information Unit has gone on to publish 03 issues along with the newspapers of “Dinamina” and “Thinakaran” during the year 2020.

Capital provision of Rs. 0.623 million was set apart from the annual budget of 2020 and of it, a sum of Rs. 0.473 million has been disbursed. The recurrent provision set apart was Rs. 5.475 million and a sum amounting to Rs. 1.698 million has been expended.

iii) Introduction of a Social Security Benefits Scheme for the mass media personnel

In order to create a society suited for the 21st century, the freedom of speech and publication is recognized in its highest position and the utmost possible should be done to protect them. For this purpose, we should create the necessary free and unhindered environment for the role the media institutions and the media professionals employed in them has to play in the execution of their duties.

Discussions were held with the Insurance Corporation of Sri Lanka for making an insurance cover available to the mass media personnel and the Corporation has devised a life, health and retirement cover with a premium value of Rs. 20,000 per annum for each media personnel.

iv) Giving special attention to the national and international regulations for upholding media standards, the operation of the national and international media institutions and the areas of social and cultural identities having understood the relationship the field of Sri Lankan media has with the contemporary global developments in the field of mass media.

Working with the understanding to ensure that the mass media personnel and the media institutions will not go beyond the culture, family and human relationships and accepted socio cultural values and norms in the formulation of mass media policies.

Action will be initiated to establish a new broadcasting commission in order to streamline the television and radio licenses with a specific focus on the social and cultural identities of the broadcasts of television and radio in Sri Lanka taking into consideration the international laws and the operation of the national and international media institutions.

a) Regulation of the issuance of the television and radio broadcasting licenses

The primary statutes applicable to the subjects of radio and television broadcasting in Sri Lanka are the Sri Lanka Broadcasting Corporation Act, No. 37 of 1966 and the Sri Lanka Rupavahini Corporation Act, No. 06 of 1982 respectively. In accordance with the statutory provisions contained in the Acts above, the Minister in charge of the subject of the said institutions, by virtue of the powers vested in him, may also issue licenses for operating private radio and television broadcasting services.

The prime objective of the issuance of these licenses is to bring forth a responsible and accountable media ethos.

No. of active private television and radio broadcasting licenses and the No. of channels as of the 31st of December 2020

Categorization of Licenses	No. of licensed private institutions	No. of private channels
Radio Broadcasting	18	36
Terrestrial Television	15	20
Total	33	56

Service provider Institutions

Categorization of Licenses	No. of licensed institutions
Cable television	06
Satellite television	06
Internet based television	02
Mobile phone based television	01
Total	15

Furthermore, 16 radio broadcasting channels including the two state owned radio broadcasting channels, the Sri Lanka Broadcasting Corporation and the Independent Television Network Pvt. Ltd. together with their regional services are in operation whilst 05 television channels are on air beaming programmes via the two institutions of Sri Lanka Rupavahini Corporation and the Independent Television Network Pvt. Ltd.

As the conditions set out in the already issued licenses differ from each other due to periodical inclusion of conditions that were deemed fit to be added to the format of the licenses of television and radio broadcasting from time to time and also, in consideration of the problems such as no consistency in the licenses so issued and no appropriate amendments being made to the conditions of such licenses to suit the current needs and the lack of necessary provisions to regulate the conditions of licensing, a draft bill titled ‘The Broadcasting Regulation Commission Act’ was submitted as a solution to such issues by the committee appointed on 25.10.2017 with powers given to make recommendations on the regulation of the licenses issued to the radio and television broadcasting entities. The draft

bill, following its submission to the Cabinet of Ministers, was made to be reviewed by a committee of experts in pursuance of the respective decision of the Cabinet. Accordingly, 'the Sri Lanka Broadcasting Law' was drafted as a remedial measure to the circumstances in issue in this regard.

b) Registration of News Casting Websites

All news casting websites should be registered under the Ministry of Mass Media in pursuance of the Cabinet Decision No. 12/1037/37/019-1 of 13.08.2012. Accordingly, every news casting website should credit to the Ministry of Finance Rs. 25,000/- for its registration and Rs. 10,000/- for its annual registration renewal. Up to the 31st of December 2020, the number of news websites registered under the Ministry was 25. New news casting websites numbering 03 and renewals numbering 08 have been recorded in respect of the year 2020.

c) Levying of tax for imported teledramas, films and commercial programmes

This Ministry, in accordance with the regulations made by the Finance Act, No. 11 of 2016, charges levies for the imported programmes beamed by the television channels for the purpose of promoting local teledramas and films. These levies should be paid in terms of the Gazette Extraordinary No. 2044/21 dated 07.11.2017. Accordingly, no licensed institute should telecast any teledrama, film or commercial programme unless it obtains a clearance certificate issued by the Secretary in accordance with the provisions set out in the 13th Regulation of the Finance (teledramas, films and commercials levy) Regulations, No. 1 of 2017. As such, the imported teledramas, films and commercial programmes that are expected to be telecast in this country will be subject to monitoring by a Reviewing Committee set up by the Secretary to the Ministry.

Clearance certificates have been issued for 937 imported teledramas, films and commercial programmes whilst the levies thereon charged amounts to Rs. 158.527 million up to the 31st of December 2020. The amount was credited to the Fund of the General Treasury. 29 Reviewing Committee members have been enlisted for this purpose and the telecasting approvals have been granted by way of putting such programmes through 257 sub committee sessions constituting three persons each on daily basis.

v) Setting up of a 'Higher Education Institute for Mass Media' with state patronage in keeping with the international standards towards producing media personnel with higher professional skills.

It has been decided to establish a higher education faculty for mass media further continued to be affiliated to the Sri Lanka Foundation Institute with state patronage conforming to high academic standards, as the Sri Lanka Foundation, having recognized the problems encountered due to chaotic conditions prevalent in the fields of mass media and communication following the recommendations made by a committee of experts in order to revitalize these fields in tandem with academic standards, as at present continues to carry on the courses that were conducted for the mass media personnel by the Sri Lanka Mass Media Training Institute towards a complete restructure of the said fields and availing them of an increased opportunity for training at the international levels. Discussions in regard to the respective curricular, body of control and lecturing process are now ongoing.

vi) Increasing the opportunities for professional mass media personnel to undergo training at the international level.

“Asi Disi” Mass Media Scholarship Programme

This programme set in motion with the objective of enhancing the professionalism of the mass media personnel has provided financial facilities to the mass media professionals employed in the reputed media institutions of the island for their advanced educational pursuits. Interviews were conducted to select the mass media personnel as scholarship recipients for the year 2020. The General Treasury has set aside Rs. 1.411 million as allocations for this purpose and a sum amounting to Rs. 1.374 million out of such allocations has been made out as payments to 30 scholarship recipients from the year 2015 to 2019.

vii) Government attention will be focused on how financial investments are obtained to set up the newspaper, radio and television institutions. Direct foreign investments in this field will be supervised by the government and will be regulated by new rules and regulations.

Appointment of a member of the Ministry of Defence for the Technical Committee on the Issuance of Television and Radio Licenses and obtaining security clearance on licensing applicants in addition to obtaining security clearances having regard to the institutional composition of the media institutions.

viii) Bringing the Sri Lanka Rupavahini Corporation and the Sri Lanka Broadcasting Corporation under a Commission that is accountable to the Parliament in order to free them from the pressure of financial competition so that they can function as model institutions in the mass media field.

Getting the two institutions to prepare business plans and five year plans having put them under direct supervision.

ix) Re-organization of the Press Council as an adjudicating body over matters relating to journalists and media institutions and also, as a centre to promote media education covering the electronic, print and other new media after having it structurally reformed.

Measures are underway to review the Sri Lanka Press Council Act in order to make the Press Council function as an adjudicating body on journalists and media institutions so as to cover the electronic, print and other new media and also, to have it engaged in public dialogue for that purpose. Furthermore, plans are afoot to hold seminars in order to get the views of the media personnel.

x) Taking measures to set up an urban housing complex for mass media professionals and the introduction of a concessionary vehicle loan scheme for them.

A discussion presided over by the Hon. Minister to make the media personnel aware of this matter and for obtaining their views thereon was held on 12.02.2020. As decided at that meeting, information called for on the needs of the mass media personnel through the newspapers and the website is now being fed to an information data system.

xi) Setting up of a system of “Press Clubs” provincially in order to provide facilities to media personnel including regional journalists.

Discussions have been held to set up these press clubs regionally in association with the Department of Government Information. Project proposal prepared to set up a centre for the mass media personnel at the premises of the Department of Government Information with all facilities has been submitted for the approval of the Department of National Planning on 05.03.2020 and the revised report has been resubmitted on 08.09.2020.

xii) Taking necessary steps to provide education to the society on the use, handling and adoption of communication strategies with regard to new forms of media including social media.

Taking action to organize seminars and workshops for the purpose of improving the media literacy of the people.

2.1.4 Progress of the projects implemented by the institutions provided with General Treasury allocations

2.1.4.1 Independent Television Network Ltd.

The total estimated amount of the biennial project to improve the Vasantham TV Channel in such a manner as to enable the Tamil speaking Sri Lankan people to view crystal clear pictures and also, to pave the way for them to produce and telecast national Tamil programmes was Rs. 304 million. Even though the provisions were received from the General Treasury during the year 2020, desired goals could not be reached due to delays in the procurement process. Funds of Rs. 1 million in the first quarter and Rs. 50 million in the last quarter of the year in a total of Rs. 51 million were set apart and the expenditure for the year amounted to Rs. 7.3 million.

2.1.4.2 Sri Lanka Rupavahini Corporation

Projects to improve the quality, flexibility and cost-effectiveness of the flow of performance of the studio production and newsrooms and to enhance the quality and efficiency of the telecasting operations at outer transmission stations and to boost terrestrial relaying of television channels and to see to the increased use of new media, the promotion of IT infrastructure facilities and the development of the television transmission were launched through the General Treasury provisions during this year too. The capital allocation set aside for the year 2020 was Rs. 290.43 million, whereas the expenditure incurred amounted to Rs. 234.85 million. Work slated to be undertaken through the contra lateral fund has been completed.

2.1.4.3 Sri Lanka Broadcasting Corporation

Preliminary work on the establishment of a studio complex for Yal FM Service has now commenced. Renovation work of the peripheral studios and multi-purpose studios as well as repairs to the transmission studios have been completed. The capital allocation set aside for the year 2020 was Rs. 152.14 million and the expenditure incurred was Rs. 38.09 million.

2.1.4.4 Right to Information Commission

Out of the 600 public complaints preferred to the Commission during the year 2020, work connected to complaints numbering 521 has been dealt with. Under the project for the conflict-affected and marginalized community to know information and for promoting their information rights with the assistance of the Government of Switzerland, public meetings and

awareness programmes for public officers have been conducted and the UNDP-assisted Web-Based Tracking System Project to apply information technology into the appealing process and the USAID-assisted project to monitoring the activities of the public authorities under the Right to Information Act are also in their final stages. Capital funds amounting to Rs. 4.165 million were allocated for this purpose and an outlay of Rs. 3.0 million has been disbursed. The planned workshops could not be held as scheduled due to the Covid-19 outbreak.

2.1.4.5 Sri Lanka Press Council

The new Certificate Course in Journalism was inaugurated in addition to the functions of newspaper registration, the examination into newspaper complaints, the conduct of workshops for regional journalists, the conduct of workshops for students as well as teachers and the conduct of the diploma course in Journalism. The capital provision for the year 2020 was Rs. 1 million and the progress achieved is 100%.

2.1 Challenges

2.2.1 Making the media institutions running at a loss into profitable ventures

Unlike private transmission channels / print media, state media institutions have a social responsibility to look upon in having the country's culture as well as its civilization preserved. However, in the face of the current competition, the revenue earned by the state-owned media entities is hardly adequate even to cover their recurrent expenditure as a result of the advertisements being assigned to transmission channels subject to irregular broadcast classifications irrespective of the quality of the channel. The production of programmes to give effect to the national agenda and the production of programmes meant for competitiveness are two contradictory factors. The major reason that causes these institutions to incur losses is the unaffordable overhead costs. It is therefore proposed to restructure these institutions so that they can be brought up at least to the level of a breakeven point.

2.2.2 Introduction of digital technology for television transmission activities in Sri Lanka

It has become a timely necessity for Sri Lanka to have the digital technology introduced to the field of television that has been well developed by many countries across the world under the very latest technological advancements, in place of the analogue technology currently in operation in the country. The maintenance of the existing transmission equipment based on the said analogue technology would create drawbacks in the future, especially as the

technology it uses is being gradually phased out. Furthermore, the introduction of the digital technology permits the newer frequency bands to be used more efficiently, allowing the relaying of a greater number of television channels via digital channels over the frequency bands required for analogue transmission and thereby resulting in a substantial reduction in *the operating costs*.

2.2.3 Upgrading the professionalism of the mass media personnel

Today, the mass media has become a very powerful and decisive factor in the economic, social as well as political spheres. Media makes a positive contribution in closely reaching out to the people with information, thereby helping to ensure the sustenance of good governance.

Fostering a culture of free, independent and people-friendly mass media is important in ensuring the preservation of democracy in Sri Lanka. Towards this end, a significant contribution is expected from the side of the mass media personnel in strengthening the process of good governance and democracy, and as such, there must be a professionally empowered media community in order to bring about a pluralistic and open media culture in the country. The establishment of an institution to mould professional media personnel has not met with success over the entire past two decades.

In view of the very fact that the media is responsible to society, it is proposed to establish a national institution that fulfills the social responsibility of achieving the excellence of the extreme use of the media by producing professional mass media personnel in keeping with the respective media ethics, ensuring the sustenance of the highest media standards.

With the advancement of modern technology and global trends, the field of mass media is constantly changing, and in facing up to such changes, a necessity has arisen to set up a regular educational establishment meant for mass media personnel to look forward to their professional development, capacity building and skill development. Accordingly, making the proposed media institution a reality is of paramount importance.

2.2.4 Introduction of an unbiased transmission rating method

In radio advertising, the broadcast ratings are a consequently critical factor for large-scale advertising agencies. Grading data have the potential to disproportionately control the economic viability of the centers transmitting the programmes having their respective productions being subjugated to an impact from its programming lineup to its programme

content. The ratings were not worked out at the time when only the state radio and television channels were active, and the ratings came into being a few years afterwards following the liberalization of the broadcasting industry has afforded the opportunity for private companies to come into play. Even though the rankings are widely used by advertisers, some broadcasting entities are not really pleased with this modus operandi. As such, this Ministry should take measures to introduce an impartial rating system.

2.2.5 Introduction of the Broadcasting Regulatory Act

It is observed that there should be an independent body to handle both the state and private media institutions based on the facts such as the changes taking place in the technical and legal strata, the irregularities in the existing mechanism for issuing licenses, the problematic nature of the licenses already issued as well as the conduct of the media in certain cases during the past.

2.3 Future Goals

- i) To give effect to the regulations required for creating a media culture with responsibility and accountability ensuring the media freedom.
- ii) To broaden the access for all citizenry in the country to get information.
- iii) To equip media personnel with knowledge and experience.
- iv) To foster the media literacy.
- v) To introduce a Code of Ethics for media.

Signed by:

Jagath P. Wijeweera

Secretary
Ministry of Mass Media

Chapter 03

**Overall Financial Performance
for the year ended 31st December
2020**

Overall Financial Performance for the year ended 31st December 2020

a. Statement of Financial Performance

				ACA -F
				Rs.
Budget 2020	Note	Actual		
		2020	2019	
- Revenue Receipts			-	
- Income Tax	1	158,527,000	615,000,272	ACA-1
- Taxes on Domestic Goods & Services	2	-	-	
- Taxes on International Trade	3	-	-	
- Non Tax Revenue & Others	4	-	-	
- Total Revenue Receipts (A)		158,527,000	615,000,272	
- Non Revenue Receipts		-	-	
- Treasury Imprests		99,280,182	190,255,000	ACA-3
- Deposits		1,633,252	8,670,154	ACA-4
- Advance Accounts		8,529,222	8,319,728	ACA-5
- Other Receipts		1,850,504	3,458,281	
- Total Non Revenue Receipts (B)		111,293,160	210,703,163	
- Total Revenue Receipts & Non Revenue Receipts C = (A)+(B)		269,820,160	825,703,435	
Less: Expenditure				
- Recurrent Expenditure		-	-	
- Wages, Salaries & Other Employment Benefits	5	132,768,360	72,204,327	ACA-2(ii)
- Other Goods & Services	6	69,481,924	94,938,853	
- Subsidies, Grants and Transfers	7	1,166,553,638	431,030,954	
- Interest Payments	8	-	-	
- Other Recurrent Expenditure	9	-	-	
- Total Recurrent Expenditure (D)		1,368,803,922	598,174,134	

Capital Expenditure					
-	Rehabilitation & Improvement of Capital Assets	10	7,539,965	4,217,429	ACA-2(ii)
	Acquisition of Capital Assets	11	8,026,931	3,465,800	
-	Capital Transfers	12	312,548,784	308,623,510	
-	Acquisition of Financial Assets	13	-	-	
-	Capacity Building	14	2,670,606	11,481,319	
-	Other Capital Expenditure	15	48,245,192	18,469,586	
-	Total Capital Expenditure (E)		379,031,478	346,257,644	
	Main Ledger Expenditure (F)		-	-	
	Deposit Payments		12,038,020	1,159,311	ACA-4
	Advance Payments		25,087,125	10,810,183	ACA-5
	Total Expenditure G = (D+E+F)		1,784,960,545	956,401,272	
-	Imprest Balance as at 31 st December 2020 H = (C-G)		(1,515,140,385)	(130,697,837)	

b. Statement of Financial Position

ACA-P

As at 31st December 2020

	Note	Actual 2020 Rs	2019 Rs
<u>Non Financial Assets</u>			
Property, Plant & Equipment	ACA-6	8,677,962	11,734,358
<u>Financial Assets</u>			
Advance Accounts	ACA-5/5(a)	16,557,903	20,462,589
Cash & Cash Equivalents	ACA-3	4,771,962	2,397,512
Total Assets		30,007,827	34,594,459
<u>Net Assets / Equity</u>			
Net Worth to Treasury		16,545,757	10,045,674
Property, Plant & Equipment Reserve		8,677,962	11,734,358
Rent and Work Advance Reserve	ACA-5(b)		
<u>Current Liabilities</u>			
Deposits Accounts	ACA-4	12,146	10,416,915
Imprest Balance	ACA-3	4,771,962	2,397,512
Total Liabilities		30,007,827	34,594,459

Detail Accounting Statements in ACA format Nos. 1 to 6 presented in pages from 06 to 72 and Notes to accounts presented in pages from 73 to 80 form and integral parts of these Financial Statements. The Financial Statements have been prepared in complying with the Generally Accepted Accounting Principles whereas most appropriate Accounting Policies are used as disclosed in the Notes to the Financial Statements and hereby certify that figures in these Financial Statements, Notes to accounts and other relevant accounts were reconciled with the Treasury Books of Accounts and found to in agreement.

Sgd./By :

Chief Accounting Officer Accounting Officer

Chief Financial Officer/
Chief Accountant/Director (Finance)/
Commissioner (Finance)

Jagath P. Wijeweera
Secretary

S R W M R P Sathkumara
Additional Secretary
(Administration)

S A N R Subasingha

Date : 20.04.2021

3.3 Statement of Cash Flows

ACA-C

Statement of Cash Flows For the Eight Months Period ended 31st December 2020

	Actual	
	2020 Rs.	2019 Rs.
<u>Cash Flows from Operating Activities</u>		
Total Tax Receipts	22,230,000	400,994,577
Fees, Fines, Penalties and Licenses	-	-
Profit	-	-
Non Revenue Receipts	1,850,504	3,458,281
Revenue collected for other heads	-	-
Imprest Received	112,298,000	190,255,000
Total Cash generated from operations (a)	136,378,504	594,707,858
<u>Less – Cash disbursed for :</u>		
Personal Emoluments & Operating Payments	62,435,981	149,658,949
Subsidies & Transfer Payments	482,358	1,213,165
Expenditure on other heads	10,017,348	160,259
Imprest settlement to Treasury	13,271,962	401,930,186
Total Cash disbursed for Operations (b)	86,207,649	552,962,559
NET CASH FLOW FROM OPERATING ACTIVITIES (c)=(a)-(b)	50,170,855	41,745,299
<u>Cash Flows from Investing Activities</u>		
Interest	-	-
Dividends	-	-
Divestiture Proceeds & Sale of Physical Assets	-	-
Recoveries from on Lending	-	-
Recoveries from Advance	3,930,086	3,435,521
Total Cash generated from Investing Activities (d)	3,930,086	3,435,521

	Actual	
	2020 Rs.	2019 Rs.
<u>Less – Cash disbursed for :</u>		
Purchase or construction of Physical Assets	52,155,045	51,149,399
Acquisition of other Investment		
Advance Payment	1,996,662	3,494,165
Total Cash disbursed for Investing Activities (e)	54,151,707	54,643,564
NET CASH FLOW FROM INVESTING ACTIVITIES (f)=(d)-(e)	(50,221,621)	(51,208,043)
NET CASH FLOWS FROM OPERATING AND INVESTMENT ACTIVITIES (g)= (c) +(f)	(50,767)	(9,462,744)
<u>Cash flows from Financing Activities</u>		
Local Borrowings	-	-
Foreign Borrowings	-	-
Grants Received	-	-
Deposit Received	539,082	8,485,584
Total Cash generated from Financing Activities (h)	539,082	8,485,584
<u>Less – Cash disbursed for :</u>		
Repayment of Local Borrowings	-	-
Repayment of Foreign Borrowings	-	-
Deposit Payments	742,459	747,681
Total Cash disbursed for Financing Activities (i)	742,459	747,681
NET CASH FLOW FROM FINANCING ACTIVITIES (j)=(h)-(i)	(203,377)	7,737,903
Net Movement in Cash (k) = (g) - (j)	(254,144)	(1,724,841)
Opening Cash Balance at 01st of May*	254,144	1,986,744
Closing Cash Balance as at 31st December	-	261,903

3.4 Notes to the Financial Statements

Source for Reporting

(1) **Period of reporting**

The period of reporting applicable to these financial statements is from 01st January 2020 to 31st December of the same year.

(2) **Base of measurement**

Financial statements have been prepared based on the historical cost while the historical cost of certain assets have been enhanced to the re – valued value. Unless otherwise specified, it is performed on the improved currency basis.

(3) **Identification of income**

The transferable and non - transferable income are identified as income at the period they are received despite of the period they should be received.

(4) **Identification and measurement of property, plants and equipment**

When there is a confirmation of future economic profits applicable to the asset as well as the particular asset can be measured with reliability; such assets can be identified as properties, plants and equipment.

Properties, plants and equipment are identified for the costs while the value of re-valuation at the instances in which cost model is not applicable.

(5) **Property, plants and equipment reserve**

This is the corresponding reserve account of property, plants and equipment.

(6) **Currency and cash equivalents**

Notes and coins of local currency and other cash equivalents at hand as of 31st December 2020 are included herewith.

3.5 Performance of the Revenue Collection

Rs. 000

Revenue Code	Description of the Revenue Code	Revenue Estimate		Collected Revenue	
		Original	Final	Amount	As a % of Final Revenue Estimate
1002-13-00	Teledrama, films and commercial levy	480,000	480,000	158,527	33

3.6 Performance of the Utilization of Allocation

Rs.000

Type of Allocation	Allocation		Actual Expenditure	Allocation Utilisation as a % of Final Allocation
	Original	Final		
Recurrent	1,400,174	1,391,122	1,368,804	98
Capital	546,293	555,345	379,031	68
Total	1,946,467	1,946,467	1,747,835	89

3.7 In terms of F.R. 208 grant of allocation for expenditure to this Ministry as an agent of the other Ministries/Departments

Rs.000

Serial No.	Allocation Received from which Ministry/Department	Purpose of the Allocation	Allocation		Actual Expenditure	Allocation Utilisation as a % of Final Allocation
			Original	Final		
1	Ministry of Public Services, Provincial Councils and Local Government	Salaries for Graduate Trainees	160	160	160	100
2	Ministry of Trades	Expenditure of Minister's Office	9,194	9,194	9,194	100
3	Department of Government Information	Payment to Selacine Rupavahini Institute	367	367	367	100
4	Election Commission	Reimburse Election Staff payments	296	296	296	100

3.8 Performance of the Reporting of Non-Financial Assets

Rs.000					
Asset Code	Code Description	Balance as per Board of Survey Report as at 31.12.2019	Balance as per financial Position Report as at 31.12.2019	Yet to be Accounted	Reporting Progress as a %
9151	Building and Structures	-	-	-	-
9152	Machinery and Equipment	-	8,678	-	-
9153	Land	-	-	-	-
9154	Intangible Assets	-	-	-	-
9155	Biological Assets	-	-	-	-
9160	Work in Progress	-	-	-	-
9180	Lease Assets	-	-	-	-

3.9 Auditor General's Report

Please refer Sinhala version page nos. 43-48 for Auditor General's Report.

Chapter 04

Performance Indicators

Performance Indicators of the institute (Based on the Action Plan)

	Specific Indicators	Annual Output as a Percentage (%) of the expected output			
		100% - 90%	75% - 89%	50% - 74%	0%- 49%
1	Formulation of Broadcasting Regulatory Commission Bill	100%	-	-	-
2	Implementation of RTI Act (Make aware public on Right to Information)	-	-	-	10%
3	Enhance professionalism of journalists				
3.1	“Asi Disi” Scholarship Programme	100%	-	-	-
3.2	Set up a Higher Education Institute for Mass Media under government patronage				15%
4	Facilitate Journalists				
4.1	Set up a Housing Complex for media professionals				5%
4.2	Introduce an Insurance Scheme for media professionals				10%

Chapter 05

Performance of the achieving Sustainable Development Goals (SDG)

5.1 Performance of Achieving Sustainable Development Goals (SDG)

Achieving excellence in media practice while facilitating to create a responsible media culture in the country

Goal/Objective	Targets (Global Target)	Indicators of the achievement	Progress of the achievement to date		
			0% - 49%	50% - 74%	75%- 100%
4.Quality Education	4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship	National Media Higher Education Institute	10%		
		“Asi Disi” Scholarship Programme			100%
16. Peace and Justice - Strong Institutions	16.10 Ensure public access to information and protect fundamental freedoms in accordance with national legislation and international agreements	Awareness programmes for Information Officers and other government officers on Right to Information Act	10%		
		Awareness programmes for Public			80%

5.2 Achievements and Challenges of the Sustainable Development Goals

Achievements :

- i) The project report for the establishment of a National Media Institute for the purpose of producing professional journalists in the field of journalism was submitted by this Ministry to obtain the appraisal of the Department of National Planning and the Department has agreed in principle to this project concept. With the transfer of the Sri Lanka Foundation Institute under the purview of this Ministry, in accordance with the Extraordinary Gazette Notification No. 2187/27 dated 09.08.2020, the Media Higher Education Institute will be established in conjunction with the Sri Lanka Foundation Institute, the tertiary education institution under the Ministry.
- ii) The Ministry was responsible for the implementation of the Right to Information Act No.12 of 2016 and its publication, and appeals continue to be made through the Right to Information Commission.

Challenges :

- i) Identification of collective endeavors and access to consolidated planning via entering into a combination among state agencies / institutions for a total state mediation / access.
- ii) Introduction of a strong methodology for applicable regulations to achieve sustainable development goals
- iii) Technically empowering state media institutions
- iv) Utilizing both private media and social media for achieving these targets.
- v) Allocation of provisions for implementing programmes for executing sustainable development goals since the state media institutions do not operate with the objective of gaining profit.

Chapter 06

Human Resource Profile

Human Resource Profile

6.1 Cadre Management

Category	Approved Cadre	Existing Cadre	Vacancies	(Excess)
Senior	25	15	10	00
Tertiary	06	03	03	00
Secondary	89	58	31	00
Primary	38	29	09	00
Total	158	105	53	00

6.2 How the shortage or excess in human resources has been affected to the performance of the institute.

There is a shortage of 53 employees in the staff. When there is a shortage in the work force, every employee / officer has to be entrusted with additional duties while on time delivery of their duties cannot be performed and have to work with mental stress and dissatisfaction. This leads to detrimental effects causing minimum institutional performance as a whole.

6.3 Human Resource Development

Name of the Program	No. of staff trained	Duration of the program	Total Investment (Rs.)		Nature of the Program (Abroad/Local)	Output/Knowledge Gained
			Local	Foreign		
Higher National Diploma in Public Procurement and Contract Administration	01	1 year	120,000		Local	Improving competence in government procurement activities
Workshop on Office Methods and Ethics	03	2 days	25,500		Local	Ability to perform office functions efficiently and effectively by following office procedures and ethics.
Preparation of Bidding Documents (Goods and Services)	01	2 days	8,500		Local	Ability to purchase goods and services more effectively by preparing bids in accordance with the Procurement Guidelines when making purchases under the National Competitive and Price Method of Shopping (Shopping method)
Workshop on Public Procurement Procedures	01	2 days	8,500		Local	Improve competence in the government procurement procedure.
Preparation and presentation of Cabinet Memoranda	01	1 day	8,500		Local	Accurate and effective presentation of Cabinet Memoranda.

Name of the Program	No. of staff trained	Duration of the program	Total Investment (Rs.)		Nature of the Program (Abroad/ Local)	Output/Knowledge Gained
			Foreign	Local		
Fire & Emergency Response Training	50	1 day	60,000		Local	Acquiring knowledge and skills on first aid and methods of protecting lives and property in the event of an emergency
Master in Public Administration & Management	01	1 year	75,000		Local	Obtain administrative and management knowledge required for public administration.
Master in Information System Management	01	1 year	62,500		Local	Gain knowledge of information system management
Certificate Course in Journalism	01	6 months	18,000		Local	Gain knowledge of media
Digital Marketing Essential Qualification	01	6 months	45,000		Local	Obtain knowledge of digital marketing.
Total	61		431,500			

6.4 How training programmes contributed to the performance of the institution

The objective of directing officers to training courses is to manipulate them to perform office duties properly, formally, and efficiently. Training courses update and enhance the efficiency of officers. In service training course was introduced for the officers in this Ministry while obtaining the invaluable assistance of resource persons of government recognized establishments.

A compulsory training is given to the newly attached officers to Ministry on fresh appointment is the government sector so that they obtain the orientation to their profession properly.

Furthermore, these training courses give officers the opportunity to break free from the monotony of the work environment and to be equipped with new knowledge.

Performance of the Ministry can be escalated through directing the officers to training programmes.

Chapter 07

Compliance Report

Compliance Report

No.	Applicable Requirement	Compliance Status (Complied/Not Complied)	Brief Explanation for Non Compliance	Corrective actions proposed to avoid non-compliance in future
1	The following financial statements/accounts have been submitted on due date			
1.1	Annual Financial Statements	Complied with	-	-
1.2	Advance to public officers account	Complied with	-	-
1.3	Trading and Manufacturing Advance Accounts (Commercial Advance Accounts)	Not applicable	-	-
1.4	Stores Advance Accounts	Not applicable	-	-
1.5	Special Advance Accounts	Not applicable	-	-
1.6	Others	Not applicable	-	-
2	Maintenance of Books and Registers (FR445)			
2.1	Fixed assets register has been maintained and update in terms of Public Administration Circular 267/2018	Complied with	-	-
2.2	Personal emoluments register/ Personal emoluments cards has been maintained and update	Complied with	-	-
2.3	Register of Audit queries has been maintained and updated	Complied with	-	-
2.4	Register of Internal Audit reports has been maintained and update	Complied with	-	-
2.5	All the monthly accounts summaries (CIGAS) are prepared and submitted to the Treasury on due date	Complied with	-	-
2.6	Register for cheques and money orders has been maintained and update	Complied with	-	-
2.7	Inventory register has been maintained and update	Complied with	-	-
2.8	Stocks register has been maintained and update	Complied with	-	-
2.9	Register of losses has been maintained and update	Complied with	-	-

2.10	Commitment Register has been maintained and update	Complied with	-	-
2.11	Register of Counterfoil Books (GA-N20) has been maintained and update.	Complied with	-	-
03	Delegation of Functions for financial control (FR 135)			
3.1	The financial authority has been delegated within the institute	Complied with	-	-
3.2	The delegation of financial authority has been communicated within the institute	Complied with	-	-
3.3	The authority has been delegated in such manner so as to pass each transaction through two or more officers	Complied with	-	-
3.4	The controls has been adhered to by the Accountants in terms of State Account Circular 171/2004 dated 11.05.2014 in using the Government Payroll Software Package	Complied with	-	-
04	Preparation of Annual Plans			
4.1	The Annual Action Plan has been prepared.	Complied with	-	-
4.2	The Annual Procurement Plan has been Prepared	Complied with	-	-
4.3	The Annual Internal Audit Plan has been prepared.	Complied with	-	-
4.4	The Annual Estimate has been prepared and submitted to the NBD on due date	Complied with	-	-
4.5	The Annual Cash Flow has been submitted to the Treasury Operations Department on time.	Complied with	-	-
05	Audit Queries			
5.1	All the audit queries has been replied within the specified time by the Auditor General	Complied with	-	-
06	Internal Audit			
6.1	The Internal Audit Plan has been prepared at the beginning of the year after consulting the Auditor General in terms of Financial Regulation 134(2)DMA/1-2019	Complied with	-	-

6.2	All the internal audit reports has been replied within one month	Complied with	-	-
6.3	Copies of all the internal audit reports has been submitted to the Management Audit Department in terms of Sub-section 40(4) of the National Audit Act No.19 of 2018	Complied with	-	-
6.4	All the copies of internal audit reports has been submitted to the Auditor General in terms of Financial Regulation 134(3)	Complied with	-	-
07	Audit and Management Committee			
7.1	Minimum 04 meeting of the Audit and Management Committee has been held during the year as per the DMA Circular 1-2019	Not Complied with	The letter No. DMA/AMC/M/20 20/5-4 dated 11.06.2020 of the Department of Management Services has informed that committees should be conducted only for the third and fourth quarters for the year 2020.	Audit and Management Committee meeting in relation to the third quarter have been conducted on 10.09.2020. The committee meeting in relation to the fourth quarter is scheduled to be conducted in the month of February.
8	Asset Management			
8.1	The information about purchases of assets and disposals was submitted to the Comptroller General's Office in terms of Paragraph 07 of the Asset Management Circular No. 01/2017	Complied with	-	-
8.2	A suitable liaison officer was appointed to coordinate the implementation of the provisions of the circular and the details of the nominated officer was sent to the Comptroller General's Office in terms of Paragraph 13 of the aforesaid circular.	Complied with	-	-

8.4	The excesses and deficits that were disclosed through the board of survey and other relating recommendations, actions were carried out during the period specified in the circular	Complied with	-	-
8.5	The disposal of condemn articles had been carried out in terms of FR 772	Complied with	-	-
9	Vehicle Management			
9.1	The daily running charts and monthly summaries of the pool vehicles had been prepared and submitted to the Auditor General on due date.	Complied with	-	-
9.2	The condemned vehicles had been disposed of within a period of less than 6 months after condemning.	Complied with	-	-
9.3	The vehicle logbooks had been maintained and updated.	Complied with	-	-
9.4	The action has been taken in terms of F.R. 103, 104, 109 and 110 with regard to every vehicle accident.	Complied with	-	-
9.5	The fuel consumption of vehicles has been re-tested in terms of the provisions of Paragraph 3.1 of the Public Administration Circular No. 30/2016 of 29.12.2016	Complied with	-	-
9.6	The absolute ownership of the leased vehicle log books has been transferred after the lease term.	Not applicable	-	-
10	Management of Bank Accounts			
10.1	The bank reconciliation statements have been prepared, got certified and made ready for audit by the due date.	Complied with	-	-
10.2	The dormant accounts that had existed in the year under review or since previous years settled	Not applicable	-	-
10.3	The action had been taken in terms of Financial Regulations regarding balances that has been disclosed through bank reconciliation	Complied with	-	-

	statements and for which adjustments had to be made, and had those balances been settled within one month.			
11	Utilization of Provisions			
11.1	The provisions allocated had been spent without exceeding the limit	Complied with	-	-
11.2	The liabilities not exceeding the provisions that remained at the end of the year as per the FR 94(1)	Complied with	-	-
12	Advances to Public Officers Account			
12.1	The limits had been complied with	Complied with	-	-
12.2	A time analysis had been carried out on the loans in arrears	Complied with	-	-
12.3	The loan balances in arrears for over one year had been settled	Complied with	-	-
13	General Deposit Account			
13.1	The action had been taken as per F.R.571 in relation to disposal of lapsed deposits	Complied with	-	-
13.2	The control register for general deposits had been updated and maintained.	Complied with	-	-
14	Imprest Account			
14.1	The balance in the cash book at the end of the year under review remitted to TOD	Complied with	-	-
14.2	The ad-hoc sub imprest issued as per F.R. 371 settled within one month from the completion of the task.	Complied with	-	-
14.3	The ad-hoc sub imprest had been issued exceeding the limit approved as per F.R. 371	Complied with	-	-
14.4	The balance of the imprest account had been reconciled with the Treasury books monthly.	Complied with	-	-
15	Revenue Account			
15.1	The refunds from the revenue had been made in terms of the regulations	Complied with	-	-
15.2	The revenue collection had been directly credited to the revenue	Complied with	-	-

	account without credited to the deposit account			
15.3	Refunds of arrears of revenue forward to the Auditor General in terms of F.R. 176	Complied with	-	-
16	Human Resource Management			
16.1	The staff had been paid within the approved cadre	Complied with	-	-
16.2	All members of the staff have been issued a duty list in writing	Complied with	-	-
16.3	All reports have been submitted to MSD in terms of their circular No. 04/2017 dated 20.09.2017	Complied with	-	-
17	Provision of Information to the Public			
17.1	An information officer has been appointed and a proper register of information is maintained and updated in terms of Right to Information Act and Regulation	Complied with	-	-
17.2	Information about the institution to the public have been provided by website or alternative measures and has it been facilitated to appreciate/ allegation to public against the public authority by this website or alternate measures.	Complied with	-	-
17.3	Bi-annual and Annual Reports have been submitted as per section 08 and 10 of the RTI Act	Complied with	-	-
18	Implementing Citizens Charter			
18.1	A citizens charter / Citizens client's charter has been formulated and implemented by the institution in terms of the circular number 05/2008 and 05/2018(1) of Ministry of Public Administration and Management	Not complied with	Not implemented at present. Steps will be taken to update for the next year.	
18.2	A methodology has been devised by the institution in order to monitor and assess the formulation and the implementation of Citizens Charter / Citizens Client's charter as per paragraph 2.3 of the circular	Not complied with	Steps will be taken to prepare for the next year.	

19	Preparation of the Human Resource Plan			
19.1	A human resource plan has been prepared in terms of the format in Annexure 02 of Public Administration Circular No. 02/2018 dated 34.01.2018	Not complied with	Steps will be taken to prepare for the next year.	
19.2	A minimum training opportunity of not less than 12 hours per year for each member of the staff has been ensured in the aforesaid Human Resource Plan	Not complied with	Steps will be taken to include training opportunities formally in the plan for the next year.	
19.3	Annual Performance agreements have been signed for the entire staff based on the format in Annexure 01 of the aforesaid circular.	Not complied with	Steps will be taken to get agreements signed for the next year.	
19.4	A senior officer was appointed and assigned the responsibility of preparing the human resource development plan, organizing capacity building programmes and conducting skill development programmes as per paragraph No. 6.5 of the aforesaid circular	Complied with	-	-
20	Responses Audit Paras			
20.1	The shortcomings pointed out in the audit paragraphs issued by the Auditor General for the previous years have been rectified	Complied with	-	-

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Ministry of Mass Media

අංක.163, ඇසිඩිසි මැදුර, කිරුළපන මාවත, පොල්හේන්කොඩ, කොළඹ 05
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