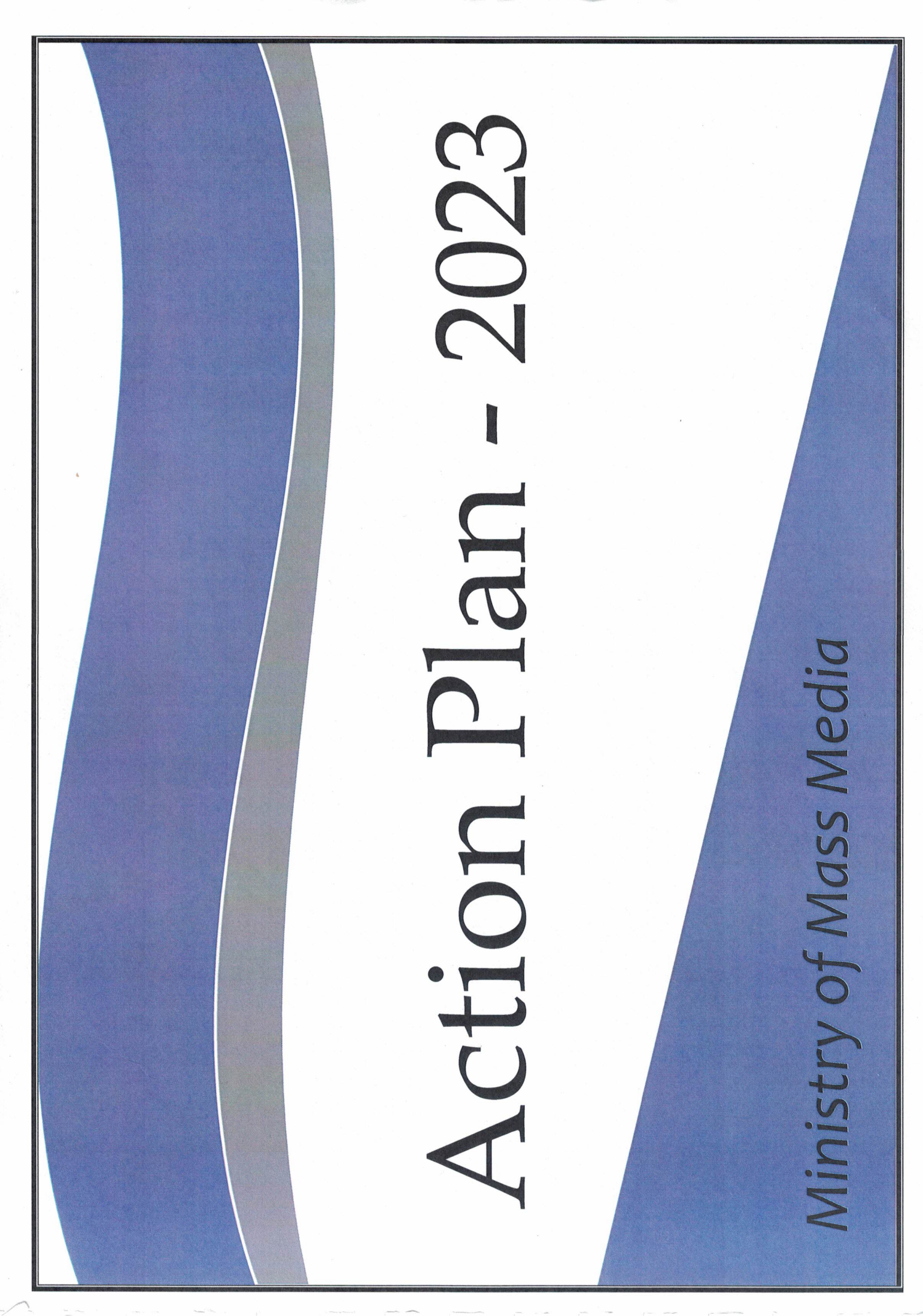


The cover features a white background with two large, flowing blue bands. One band curves from the top left towards the bottom center, while the other curves from the top right towards the bottom center. A third, narrower blue band runs diagonally from the bottom left towards the top right. The title is centered in the white space between the bands.

# Action Plan - 2023

*Ministry of Mass Media*

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## **Vision**

"A well - Informed pluralistic and dynamic society"

## **Mission**

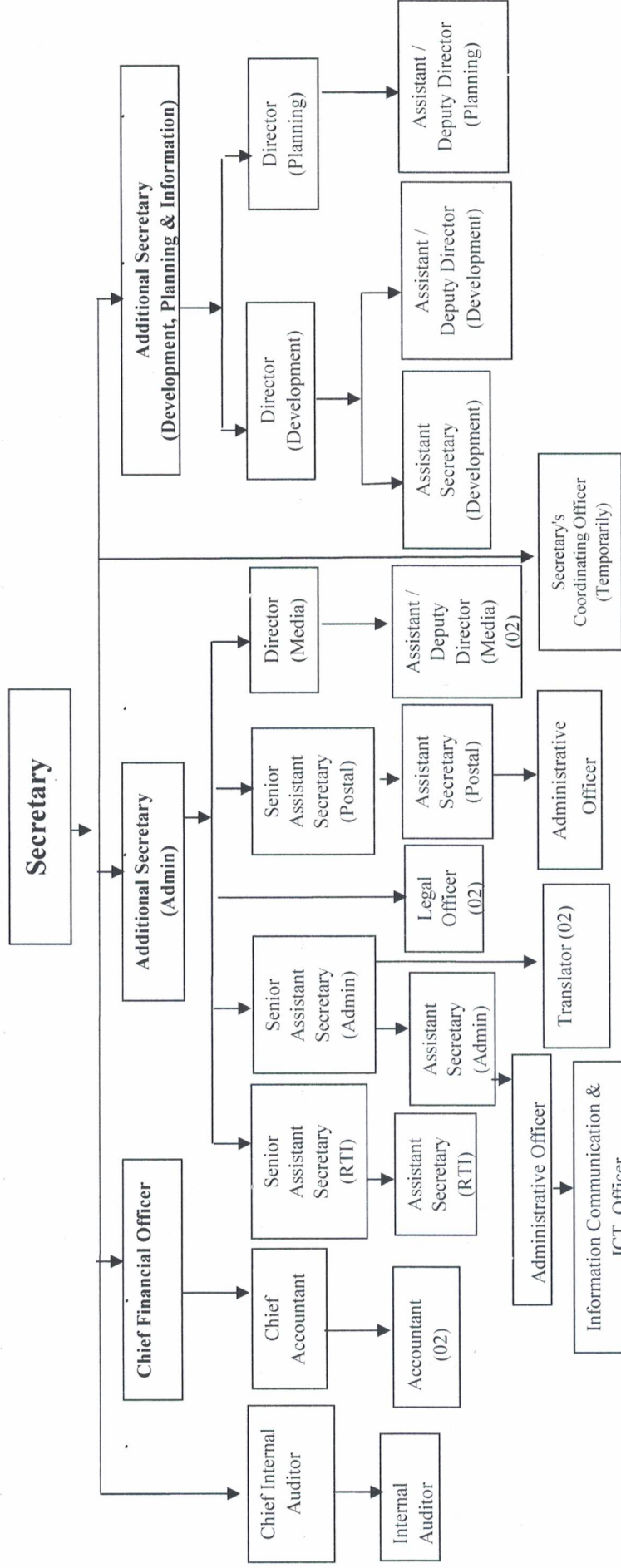
"Formulating, Facilitating, Implementing, Monitoring and Evaluating policies and strategies in order to establish a people - friendly, development - oriented, free and responsible Sri Lankan media culture"

## **Objectives**

1. Extending necessary Assistance for 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. Upgrading 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.

# Organizational Structure - 2023

## Ministry of Mass Media



| Other Information :                                   |  | Approved | Approved                                               |
|-------------------------------------------------------|--|----------|--------------------------------------------------------|
| Project Implementation Assistant, Development Officer |  | 44       | Information Communication & Technology (ICT) Officer   |
| Investigation Officer (Electronic and Print Media)    |  | 11       | Information Communication & Technology (ICT) Assistant |
| Management Service Officer                            |  | 27       | Assistant Technical Officer                            |
| Receptionist                                          |  | 01       | Driver                                                 |
|                                                       |  |          | Office Employment Assistant                            |
| Approved Cadre - 158                                  |  |          |                                                        |
| Actual - 120                                          |  |          |                                                        |

Source : According to the letter of 04.09.2020, 18.09.2020 and 27.11.2020 - Department of Management Services



## Administration

### 1 - Operational Activities

#### 01 - Minister's Office

| No                                                           | Programme/Project Description             | Major Activities                            | Allocation for 2023 (Rs. Mn.) | Physical Target as a % |    |    |     | Financial Target (Rs. Mn.) |      |      |      | Key Performance Indicator & Output | Expected Outcome/ Meneficiaries        | Responsibility                       |
|--------------------------------------------------------------|-------------------------------------------|---------------------------------------------|-------------------------------|------------------------|----|----|-----|----------------------------|------|------|------|------------------------------------|----------------------------------------|--------------------------------------|
| Project 1 : Rehabilitation and Improvement of Capital Assets |                                           |                                             |                               |                        |    |    |     |                            |      |      |      |                                    |                                        |                                      |
| 1                                                            |                                           |                                             |                               | Q1                     | Q2 | Q3 | Q4  | Q1                         | Q2   | Q3   | Q4   |                                    |                                        |                                      |
| 1.1                                                          | Building & Structures                     | Office premises repairs                     | 1                             | 20                     | 40 | 70 | 100 | 0.35                       | 0.2  | 0.25 | 0.2  | extent repairs                     | Quality office environment             | Additional Sec (Admin) / SAS (Admin) |
| 1.2                                                          | Plant, Machinery & Equipment              | repairs and servicing printers & equipments | 0.7                           | 20                     | 40 | 70 | 100 | 0.3                        | 0.13 | 0.10 | 0.17 | No of items proper functions       | Quality office environment             |                                      |
| 1.3                                                          | Vehicles                                  | major repairs                               | 5.6                           | 30                     | 50 | 80 | 100 | 1.4                        | 2    | 1.2  | 1    | No of vehiclees maintained         | safety of employees efficient vehicles |                                      |
|                                                              | Sub Total                                 |                                             | 7.3                           |                        |    |    |     | 2.05                       | 2.33 | 1.55 | 1.37 |                                    |                                        |                                      |
| 2                                                            | Project 2 : Acquisition of Capital Assets |                                             |                               |                        |    |    |     |                            |      |      |      |                                    |                                        |                                      |
| 2.2                                                          | Furniture & Office Equipment              | furnishing, partitioning                    | 0.4                           | 30                     | 50 | 80 | 100 | 0.15                       | 0.05 | 0.1  | 0.1  | Purchased Items                    | Quality office environment             | Additional Sec (Admin) / SAS (Admin) |
| 2.3                                                          | Plant, Machinery & Equipment              | buy camera, computers and other equipments  | 0.3                           | 20                     | 40 | 70 | 100 | 0.1                        | 0.07 | 0.05 | 0.08 | Purchased Items                    | efficient working staff                |                                      |
|                                                              | Sub Total                                 |                                             | 0.7                           |                        |    |    |     | 0.25                       | 0.12 | 0.15 | 0.18 |                                    |                                        |                                      |
|                                                              | Total - Minister's Office                 |                                             |                               | 8                      |    |    |     | 2.30                       | 2.45 | 1.70 | 1.55 |                                    |                                        |                                      |

# Ministry Administration

## 1 - Operational Activities

### 02 - Administration & Establishment Services

| No       | Programme/Project Description                                       | Major Activities                                                                                                                             | Allocation for 2023 (Rs. Mn.) | Physical Target as a % |    |    |     | Financial Target (Rs. Mn.) |       |       |       | Key Performance Indicator & Output     | Expected Outcome/ Beneficiaries   | Responsibility                |
|----------|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|------------------------|----|----|-----|----------------------------|-------|-------|-------|----------------------------------------|-----------------------------------|-------------------------------|
|          |                                                                     |                                                                                                                                              |                               | Q1                     | Q2 | Q3 | Q4  | Q1                         | Q2    | Q3    | Q4    |                                        |                                   |                               |
| <b>1</b> | <b>Project 1 : Rehabilitation and Improvement of Capital Assets</b> |                                                                                                                                              |                               |                        |    |    |     |                            |       |       |       |                                        |                                   |                               |
| 1.1      | Building & Structures                                               | Office building rehabilitation, car park extension                                                                                           | 16.5                          | 20                     | 40 | 70 | 100 | 4.5                        | 4     | 6     | 2     | Extent of repairs                      | Quality office environment        | Ad. Sec (Admin) / SAS (Admin) |
| 1.2      | Plant, Machinery & Equipment                                        | repairs of laptops, computers, photocopy machines renewing agreements                                                                        | 5.5                           | 25                     | 50 | 70 | 100 | 1.675                      | 1.375 | 1.075 | 1.375 | No of items proper function            | Quality office environment        |                               |
| 1.3      | Vehicles                                                            | major vehicle repairs and replacement                                                                                                        | 13.5                          | 20                     | 40 | 80 | 100 | 2.375                      | 3.375 | 3.75  | 4     | Vehicles maintained                    | Improve efficiency and safety of  |                               |
|          | Sub Total                                                           |                                                                                                                                              | 35.5                          |                        |    |    |     | 8.55                       | 8.75  | 10.83 | 7.375 |                                        |                                   |                               |
| <b>2</b> | <b>Project 2 : Acquisition of Capital Assets</b>                    |                                                                                                                                              |                               |                        |    |    |     |                            |       |       |       |                                        |                                   |                               |
| 2.2      | Furniture & Office Equipment                                        | purchase of office furniture                                                                                                                 | 1.5                           | 20                     | 40 | 70 | 100 | 0.550                      | 0.450 | 0.3   | 0.2   | No of items purchased categorywise     | quality office environment        | Ad. Sec (Admin) / SAS (Admin) |
| 2.3      | Plant, Machinery & Equipment                                        | purchase of laptops, computer & camera                                                                                                       | 10                            | 20                     | 40 | 70 | 100 | 3                          | 2.5   | 2.5   | 2     | No of items purchased categorywise     | efficient working staff           |                               |
|          | Sub Total                                                           |                                                                                                                                              | 11.5                          |                        |    |    |     | 3.55                       | 2.95  | 2.80  | 2.20  |                                        |                                   |                               |
| <b>3</b> | <b>Project 3 : Capacity Building</b>                                |                                                                                                                                              |                               |                        |    |    |     |                            |       |       |       |                                        |                                   |                               |
| 3.1      | Ministry Staff Training                                             | Tamil language efficiency, office management system training, Procurement training course, Masters degree and Diplomas in Mass communication | 1                             | 30                     | 50 | 80 | 100 | 0.25                       | 0.25  | 0.25  | 0.25  | Improve efficiency & subject knowledge | qualified and efficient workforce | Ad. Sec (Admin) / SAS (Admin) |
|          | Sub Total                                                           |                                                                                                                                              | 1                             |                        |    |    |     | 0.25                       | 0.25  | 0.25  | 0.25  |                                        |                                   |                               |
|          | Total - Ministry Administration                                     |                                                                                                                                              | 48                            |                        |    |    |     | 12.4                       | 12.0  | 13.9  | 9.8   |                                        |                                   |                               |



## Development

| No | Programme/ Project Details                                                                                                 | Major Activity/Activities                                                       | Allocation for 2023 (Rs.Mn.) | Physical Target as a % |    |     |     | Financial Target (Rs.Mn.) |    |    |    | Key Performance Indicator & Output                                                          | Expected Outcome/ Beneficiaries                                         | Responsibility                    |
|----|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------|------------------------|----|-----|-----|---------------------------|----|----|----|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------|
|    |                                                                                                                            |                                                                                 |                              | Q1                     | Q2 | Q3  | Q4  | Q1                        | Q2 | Q3 | Q4 |                                                                                             |                                                                         |                                   |
| 1  | Programme 1 : Establishment of the Chartered Institute of Media Professionals -Sri Lanka (Continuation from the year 2021) |                                                                                 |                              |                        |    |     |     |                           |    |    |    |                                                                                             |                                                                         |                                   |
|    | Total Estimated Cost : Rs. 10 Mn.<br>Duration : 12 Months<br>Source of Funding :National Budget                            | 1.1 Obtain the necessary approvals for the drafted Act                          |                              | 50                     | 50 |     |     |                           |    |    |    | No. of Media Personnel enrolled<br>Widen the study opportunities in the field of Mass Media | Enhance the proficiency of Media Personnel                              | Add.Sec (D,P & RTI )<br>D (Dev.)  |
|    |                                                                                                                            | 1.2 Establish the management setup                                              | 3                            |                        | 50 | 50  |     |                           |    | 1  | 2  |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | 1.3 Conduct the programs and inauguration of CIMP-SL                            | 7                            |                        |    |     | 100 |                           |    |    | 7  |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | Sub Total                                                                       | 10                           |                        |    |     |     | -                         | -  | 1  | 9  |                                                                                             |                                                                         |                                   |
| 2  | Programme 2 : Conduct the Presidential Media Awards Ceromony                                                               |                                                                                 |                              |                        |    |     |     |                           |    |    |    |                                                                                             |                                                                         |                                   |
|    | Total Estimated Cost :Rs. 20 Mn.<br>Duration : 12 Months<br>Source of Funding :National Budget                             | 2.1 Initial arrangements and call for applications for awards                   | 5                            | 50                     | 50 |     |     | 2                         | 3  |    |    | No. of distributed awards<br>The ceromony held                                              | Enhance the creative participation of the Media Personnel               | Add.Sec. (D,P & RTI )<br>D (Dev.) |
|    |                                                                                                                            | 2.2 Selection of awardees                                                       | 5                            |                        |    | 100 |     |                           |    | 5  |    |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | 2.3 Conduct the Ceromony                                                        | 10                           |                        |    |     | 100 |                           |    |    | 10 |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | Sub Total                                                                       | 20                           |                        |    |     |     | 2                         | 3  | 5  | 10 |                                                                                             |                                                                         |                                   |
| 3  | Programme 3 : Introduce a Broadcasting Regulatory Bill including a Code of Media Ethics                                    |                                                                                 |                              |                        |    |     |     |                           |    |    |    |                                                                                             |                                                                         |                                   |
|    | Total Estimated Cost :Rs. 5 Mn.<br>Duration : 12 Months<br>Source of Funding :National Budget                              | 3.1 Draft a Bill including a Code of Media Ethics                               | 3                            | 50                     | 50 |     |     | 1                         | 2  |    |    | No. of committee meetings held<br>Broadcasting Regulatory Bill and Code of Media Ethics     | Ensure precise media movement<br>Media Personnel & General Public       | Add.Sec. (D,P & RTI )<br>D (Dev.) |
|    |                                                                                                                            | 3.2 Obtain the necessary approvals                                              |                              |                        |    | 50  | 50  |                           |    |    |    |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | 3.3 Introduce the Broadcasting Regulatory Bill including a Code of Media Ethics | 2                            |                        |    |     | 100 |                           |    |    | 2  |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | Sub Total                                                                       | 5                            |                        |    |     |     | 1                         | 2  | -  | 2  |                                                                                             |                                                                         |                                   |
| 4  | Programme 4 : Establish a Media Monitoring Unit                                                                            |                                                                                 |                              |                        |    |     |     |                           |    |    |    |                                                                                             |                                                                         |                                   |
|    | Total Estimated Cost :Rs.10 Mn.<br>Duration : 12 Months<br>Source of Funding :National Budget                              | 4.1 Planning & Initial Arrangements                                             | 1                            | 100                    |    |     |     | 1                         |    |    |    | No. of reports generated.<br>Establishment of the Media Monitoring Unit                     | Provide Media Monitoring Facilities<br>Media Personnel & General Public | Add.Sec. (D,P & RTI)<br>D (Dev.)  |
|    |                                                                                                                            | 4.2 Procure the required equipment and items                                    | 8                            |                        | 50 | 50  |     |                           | 4  | 4  |    |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | 4.3 Commence the Media Monitoring Unit                                          | 1                            |                        |    |     | 100 |                           |    |    | 1  |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | Sub Total                                                                       | 10                           |                        |    |     |     | 1                         | 4  | 4  | 1  |                                                                                             |                                                                         |                                   |
|    |                                                                                                                            | Total                                                                           | 45                           |                        |    |     |     | 4                         | 9  | 10 | 22 |                                                                                             |                                                                         |                                   |



## Planning

| No | Programme/ Project Details                                                           | Major Activity/Activities                                                          | Allocation for 2023 (Rs.Mn.) | Physical Target as a %                       |    |    |    | Financial Target (Rs.Mn.) |      |      |      | Key Performance Indicator & Output                                                                                                                     | Expected Outcome/ Beneficiaries                                     | Responsibility                                                      |
|----|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------|----------------------------------------------|----|----|----|---------------------------|------|------|------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|
|    |                                                                                      |                                                                                    |                              | Q1                                           | Q2 | Q3 | Q4 | Q1                        | Q2   | Q3   | Q4   |                                                                                                                                                        |                                                                     |                                                                     |
| 1  | Programme 1 : Action Plan 2023                                                       |                                                                                    |                              |                                              |    |    |    |                           |      |      |      |                                                                                                                                                        |                                                                     |                                                                     |
|    | Project 1.1. : Discussion with Institutions and Divisional Heads on Action Plan 2023 | 1.1.1 Conduct discussions on Action Plan 2023                                      | 0.01                         | 100                                          |    |    |    | 0.01                      |      |      |      | No. of Meetings conducted                                                                                                                              | Successful completion of planned activities as per Action Plan      | Add.Secretary, (Development and Planning), Director (Planning),     |
|    |                                                                                      | 1.1.2 Getting approval for the Action Plan                                         | -                            | 100                                          |    |    |    |                           |      |      |      | Approved Action Plans                                                                                                                                  |                                                                     |                                                                     |
|    |                                                                                      | Sub Total                                                                          | 0.01                         |                                              |    |    |    | 0.01                      |      |      |      |                                                                                                                                                        |                                                                     |                                                                     |
| 2  | Programme 2 : Progress Review of the Ministry and affiliated organizations           |                                                                                    |                              |                                              |    |    |    |                           |      |      |      |                                                                                                                                                        |                                                                     |                                                                     |
|    | Project 2.1. : Annual Progress Review - 2022                                         | 2.1.1 Collection of Progress reports from divisions and                            | -                            | 100                                          |    |    |    |                           |      |      |      | No reports collected                                                                                                                                   | Successful completion of planned activities as per Action Plan 2022 | Additional Secretary (Development and Planning) Director (Planning) |
|    |                                                                                      | 2.1.2 Review Reports                                                               | -                            | 100                                          |    |    |    |                           |      |      |      | No of reports reviewed                                                                                                                                 |                                                                     |                                                                     |
|    |                                                                                      | 2.1.3 Conduct Progress Review Meetings                                             | 0.01                         | 100                                          |    |    |    | 0.01                      |      |      |      | Identified and directed issues and barriers to relevant bodies to take appropriate actions                                                             |                                                                     |                                                                     |
|    |                                                                                      | 2.1.4 Preperation of Annual Performance Report 2022 and Submission to Parliament   | 0.1                          | 100                                          |    |    |    | 0.1                       |      |      |      | Aware Parliament on Budget expenditure                                                                                                                 |                                                                     |                                                                     |
|    |                                                                                      | 2.1.5 Send progress reports to the relavent Parliament/ Organizations/ Departments | -                            | 100                                          |    |    |    |                           |      |      |      | Reports sent                                                                                                                                           |                                                                     |                                                                     |
|    | Project 2.2 : Quarterly Progress Review - 2023                                       | 2.2.1 Collection of reports from divisions and institutions                        | -                            | Before the 1st week of every following month |    |    |    |                           |      |      |      | No of progress reports collected                                                                                                                       | Successful completion of planned activities as per Action Plan      |                                                                     |
|    |                                                                                      | 2.2.2 Review Reports                                                               | -                            | Before the 1st week of every following month |    |    |    |                           |      |      |      | No of progress reports reviewed                                                                                                                        |                                                                     |                                                                     |
|    |                                                                                      | 2.2.3 Conduct Progress Review Meetings                                             | 0.60                         | Before the 3rd week of every following month |    |    |    | 0.15                      | 0.15 | 0.15 | 0.15 | no. of meetings held, identified and directed issues and barriers to relevant bodies for appropriate actions, % of utilization of Budgetary Provisions |                                                                     |                                                                     |

| No                                                             | Programme/ Project Details                                                                        | Major Activity/Activities                                                             | Allocation for 2023 (Rs.Mn.) | Physical Target as a %                       |     |     |    | Financial Target (Rs.Mn.) |             |             |             | Key Performance Indicator & Output                                                                 | Expected Outcome/ Beneficiaries                                                                 | Responsibility                                                                                 |
|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------|----------------------------------------------|-----|-----|----|---------------------------|-------------|-------------|-------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|                                                                |                                                                                                   |                                                                                       |                              | Q1                                           | Q2  | Q3  | Q4 | Q1                        | Q2          | Q3          | Q4          |                                                                                                    |                                                                                                 |                                                                                                |
|                                                                |                                                                                                   | 2.2.4 Submit <b>Progress Report 2023 for the Committee Stage on Budget 2024</b>       | 0.5                          |                                              |     | 100 |    |                           |             |             | 0.50        | Get approval for the budget 2023 of the Ministry                                                   | Successful completion of planned activities                                                     | Additional Secretary (Development and Planning) Director (Planning) Deputy Director (Planning) |
|                                                                |                                                                                                   | 2.2.5 Send reports to the relevant Organizations/ Departments                         | -                            | Before the 1st week of every following month |     |     |    |                           |             |             |             | Reports sent                                                                                       |                                                                                                 |                                                                                                |
|                                                                |                                                                                                   | 2.2.6 Review of Activities to be disseminated at the Committee Stage of Budget Debate | -                            |                                              |     | 100 |    |                           |             |             |             | 100% Attainment of set targets of the Ministry within a given time periods per Ministry Objectives |                                                                                                 |                                                                                                |
|                                                                |                                                                                                   | <b>Sub Total</b>                                                                      | <b>1.21</b>                  |                                              |     |     |    | <b>0.26</b>               | <b>0.15</b> | <b>0.15</b> | <b>0.65</b> |                                                                                                    |                                                                                                 |                                                                                                |
| <b>3</b>                                                       | <b>Programme 3 : 2023 Budgeting – Capital Expenditure</b>                                         |                                                                                       |                              |                                              |     |     |    |                           |             |             |             |                                                                                                    |                                                                                                 |                                                                                                |
| Project 3.1 Appraising New Project Proposals at Ministry Level | Project 3.1 Forward the Circular to divisions and institutions on Submission of Project Proposals | 3.1.1 Prepare/Obtain Project Proposals                                                | -                            | 100                                          |     |     |    |                           |             |             |             | No. of approved new projects in favour of Ministry objectives                                      | Successful implementation of new projects to achieve Ministry objectives/govern ment objectives | Additional Secretary (Development and Planning) Director (Planning) Deputy Director (Planning) |
|                                                                |                                                                                                   | 3.1.2 Review proposals                                                                | -                            |                                              | 100 |     |    |                           |             |             |             | Enough funds for development projects                                                              |                                                                                                 |                                                                                                |
|                                                                |                                                                                                   | 3.1.3 Obtain approval of Secretary                                                    | -                            |                                              | 100 |     |    |                           |             |             |             |                                                                                                    |                                                                                                 |                                                                                                |
|                                                                |                                                                                                   | 3.2.1 Submit New Project Proposals to NPD for appraisal                               | -                            |                                              | 100 |     |    |                           |             |             |             | Provision of allocations for new projects                                                          | Implement appraised new projects                                                                |                                                                                                |
| Project 3.2 Submission of Project Proposals for Budget         | Project 3.2 List down the projects that received appraisal                                        | 3.2.2 Get Cabinet approval for appropriate projects                                   | -                            |                                              | 100 |     |    |                           |             |             |             |                                                                                                    |                                                                                                 |                                                                                                |
|                                                                |                                                                                                   | 3.2.4 Aware relevant affiliated institutes                                            | -                            |                                              | 100 |     |    |                           |             |             |             |                                                                                                    |                                                                                                 |                                                                                                |
|                                                                |                                                                                                   | 3.3.1 Assess Ongoing projects at Ministry level                                       | -                            | 25                                           | 75  |     |    |                           |             |             |             | Sufficient funds for ongoing development projects/programmes                                       | Successfully completed on-going projects to achieve Ministry objectives/govern ment objectives  |                                                                                                |



| Programme/ Project Details                                                       | Major Activity/Activities                                                                                                 | Allocation for 2023 (Rs.Mn.) | Physical Target as a % |    |                                     |     | Financial Target (Rs.Mn.) |             |             |             | Key Performance Indicator & Output                                                                                                                                 | Expected Outcome/ Beneficiaries                                                                                          | Responsibility                                                                                 |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|------------------------------|------------------------|----|-------------------------------------|-----|---------------------------|-------------|-------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|                                                                                  |                                                                                                                           |                              | Q1                     | Q2 | Q3                                  | Q4  | Q1                        | Q2          | Q3          | Q4          |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
| Project 3.4 Preparation of Budget Proposals for 2024                             | 3.4.1 Prepare capital budget 2024 for the Ministry                                                                        | -                            |                        |    | 100                                 |     |                           |             |             |             | A Medium Term Budgetary Framework for the Ministry                                                                                                                 | Ministry level Capital Budget 2024                                                                                       |                                                                                                |
|                                                                                  | 3.4.2 Inform financial requirement of recommended proposals to the Finance Division                                       | -                            |                        |    | 100                                 |     |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
| <b>4</b>                                                                         | <b>Programme 4 : Preparation of Action Plan 2024</b>                                                                      |                              |                        |    |                                     |     |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
|                                                                                  | 4.1 Conduct a workshop for divisions and affiliated organizations to guide and support in preparation of Action Plan 2024 | 0.06                         |                        |    | 100                                 |     |                           | 0.06        |             |             | Project wise highly organized and well defined set of activities/sub activities per each project as per Plan for the year 2022 for the improvement of Media Sector | Successful completion of planned activities as per the Action Plan for the year 2022 for the improvement of Media Sector | Additional Secretary (Development and Planning) Director (Planning) Deputy Director (Planning) |
|                                                                                  | 4.2 Collect Action Plans of the divisions and affiliated                                                                  | -                            |                        |    |                                     | 100 |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
|                                                                                  | 4.3 Prepare a single Activity Plan for the Ministry                                                                       | -                            |                        |    |                                     | 100 |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
|                                                                                  | 4.4 Obtain approval for Action Plan 2024                                                                                  | -                            |                        |    |                                     | 100 |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
|                                                                                  | <b>Sub Total</b>                                                                                                          | <b>0.06</b>                  |                        |    |                                     |     |                           | <b>0.06</b> |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
| <b>5</b>                                                                         | <b>Programme 5 : Guidance for Preparation of Corporate Plans (2024 - 2026)</b>                                            |                              |                        |    |                                     |     |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
|                                                                                  | 5.1 Organize workshops as a guidance                                                                                      | 0.15                         |                        |    |                                     | 100 |                           |             |             | 0.15        |                                                                                                                                                                    | Attainment of set targets of the Ministry within a given time period as per Ministry Objectives                          | Additional Secretary (Development and Planning) Deputy Director                                |
|                                                                                  | 5.2 Obtain approvals for Corporate Plans (2024-2026) of institutions                                                      | -                            |                        |    |                                     | 100 |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
|                                                                                  | <b>Sub Total</b>                                                                                                          | <b>0.15</b>                  |                        |    |                                     |     |                           |             |             | <b>0.15</b> |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
| <b>6</b>                                                                         | <b>Programme 6 : Programmes of other Organizations conducted by the Ministry</b>                                          |                              |                        |    |                                     |     |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
| Project 6.1 : Progress Review on National programmes carried out by the Ministry | 6.1.1 Aware relevant Media Organizations on National Programmes                                                           | -                            |                        |    | Depends                             |     |                           |             |             |             | Give Media support to relevant Organizations                                                                                                                       | Involve in National Programmes                                                                                           | Add.Secretary (Development and Planning) Director (Planning) Deputy Director (Planning)        |
|                                                                                  | 6.1.2 Coordinate with relevant organizations                                                                              | -                            |                        |    | Depends                             |     |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
|                                                                                  | 6.1.3 Review progress of the programmes assign to the Ministry and submit progress                                        | -                            |                        |    | Before 10th of each following month |     |                           |             |             |             |                                                                                                                                                                    |                                                                                                                          |                                                                                                |
|                                                                                  | <b>Total</b>                                                                                                              | <b>1.43</b>                  |                        |    |                                     |     | <b>0.27</b>               | <b>0.21</b> | <b>0.15</b> | <b>0.80</b> |                                                                                                                                                                    |                                                                                                                          |                                                                                                |

## Media

| No                                                        | Programme/ Project Details                                                                                                                                        | Major Activity/Activities                                                                                                                                                                                                                    | Allocation for 2023 (Rs.Mn.) | Physical Target as a % |    |    |     | Financial Target (Rs.Mn.) |     |     |                                                    | Key Performance Indicator & Output                                      | Expected Outcome/ Beneficiaries               | Responsibility                                |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|------------------------|----|----|-----|---------------------------|-----|-----|----------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------|-----------------------------------------------|
| Programme 1 : Awarding Scholarships for Training Courses  |                                                                                                                                                                   |                                                                                                                                                                                                                                              |                              |                        |    |    |     |                           |     |     |                                                    |                                                                         |                                               |                                               |
| 1                                                         | Project 1.1 : ASI DISI SCHOLARSHIP<br><br>Total Estimated Cost : (Rs. Mn.5.0)<br><br>Duration :<br><br>Source of Funding : GoSL                                   | 1.1.1 Selection of scholarship holders through interviews (Applications received - 89)                                                                                                                                                       | 5                            | 100                    | -  | -  | -   | -                         | -   | -   | Number of Selected Journalists (49)                | Improved Professional Skills of the Journalists                         | Additional Secretary (Admin) Director (Media) |                                               |
|                                                           |                                                                                                                                                                   | 1.1.2 Awarding Scholarships (49)                                                                                                                                                                                                             |                              | 50                     | 20 | 20 | 10  | 2                         | 0.5 | 0.7 | Number of New Scholarships awarded (49)            |                                                                         |                                               |                                               |
|                                                           |                                                                                                                                                                   | 1.1.3 Payments of Installments for the previous year scholars (60)                                                                                                                                                                           |                              | 20                     | 30 | 30 | 20  | 0.2                       | 0.3 | 0.2 | Number of Journalists received installements. (60) |                                                                         |                                               |                                               |
|                                                           |                                                                                                                                                                   | 1.1.4Call for applications through newspaper advertisement for 2024                                                                                                                                                                          |                              | -                      | -  | -  | 100 | -                         | -   | 0.3 | Number of Newspaper advertisements (ANCL -3)       |                                                                         |                                               |                                               |
|                                                           |                                                                                                                                                                   | Sub Total                                                                                                                                                                                                                                    |                              | 5                      |    |    |     |                           | 2.2 | 0.8 | 0.8                                                | 1.2                                                                     |                                               |                                               |
| Programme 2 : Maintenance of the Official Website         |                                                                                                                                                                   |                                                                                                                                                                                                                                              |                              |                        |    |    |     |                           |     |     |                                                    |                                                                         |                                               |                                               |
| 2                                                         | Project 2.1 : Updating and maintaining of the website in three languages<br><br>Total Estimated Cost : Rs. Mn. 0.2<br>Duration : 1 year<br>Source of Funding : CF | 2.1.1 Gathering and updating of news continuously ( Daily Update )                                                                                                                                                                           | 0.2 (Recurrent)              | 100                    |    |    |     | 0.2                       |     |     |                                                    | Continuously maintain website                                           | Public Awareness on Govt Programmes           | Additional Secretary (Admin) Director (Media) |
|                                                           |                                                                                                                                                                   | 2.1.2 Payment to maintain and upgrade the current website                                                                                                                                                                                    |                              |                        |    |    |     |                           |     |     |                                                    |                                                                         |                                               |                                               |
|                                                           |                                                                                                                                                                   | Sub Total                                                                                                                                                                                                                                    |                              | 0.2                    |    |    |     |                           |     |     |                                                    |                                                                         |                                               |                                               |
| Programme 3 : Asidisi Peramaga- Renaissance of Prosperity |                                                                                                                                                                   |                                                                                                                                                                                                                                              |                              |                        |    |    |     |                           |     |     |                                                    |                                                                         |                                               |                                               |
| 3                                                         | Project 3.1 : Creating a digital platform for receiving development news from Ministries, State Ministries, District and Divisional secretaries.                  | 3.1.1: Utilizing data in the online platform, implementing a combined media awareness program to raise public awareness of the national and provincial development projects and initiating paid social media campaigns for development news. | -                            | 25                     | 20 | 25 | 30  | -                         | -   | -   | Number of Development news publicized              | Making Public aware of the development projects carried out by the govt | Additional Secretary (Admin) Director (Media) |                                               |



| No       | Programme/ Project Details                                              | Major Activity/Activities                                                                                                                                      | Allocation for 2023 (Rs.Mn.) | Physical Target as a % |    |    |    | Financial Target (Rs.Mn.) |    |     |      | Key Performance Indicator & Output             | Expected Outcome/ Beneficiaries                                                         | Responsibility                                   |
|----------|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|------------------------|----|----|----|---------------------------|----|-----|------|------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------|
|          |                                                                         |                                                                                                                                                                |                              | Q1                     | Q2 | Q3 | Q4 | Q1                        | Q2 | Q3  | Q4   |                                                |                                                                                         |                                                  |
|          | Total Estimated Cost : -<br>Duration : 1 year<br>Source of Funding : CF | 3.1.2: To gain the assistance of the veteran journalists from the state media institutions and outside.                                                        | -                            | 25                     | 25 | 25 | 25 | -                         | -  | -   | -    |                                                |                                                                                         |                                                  |
|          | Project 3.2 : Awareness of Journalists                                  | 3.2.1 : Organizing workshops and awareness programs related to development news reporting for journalists and media officers nationally and Provincially       | -                            | 20                     | 30 | 20 | 30 | -                         | -  | -   | -    | Number of Workshops and seminars (5)           |                                                                                         |                                                  |
|          | Total Estimated Cost : (Rs. Mn)<br>Duration : 1 year                    | 3.2.2: Organizing Media Field Visits for the development projects for state and private media.                                                                 | -                            | 25                     | 25 | 25 | 25 | -                         | -  | -   | -    | Number of field visits (8)                     |                                                                                         |                                                  |
|          | Source of Funding : CF                                                  | 3.2.3: Organizing Awareness Programs for Media Proprietors and Media Heads.                                                                                    | -                            | 25                     | 25 | 25 | 25 | -                         | -  | -   | -    | Number of awareness programs (8)               |                                                                                         |                                                  |
|          |                                                                         | 3.2.4. Organize Press Briefings                                                                                                                                | -                            | Depends                |    |    |    |                           |    |     |      | Number of awareness programs (8)               |                                                                                         |                                                  |
|          |                                                                         | <b>Sub Total</b>                                                                                                                                               |                              |                        |    |    |    |                           |    |     |      |                                                |                                                                                         |                                                  |
| <b>4</b> | <b>Capacity Building for Media Persons</b>                              |                                                                                                                                                                |                              |                        |    |    |    |                           |    |     |      |                                                |                                                                                         |                                                  |
|          | Project 4.1 : Conduct Media Workshops and Research                      | 4.1.1 Conduct Media workshops/awareness programmes for media heads, local, provincial and foreign journalists                                                  |                              |                        |    |    |    |                           |    |     |      |                                                |                                                                                         |                                                  |
|          | Total Estimated Cost : Rs.                                              |                                                                                                                                                                | 0.98                         | 30                     | 30 | 20 | 20 | 0.5                       | 0  | 0.2 | 0.28 | Number of workshops/awareness programmes (6)   | Media culture updated with latest technology and current trends for an informed society | Additional Secretary (Admin)<br>Director (Media) |
|          | Duration : 1 year                                                       |                                                                                                                                                                |                              |                        |    |    |    |                           |    |     |      |                                                |                                                                                         |                                                  |
|          | Source of Funding : CF                                                  |                                                                                                                                                                |                              |                        |    |    |    |                           |    |     |      |                                                |                                                                                         |                                                  |
|          | Project 4.2: Maintain Important and relevant News archives              | 4.2.1. Compile a report containing important news published daily in printed media on Hon.Minister, secretary to the ministry and its affiliated institutions. |                              | Daily                  |    |    |    |                           |    |     |      | Number of newspapers reviewed, compiled report |                                                                                         | Additional Secretary (Admin)<br>Director (Media) |
|          | Total Estimated Cost: Duration: 1 year                                  |                                                                                                                                                                |                              |                        |    |    |    |                           |    |     |      |                                                |                                                                                         |                                                  |
|          | Source of Funding:                                                      |                                                                                                                                                                |                              |                        |    |    |    |                           |    |     |      |                                                |                                                                                         |                                                  |

| No | Programme/ Project Details                                                                                             | Major Activity/Activities                                                                                      | Allocation for 2023 (Rs.Mn.) | Physical Target as a % |         |    |    |  | Financial Target (Rs.Mn.) |              |              |              | Key Performance Indicator & Output                                    | Expected Outcome/ Beneficiaries | Responsibility                                   |
|----|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------------------------|------------------------|---------|----|----|--|---------------------------|--------------|--------------|--------------|-----------------------------------------------------------------------|---------------------------------|--------------------------------------------------|
|    |                                                                                                                        |                                                                                                                |                              | Q1                     | Q2      | Q3 | Q4 |  | Q1                        | Q2           | Q3           | Q4           |                                                                       |                                 |                                                  |
|    |                                                                                                                        | 4.2.2. Selection of important news reports on economic, political, social and current affairs from news papers | 0.5                          |                        | Depends |    |    |  | 0.125                     | 0.125        | 0.125        | 0.125        | Collection of new articles                                            |                                 |                                                  |
|    |                                                                                                                        | 4.2.3. Archiving and updating the news reports daily and dissemination of such news for required parties       |                              |                        | Depends |    |    |  | -                         | -            | -            | -            | Submitted newspaper articles to relevant persons/officers in Ministry |                                 |                                                  |
|    | Project 4.3: Arranging events for reciprocal coordinations                                                             | 4.3.1. Discuss Forums                                                                                          | 0.5                          |                        | Depends |    |    |  | 0                         | 0.25         | 0            | 0.25         | Number of Discussion forums                                           |                                 | Additional Secretary (Admin)<br>Director (Media) |
|    | Total Estimated Cost: Rs.Mn. 1<br>Duration: 1 year<br>Source of Funding: CF                                            | 4.3.2. Arrange the reception event                                                                             | 0.5                          |                        | Depends |    |    |  | 0                         | 0.25         | 0            | 0.25         | Number of Arranged reception events                                   |                                 |                                                  |
|    | Project 4.4: Provide Publicity on special events done by the Ministry of Mass Media and other government institutions. | 4.4.1. Coordination Activities                                                                                 | 2                            |                        | Depends |    |    |  | 0.5                       | 0.5          | 0.5          | 0.5          | Number of publicity campaigns                                         |                                 |                                                  |
|    | Total Estimated Cost: Rs.Mn. No<br>Duration: 1 year<br>Source of Funding:                                              |                                                                                                                |                              |                        |         |    |    |  | 1.125                     | 1.125        | 0.825        | 1.405        |                                                                       |                                 |                                                  |
|    |                                                                                                                        | <b>Sub Total</b>                                                                                               | <b>4.48</b>                  |                        |         |    |    |  | <b>1.125</b>              | <b>1.125</b> | <b>0.825</b> | <b>1.405</b> |                                                                       |                                 |                                                  |



# RTI

| No | Programme/Project Details                                                                                                | Major Activity/Activities                                                                                | Allocation for 2023 (Rs.Mn.) | Physical Target as a % |    |     |    | Financial Target (Rs.Mn.) |    |    |    | Key Performance Indicator & Output            | Expected Outcome/ Beneficiaries                                          | Responsibility                                  |
|----|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------|------------------------|----|-----|----|---------------------------|----|----|----|-----------------------------------------------|--------------------------------------------------------------------------|-------------------------------------------------|
|    |                                                                                                                          |                                                                                                          |                              | Q1                     | Q2 | Q3  | Q4 | Q1                        | Q2 | Q3 | Q4 |                                               |                                                                          |                                                 |
| 1  | Awareness of government officers                                                                                         |                                                                                                          |                              |                        |    |     |    |                           |    |    |    |                                               |                                                                          |                                                 |
|    | Project 2 : Train Government Officers and Information officers and Public Officials. Funding Source AFRIEL Youth Network | 2.1 .Training of Trainers on Right to Information Act                                                    | -                            | 100                    | -  | -   | -  |                           | -  | -  | -  | Number of training sessions                   | Maintain a training pool to educated public officers and citizens on RTI | Additional Secretary (Admin) ,SAS ( Admin II ), |
|    |                                                                                                                          | 2.2. . Information officers (100 Programmes) Preparation of annual program to train Information Officers | -                            | 25                     | 25 | 25  | 25 | -                         | -  | -  | -  | Number of annual training programs conducted  | Update the knowledge of Information officers                             |                                                 |
|    |                                                                                                                          | Sub Total                                                                                                | -                            |                        |    |     |    |                           |    |    |    |                                               |                                                                          |                                                 |
| 2  | International RTI Day 2023                                                                                               |                                                                                                          |                              |                        |    |     |    |                           |    |    |    |                                               |                                                                          |                                                 |
|    | Project 3 : Commemorate International RTI Day ( Media and Publicity programmes )                                         | 3.1.Celibrating the international Right to Information Day                                               | 2                            |                        |    | 100 |    |                           |    | 2  |    | Cost incurred                                 | Enhance awareness of citizens on RTI                                     | Additional Secretary (Admin) , SAS(Admin II ),  |
|    |                                                                                                                          | Sub Total                                                                                                | 2                            |                        |    |     |    |                           |    | 2  |    |                                               |                                                                          |                                                 |
| 3  | Training programs / workshops                                                                                            |                                                                                                          |                              |                        |    |     |    |                           |    |    |    |                                               |                                                                          |                                                 |
|    | Project 4.Training programs / workshops in collaboration with RTI Commissions of other Asian Countries                   | 4.1 Training programs / workshops in collaboration with RTI Commissions of other Asian Countries         | -                            | 100                    | -  | -   | -  |                           | -  | -  | -  | No of training programs                       | International Networking and knowledge sharing with other countries      | Additional Secretary (Admin) ,SAS( Admin II ),  |
|    |                                                                                                                          | Sub Total                                                                                                | -                            |                        |    |     |    |                           |    |    |    |                                               |                                                                          |                                                 |
| 4  | Increase Citizen Awareness                                                                                               |                                                                                                          |                              |                        |    |     |    |                           |    |    |    |                                               |                                                                          |                                                 |
|    | Project 5. Increase Citizen Awareness Funding Source AFRIEL Youth Network                                                | 5.1.Conduction of RTI mobile service with the support of Civil Service Organizations ( 02 Programmes )   | -                            | -                      | -  | 50  | 50 |                           | -  | -  | -  | Number of applications recieved from citizens | Enhance awareness of citizens on RTI                                     |                                                 |
|    |                                                                                                                          | Sub Total                                                                                                | -                            |                        |    |     |    |                           |    |    | 2  |                                               |                                                                          |                                                 |
|    |                                                                                                                          | Total                                                                                                    | 2                            |                        |    |     |    |                           |    | 2  |    |                                               |                                                                          |                                                 |



# Legal

| No | Programme/ Project Description                                                                                                                                                      | Major Activities                                                                                                                         | Allocation for 2023 (Rs .Mn.) | Physical Target as a % |     |     |    | Financial Target (Rs. Mn.) |    |    |    | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries                                     | Responsibility                                                                                                                                                                                                              |                                                                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|------------------------|-----|-----|----|----------------------------|----|----|----|------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
|    |                                                                                                                                                                                     |                                                                                                                                          |                               | Physical Target as a % |     |     |    | Financial Target (Rs. Mn.) |    |    |    |                                    |                                                                     |                                                                                                                                                                                                                             |                                                                     |
|    |                                                                                                                                                                                     |                                                                                                                                          |                               | Q1                     | Q2  | Q3  | Q4 | Q1                         | Q2 | Q3 | Q4 |                                    |                                                                     |                                                                                                                                                                                                                             |                                                                     |
| 1  | Programme 1 : Amendments of Acts related to the institutions coming under the purview of Minister of Mass Media                                                                     |                                                                                                                                          |                               |                        |     |     |    |                            |    |    |    |                                    |                                                                     |                                                                                                                                                                                                                             |                                                                     |
|    | Project 1.1 : Restructured and amendment of the Press Council Act No.05 of 1973<br><br>Source of Funding :N/A<br><br>Total Estimated Cost (Rs .Mn.) :<br><br>Project Duration : N/A | 1.1.1 Obtaining relevant observation from the institutions concerned on contemporary amendments required in achieving development goals. | -                             | 100                    |     |     |    |                            |    |    |    |                                    | Amendment done                                                      | To face the future challenges in Media Sector regarding press council.                                                                                                                                                      | Additional Secretary (Development, Planning and RTI)/ Legal Officer |
|    |                                                                                                                                                                                     | 1.1.2 Appointment of intellectual committee and drafting of amendments.                                                                  | -                             | 100                    |     |     |    |                            |    |    |    |                                    | Intellectual Committee drafted amendment.                           |                                                                                                                                                                                                                             |                                                                     |
|    |                                                                                                                                                                                     | 1.1.3 Forwarding drafts to the Department of Legal Draftsman and the Attorney General's Department for necessary Action.                 | -                             | 100                    |     |     |    |                            |    |    |    |                                    | Draft sent to Legal Draftsman and Attorney General's Department.    |                                                                                                                                                                                                                             |                                                                     |
|    |                                                                                                                                                                                     | 1.1.4 Seek Approval of the Cabinet of Ministers for the amendments.                                                                      | -                             |                        | 100 |     |    |                            |    |    |    |                                    | Cabinet decision for the amendment.                                 |                                                                                                                                                                                                                             |                                                                     |
|    |                                                                                                                                                                                     | 1.1.5 Submission to the parliament of pass                                                                                               | -                             |                        | 100 |     |    |                            |    |    |    |                                    | Submitted to Parliament.                                            |                                                                                                                                                                                                                             |                                                                     |
|    | Project 1.2 : Amendment of Sri Lanka Foundation Institute Act<br><br>Source of Funding :N/A<br><br>Total Estimated Cost (Rs .Mn.) :                                                 | 1.2.1 Forwarding drafts to the Department of Legal Draftsman and the Attorney General's Department for necessary Action.                 | -                             | 100                    |     |     |    |                            |    |    |    |                                    | Draft sent to Legal Draftsman and the Attorney General's Department | Further extending the aims and objectives of Sri Lanka Foundation Institute as well as formulation of the composition and the management board of the Foundation Institute in concurrence with the contemporary situations. | Additional Secretary (Development, Planning and RTI)/ Legal Officer |
|    |                                                                                                                                                                                     | 1.2.2 Seek Approval of the Cabinet of Ministers for the amendments.                                                                      | -                             |                        | 100 |     |    |                            |    |    |    |                                    | Received Cabinet Decision                                           |                                                                                                                                                                                                                             |                                                                     |
|    |                                                                                                                                                                                     | 1.2.3 Submission to the Parliament                                                                                                       | -                             |                        |     | 100 |    |                            |    |    |    |                                    | Parliament submitted draft                                          |                                                                                                                                                                                                                             |                                                                     |
| 2  | Programme 2 : Constitution of institutions which are not legally established                                                                                                        |                                                                                                                                          |                               |                        |     |     |    |                            |    |    |    |                                    |                                                                     |                                                                                                                                                                                                                             |                                                                     |
|    | Project 2.1 : Selacine Institute<br>Source of Funding :N/A<br>Total Estimated Cost<br>Project Duration: N/A                                                                         | 2.1.4 Registration of the institute in the Department of Registrar of Companies                                                          | -                             | 100                    |     |     |    |                            |    |    |    |                                    | Incorporation a company named as “Selacine Limited”                 | Established of a legal entity                                                                                                                                                                                               | Additional Secretary (Administration) /Legal Officer                |



## Terrestrial Television Digitalization Project

| No | Programme/ Project Description                                                                                                                                                                            | Major Activities                            | Allocation for 2023 (Rs .Mn.) | Physical Traget as a % |    |    |    | Financial Traget (Rs. Mn.) |    |    |    | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries           | Responsibility                                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------------------------------|------------------------|----|----|----|----------------------------|----|----|----|------------------------------------|-------------------------------------------|----------------------------------------------------------------|
|    |                                                                                                                                                                                                           |                                             |                               | Q1                     | Q2 | Q3 | Q4 | Q1                         | Q2 | Q3 | Q4 |                                    |                                           |                                                                |
| 1  | Digitalisation of Terrestrial Television Broadcasting Project in Sri Lanka (SL-P112)<br><br>Project period : 12-12-2021 to 12-12-2028<br>Total Project Cost : JPY 17,222 Mn<br>Funding Agency : GOSL/JICA | 1.1 Antenna System Install at Lotus Tower   | Local : 50<br>Foregin : 280   |                        | 23 | 8  | 23 |                            |    |    |    | work %                             | Terrestrial TV visual quality improvement | Additional Secretary (Administration) / Project Director (PMU) |
|    |                                                                                                                                                                                                           | 1.2 DBNO Act draft                          |                               | 10                     | 10 | 30 | 30 |                            |    |    |    | work %                             |                                           |                                                                |
|    |                                                                                                                                                                                                           | 1.3 Develop TV Digital Roadmap of Sri Lanka |                               |                        | 20 | 30 | 30 |                            |    |    |    | work %                             |                                           |                                                                |
|    |                                                                                                                                                                                                           |                                             |                               |                        |    |    |    |                            |    |    |    |                                    |                                           |                                                                |

\* Implementation of the project depends on disbursements of JICA funds

## Media Centre for National Development

| No | Programme name / Project Title                                                                                                                                                                                                                                                          | Activities                                                                                                                                                                                                                                        | Allocation for 2023 Rs Mn | Physical Target as a % |     |     |     | Financial Target (Rs. Mn.) |      |      |      | Key Performance Indicator & Output                                                                                                          | Expected Outcome/Beneficiaries                                                                                                                                                                    | Responsibility  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------|-----|-----|-----|----------------------------|------|------|------|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 1  | Programme 1 : Conduct Panel discussion on current issue<br>Project 1.1 : Conduct Panel discussion in every month on a current issue with government ministries, private sector, NGO, etc., Source of Funding : GoSL, Total estimate cost (TEC) : Rs 9.0 Mn, Project duration: 12 months | 1.1.1 Conduct Panel Discussions on a current issues                                                                                                                                                                                               | 9.0                       | 25                     | 25  | 25  | 25  | 2.25                       | 2.25 | 2.25 | 2.25 | Number of Panel Discussions (12), Number of officers participated from government media, Private media, other related ministries and public | Successful and correct news to general public from people who specialize in current matter, news to the general public using main media and non-mainstream media. Act speedily and counter issue. | Director - MCND |
|    |                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                   |                           |                        |     |     |     |                            |      |      |      |                                                                                                                                             |                                                                                                                                                                                                   |                 |
|    |                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                   |                           |                        |     |     |     |                            |      |      |      |                                                                                                                                             |                                                                                                                                                                                                   |                 |
|    |                                                                                                                                                                                                                                                                                         | Sub Total                                                                                                                                                                                                                                         | 9.0                       |                        |     |     |     | 2.25                       | 2.25 | 2.25 | 2.25 |                                                                                                                                             |                                                                                                                                                                                                   |                 |
| 2  | Programme 2 : National Youth Anti-Drugs Media Campaign<br>Project 2.1 : Drug awareness among student and enhance media literature. Conduct 10 workshop, Source of Funding : GoSL, Total Estimated Cost (TEC) : Rs. 2.5Mn Project Duration: 12 months                                    | 2.1.1 Conduct Anti- drug awareness programme for Journalists in government media                                                                                                                                                                  |                           | 100                    |     |     |     | 1                          |      |      |      | Workshops conducted, Number of participants                                                                                                 | Bringing positive impact to society and reduce use of drug among youth                                                                                                                            | Director - MCND |
|    |                                                                                                                                                                                                                                                                                         | 2.1.2 Conduct workshop and awareness programme for journalists in private media                                                                                                                                                                   | 2.5                       |                        | 100 |     |     |                            | 0.5  |      |      |                                                                                                                                             |                                                                                                                                                                                                   |                 |
|    |                                                                                                                                                                                                                                                                                         | 2.1.3 Conduct workshop for school media units                                                                                                                                                                                                     |                           |                        |     | 100 |     |                            |      | 0.5  |      |                                                                                                                                             |                                                                                                                                                                                                   |                 |
|    |                                                                                                                                                                                                                                                                                         | 2.1.4 Conduct workshop for University students                                                                                                                                                                                                    |                           |                        |     |     | 100 |                            |      |      | 0.5  |                                                                                                                                             |                                                                                                                                                                                                   |                 |
|    |                                                                                                                                                                                                                                                                                         | Sub Total                                                                                                                                                                                                                                         | 2.5                       |                        |     |     |     | 1                          | 0.5  | 0.5  | 0.5  |                                                                                                                                             |                                                                                                                                                                                                   |                 |
| 3  | Programme 3 : Disinformation Awareness Programme to School Children and journalist<br>Project 3 : Disinformation Awareness Programme to School Children and journalists Source of Funding: GoSL, Total Estimated Cost (TEC) : Rs. 6Mn Project Duration : 09 months                      | 3.1 Visit 100 schools selected in Western province, register and conduct workshops about fake news                                                                                                                                                | 6.0                       |                        | 50  |     | 50  |                            | 1    |      |      | Number of schools visited, Workshops conducted                                                                                              | Children will have a knowledge of the platforms that bring out disinformation                                                                                                                     | Director - MCND |
|    |                                                                                                                                                                                                                                                                                         | 3.2 Conduct workshops on - Display top 10 platforms where disinformation comes from, using of social media in a right way and how to get register club in International Frack Check Network(IFCN), and work with META to tackle disinformation in |                           |                        |     | 50  |     |                            |      | 2.0  |      | Number of workshops conducted (10)                                                                                                          | Raise awareness among students that so many fake news are being spread within seconds                                                                                                             |                 |
|    |                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                   |                           |                        |     |     |     |                            |      |      |      |                                                                                                                                             |                                                                                                                                                                                                   |                 |
|    |                                                                                                                                                                                                                                                                                         | Sub Total                                                                                                                                                                                                                                         | 6.0                       |                        |     |     |     |                            | 1.0  | 3.0  | 2.0  |                                                                                                                                             |                                                                                                                                                                                                   |                 |



| No | Programme name / Project Title                                                                                                                                                                | Activities                                                                                                                                                                                                                                                                                          | Allocation for 2023 Rs Mn | Physical Traget as a % |     |    |    | Financial Traget (Rs. Mn.) |            |            |            | Key Performance Indicator & Output                                                                                | Expected Outcome/ Beneficiaries                                                                                                                                                                                                                                                        | Responsibility  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------|-----|----|----|----------------------------|------------|------------|------------|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
|    |                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                     |                           | Q1                     | Q2  | Q3 | Q4 | Q1                         | Q2         | Q3         | Q4         |                                                                                                                   |                                                                                                                                                                                                                                                                                        |                 |
| 4  | <b>Programme 4 : Organize Sri Lankan Economic Forums</b>                                                                                                                                      |                                                                                                                                                                                                                                                                                                     |                           |                        |     |    |    |                            |            |            |            |                                                                                                                   |                                                                                                                                                                                                                                                                                        |                 |
|    | Project 4: Sri Lankan Economic Forum - Sri Lanka Economy with Sustainable Development Goals<br>Source of Funding: GoSL, Total Estimated Cost (TEC) : Rs. 3 Mn<br>Project Duration : 01 months | 4.1 Identified the fields - Why the goals matter?, How well are the SDGs used in the country, The measures and approaches taken as a government entity, Main Goals to focus                                                                                                                         | 3.0                       | 100                    |     |    |    | 3.0                        |            |            |            | Number of Participants, forum Held                                                                                | Getting key stakeholders in the country to come under one roof to discuss about SDGs that needs to be implemented and looked into                                                                                                                                                      | Director - MCND |
|    |                                                                                                                                                                                               | <b>Sub Total</b>                                                                                                                                                                                                                                                                                    | <b>3.0</b>                |                        |     |    |    | <b>3.0</b>                 |            |            |            |                                                                                                                   |                                                                                                                                                                                                                                                                                        |                 |
| 5  | <b>Programme 5 : Fact Research Awareness Campaigns</b>                                                                                                                                        |                                                                                                                                                                                                                                                                                                     |                           |                        |     |    |    |                            |            |            |            |                                                                                                                   |                                                                                                                                                                                                                                                                                        |                 |
|    | Project 5 : Fake News and Disinformation in the Digital Age<br>Source of Funding : GoSL<br>Total Estimated Cost (TEC) : 4Mn,<br>Project Duration : 09 months                                  | 5.1 Conduct awareness programmes on giving true information via major media channels<br><br>5.2 Conduct awareness programmes via social media using new methodologies<br><br>5.3 Conduct awareness programmes to grab true information for students in vocational training centres and universities | 4.0                       |                        | 100 |    |    |                            | 1.0        |            |            | Number of programs conducted (5)<br><br>Number of programs conducted (5)<br><br>Number of programs conducted (10) | Reduce the sharing of fake news shown via main media channels<br><br>Creating creative videos to share across social media will help the society understand this better<br><br>Raising awareness at vocational training centres helps expand the message among more audience and reach | Director - MCND |
|    |                                                                                                                                                                                               | <b>Sub Total</b>                                                                                                                                                                                                                                                                                    | <b>4.0</b>                |                        |     |    |    |                            | <b>1.0</b> | <b>1.0</b> | <b>2.0</b> |                                                                                                                   |                                                                                                                                                                                                                                                                                        |                 |
| 6  | <b>Programme 6 : Publish Books on the Development Areas in Sri Lanka</b>                                                                                                                      |                                                                                                                                                                                                                                                                                                     |                           |                        |     |    |    |                            |            |            |            |                                                                                                                   |                                                                                                                                                                                                                                                                                        |                 |
|    | Project 6: Launch of the booklets<br><br>Source of Funding : GoSL<br><br>Total Estimated Cost (TEC) : Rs. 1.2Mn<br>Project Duration : Every 03 months (per book)                              | 6.1 Booklet on Economic Development<br><br>6.2 Booklet on Environment Development<br><br>6.3 Booklet on Infrastructure Development<br><br>6.4 Booklet base on issues on political and social                                                                                                        | 1.2                       | 100                    |     |    |    | 0.3                        |            |            |            | Numer of publications (04)                                                                                        | Raise awareness among readers in the government sector and web visitors, Share the e-book among groups and colleagues, resulting in achieving the above two but with a broader audience                                                                                                | Director - MCND |
|    |                                                                                                                                                                                               | <b>Sub Total</b>                                                                                                                                                                                                                                                                                    | <b>1.2</b>                |                        |     |    |    | <b>0.3</b>                 | <b>0.3</b> | <b>0.3</b> | <b>0.3</b> |                                                                                                                   |                                                                                                                                                                                                                                                                                        |                 |



| No | Programme name / Project Title                                                                                                      | Activities                                                                                                                                                       | Allocation for 2023<br>Rs Mn | Physical Traget as a % |    |    |    | Financial Traget (Rs. Mn.) |     |     |     | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries                                                        | Responsibility  |
|----|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|------------------------|----|----|----|----------------------------|-----|-----|-----|------------------------------------|----------------------------------------------------------------------------------------|-----------------|
|    |                                                                                                                                     |                                                                                                                                                                  |                              | Q1                     | Q2 | Q3 | Q4 | Q1                         | Q2  | Q3  | Q4  |                                    |                                                                                        |                 |
| 7  | Programme 7 : Training workshops for Journalist                                                                                     |                                                                                                                                                                  |                              |                        |    |    |    |                            |     |     |     |                                    |                                                                                        |                 |
|    | Project & : Conduct training workshops for journalists, Source of Funding GoSL, Total Estimated cost Rs 4 Mn<br>Duration: 12 Months | Conduct workshops for government media journalists/ Private media Journalists/ Digital media workshop and traing programme about deep fake. IFCN for journalists | 4.0                          | 25                     | 25 | 25 | 25 | 1                          | 1   | 1   | 1   | Number of Workshop conducted (24)  | Enhance media literacy and digital media knowledge, leadership skill and Team building | Director - MCND |
|    |                                                                                                                                     | Sub Total                                                                                                                                                        | 4.0                          |                        |    |    |    | 1                          | 1   | 1   | 1   |                                    |                                                                                        |                 |
|    |                                                                                                                                     | Total                                                                                                                                                            | 29.7                         |                        |    |    |    | 7.6                        | 6.1 | 8.1 | 8.1 |                                    |                                                                                        |                 |