



சார்லிமேன்று சூநிசுஃகரஸு னா சலமடல அலுலலுலு
பாராளுமன்ற மறுசீரமைப்பு மற்றும் வெசுசன ஁டக அமைச்சு
Ministry of Parliamentary Reforms and Mass Media

லார்சிக கார்ல சாடல லார்லால
வருடாந்த சலயல்திறன் அறிககை
ANNUAL PERFORMANCE REPORT 2016





2016

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Ministry of Parliamentary Reforms and Mass Media

Message of the Hon. Minister



Influenced by the advancement of current technology and information communication, media has become the predominant social force in regulating and controlling human behaviour.

Media as the most influential and credible tool of moulding public thought and opinion, media has become decisive not only within the society but also in psychological actions of personal needs and goals.

Information plays a significant role in this process. Upholding the establishment of social confidence and stability, the citizens have been endowed with the Right to Information by the government.

Ministry of Parliamentary Reforms and Mass Media, which has enforced the Right to Information Act and provided guidance on its implementation, has recently initiated a public dialogue on rights and standards of media with the view to strengthen socio-democratic relations.

This Performance Report reflects the striving effort of this Ministry in creation of a constructive environment required for an internationally recognized and professionally competent field of media for its receptors.

I shall therefore, avail myself of this opportunity to commend the staff of my Ministry and the Heads and the staff of all institutions affiliated to this Ministry for guiding this Ministry towards a better responsible media culture while maintaining cordial terms with state and private media institutions.

Gayantha Karunathilake

Minister

Ministry of Parliamentary Reforms and Mass Media

Chief Government Whip of the Parliament

Message of the Hon. Deputy Minister



Parliament – the supreme legislative body of the country and media play a pivotal role in the progression of transforming Sri Lanka into a democratic country. The principal challenge of the Ministry of Parliamentary Reforms and Mass Media is to manage these two responsibilities coming under our purview efficiently and effectively.

Major functions of this Ministry are focused on implementing parliamentary reforms to suit modern day traditions, strengthening the independent media tradition and policy planning and facilitating for the advancement of the media industry.

Accordingly, Ministry of Parliamentary Reforms and Mass Media is 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.

Ministry of Parliamentary Reforms and Mass Media will continue to play its role in promoting free media tradition to build up a well-informed, pluralistic and dynamic society, facilitating the advancement of media industry and encouraging media industry for a responsible media practice while steering local public consciousness towards development.

Ministry of Parliamentary Reforms and Mass Media will dedicate itself towards positively promoting the field of media and implementing required parliamentary reforms to establish a state featured with higher democratic features.

Karunarathna Paranawithana

Deputy Minister

Ministry of Parliamentary Reforms and Mass Media

Message of the Secretary



Ministry of Parliamentary Reforms and Mass Media is responsible in 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 in realizing its vision of creating a well-informed, pluralistic and dynamic society.

The foremost mission of this Ministry is to provide guidance for the advancement of the field of media constantly focusing on changes required in the field to satisfy the social interfaces rapidly changing with the technological progression.

The Ministry of Parliamentary Reforms and Mass Media is dedicated towards the professional development of journalists organizing training workshops to mould empowered media personalities with the intention of establishing a better media culture in the country. The Ministry has reached a landmark in its history this year by enforcing the Right to Information Act in ensuring the public right to information, a fundamental right in a democratic society.

This Ministry has even approached the establishment of a people-friendly parliamentary system, which facilitates national reconciliation by introducing required parliamentary reforms and thereby the Ministry has been able to implement diverse projects related to parliamentary affairs during year 2016.

This Performance Report prepared to be tabled in the Parliament contains a progress review of projects implemented by the Ministry of Parliamentary Reforms and Mass Media together with its affiliated institutions during year 2016 for the development of the field of media as well as for the welfare of the leaders of the country's development, the Members of Parliament and I wish to appreciate and offer my gratitude for the effort of the Heads and the entire staff of the Ministry and its affiliated institutions in realizing the future vision of the Ministry.

Nimal Bopage

Secretary

Ministry of Parliamentary Reforms and Mass Media

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Ministry of Parliamentary Reforms and Mass Media

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.”

Introduction

Media is the most powerful tool which can limit or develop human feelings, needs and wants. For the successful establishment of democracy- the legislature, executive and the judiciary of a country should act independently.

Unless right to information has been ensured and positive environment for media freedom is maintained, shattering of public trust on democracy will be unavoidable. Therefore, the Ministry of Parliamentary Reforms and Mass Media with its 12 affiliated institutions functions with the intention of creating a better media culture while monitoring and securing journalists and media institutions.

The purview of the Ministry of Parliamentary Reforms and Mass Media contains coordination of functions to be performed on the part of the government in relation to administration and disciplinary of public representatives, elected who are by the public as a means of direct contribution of public for democracy, administration of the staffs of the Members of Parliament, welfare activities of former MPs as well as functions related to parliamentary reforms.

Objectives

1. Assisting the creation of a better media culture.
2. Broadening equal access to information for the public.
3. Facilitating the field of media with sophisticated technology.
4. Encouraging the uplift of professionalism of media personnel.
5. Upgrade media contribution and participation in the national development effort.
6. Providing leadership to boost country's image internationally.

7. Development of human resources to achieve the goals of the Ministry.
8. Effective utilization of resources of institutions affiliated to the Ministry.
9. Strengthening the development process through coordination of respective parties

Functions

1. Formulating, facilitating, implementing, monitoring and evaluating of policies, projects and programmes related to the scope of the Ministry of Parliamentary Reforms and Mass Media and the Departments, statutory institutions and state Corporations affiliated thereto
2. Empowering Members of Parliament enabling them to provide optimum service to the public.
3. Provision of strategies for the contribution of media as an advancing factor in economic, social, cultural and political spheres while focusing public opinion towards better perspectives.
4. Implementing programmes to inculcate knowledge, attitudes and interests in the general public.
5. Ensuring the public right for accurate information
6. Implementing programmes to create an advanced media culture.
7. Releasing of official statements and press releases of the government.
8. Issuance of information on Sri Lanka to local and international media institutions.
9. Providing information and publicity services to diplomatic missions abroad
10. Implementation of international agreements and conventions related to publications.
11. Sale, store and dispatch of government publications except for departmental publications.

12. Activities related to production and exhibition of news, films and documentaries.
13. Publicity activities including commercial television and radio broadcastings and foreign broadcastings.

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016

01. "Asi Disi" Media Scholarship Programme

"Asi Disi" Scholarship Programme has been implemented with the objective of upgrading professional standard of journalists. Since its inception in year 2010, financial assistance has been provided for media personnels in recognized media institutions for their higher educational requirements. Under this programme, each beneficiary will be provided a scholarship up to a maximum of Rs. 100,000 and it will be settled in three stages.

Total allocation for this project for year 2016 has been Rs. 5 Mn and 50 new scholarships have been awarded during the year while 680 have been awarded in total.



Awarding of "Asi Disi" Media Scholarships for journalists.

02. Financial Assistance for Media Personnel to Purchase Media Equipment

Ministry of Parliamentary Reforms and Mass Media in collaboration with the People's Bank implements this loan scheme since year 2006 with the intention of facilitating professional duties of journalists.

Under this scheme journalists will be granted a

loan facility upto a maximum of Rs. 100,000 at a rate of 4% to purchase media equipment they require and the additional interest will be incurred by the Ministry.

This loan scheme facilitates full-time or part-time journalists, full time media technicians and freelance journalists, in recognized print and electronic media institutions in Sri Lanka.

Total allocation for year 2016 has been Rs. 1 Mn.

03. Providing Motorcycles for Journalists on Concessionary Basis

On a concept of Hon. Minister of Parliamentary Reforms and Mass Media, this Ministry has implemented a programme to provide motorcycles for journalists in facilitating their professional activities.

Under this programme, journalists from recognized state and private media institutions in Sri Lanka as well as provincial journalists will be provided a concessionary loan from the People's Bank to purchase motorcycles.

The maximum limit of the loan will be Rs. 2,50,000. Journalists will have to bear 2% of the interest rate while the balance 7% will be reimbursed from Treasury funds. Loan repayment period is 4 years and as at 31st December 2016, 324 qualified journalists have been provided with bank loans. The Ministry has reimbursed Rs. 2.62 Mn.



Symbolical awarding of a motor cycle for a journalist by the Hon. Minister

04. National Telecinema Park - Ranmihithenna

Ranmihithenna Telecinema Park established in year 2010 for the development of the telecinema industry to provide backlots, studio, accommodation and other facilities for telecinema artistes. Shootings of local short films, teledramas and commercials are being taken place in this Park while a current trend of using this park for wedding photography is evident. Numbers of visitors including school students daily visit this park. From January to December, 2016 174, 884 persons have visited this park.



Scene from "Paththini" tele darma



Entrance of the "Ranmihithenna" Telecinema Park

Revenue of the Telecinema Park from 01st January to 31st December, 2016

Source of Revenue	Amount (Rs. Mn.)
Sale of tickets	7.871
Fees for reservation accommodation, and for shooting	1.426
Other (Revenue earned from the golf cart / wedding photography and cultivation)	1.914
Total	11.214

Expences for backlots and maintenance are Rs.Mn 17.943

Filming Assignments - 2016

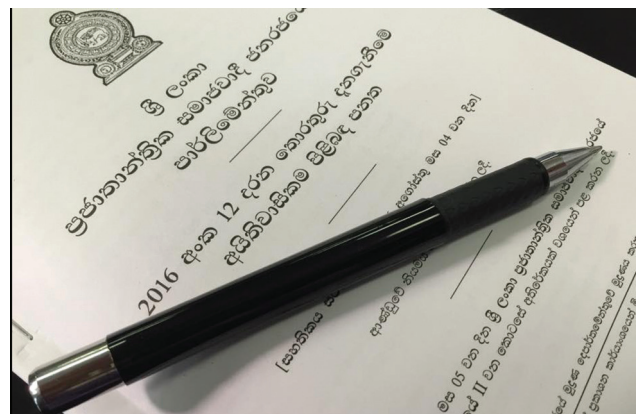
Local Films - 2 ("Gindaren Upan Seethala", "Father of Independence D. S.")
 Foreign Films -1 ("Solar Eclips")
 Local Teledramas - 2 ("Saheli", "Paththini")
 Wedding Pre Shoots and Videos - 185

05. Right to Information Act No 12 of 2016

Right to Information has been recognized as a fundamental right by Section 14 A of the 19th Amendment to the Constitution of Sri Lanka. Prime objective of this Act is to establish a corruption-free, better responsible public service while ensuring democracy and fundamentals of good governance in the country.

The Bill on Right to Information has been submitted to the Parliament and subsequently approved by the Parliament on 40th August, 2016. Accordingly, the responsibility of implementing the Act has been devolved on this Ministry. In this relation a one-day workshop for all Secretaries to Ministries to discuss proceedings in implementation has been conducted on 01.09.2016 in the Parliament premises under the patronage of Hon. Minister and Deputy Minister of Parliamentary Reforms and Mass Media.

Furthermore, this Ministry has made arrangements to conduct a series of workshops to make aware all Ministries and Provincial Councils regarding appointing Information Officers under this Act.



Two workshops have been conducted for Secretaries to Provincial Councils, Heads of Departments and all Divisional Secretaries including District Secretaries in Central and North Central Provinces. A two-day workshop on training of trainers has been conducted on 23rd and 24th November, 2016 at Hotel Janaki, Colombo.



Hon. Minister with special invitees at the workshop

By now, this Ministry has made arrangements to conduct awareness workshops island wide to cover all Provincial Councils.



Secretaries to Ministries attending the workshop

06. Issuance of Radio and Television Broadcasting Licenses

In terms of powers vested in the Hon. Minister of Mass Media by Section 44 of the Sri Lanka Broadcasting Corporation Act No 37 of 1966, this Ministry issues radio broadcasting licenses while in terms of powers vested by Section 28 of the Sri Lanka Rupavahini Corporation Act No 06 of 1982 and Sri Lanka Rupavahini Corporation (Amendment) Act No 43 of 1988 and as per Gazette Extraordinary No 1669/25 of 03.09.2010 of the Democratic Socialist Republic of Sri Lanka, the Ministry issues television broadcasting licenses.

Accordingly, the license categories and the number of licenses issued as at 31.12.2016 will be as follows.

License Category	No of Licensee Institutions
Radio	24
Terrestrial Television	26
Cable Television	09
Satellite Television	08
IPTV	02
Mobile	01
Total	70

18 radio channels including regional services are being operated by the two state media institutions while 34 channels are being operated by 17 private media institutions.

Two state media institutions maintain 06 television channels while 16 television channels are being operated by 11 private institutions.

Main objective of issuing these licenses is to create a responsible and accountable media culture.

07. Registration of News-casting Websites

In pursuance to Cabinet decision No 12/1037/37/019 – 1 and dated 13. 08. 2012 all news-casting websites should be registered in the Ministry of Mass Media.

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

As at 31.12.2016 139 news-casting websites have been registered in this Ministry.

08. Levying Taxes on Imported Teledramas, Films and Commercials

As per Rules published in the Gazette Extraordinary No 1451/16 of 29th June, 2006, the Ministry of Parliamentary Reforms and Mass Media levies taxes from films, teledramas and commercials imported and broadcast by local media institutions.

Programmes taxed and exempted from taxes as at 31st December 2016

Programme	No of programmes exempted from taxes	No of programmes taxed	No of programmes edited	Tax Revenue (Rs. Mn.)
Films	558	488	12	36.45
Tele-dramas and Documentaries	2252	1295	08	124.13
Advertisements and Commercial Programmes	-	80	-	27.00
Advances	-	-	-	0.267
Total	2810	1863	20	187.85

09. Awareness Programmes

Ministry of Parliamentary Reforms and Mass Media in collaboration with the Parliament of Sri Lanka has conducted a one-day workshop on Committees, Special Committees and Acts of the 8th Parliament for all Additional Secretaries and other Senior Staff Officers of Ministries on 04.08.2016 at the Parliament premises.



Special occasions of the Seminar

10. Training Workshops for Employees

Ministry of Parliamentary Reforms and Mass Media has organized training programmes for employees with the intention of establishing a

more efficient office management system and to inculcate positive attitudes in public officers. Productive use of human resources in public service and constant updating of their knowledge and attitudes are among human resource management strategies to generate a motivated workforce devoid of their monotonous official duties. Accordingly, three (03) training workshops have been conducted in year 2016.

- Driver Training Workshop – 12.03.2016
- Training Workshop for Office Assistants – 19.03.2016
- Attitude Building Workshop for Public Management Assistants – From 03.06.2016 to 25.06.2016

11. Progress Review Meetings

Quarterly Progress Review Meetings of institutions affiliated to the Ministry held under the patronage of Hon. Minister



Progress Review Meeting of the second quarter

10. Programmes conducted external to the Action Plan

- Programmes on encouraging physical exercises have been conducted from 25th to 30th January, 2016 to coincide with the National Week on Sports and Physical Health Promotion aimed at building up a healthy community.
- 'Asi Disi Bakmaha Ulela' has been organized to represent Sinhala – Tamil co-existence as well as to promote cultural unity among persons engaged in the field of media.
- At a time when a 30 year terrorist war has ended and Sinhala and Tamil communities try to harmonize, the media tour "Enna Ekata Husma Ganna", organized from 26.03.2016 to 27.06.2016 in promoting cordial relations among northern and southern journalists can be identified as a reflection of national reconciliation and as well as an effort to identify problems and issues faced by northern journalists.



Field Tour to Dambana

- Sports play a significant role in creating a physically and mentally healthy person and thereby building up a healthy community. Being away from their busy official schedules persons in the media field have conducted a soft ball cricket tournament named "Asi Disi Cricket Championship" during three days from 30.09.2016 to 02.10.2016. This had been a friendly cricket gathering, which helped develop unity, leadership qualities, discipline and positive attitudes in accepting victory and defeat in the same spirit.



Media Gathering



Inauguration of the 'Asi Disi' Cricket Championship

- Officials of the Ministry of Parliamentary Reforms and Mass Media engaged in a field tour to experience the way of life of Dambana native people in Mahiyanganaya and in realization of the goals of the Ministry, a broadcasting studio unique to Dambana natives named "Dambana FM" has been launched.

Parliamentary Reforms Division

No	Objective	Main Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn)							
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%					
01	Providing optimum service for Members of Parliament	Appointment of staffs of MPs, salary reimbursements, preparation of IDs	No of beneficiaries 225 × 5	1125	1058	93	628.96	606.96	96.5					
		Payment of gratuity		-	-	-	12	11.57	96.41					
		Conducting training programmes for MP staffs		19	17	90	4.5	3.52	78.2					
02	Provision of physical resources and services	Providing medical facilities and insurance	No of beneficiary MPs	225	223	99.1	-	-	-					
		Providing duty free vehicle permits for Hon. Members of Parliament								127	56	21	21	100
		Providing equipment for Hon. Members of Parliament								68	30	25	23.56	94.24

Source of funds : Budgetary allocations

Development and Planning Division

No	Policy & Strategy	Activities	Output indicator	Physical progress			Financial progress (Rs. Mn.)				
				Annual Target	Cumulative progress as 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%		
01	Encourage media to access Right to Information <i>Formulation of legal provisions</i>	1.1 Implementation of Right to Information Act	Approved Bill	Approve the bill	Approved on 04.08.2016	100					
		1.1.1 Submission of proposed bill to the parliament									
		1.1.2 Conducting awareness programmes for public officers	No. of training programmes	05	Training of trainers - 01 Provincial trainings - 06	33					
02	National and Social Responsibility <i>Encourage media to promote all aspects of national and social development</i>	2.1 State Media Award Ceremony	Final Proposal	01		100	5.0				
		2.1.1 Preparation of proposal for the program								-	-
		2.1.2 Appointing the national steering committee								Committee Report	01
		2.1.3 Organizing and Conducting the Ceremony	Awards Ceremony conducted	100%	Discussions held with all Media institutions	20		-			
		2.2 Construction of the "Madya Purawara" Housing Scheme for Journalists	Comprehensive Proposal	01	-	5	-	-	-		
		2.2.1 Preparation of Comprehensive Proposal and obtaining the approval of Dept. of National Planning									
		2.2.2 Preparation of survey plan		Survey plan	01	-	-	-	-		
		2.2.3 Preparation of housing plans	Housing Plan	01	-	-	-	-	-		

No	Policy & Strategy	Activities	Output indicator	Physical progress			Financial progress (Rs. Mn.)		
				Annual Target	Cumulative progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
		2.3 Distribution of motor bicycles on concessionary basis to journalists 2.3.1 conduct interviews	No. of applicants participated	100%		100			
		2.3.2 Preparation of the list of selected journalists	Selected List	1860		100			
		2.3.3 Organizing the distribution ceremony	Distribution Ceremony	01	Event has been successfully conducted	100			
03	International Relations <i>To maintain constant dialogs with international organizations and media practitioners to enrich local media practices</i>	3.1. Promoting cooperation among SAARC countries and journalists in SAARC countries 3.1.1 Conducting SAARC Media Exchange Programme in Sri Lanka							
			Workshop	01	SAARC Center is not functioning	-			
04	Media Development <i>To be pragmatically sensitive to all forms of global development trends in the field of communication technologies and media practice</i>	4.1. Digitalization of Terrestrial Television Broadcasting 4.1.1 Preparation of Terms Of Reference (TOR) 4.1.2 Introducing the Digital Broadcasting Network Operator (DBNO) System 4.1.3 Selection of the consultancy service for the project and awarding the contract							
			TOR	01	Implementing Agency has not yet been decided by the Cabinet of Ministers	-	1698.0		
			DBNO Center	100%		-			
			Consultancy service selected	100%		-			

No	Policy & Strategy	Activities	Output indicator	Physical progress			Financial progress (Rs. Mn.)		
				Annual Target	Cumulative progress as 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
	<i>To take steps to upgrade the essential infrastructure facilities</i>	4.2 Improvement of infrastructure facilities at MRNTCP							
		4.2.1 Preparation of promotion plan	Promotion Plan	1	Decision has been taken to review the future developmental activities of the Tele Cinema Park				
		4.2.2 Repairing and reconstructing of backlots	No. of backlots repaired & reconstructed	100%		-	-	-	-
		4.3 Enactment of MRNTCP Foundation Act			policy decision has to be taken				
		4.3.1 Obtaining cabinet approval for the proposed bill	Approved Bill	1		-			-
		4.3.2 Submission to the parliament	MRNTCP Foundation Act	1		-			
05	Training, Research and Capacity Building <i>To Provide adequate opportunities to media personnel for training, education and development</i>	5.1 Construction of "Amaradewa Sangeetha Asapuwa" 5.1.1 Preparation of proposal 5.1.2 Allocation of land and preparation of survey plan 5.1.3 Preparation of architectural plan with BOQ	 Comprehensive Proposal Allocated Land Architectural Plan	 1 1 1		 25% - -	 - -	 - -	
06	Monitoring and following-up of development projects.	6.1 Organizing Progress Review Meetings	No of Progress Review Meetings	36	22			0.038	

Administration Division

No.	Objective	Main Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
01	Awarding scholarships for training courses (Foreign)	Direct employees for training courses	No of beneficiaries	02	03	150	1.0	0.390	67
02	Training of the Ministry staff	Training programmes	No of programmes conducted	16	03	19		0.279	

Media Division

No.	Objective	Main Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
01	Increase professionalism of journalists	Awarding scholarships for journalists	No of beneficiary journalists	150	130	87	5*	4.292	86
02	Empowering journalists with novel technology	Providing loans for journalists to purchase media equipment	No of beneficiary journalists	150	beneficiary journalists	-	1.0	0.39	39
03	Maintenance of the official website of the Ministry	Design the website with a new facelift and update in all three languages; Sinhala, Tamil and English	Updated website	01	01	100	-	0.04	-
04	Discussions on national events and government projects (Media coordination of discussions with Heads of media institutions, press briefings on national events)	<ol style="list-style-type: none"> 1. National Physical Exercise Programme 2. National Independence Day 3. .Vasa Visa Nethi Ratak. Programme 4. Discussion with Media Secretaries 5. Demise of Ven. Asgiri Mahanayaka Thero 6. Awarding of the Act of Appointment for the newly appointed Asgiri Mahanayake Thero 7. Discussion with Heads of state and private media institutions 8. Opening ceremony of the Moragahakanda reservoir 9. Kandy Esala Perahera 10. .Mathin Nidahas Ratak. Programme 11 Bellanwila Esala Perahera 12. National Media Awards Ceremony - 2015 12. Programme on collection of data using Tablet PCS conducted by the Department of Census and Statistics (DCS) 13. Programme on collection of data using tablet PCs conducted by the DCS 	Press briefings and workshops		17			0.24	-

*In addition to provisions allocated for media scholarships, an additional allocation of Rs. 2Mn has been obtained
Source of Funds : Budgetary allocations

Financial Progress of the Ministry in year 2016 - Capital Expenditure

No	Project	Activities	Financial Progress (Rs. Mn.)		
			Annual Allocations	Cumulative Expenditure as at 31.12.2016	%
01.	Operational Activities - Minister's Office	Rehabilitation and Improvement of Capital Assets	1.750	1.705	97.4
		Acquisition of Capital Assets	44.200	1.060	2.4
		Capacity Building	0.050	0.045	90
		Sub Total	46.000	2.810	6.1
02.	Operational Activities - Parliamentary Reforms	Rehabilitation and Improvement of Capital Assets	1.000	0.115	11.5
		Acquisition of Capital Assets	33.300	32.289	96.9
		Capital Transfers	25.000	23.568	94.3
		Capacity Building	4.500	3.518	78.1
		Sub Total	63.800	59.490	93.2
03.	Operational Activities - Mass Media	Rehabilitation and Improvement of Capital Assets	8.070	6.768	83.9
		Acquisition of Capital Assets	2.010	1.879	93.5
		Capacity Building	6.000	5.261	87.7
		Other Capital Expenditure	1.900	1.574	82.8
		Digitalization of Terrestrials Television Broadcasting Project (GOSL/ Japan)	1698.00	0	0
		Improvement of TV Programmes of Sri Lanka Rupavahini Corporation (GOSL/ Japan)	101.600	0	0
		Sub Total	1817.580	15.482	7.8
04.	Development Activities- Public Enterprises and Institutions	Sri Lanka Broadcasting Corporation	200.000	185.326	92.7
		Sri Lanka Press Council	1.000	1.000	100
		National Film Corporation	20.000	20'000	100
		Sub Total	221.000	206.326	93.4
		Total	2148.380	284.108	13.2

Source of funds : Annual Budget

Internal Audit Division

	Institution	Audit Queries and Letters of Instruction	Reports forwarded to the Secretary	Instructions and Directions issued through the Secretary	Requests for Information	Audit Management Meetings
01	Ministry of Mass Media and Information	3	29	5	13	2
02	Department of Government Information	7	-	4	5	2
03	Department of Government Printing	8	1	5	7	1
04	Sri Lanka Broadcasting Corporation	7	7	4	4	2
05	Sri Lanka Rupavahini Corporation	5	-	4	3	1
06	State Printing Corporation	20	1	4	4	2
07	National Film Corporation	1	1	3	4	1
08	Independent Television Networks Ltd	7	-	4	4	1
09	Associated Newspapers of Ceylon Ltd	3	1	4	2	1
10	Sri Lanka Media Training Institute	3	1	3	3	1
11	Sri Lanka Press Council	10	-	4	3	-
12	Selacine Television Institute	13	2	4	3	2
13	Lankapuvath Ltd	1	-	3	5	1
	Total	81	43	51	60	17

Projects and Programmes to be implemented in year 2017

1. Implementation of the Right to Information Act.
 - Implementing the Right to Information Act
 - Raise public awareness on the RTI Act and making aware of public officers on its implementation
 - Appointment and training of Information Officers
2. Conducting the National Media Awards Ceremony
3. Implementation of the "Maddya Purawara" Housing Scheme for journalists.
4. Introduction of digital technology for television broadcasting.
5. Construction of "Pandith Amaradeva Sangeetha Asapuwa"
6. Installation of a Solar Power System in "Ranminithenna" Tele Cinema Park



Department of Government Information

Vision “Maintain an independent and responsible media culture”

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

Introduction

Department of Government Information has been established on 31st June, 1948. Role of this Department is to direct state and private sources of media towards a productive goal in achieving sustainable goals of Sri Lanka. Department of Government Information expects to guide media to create an amicable environment in the field of media while securing its identity and independency and establishing transparency and accountability of public service.

Role of the Department of Government Information extends into ensuring public right to accurate information, disseminating government information to media, awaring the public of significant events, reporting news, implementation of the mechanism in disseminating information, gathering, maintenance and archiving of important news articles and other data.

Duties of this Department includes providing training facilities and opportunities for journalists, upgrading professionalism and upholding their professional security and gathering and analysing government data and make available audio, visual and documentation proof for the reference of journalists.

Objectives

1. Raising public awareness on nationally significant government policies and development activities
2. Developing an advanced media culture
3. Documenting and archiving of government information, incidents and significant events of the government using of audio, visual and print media.
4. Development of physical and human resources required by the field of media.
5. Providing leadership in facilitating, training and welfare activities of journalists.
6. Raising public awareness on nationally significant government policies and development activities.
7. Development of physical and human resources required by the field of media.

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016

No	Objectives / Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
1	Raising public awareness on nationally significant government policies and development activities	1.1 Conducting a series of awareness programmes on functions to be performed by all Ministries during year 2016, contributing towards an advanced media culture and for future requirements of the media field, submitting proposals for media education upon feasibility studies in identified spheres and in collaboration with the Ministry of Mass Media , University Grants Commission and foreign partners aimed at upgrading professional recognition of journalism.	No of discussions	52			0.624			Consolidated Fund
		1.2 Organizing Cabinet briefings	No of briefings	48	43	90	1.3	0.992		
		1.3 Press releases	No of press releases	60	82	137	1.92	1.284	26	
		1.4 Press conferences	No of press conferences	160	146	91				
		1.5 Media coverage , Coordination of media personnel	No of media coverage	260	96	37				
		1.6 Media coverage of nationally significant events	No of media coverage	20	8	40	1.3			
		1.7 Media Workshops on district development	No of workshops	8			0.56			
		1.8 Organizing media tours on provincial development	No	4			0.50			
		1.9 Seminars on current affairs	No	15	12	80	0.773	0.93	120	
		1.10 Media coverage of H. E. the President	No	10	9	90	0.6			
		1.11 Media coverage of Hon. Minister of Mass Media	No	200	122	61				

No	Objectives / Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
		1.12 Media coverage of official visits of foreign diplomats in Sri Lanka	No	On requirement	6					Consolidated Fund
		1.13 Media coverage of Parliamentary sessions	No	12	9	75	0.18			
		1.14 Media coordination on general elections	No of media co-ordinations	On requirement			0.3			
		1.15 Media workshops for Students	No of Workshops	12	2	17	1.33	0.545	41	
		1.16 Media Tour "Enna Ekata Husma Ganna"		1	1	100	0.48			
2	Updating the website www.news.lk	2.1 Publishing and updating news in the website www.news.lk	No of receptors	On requirement	Has been updated	100	0.1			
		2.2 Creating a separate icon for provincial news	Icon created	1	Has been created	100	0.2			
		2.3 Upgrading Sinhala, Tamil and English templates of www.news.lk		1	Has been upgraded	100	0.2			
		2.4 Creating a special event diary in www.news.lk	Created and updated event diary	1						
		2.5 Creating a separate database for archived videos and publicizing	Created database	1	Has been created	100	0.1			
		2.6 Conducting an awareness programme on www.news.lk for Media Secretaries in the first month of the year	No of programmes	1			0.1			
		2.7 Inserting audio clips for articles published in the website linked to Facebook social for media network	No of receptors	On requirement						
		2.8 Conducting awareness programmes on ICT at school level, awareness programmes on media practice in selected urban and rural schools, conducting awareness programmes on right to information i. Conducting interactive programmes ii. Exchange of international success stories on right to information	No of programmes	12	8	75				
				1	1	100	8.4	7.9	94	
		2.9 Creating an App for www.news.lk	Created App	1	Has been created	100	0.2			
		2.10 Obtaining network and firewall facility for the computers in special media division	Computer with network and firewall facilities	1			0.8			

No	Objectives / Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
3	Compilation of publication and distribution	3.1 Publication of "Desathiya"	No of volumes	12	12	100	1.26	0.918	73	
		3.2 Publication of "Thingal"	No of Magazines	4	4	100	0.30	0.260	87	
		3.3 Publishing the Media Directory	No of Media Directories	1						
		3.4 Issuance of publications on requirement on significant news and events		On requirement			4.40			
		3.5 .Organizing the felicitation of Mr. Gamini Wijethunga			1	1	100	0.117	0.115	
4	Sale and Management of state publications	4.1 Sale of state publications	No of publications sold	60,000	60,122	100	5.2 (Revenue)	5.14	98	
		4.2 Displaying exhibition stalls on request	No of stalls	On requirement			-			
		4.3 Sale of 'Desathiya' Magazine	No of copies	48,000	28,524	60	1.56 (Revenue)	1.678	107	
5	Building up an advanced media culture	5.1 Issuance of Media IDs	No of IDs issued		2681					Consolidated Fund
		Local journalists			288					
		Foreign journalists			402					
		Web journalists			168					
		Provincial journalists			1477					
		Photo journalists			230					
TV journalists			290							
					5336					
		5.2 Issuance of Media IDs on special occasions	No							
		5.3 Issuance of official IDs for the Department	No							
		5.4 Issuance of Media IDs for national and international events	No	On requirement						
		5.5 Formulation and launching of a database of journalists	Database	1						

No	Objectives / Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
6	Media research	6.1 Preparation and analysis of reports on contemporary issues published in electronic and print media, pairing public views on the requirement of media reforms, creation of opportunity for a poll on amending laws, rules and regulations on media reforms								Consolidated Fund
		6.2 Compilation of Reports and filing of news articles published daily on Sri Lanka	No of Reports	366	458	125		0.374		
		6.3 Continuous monitoring of all local and foreign programmes published in electronic media (Trilingual)	No of programmes monitored	1825	2280	125				
		6.4 Recording and archiving of important programmes monitored in 6.3 above	No of programmes	6570	8208	125				
		6.5 Providing DVD's required by external institutions	On requirement	On requirement	70	-				
		6.6 Preparation of reports on advertisements, political, women's, children's and research programmes publicized in electronic and print media		On requirement		-				
		6.7 Conducting researches and preparation of reports on contemporary significant issues and current media trends		On requirement		-				

No	Objectives / Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
7	Production, exhibition and archiving of short films on development projects and other special projects	7.1 Production of national cultural and educational documentaries and documentaries on government development projects	No of films	On requirement	15		60	2.6	58	Consolidated Fund
		7.2 Conducting, recording and publicizing panel discussions on non-political contemporary issues		On requirement	5					
		7.3 Re-launch Info TV and exhibition of documentaries produced by the Government Film Unit								
		7.4 Live telecast of archived programmes of Cabinet briefings via Info TV								
		7.5 Public exhibition of nationally significant photographs and documentaries at national events		4						
		7.6 Transform historically significant programmes in to 35mm films		On requirement						
		7.7 Modernize GFU with sophisticated technology				3.50				
		7.8 Renovation of the Film Archive		No of discussions	1				0.50	
8	Development of human and physical resources	8.1 Procurement of machinery and office equipment on requirement	No of equipment	On requirement		-	9.75	9.685	99	
		8.2 Effective maintenance, upgrade of fixed assets and service management		On requirement		-	8.75	7.396	84	
		8.3 Development of human resources	Trainings	On requirement	32	-	1.30	0.97	75	

Utilization of allocations in year 2016

Item	Allocation (Rs. Mn.)	Expenditure (Rs. Mn.)	%
Recurrent	212.50	190.19	89
Capital	26.50	22.78	85
Total	239.00	212.97	89

Special Occasions of the Programmes Conducted



H. E. the President addressing the International Conference on Right to Information held on 28th & 29th September, 2016 to mark the World Day on Right Information



H. E. The President with the Distinguished Invitees of the Conference

Projects to be implemented in year 2017

Restructuring of the Department

1. Establishment of a Digital Media Division
2. Establishment of a Cloud Base Open Source Media System and a Cyber Security System
3. Monitoring of radio, television and print media around the clock
4. Transform the Department in to a paperless institution



Department of Government Printing

Vision “To become the nation’s hallmark of excellence in printing and publishing.”

Mission “To provide printing and publishing services with assured quality in time to delight customers with the help of innovative technology and dedicated staff.”

Introduction

Department of Government Printing established in 1802 as the Government Press and later been transformed in to a Department, is a pioneering institution in the field of printing. Established with minimal facilities, the Department of Government Printing has marched forward with the state of the art technological equipment of the present world. Besides its major function of printing and publishing Gazettes, Parliament Hansards, Bills and Acts of Ministries and Regulations of Departments, the Government Press engages in non-commercial printing activities of printing forms, Budget estimates as well as in commercial printing such as printing stamps, formats, tickets, school text books, Dhamma School text books, forms required by the Department of Election and Annual Reports and Performance Reports of various Ministries. Furthermore, the Department of Government Printing directly communicates information to the public through electronic media in facilitating the functions of Provincial Councils, Local Government Institutions and Semi-governmental institutions.

In realization of above functions the Department possesses a staff of 1326.

Objectives

1. To provide printing and publishing services with assured quality accurately in time.
2. To elevate quality, finish and creativity in commercial printing.
3. To increase productivity in the Department through process improvement and new technology.
4. To provide quality service for customers through the development of management systems and procedures.
5. Change attitudes through the development of human resources and provide quality service to satisfy the customers.
6. Uplifting safety and welfare of the employees.

7. To create pleasant working environment within the Department and provide high quality service to satisfy the customers.
8. To provide expert technical assistance to law enforcement institutions and in judicial proceedings.
9. Build up public confidence in security printing.

Performance of the Department of Government Printing during year 2016

Printing press installed in year 2015 and operated during year 2016

New four-colour printing press

- Upgrade printing quality of outputs
- Printing of high quality stamps efficiently
- Efficiently printing 04 types of visa stickers required by the Immigration and Emigration Department

Projects initiated in year 2016

Procurement and installation of High Resolution CTP (Computer to Plate) press at a cost of Rs. 14.59Mn, to upgrade the quality of stamp printing.



High Resolution CTP (Computer to Plate) Machine

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016

No	Strategies	Activities		Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)			
					Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
1	Upgrade employee awareness on quality	Commercial Printing		Books / Jobs	-	2316	-	1665	449.47	77	
		Non-commercial printing approved by the Printing Committee			-	1816			828.85	76.8	
	Develop reconciliation among employees	Election Printing	Ballot papers	Jobs	-	-	-	-	-	-	
Other			Jobs								
2	Capacity Enhance	Maintenance and upgrade of printing press		Units	On requirement	52	82	27.0	18.60	69	
		Procurement of the perforate		Units	01	Has been imported.	100	5.0	3.35	67	
		Two colour web printer with folder		Units	01	Has been imported.	100	10.0	19.64	196.4	
		Procurement of a two colour web printer with folder to expedite printing of Gazette Notifications, Order Book, Agenda and Hansard printing.		Units	01	Has been ordered.	75	10.0	0	0	
		Procurement of a two Single Knife Cutters instead of a two colour sheet fed offset printer due to insufficient funds		Units	02	Has been imported not installed	95	35.0	14.50	Local agent fee has to be paid.	41
		Procurement of a Folk Lift		Units	01	Has been imported.	100	5.0	2.80	56	
		Procurement of photocopiers and fax machines		Units	10	04 Duplicator machines have been purchased	100	1.52	2.88	189	
		Procurement of air-conditioning machines		Units	19	purchased	100	4.0	2.86	71	
		Procurement of server computers and accessories		No of computers	On requirement	Has been ordered.	100	2.0	4.26	213	
		Procurement of equipment required by the Department		Units			50	1.12	1.51	134.8	
Other		On requirement	On requirement								

Progress of Development Projects implemented from 01.01.2016 to 30.09.2016

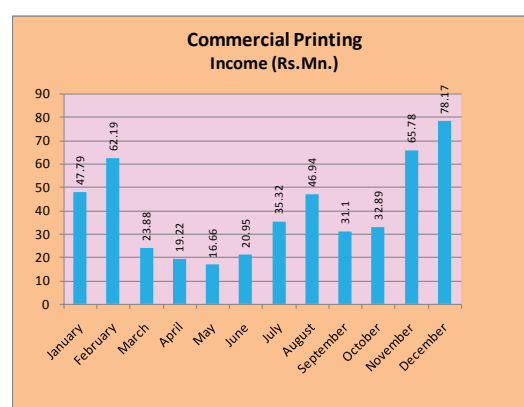
No	Strategies	Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
3	Exterior Decorations	Renovation of the 2 nd storey of the Administration building	Units	Partitioning the second storey in to divisions	Divisions -05 Staff Officer rooms -04 Server rooms -01	90	0	1.88	-
		Construction of the Transport Division	Units	01	01	100	-	-	-
		Renovation of the Machine Division	Units	01	A part has been renovated	-	-	-	-
		Modernization of the Confidential Division	Units	Modernization in relation to partitioning	Estimates are being prepared	2	-	-	-
		Modernization of the electricity circuit of the Department	Units	* Installation of a 1600 A main switch board *Connecting 2 underground wires from the switch board to the machine section *Connecting the switch board to the Grid Sub-station of the Electricity Board with underground wires	*Main switch board has been completed *Estimates are being prepared for other tasks	75	22.8	5.17	7.19
		Modernization of the main computer building	Units	Modernization of the Reading Section	Estimates are being prepared	100	-	9.36	
		Exterior decorations of the Administration building	Units	Renovations and painting	Task has been entrusted to the Civil Security Department				

No	Strategies	Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
4	Up-grading training and capacity	Administration	Foreign training	750	05	47	2	5.43	271
			Local training		297				
	Enhancing manpower	Filling vacancies of the Production Division	No of employees	300	Permanent 47	50	-	-	-
					Apprentice 103				
5	Commencing of a division for scientific examinations of forged documents	Procurement of equipment	Units	100%	65%	65	0.5	0.10	20
6	Raising public awareness on secured software and their credibility	Procurement of security software	Units	100%	15%	15	9	-	-

Source of Funds : Treasury Funds

Income generated in year 2016

Income/ value	(Rs. Mn.)
Commercial Printing-Income (With VAT)	480.90
Non-commercial Printing-Value	828.82
Other	1309.72



Special Occasions of the Projects Conducted



New Four-colour Printing Press



Attitude and leadership quality development workshop

Expected procurements in year 2017

01. Procurement of office equipment. (Rs. 2.0 Mn.)
02. Procurement of 200 workmen lockers. (Rs. 3.0 Mn.)
03. Office equipment for the reading section. (Rs. 1.0 Mn.)
04. Office equipment for new recruitments. (Rs. Mn 1.0 Mn.)
05. Procurement of computers. (Rs. 1.0 Mn.)
06. Procurement of a passenger lift. (Rs. 5.2 Mn.)
07. Procurement of
 - i. 2 Colour Offset Sheet Fed Perfecting Machine. (Rs. 50.0 Mn.)
 - ii. Folding Machine. (Rs. 14.0 Mn.)
 - iii. Computer to Photo Polymer Machine. (Rs. 10.0 Mn.)
 - iv. Digital Printing Machine (Black & White). (Rs. 18.0 Mn.)
 - v. Single Knife Guillotine. (Rs. 8.0 Mn.)



Sri Lanka Broadcasting Corporation

Vision “ To be Sri Lanka's leading Radio Communicator.”

Mission " To direct radio medium which will develop knowledge, attitudes and skills in order to brighten the lives of listeners' by enhancing the living standards of them through various spheres which have an impact on their lives such as economic, social, cultural, moral, educational, and entertainment."

Introduction

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

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

Objectives

1. To be the organization with the highest number of listeners for Sinhala, Tamil and English language channels.
 2. To be Sri Lanka's leading media organization, which provides balanced information, quickly and responsibly.
 3. Producing and presentation of high quality programs to nurture local culture.
 4. To provide training required to produce self-motivated staff empowered with knowledge, attitudes and skills.
 5. Providing both local and foreign listeners with clear audio reception by updating production and broadcasting technology.
 6. To be the leading media organization to produce a renowned media tradition adhering to a Code of Ethics.
7. As the national radio, to creatively contribute in raising public awareness on state policies and development programs.
 8. Maintaining prudent financial control and human resource management.
 9. Capturing the competitive market strategically.

Role of the Corporation

Role of the Corporation as per Sri Lanka Broadcasting Act No 37 of 1966 consists,

1. Maintenance of broadcasting services within Sri Lanka including developments, expansions and upgrades.
2. Monitoring and administration of programmes broadcast via Sri Lanka Broadcasting Corporation.
3. Providing necessary advice to Hon. Minister in relation to radio broadcasting.
4. Utilizing powers and responsibilities vested by this Act for broadcasting.

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016

Administration Division

No	Objectives / Strategies	Activity	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure 31.12.2016	%
1	Make efficient the administration of the Corporation	Computerizing the details of the Corporation staff	Computerized details of the Corporation staff	Computerizing all basic details of the Corporation staff	Details of the staff have been computerized and the details are being checked	90	-	-	-
		Installation of computers for the use of staff clerks of the division	No of computers Installed	Installation of 7 computers in the division	03 computers have been installed	57	0.80	0.320	40
		Organization of a workshop on letter drafting for clerks	No of trained staff	Participating 60 clerks in the workshop	54 employees have attended the workshop	90	0.005	0.010	200

Training Division

No	Objectives / Strategies	Activity	Output Indicator	Physical Progress			Financial Progress (Rs)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure 31.12.2016	%
1	Upgrade language use of announcers (Sinhala/ Tamil/ English)	Evaluations / Training workshops (Once in every 4 months)	No of workshops/ Trainings	04 workshops 75 Officers	01 workshop 19 officers	25	42,000	830	1.9
2	Upgrade of planning strategy of radio programmes	One day workshop on "How to plan a programme / airtime?"	No of trained officers	20 officers	01 workshop 14 officers	70	5,000	875	17
3	Production of creative radio programs to attract listeners	Practical workshop on new production / presentation formats (04 days)	No of workshops	04 workshops 25 officers	01 workshop. 67 officers	25	10,000	9400.00	94

No	Objectives / Strategies	Activity	Output Indicator	Physical Progress			Financial Progress (Rs)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure 31.12.2016	%
4	Providing opportunities for external trainees to develop broadcasting media literacy	Certificate Course on Radio Programme Production and Communication (3 courses as 25 each)	No of trained officers	03 courses 75 Trainees	-	-	150,000	-	-
5	Develop radio script writing	Writing to audio media (One day workshop)	No of workshops	01 workshop for 25 officers	-	-	7,000	-	-
6	Upgrade knowledge on computer software in producers / production assistants	Computer-based recording and editing workshop (03 days)	No of workshops	03 workshops for 25 officers	03 workshops	100	5,000	2000.00	40

Source of Funds : Annual allocations of the training institute

Engineering Division

No.	Objectives / Strategies	Activity	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure 31.12.2016	%
1	Providing quality audio reception to listeners with the use of sophisticated technology	Upgrade of control rooms (C1-C12)	Complete upgrading of control rooms	Installation of equipment	Equipment purchased. Installation has to be initiated	40	20	20	100
		Upgrade of recording studios (studio 01, 02, 05, 06, 08, 09, 10)	Upgrading of production studios	Installation of equipment	Equipment purchased. Installation is in progress	70	20	20	100
		Preparation of the multi-purpose studio for audio / video production	Completion of the multi-purpose studio for audio / video production	Installation of equipment	Procurement	10	7.5	-	-
		Purchase of computers for offices	Computers purchased	Purchased computers for offices	Computers have been purchased	100	05	4.3	86
		Purchase spare parts for studio maintenance	Purchased spare parts for studio maintenance	Installation of equipment	Spare parts have been purchased for studio maintenance	100	01	0.337	33.7

No.	Objectives / Strategies	Activity	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure 31.12.2016	%
2	Creation of a new office layout	Purchase of office furniture and equipment for the building under construction	Office furniture and equipment purchased	Installation of equipment	Office furniture and equipment has been purchased	100	07	07	100
		Installation of air-conditioners and power systems for the new building	Air-conditioners and power systems installed	Installation of equipment	-	-	35	-	-
		Designing of studios and procurement of equipment for the new building	Designed studios and equipment procured	Designing studios and procure equipment for the new building	Estimates have been submitted for approval	5	10	-	-
		Installation of an information technology system for the new building	Information technology system installed	Installation of an information technology system	-	-	25	-	-
		Renovation of the Training institute in the old building, the news division building and other buildings	Renovated buildings		Files have been forwarded for approval	5	55	-	-
3	Providing quality audio reception to listeners with the use of sophisticated technology	Modernization of Haputhale Transmission Station (Phase I) Civil work	Completion of modernization of Haputhale transmission station (Phase I)	Purchase and installation of equipment	Modernization process is on going.	25	21.2	21.2	100
		Renovation of switch board and power systems			Purchasing is in its final stages		17	3.6	21
		Modernization of transmitters (VHF UHF Link)			Purchasing equipment is underway	10	61	3.1	16
		Modernization of Audio system			-		07		
		Utilization of VHF /UHF Programme Links (Phase – I)	Installation of VHF /UHF Links	Purchase and installation of equipment	Purchase of equipment and installation is on going.	10	10	10	100
		Upgrade of the transmission system of Puttlam transmission station(Civil work)	Completion of civil work of the upgrade	Purchase and installation of equipment	Upgrading on going	10	02	02	100
		Procurement of survey equipment i) Network Analyzer ii) Field Strength Meter	Survey equipment procured	Purchase and installation of equipment	Equipment has been purchased	10	6.5	6.5	100

No.	Objectives / Strategies	Activity	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure 31.12.2016	%
4	Provision of infrastructure facilities	Provision of air-conditioning facilities English library	Air-conditioning facilities provided	Purchase and installation of equipment	Air-conditioners have been purchased and installed	100	01	2.2	222
		Multi-purpose studio	Air-conditioning facilities for the multi purpose studio		-	05	02	-	-
		Change of external units of air-conditioning systems	Changed external units		-	05	2.5	-	-
		Installation of air-conditioning machines in VHF, project, book-keeping and marketing divisions	Provision of air-conditioning facilities		-	05	01	-	-
		New air-conditioning facilities	Providing air-conditioning facilities		-	-	0.5	-	-
		Modernization of air-conditioning systems in Rajarata, Ruhuna, Kandurata regional services	Provision of air-conditioning facilities of these services		-	-	1.5	-	-
		Installation of a UPS system for the broadcasting equipment in the Head Office	Installation of the UPS system	At final stage of purchasing process	5	-	03	2.1	70
		Re-location of the main switch board of the Head Office	Relocated switch board	Re-location of the switch board	-	-	3.5	-	-
		Procurement of spare parts for equipment in transmission stations and the VHF division	Spare parts procured	Installation of the equipment	Purchasing spare parts is in progress (Jaffna antenna system is under construction)	5	04	04	100
		Renovation of the access way of the Yatiyantota transmission station	Renovated access way	Conducting renovations	Renovations are to be commenced	5	02	02	100
Procurement of a 26 seater bus for the Trincomalee transmission station	Bus procured	Procurements	-	-	3.1	-	-		

Source of Funds : Treasury Funds and Corporation Funds.

Programme Division

No.	Objectives / Strategies	Activity	Output Indicator	Physical Progress			Financial Progress (Rs.Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure 31.12.2016	%
1	Providing quality programmes through every channel of the Corporation	Providing training for 30 announcers with the Automation system	30 announcers trained	Training 30 announcers	09 officers have been trained	30	0.03	-	-
		Providing practical training on using new technological equipment used for sound mixing for production assistants and announcers.	60 Production Assistants and announcers trained	Training 60 Production Assistants and announcers	Intend to apply in September	10	01	-	-
		Training the staff of the programme division with multiple duties	20 officers trained	Training 20 officers	-	-	0.03	-	-
2	Performing the role of the national broadcaster	Introduction of 10 new programmes for every national channel during 2016 within a specific time frame	Introduction of 70 programmes for 07 national channels	Introduction of 70 programmes.	Programmes introduced City FM 06 Swadeshiya Service 14 Commercial Service 03 Thendral Service 01		3.5		

Source of Funds : Corporation Funds

Marketing Division

No.	Objectives / Strategies	Activity	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure 31.12.2016	%
1	Achieve institutional development through programmes suitable for current social and market trends	Musical Programme “Sumudu Sudu Mudu Thalawe”	Shows	01	01	100	05	2.7	54
		Walk against Kidney Disease	programmes	01	01	100	2.5	1.9	76
		Awards for radio broadcasting	programmes	01	-	-	05	-	-
		“Avarjana” song of the hour	Programmes	365	243	66	17.1	8.3	49
		Sun Rise City FM	Programmes	264	168	63	32.5	17.1	53
		Sun Set City	Programmes	264	168	63	22.5	22.1	95
		New approach of hourly news	Programmes	365	240	65	12	12.7	106
		Investigative programme “Seethala Eethala”	Programmes	264	168	63	5.4	1.9	38
		Jaya Piritha, Angulimala Piritha / Dharmadeshana	Programmes	365	240	65	5.4	6.0	111
“Mal Samanallu”	Programme	264	168	63	5.4	5.1	94		

Programmes conducted outside the Action Plan during year 2016

No.	Objectives / Strategies	Activity	Output Indicator	Cumulative Progress as at 31.12.2016	Cumulative Expenditure 31.12.2016
1	Performing the role of the national broadcaster	Establishment of a training institute	Initiating a new training centre	Commencing of the SLBC Media Academy at the premises of Kothmale community radio	-
		Training of the Chinese journalist	Completion of the training by 01 journalist	Training of 23 days	-
		Evaluation of media reporting of state media in recent years	Conducting a one day programme	56 officers participating	Rs. 21,500
		Conducting Media Training for 06 student of Aesthetic University on 09. 06. 2016	Conducting a one day programme	Training 06 students	-
2	Imparting knowledge to the staff	Soft ware training for Management Assistants	No of trainees	Completion of training by 04 trainees	-
		Workshop on developing writing skills for Document Assistants & Management Assistants	No of workshops	Training of 02 days 54 officers participating	Rs. 8,550
		Workshop for new provincial correspondents	No of workshops	01day workshop 08 officers participating	Rs. 7,875
		Web Text Training	No of workshops	01day workshop 22 officers participating	Rs. 2,500
		Workshop for Administrative Secretaries	No of workshops	01day workshop 45 officers participating	Rs. 4,600
		Workshop on the Corporate Plan	No of workshops	01day workshop 58 officers participating	Rs. 4,780
		Training on preliminary investigations	No of training sessions	11 officers participating	Rs. 5,950
	Freelance Announcement	No of training sessions	Training of 03 days	Rs. 5,000	

Source of Funds : Annual allocations of the training institute

Analysis of Revenue and Expenditure - 2016

Item	2016 (Rs. Mn.)
Income	524.036
Cost of Sales	(487.446)
Gross Profit	36.590
Other Income	430.651
Administration Cost	(328.388)
Distribution Cost	(74.962)
Other Expenses	(407.905)
Operational Profit	308.484
Financial Expenses	(5.556)
Net Profit (Before Budget Allocation)	(314.040)
Recurrent Expenses	365
Net Profit (Before Tax)	50.960
Tax	6.844
Net Profit (After Tax)	57.804

Special Occasions of the Programmes Conducted



Opening of the Media Academy at the premises of Kothmale Regional Service



Upgraded Recording Studio



New Administration Building



Renovated Karagathenna Transmission Station

Development Projects and Programmes to be implemented in year 2017

1. Upgrade the control room of the Head Office (C1 – C12 - Stage II). (Rs. 40 Mn.)
2. Upgrade the Haputhale transmission station (Transmission system – Stage II) (Power and air-conditioning – Stage II) (Rs. 91.75 Mn.)
3. Installation of a fibre optic system for the information technological system. (Rs. 70 Mn.)
4. Installation of a 2kw transmitter in Karagathenna station for the Kandurata Service and studio upgrade. (Rs. 10 Mn.)
5. Construction of the proposed studio complex in Jaffna. (Rs. 40 Mn.)
6. Upgrade the equipment and the bus of the outdoor broadcasting division (Stage I). (Rs. 46 Mn.)
7. Purchase spare parts for broadcasting stations and studios. (Rs. 03 Mn.)
8. Purchase Audio processors for the Head office and the Yatiyantota transmission station. (Rs. 4.5 Mn.)
9. Purchase an accounting software for the Head Office. (Rs. 06 Mn.)



Sri Lanka Rupavahini Corporation

Vision “The continuing audio visual icon of Sri Lankans”

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

Introduction

Sri Lanka Rupavahini Corporation has been established under Rupavahini Corporation Act No. 6 of 1982. This Act provides for the maintenance, development, expansion and upgrading of broadcasting services or matters incidental thereto. Among main activities of the Sri Lanka Rupavahini Corporation are producing and telecasting programmes. Sri Lanka Rupavahini Corporation has marched forward in its technological journey mingling with rapidly advancing digital technology presenting its viewers with high quality creations. As the National Channel, it has rendered its national responsibility while achieving its commercial goals and strengthening its financial stability. During the past three decades, Sri Lanka Rupavahini Corporation has been able to address the taste and knowledge of the audience by disseminating news and producing locally and internationally acclaimed high quality programs. Furthermore, it has successfully performed the role of a state media institution by raising public awareness on development projects implemented in the country.

Goals

01. Improving attractiveness, variety and meaningfulness of television programmes through introducing changes to the format of programmes.
02. Reaching viewers more effectively by appropriate and strategic use of state-of-the-art technologies in a converging environment of acquisition, post production and dissemination technologies.
03. Improving the physical infrastructure and productively developing the human resources of the institution.
04. Introducing new sources of generating income for the institution
05. Amending the statutory framework of the institution to suit the competitiveness.

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016

“Nethra” – Channel of Reconciliation

Obliterating insufficient opportunities for the voice of Tamil speaking community islandwide to be viewed and heard through audio visual electronic media, separate frequencies have already been allocated for the Sri Lanka Rupavahini Corporation to launch “Nethra” – the Channel of Reconciliation. A Cabinet Memorandum has been submitted to obtain allocations to procure transmitters. Monthly revenue of Rs. 20 Mn is expected from this channel alone.

Programme Upgrades of the National Channel under Japanese Cultural Aid Programme

As per agreements entered between Sri Lanka Rupavahini Corporation and the Government of Japan, 449 Japanese educational and documentary programmes dubbed or subtitled in Sinhala and Tamil languages are expected to be telecast for the Sri Lankan viewership under the Japanese Cultural Exchange Programme.



Signing of the agreement by the Secretary to the Ministry and the Japanese Ambassador in Sri Lanka on 13th September, 2016 at the Ministry of Finance

No	Objectives / Strategies	Activities	Output Index	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
01	Upgrading of air time	Project on upgrading air time of SLRC (Dubbing in Sinhala and English languages 449 programmes obtained from NHK, Japan at a value of Rs. 58.90Mn)	No. of programmes dubbed	449	Agreements have been signed between the General Treasury and NHK, Japan	8	42.70	-	-
02	2.1 Rehabilitation & upgrading of studios & outside broadcast facilities	Procurement and installation of 05 Character Generators	No of machines	05	05	100	18	17.8	99
		Procurement of 02 Non-linear Editors for Studio 01 & 03	No of editors	02	02	100	1.5	1.5	100
	2.2 Rehabilitation & upgrading of MCR facilities	Procurement of 16 video monitors	No of monitors	16	16	100	12	12.65	105
03	3.1 Upgrade of EFC/ENG facilities	Purchased and installation of Isolation Transformer	Installation of the machine	100%	100%	100	0.1	0.10	100
		Purchase of 5 Cameras	No of Video Cameras	5	Prepared Specifications and submitted for Board approval	2	12.5	-	-
		Purchase of HD Wide Angle Lens	Purchased Instrument	100%		2	2	-	-
		Installation of a remote control system to monitor cameras in the OB Bus	Installation of the system	100%		2	0.2	-	-
		Purchase of new batteries for cameras	No of batteries	15		Tenders have been opened and are being evaluated	2	1.5	-
04	Conducting Training programs for employees	Training programmes	Completed programmes	12	16	133	6.9	0.89	12.9

Social Responsibility Programmes Implemented in year 2016

Objectives	Activity	Output Indicator	Physical progress			Financial Progress (Rs. Mn.)		
			Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
CRC Programmes	"Nena Mihira" Grade 5 Scholarship Seminars	No of Seminars	25	25	100	1	0.6	60
	GCE (O/L) Seminars	No of Seminars	12	12	100	1	0.9	90
	"Dayawe Detha" Relief programmes for flood stricken areas in Kelani Valley	%	100%	Successfully Completed	100	-	0.6	-
	"Parissamen Gihin Enna" Social awarness programme on Road Safety	%	100%	Programmes scheduled in year 2016 have been successfully completed and will be continued in year 2017	100	-	5	-

Awards received by the Sri Lanka Rupavahini Corporation

Sri Lanka Rupavahini Corporation has received 12 awards at the **Sumathi Tele Awards** held in year 2016 including the Best Single Episode Teledrama, Best Documentary Programme, Best Current Affairs Programme, Best Women's Programme, Best Musical Programme and the Best Educational Programme and received 15 awards including the Best Children's Programme, Best Educational Programme, Best Documentary Programme, Best Dubbing Programme, Best News Reader - Women (Sinhala) and the award for the Best Television Channel from **Raigam Tele Awards**. Sri Lanka Rupavahini Corporation has achieved 26 award including the awards for Best Graphic Animation, Best Children's Programme, Best Sports Programme and the Best Educational Programme at the **State Tele Awards**.

Analysis of Revenue and Expenditure - 2016

Item	(Rs. Mn.)
Total Income	2115.10
Expenditure	2346.20
Profit/ Loss (Before Tax)	(231.10)
Profit/ Loss (After Tax)	(243.40)
Total comprehensive Income	(293.30)

Special occasions of the Programmes conducted



Official launch of the social Responsibility Programme "Parissamin Gihin Enna"



Award for the Best Actor in "Vishnu Sankranthiya" Tele - drama at Sumathi Tele Awards

Development Projects to be implemented in year 2017

01. Upgrading and expansion of technical facilities of MCR. (Rs. 77 Mn.)
02. Upgrading studio facilities. (Rs. 121Mn.)
03. Upgrading OB facilities. (Rs. 82 Mn.)
04. Upgrading and expansion of ICT facilities. (Rs. 60 Mn.)
05. Development and expansion of transmission facilities. (Rs. 252 Mn.)
06. Development and expansion of power generation and air conditioning facilities.(Rs. 7 Mn.)
07. Archiving programme of the Sri Lanka Rupavahini Corporation (JICA Funds).(Rs. 60 Mn.)
08. Project on trilingual production and telecasting of television programmes (JICA Funds). (Rs. 21 Mn.)
09. Upgrading camera, lighting and recording facilities for Electronic Field Productions of the Production Division. (Rs. 27 Mn.)
10. Conducting training programmes for Corporation employees. (Rs. 7 Mn.)
11. Renovations of the main transmission building in Piduruthalagala. (Rs. 4 Mn.)
12. Modernization of the "EYE" channel office and the Internal Audit Division (Rs. 6 Mn.)



State Printing Corporation

Vision "To be the leading printer and publisher and market leader in high quality stationary products in Sri Lanka"

Mission "State Printing Corporation is committed to improve the educational standards of the people of Sri Lanka by quality printing, publication and other paper related products and service at affordable and competitive prices through is idem of skilled and motivated employees."

Introduction

State Printing Corporation has been established under the State Printing Corporation Act No24 of 1968. With its inception in 1969, it has been able to satisfy most printing requirements of the country by year 1972. Appropriate utilization of modern technology and talented staff has resulted in the current progress achieved by the Corporation. Basically, it conducts production, distribution and promotion of print materials. In addition, printing of school text books, commercial printing and printing of lottery tickets of the National Lottery Board are also undertaken by the Corporation. High quality SPC exercise books and stationary are directly distributed to customers through a marketing network. Specially, the products are publicized through a people – friendly approach via electronic and print media. While being a leading institution in commercial printing, printing of books and magazines as well as production of exercise books and other stationary

at present, the State Printing Corporation is in a journey with a forward view accompanied by modern technology.

Objectives

- 1 Publishing school text books for the Department of Education publications.
- 2 Undertaking printing and publishing work of state and private sectors.
- 3 Sale of stationary and exercise books.
- 4 Sale of publications of the Corporation and other private publishers.

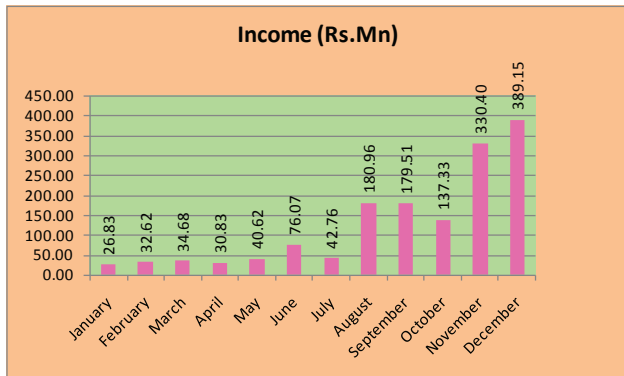
Progress of the developmental projects implemented from 01.01.2016 to 31.12.2016

No	Objectives	Activities	Output indicators	Physical Performance			Financial Performance (Rs.'000)		
				Annual Target	Progress as at 31.12.2016	%	Annual Allocation	Expenditure as at 31.12.2016	%
01	Printing text books for the Educational Publications Department	Main Press Printing of Text Books	No of copies ('000)	10,000	10984	110	791.60	780.65	99
02	Undertaking commercial printing both in state & private sectors	Commercial printing jobs	No of jobs	1325	905	68			
03	Purchase and sale of stationary and other ancillary products	Stationary Factory Exercise books	No of copies ('000) (80 pages)	12,500	10120	81	218.24	198.60	91
05	Sale of publications printed by the Crop. & other private sector publishers	Sale of publications	No of copies	7000	8000	114	0.4	0.4	105

Source of Funds : Corporation Funds

Income Generation

State Printing Corporation has earned income of Rs. 1502.26 Mn as at 31st December, 2016.



Special Occasions of the Programmes Conducted



Opening of the 11th Sales Outlet at the Department of Pensions, Maligawatta, Colombo



Opening of the first mobile sales outlet at the Fort Railway Station



Official handing over of the new van for promotional activities of the Marketing Division



New CTP Machine procured to upgrade quality and efficiency of printing activities

Programmes to be implemented in year 2017

1. Procurement of a four-colour printing press for the Litho Printing Division on an interest-free loan through the Treasury or any other aid. (Rs. 160.00 Mn.)
2. Establishment of a new stationery factory and a procurement of a printing press for production of exercise books under China or Japan Aid. (Rs. 170.00 Mn.)
3. Installation of a computer software and hardware system to cover all divisions including production division, quality control division, store, marketing and finance divisions. (Rs. 4.0 Mn.)
4. Procurement of a lorry to distribute exercise books and stationery to sales outlets. (Rs. 3.5 Mn.)
5. Renovation of the roof of the old factory, renovation of the auditorium, installation of an air-conditioning system in office buildings and other necessary repairs
6. Providing motor vehicles for sales officers, marketing officers and officers in-charge of sales outlets and procurement of a cab for official duties of Corporation officers



National Film Corporation of Sri Lanka

Vision “ Being pioneer in producing a qualitative cinematic culture capable of marking the Sri Lankan cinema identity in the international arena”

Mission “Producing qualitative cinematic culture by providing required education, assistance and welfare for creations while rendering contented, responsible and friendly service to the clients following the modern technological trends”

Introduction

National Film Corporation of Sri Lanka established under Act No 47 of 1971 amended by Act No 45 of 1980 is the sole state institution for administration and regulation of local cinema industry.

National Film Corporation of Sri Lanka established with the objective of releasing local cinema commenced in 1947 from the shackles of foreign cinema invasions as well as from the monopoly of private cinema companies has rendered yeoman service since then for the development of the cinema industry.

National Film Corporation of Sri Lanka involves in imposing Rules and Regulations to secure small, medium and large scale professionals in the field, maintaining Sarasavi Studio in Dalugama for the benefit of persons directly related to cinema, providing post production services for films at concessionary rates or on concessionary loans, encouraging producers and film productions, controlling prices of film tickets, regulation screening and the standard of theatres ultimately for the protection of entire population of film viewers.

Furthermore, the National Film Corporation considers cinema as a culture and conducts programmes to socialize its appreciative qualities and the educational value and encourages persons engaged in the industry, organizes awards, prizes and scholarship programmes as well as performs the national responsibility of providing social security for film artistes.

National Film Corporation of Sri Lanka has reached 44 years from its inception and by now the world cinema had transformed in to digital technology. Accordingly, the foremost responsibility of the National Film Corporation is to make required amendments to the industry against rapidly changing technology for the future well being of the field of cinema.

Objectives

1. Promotion of viewership
2. Promotion of Corporation revenue
3. Providing sponsorship for high quality creations
4. Upgrading of studio technical services
5. Upgrading of infrastructure facilities of the cinema industry
6. Introduction of new technological methods
7. Human Resource Development
8. Promotion of cinema education
9. Archiving films
10. Encouraging the importation of successful creations / films
11. Accessing the international cinema
12. Regularizing the distribution of films
13. Upgrading welfare and evaluation of cinema artistes
14. Formalizing regulation

Progress of developmental projects implemented from 01.01.2016 to 31.12.2016

No.	Objectives	Strategies	Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
					Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
1	Physical Resource Development	Enhancing Support services.	Purchasing 05 new vehicles for the corporation on lease.	No. of vehicles	5	-	-	6	-	-	NFC
2		Creating good working environment in the office complex	Partitioning of divisions in the new office complex in to separate working area and air conditioning of non A/C office rooms.	%	100%	95%	95	10	1.96	19.6	General Treasury
3	Introducing modern technological trends	Introduction of new technology to expedite internal office works and the services of the Corporation.	Networking the computer system to cover the main building and the new office building.	%	100%	95%	95				
4		To introduce digitalization system to the Corporation cinema.	Converting film projection system in the NFC theatre in the film stores. into digital technology.	%	100%	40%	40	10	-	-	General Treasury
5	Upgrading of infrastructure facilities of the cinema industry	Upgrading of technical services of the studio	To encourage talented new comers to the film industry, co-produce 04 qualitative films a year as studio productions with technical facilities granted by the corporation as a government sponsor loan , on conditions.	No. of films	4	-	-	12	-	-	NFC
6	Promotion of cinema education	Improving the quality of film studies.	Conducting Diploma in Cinematography Courses. 2014-2015 & 2016 - 2017	No. of students	50	33	66	1.500	0.689	45	Course fees & NFC

No.	Objectives	Strategies	Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds		
					Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%			
7			Launching cinema publications.	No. of magazines	3000	2500	83	0.500	0.262	52	Sponsors & NFC		
7.1. Printed magazines. Quarterly)													
			7.2. Printed publications	No. of publications	2000	1000	50	0.350	0.346	98			
8			Screening of educational films.	No. of films screened	10	24	240	0.200	0.097	48			
9			Conducting discussions on cinema.	No. of programmes	4	2	50	0.200	0.08	40			
10			Diversification of many aspects of film related studies.	Updating the temporary library of cinema.									
				10.1. Purchasing of cinema related magazines and books.	No. of books & magazines	20	53	265	0.050	0.037		74	
				10.2. Purchasing of Blu Ray & DVD copies of selected movies.	No. of copies	50	87	174	0.050	0.036		72	
11			Promotion of spectators	Encourage cinema appreciation	Conducting film appreciation programmers / workshops. ("Jeevithayata Cinemaawa")	No. of programmes	8	12	150	0.360		0.205	57
12			Providing sponsorship for qualitative creations	Evaluation of films.	Conducting short film competition / short film festival	No. of film festivals	1	-	-	0.700		-	-
13	Systematizing regulation	Minimize irregularities in cinemas.	Investigating all cinema halls at least once a month	No. of screenings	1000	850	85	1.500	0.335	22	NFC		
14	Promotion of spectators	Increase the number of cinemas in the country	Reopening the closed cinema halls , Construction of new cinema halls and modernization of existing cinema halls.	No. of theaters	2	Reopening of 03 closed down Cinemas (Ja-Ela, Malabe, Kaduwela)	150	-	-	-	Private Investments		
15			Collection of information on suitable lands to construct new cinema halls.	No. of lands	8	8	100	-	-	-	-		

No.	Objectives	Strategies	Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
					Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
16	Providing sponsorship for qualitative creations	Providing loan and other services	Loan scheme for studio services. (Depends on the request)	No. of films	-	-	-	-	-	-	Depends on board approval
17			Providing loans for printing of copies and advertising. (Depends on the request)	No. of films	-	1	-	-	20	-	
18			Loan schemes for film production. (Decision shall be taken by the board of NDFD)	No. of films	2	-	-	10	-	-	
19	Evaluating and upgrading welfare of cinema artistes	Providing financial assistance to needy film artists and technicians.	Pension scheme for the Artists & Technicians. (61 members shall be given a Rs.2,000/- monthly pension through out the year.)	No. of artists & technicians	61	57	93	1.500	1.412	94	Artist Trust Fund
20			Implementation of Medical scheme for the members of the Trust Fund. (Allocated Rs.40,000/- with a maximum of Rs.10,000/- per person)		4	-	-	0.040	-	-	
21	Evaluating and upgrading welfare of cinema artistes	Providing financial assistance to needy film artists and technicians.	Felicitation of an eminent artistes and providing medical assistance.	No. of artistes	-	8	-	0.5	0.350	70	NFC
22					-	2	-	-	0.100	-	NDFD
23			Financial assistance/ donations in the event of the death of an eminent artiste.		-	5	-	0.500	0.688	137	NFC

No.	Objectives	Strategies	Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
					Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%	
24	Providing sponsorship for qualitative creations	Providing loans and other services	Issuing approval letters for shooting of foreign films	No. of approval letters	40	68	170	-	-	-	Total income earned from the foreign film production companies and local agent is Rs. 1.911 Mn.
25	Allowing the public to access standard and quality film productions.	Inspecting the standard of cinema creations.	Regularly testing of the physical condition of films stored in the archive (35mm)	No. of films	273	273	100	-	-	-	-

Income Sources

No.	Objectives	Strategies	Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds	
					Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target Income	Cumulative Revenue as at 31.12.2016	%		
1	Regularizing film distribution	Improvement of productivity of the Rithma Circuit	Scheduling local and foreign films under Rithma Circuit.	No. of films	28	49	175	22	Total Revenue as at 31.11.2016- Rs. 32.5 Mn.	-	-	
2			Releasing of most attractive quality films to cinemas	Releasing films to other circuits.	No. of theaters	380	499			131	-	-
3			Obtaining films released under other circuits to Rithma circuit.	No. of films	24	110	458			8	-	-
4	Providing sponsorship for qualitative creations	Providing loans and other services	Registration for production of local films. (Rs.2,000/- will be charged from each film.)	No. of registered films	40	54	135	0.080	0.108	135	Levying	

No.	Objectives	Strategies	Activities	Output Indicator	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
					Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target Income	Cumulative Revenue as at 31.12.2016	%	
5	Encouraging the import of successful creations / films	Introduction of a proper systematic way for registration of film importers under the Corporation.	Registration of suppliers for the importation of films. (Qualified applicants shall be registered in the month of January.)	No. of suppliers	32	24	75	0.160	0.140	87.5	Levying
6			Levying a fee for issuing the letter of authority to import films. (Rs.2,000/- will be charged for each letter.)	No. of letters	120	119	99	0.240	0.238	99	
7	Allowing the public to access standard and quality.	Inspecting the standard of cinema creations.	Sending films to the censor board and issuing condition reports prior to public shows.	No. of films	12	18	150	1	0.919	92	-
8	Promotion of spectators	Encourage cinema appreciation	Providing film for charitable associations and government institutions at a reduced rate.	No. of films	70	76	108	0.070	0.051	72	-
9	Promotion of Development Fund	Securing sovereignty, culture and religious background of the country.	Supervision of the foreign film shooting, documentaries and commercial advertisements.	No. of shootings	40	62	155	1.000	1.911	191	Foreign film companies
10	Promotion of corporation revenue	Upgrade of publicity activities	Publicity programmers for the films exhibit in Rithma / LFD circuits.								
			10.1. Local films	No. of films	4	9	225	-	0.46	-	Film producer
			10.2. Foreign films	No. of films	-	17	-	-	0.19	-	Film importer
11			Publicity for theaters	No. of theaters	-	9	-	-	0.05	-	Owner of the cinema
12			Issuing free film passes for journalists.	No. of film passes	100	100	100	-	-	-	-

Programmes implemented in year 2016



Launching of cinema related publications



Exhibition of Educational Films
Wariyapola Sumangala Vidyalaya -Kurunegala

Development projects and programmes to be implemented in year 2017

1. Granting medical assistance / death donations for artistes and technicians and providing financial grants in felicitation of artistes.
2. Felicitation of internationally awarded artistes and technicians.
3. Organization of local film festivals and conducting the Presidential Awards Ceremony.
4. Organization of International Film Festivals.
5. Granting approval for foreign film shootings. (feature films, documentaries, commercials).
6. Providing internationally recognized training for technicians (sound technology ,editing).
7. Conducting the Diploma in Cinematography.
8. Publication of the magazine 'Chithrapata'.
9. Conducting discussion programmes on cinema.
10. Exhibition of educational films.
11. Launching of publications and the magazine 'Cinema'.
12. Preparation of the newsletter.
13. Conducting cinema appreciation programmes / workshops 'Jeewithayata Cinemawa'.
14. Conducting the short film competition.
15. Renovation of theatres, construction of new theatres and re-opening of closed down theatres.
16. Gathering information on suitable lands for construction of theatres.
17. Establishment of a film archive and restoration unit (FARU).
18. Establishment a National Film Academy to train artists and technicians to expand their capacity.



Sri Lanka Press Council

Vision “To establish more meaningful press freedom in Sri Lanka”

Mission “To popularize press freedom as a cultural element for national development”

Introduction

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

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

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

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

Objectives

1. To protect the nature of press freedom in Sri Lanka aimed at a high professional standard.
2. To protect the freedom of publishing authentic news and comments based on such news.
3. To encourage journalists to maintain media ethics.
4. To create sensitivity towards the rights and responsibilities of citizens in pioneering institutions.

Progress of projects implemented from 01.01.2016 to 31.12.2016

Inquiry of complaints received against newspapers

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

It had expected to inquire 100 complaints during year 2016. However, the Council could inquire 105 complaints during the year comprising of 24 brought forward from year 2015 and 81 received in year 2016. No fee will be levied for inquiry of complaints.



Inquiry of Complaints

Nature of Inquiry	No of Complaints
Inquiry in progress	53
Settled	10
Dismissed	10
Issued orders	03
Decided not to proceed	29
Total	105

Registration of Newspapers

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

Classification	Total
Daily	18
Weekly	47
Monthly	97
Other	68
Total	230

Diploma Course on Journalism and Communication Studies

This one year course on journalism is conducted for professional journalists and new entrants in the field with the objective of upgrading theoretical knowledge and skills of journalists and the syllabus of this course has been designed based on the document on journalism training introduced by the UNESCO. Studies of the fifth batch are in progress.



Awarding of Certificates of Batch IV of the Diploma Course 2016 01. .27

Conducting Media workshops for Provincial Journalists

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

- "Use of Media for National Unity" (Jaffna District - 26.03.2016)
- "Role of the Journalist in Disaster Reporting" (Kegalle District - 23.07.2016)
- "Importance of Right to Information" (Galle District - 13.08.2016)
- "Role of the Journalist in Establishing National Reconciliation" (Trincomalee District - 01.10.2016)
- "Role of the Journalist in Establishing National Reconciliation" (Matara District - 10.12.2016)



"Use of Media for National Unity"
Workshop for Provincial Journalists Jaffna District - 26.03.2016



"Importance of Right to Information"
Galle District – 13.08.2016

Conducting School Media Workshops

Workshops and seminars are conducted in parallel to the syllabus prescribed for G.C.E.(O/L) and G.C.E.(A/L) examinations. Under this project, lectures and discussions are conducted in schools away from the capital city. Six workshops have been planned while two workshops have already been conducted in Ferguson High School, Rathnapura and Ananda Maithri Central College, Balangoda. It is expected to broaden subject related knowledge and appreciation skills of students through these workshops.

Communication Dialogues

Under this programme, small group dialogues are being conducted on books and other creations of contemporary significance. 32 out of 50 dialogues of this programme have already been conducted. It is intended to critically analyse creations of veteran and senior artistes while facilitating them.

Conducting Researches on Contemporary Issues

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

Publications of the Council

Even though the publications mostly centred on journalism and the journalist, currently the Sri Lanka Press Council has taken steps to publish compilations on other media as well.

Conducting Symposium

The Council is conducting Symposium on Journalism with the intention of creating a dialogue and introducing new dimensions for the development of media providing necessary guidance to relevant institutions and the government.

Conducting monthly seminars

- Lecture on the "Nature of Media Culture" held on 20.01.2016
- Seminar on "Current Trends of Investigative Reporting" held on 08.03. 2016
- Lecture on "Current Trends and Expectations of Media" held in parallel to the World Press Freedom Day on 03.05. 2016
- Seminar on "Liberal Publication Formats of Communicating specialized on Common wealth Countries" held on 31. 08. 2016



Lecture on "Current Trends and Expectations of Media" held in parallel to the World Press Freedom Day on 03.05.2016

Other Seminars

- Special seminar on formulation of criteria for pharmaceutical advertisements held on 12.01.2016

Seminar conducted for journalists from SAARC countries

It is expected to discuss with officials, journalists of Press Councils and related institutions of SAARC countries and to exchange views, experience, new concepts and proposals to build up understanding among countries.

Essay Competition for Students

Prime objective of this competition is to recognize famous journalists, who have rendered yeoman service to journalism and to encourage students to investigate historical sources of information on such characters. This year the veteran journalist Mr. D. B. Dhanapala Memorial Essay Competition has been conducted and certificates have been awarded for winners on 04. 11. 2016.

Seminars for Teachers of Communication Study

Teachers of Communication Study serving in rural areas away from Colombo are expected to be provided with theoretical and practical knowledge on the subject through these seminars. North Central Province Media Workshop for Teachers of Communication and Media Studies has been conducted on 24.10.2016 in Anuradhapura and Polonnaruwa Districts.

Certificate Courses in English and Tamil for Journalists

Short term language courses in English and Tamil languages have been planned to provide knowledge for the convenience of professional activities of journalists.



Awarding of Diploma Course Certificates

Establishment of a Recording Studio

Mini Voice Recording Studio required by the Council has been established at an expense of Rs. 819,285.00 out of Rs. Mn 1 allocated for the Press Council by the national budget 2016. It is expected to expand the Research Fund of the Diploma course conducted by the Council as well as to external parties.

Financial Analysis of the year 2016

National Budget - 2016 has allocated Rs. 25 Mn. for Recurrent Expenditure and Rs.1 Mn. for Capital Expenditure.

Receipts		(Rs. Mn.)	Payments	(Rs. Mn.)
Treasury Allocations	Recurrent	22.67	Salaries, wages and employee remuneration	11.05
	Capital	1.0	Transport expenditure	0.56
Newspaper registration fee		0.62	Suppliers and requisites	1.45
Late payment fee		0.16	Repairs maintenance and depreciation	1.42
Revenue of Diploma Course		0.37	Transport, communication, utilities and others	4.71
Sale of books		0.01	Grants and exchange payments	6.55
Miscellaneous revenue:		3.43	Fixed Assets	0.99
Interest employees loans		0.005		
Interest saving accounts		0.15		
Total Receipts		28.46	Total Payments	26.73

Programmes to be implemented in year 2017

1. Conducting programmes with SAARC journalists in creating a new media culture.
2. Amending the Act in order to facilitate activities in relation to electronic and web media.
3. Conducting Tamil / English language courses for journalists.
4. Conducting workshop for teachers of Communication Study
5. Establishment of a judicial court for the inquiry of press complaints.



Independent Television Network Ltd

Vision "The Superlative Sri Lankan Media Organization of International Repute"

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

Introduction

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

Objectives and Strategies

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

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016



Opening of the HD Production Studio of ITN on 30th June 2016 by the Hon. Prime Minister

Independent Television Network has established a High Definition production studio at an investment of Rs. 200 Mn. With this sophisticated digital HD technological infrastructure, the ITN has been able to produce high quality television programmes with clear reception and thereby cater to the entertainment needs of viewers. Furthermore, with the introduction digital technology for television broadcasting in Sri Lanka, ITN will be able to transmit advanced High Definition programmes in the near future.

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016

Marketing Division

No	Objectives Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Revenue as at 31.12.2016	%
01	Revenue Generation	Marketing of airtime and sponsorships · Offering commercial packages · Providing packages tailor-made for clients · Introduction of new productions, providing value-added packages for promotions · Offering seasonal packages for the festive season · Identification and responding to new trends in television media marketing · Training the staff	Rs. 2700Mn for all channels ITN V TV ITN FM V FM						
							2350	1778.97	76
							160	145.28	91
							145	59.08	41
							45	31.68	70
				2700	2015.01	75			
				02	02				

Programme Division

No	Objectives Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)		Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	
01	Maintain highest viewership among other television channels	Women's Day programme	No of Programmes	01	01	100	3	1.36	ITN
02		"Liya Waruna" Live programme							
		Poya Tele drama	No of Programmes	09	01	11	18	0.36	ITN
03		<u>Channel Promotion Programmes</u>	No of Programmes						ITN
		1. Tele - tharu Cricket Match and Musical Programme		01	-	-	4	Not implemented	
		2. Medical Camp programme		06	04	75	2.4	0.1	
		3. Truck promotion programme		09	-	-	4.5	Not implemented	
		4. Pasting stickers in buses		04			1	0.072	
	5. Seminar programme (G.C.E. O/L)		08	02	25	2	0.2		

No	Objectives Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)		Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	
04		“Punchi Ape Avurudu” Children’s programme	No of Programmes	01	01	100	2	1.25	ITN
05		“Sooryamangalya – 2016”	No of Programmes	01	01	100	9	7.9	ITN
06		Vesak Poya Programme	No of Programmes	01	01	100	7	8.02	ITN
07		ITN Anniversary	No of Programmes	-	-	-	8	-	-
08		Children’s Reality Programme “Supiri Hapana” – Season II	No of Programmes	01	-	-	23	-	Not implemented
09		Monthly Reality Music Programme	No of Programmes	01	-	-	30	-	Not implemented
10		Monthly Reality Programme HD Studio"Child Protection 2016"	No of Programmes	03	01	100	7.5	06	ITN/ Sponsors
11		World Children's Day programme	No of Programmes	01	01	100	2	2.6	ITN/ Sponsors
12		Special Christmas Day programme	No of Programmes	01	01	100	7	2.2	ITN/ Sponsors
13		Special musical programme 31 st December	No of Programmes	01	01	100	7	2.9	ITN/ Sponsors

New Activities

No	Objectives Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)		Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	
01	Maintain highest viewership among other television channels	“Mal Para”	No of Programmes	78	10	13.5	11.3	1.45	ITN
02		“Kekulu Mukulu”	No of Programmes	65	10	15.4	2.6	0.40	
03		Reality Programme “Youth Got Talent”	No of Programmes	15	01	6.9	47.49	3.16	
04		“Shanida Sadaya”	No of Programmes	14	02	14.3	14.8	0.21	
05		“Rivida Sadaya”	No of Programmes	14	01	7.1	0.28	0.02	
06		“Cine Mathra”	No of Programmes	14	01	7.1	1.68	0.12	
07		“Lama Vidyagaraya” Children’s Programme	No of Programmes	24	13	54.2	2.4	1.30	

Vasantham TV

No	Objectives Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)		Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	
01	Maintain highest viewership among other television channels	Reality Song Programme "Jathyanthara Tharu"	No of Programmes	01	-	-	6	-	ITN
02		Local teledrama	No of Programmes	26	-	-	18.2	-	
03		Thaipongal Celebration	No of Programmes	01	01	100	1	0.5	
04		International Women's Day	No of Programmes	01	-	-	1	-	
05		Soorya Mangalyaya – 2016 "Siththirai Thiruvila"	No of Programmes	01	01	100	6	1.3	
06		7 th Anniversary of Vasantham TV	No of Programmes	01	01	100	4	0.05	
07		Ramzan Celebrations	No of Programmes	01	01	100	1	1.06	
08		World Children's Day programme	No of Programmes	01	-	-	2	-	Not implemented
09		Special Deepavali Festival programme	No of Programmes	01	01	100	1	1.7	ITN
10		Special Christmas programme	No of Programmes	01	01	100	1	0.2	ITN

New Activities

No	Objectives Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)		Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	
01	Maintain highest viewership among other television channels	Reality Programme "Youth Got Talent"	No of Programmes	15	01	6.9	-	In collaboration with ITN	ITN

Administration Division

No	Objectives/Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	%	
01	Training and Development of Human Resources	Identification of training requirements / conducting workshops / Engineering , Television programme production, news reporting , Finance,/ Management , Marketing , ICT, Health and safety	No of workshops	50	Local - 28 Foreign -13 41	82	5	Local 0.749 Foreign 3.159 3.908	78	ITN
02	Evaluation of the performance of the staff	Revision of the current performance incentive system, if necessary and evaluation of the staff	No of programs	01	01(Director board decision)	100	0.01	0.01	100	

Engineering Division

No	Objectives/Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	%	
01	Upgrade television broadcasting facilities	Procurement, installation and commissioning of new equipment and systems	Installation and commissioning of new equipment and systems	12	13	108	41.10	18.17	44	ITN
02	Upgrade radio broadcasting facilities			03	01	33	11.00	0.978	9	
03	Upgrade radio production facilities			14	04	28	16.25	3.60	22	
04	Upgrade television programme production facilities			25	11	44	31.60	44.315	140	
05	Upgrade MCR facilities			03	01	33	7.00	1.50	21	
06	Upgrade outdoor broadcasting facilities			21	05	24	16.68	12.40	74	
07	Upgrade internet, computer technology facilities for television broadcasting			12	11	92	46.60	37.15	80	
08	Upgrade information and communication technology			08	09	112	30.60	6.593	22	
09	Upgrade Electronic News Gathering facilities			17	04	24	25.70	4.39	17	
10	Upgrade air-conditioning and electricity facilities			03	11	367	30.00	29.950	100	
11	Upgrade of maintenance			05	05	100	5.20	3.132	60	
12	Upgrade of infrastructure facilities			03	13	433	13	17.605	135	

ITN FM

No	Objectives Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	%	
1	Being the foremost radio channel among others	“Ashirwada Poojawa”	No of Programmes	01	01	100	0.25	No allocations	-	-
2		“Kemmera Bodhi Poojawa” Twice monthly in a leading temple	No of Programmes	24	Not implemented		0.72	Not implemented	-	-
3		Radio programmes in parallel to the Independence Day	No of Programmes	01	01	100	-	No allocations	-	-
4		Workshops conducted for the International Women’s Day	No of Programmes	01	01	100	0.2	No allocations	-	-
5		“Ratawata Avurudu” Live Avurudu rituals simultaneously from 04 places around the island	No of Programmes	01	01	100	0.2	0.012	6	Sponsorship
6		“Sooryanjali” Lakhanda Avurudu Ulela with folkplay	No of Programmes	01	01	100	2.5	0.709	28	Sponsorship
7		“Radio Avurudu” Popula Aurudu kreeda live with listeners	No of Programmes	01	01	100	0.25	No allocations	-	Sponsorship
8		“Buddha Rashmi” National Vesak Festival coverage	No of Programmes	01	01	100	1.0	0.034	3	Sponsorship
9		Poson Udanaya” National Poson Festival - Mihinthale	No of Programmes	01	01	100	1.0	1.256	125	Sponsorship

No	Objectives Strategies	Activities	Output Indicators	Physical Progress			Financial Progress (Rs. Mn.)			Source of Funds
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Target	Cumulative Expenditure as at 31.12.2016	%	
10	Being the foremost radio channel among others	“Esala Waruna” Radio programmes in parallel to Esala Perahera	No of Programmes	01	Not implemented		0.1	Not implemented	-	-
11		Grade 5 Scholarship workshop	No of Programmes	01	Not implemented	-	0.2	Not implemented	-	-
12		“Hello Friend” Programme on child protection jointly with the National Child Protection Authority	No of Programmes	04	01	25	0.8	0.022	2	Sponsorship
13		“Lakhanda Full Tank” Competition offering prizes jointly with CEYPETCO	No of Programmes	02	Not implemented	-	3.8	Not implemented	-	-
14		“Hariyata Hari” Astrological Programme with Mr. Indika Thotawatta	No of Programmes	04	01	25	0.8	No allocations	-	-
15		“Leadership Camps” Student participation at Education Zonal level	No of Programmes	04	Not implemented	-	1.0	Not implemented	-	-
16		“Lakhanda Gee Rashmi” Musical Programme	No of Programmes	04	01	25	6.0	1.091	18	Sponsorship
17		World Children Day Programme at National Zoological Garden - Dehiwala	-	01	01	100	0.5	6.103		Sponsorship
18		20th Anniversary Celebration	-	01	-	-	2.5	Not implemented		-
19	Christmas Day Special Celebration	-	01	-	-	6.0	Not implemented		-	

Additional Activities

No	Objectives Strategies	Activities	Output Indicators	Physical Progress as at 31.12.2016	Financial Progress as at 31.12.2016 (Rs. Mn.)	Source of Funds	Other
20	Programme to promote Lakhanda	Media sponsorship for INCO 2016	No of Programmes	01	0.203	Sponsorship	Mobile shows with educational and trade fair – Eheliyagoda 10-17 January
21		“Vidurada Mela” Educational and Trade Fair	No of Programmes	01	0.034	Sponsorship	Hokandara 03-07 February
22		ITEC Trade Fair	No of Programmes	01	0.035	Sponsorship	Wellawaya 26-28 February
23		“Rajarata Raja Gamanak” musical show series	No of Programmes	01	0.785	Sponsorship	Anuradhapura District 18-27 March
24		Avurudu with Dialog	No of Programmes	01	0.780	Sponsorship	Promotional programme 21-30 April
25		Media sponsorship for INCO 2016	No of Programmes	01	0.011	Sponsorship	BMICH 24 -26 June
26		Media sponsorship for Unawatuna Welle Devalaya	No of Programmes	01	0.014	Sponsorship	Unawatuna 17 -25 July
27	Programme to promote ITN FM	Promotional tour	No of Programmes	01	10.452	Sponsorship	Anuradhapura District 10-19 October
		Promotional programme of job opportunities	No of Programmes	01	1.842	Sponsorship	Island wide 18-22 November
		Christmas promotional programme	No of Programmes	01	10.559	Sponsorship	Gampaha District 09 -18 December
		Promotional programme series	No of Programmes	01	8.145	Sponsorship	Anuradhapura District 24 -30 December

Awards achieved by the Independence Television Network

Independence Television Network has received 05 awards of Sumathi Tele Awards held in 2016 and received 05 awards at the State Tele Awards conducted in year 2016.

Analysis of Revenue and Expenditure - 2016

Annual target of year 2016 has been Rs.2700 Mn. and the institution has earned a revenue of Rs. 1963 Mn during the year.

Item	(Rs. Mn.)
Airtime Revenue	1790
Other Income	173
Total Income	1963
Total Expenditure	2032
Net Profit (Before Tax)	(69)
Taxation	38
Net Profit/Loss	(107)

Special Occasions of the Programmes Conducted



Artistes being awarded for programmes telecast in ITN



CSR Programmes

Development Projects and Programmes to be implemented during year 2017

It is expected to install sophisticated computer system for the upgrade of efficiency and quality in programme production.

1. Upgrading infrastructure of broadcasting network (Rs.100 Mn.)
2. Infrastructure development of data bases (Rs.100 Mn.)
3. Asset management system of media data (Rs.100 Mn.)
4. Video archive system (Rs.50 Mn.)



Associated Newspapers of Ceylon Ltd

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

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

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

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

Introduction

The Associated Newspapers of Ceylon Limited (ANCL), better known as “Lake House”, is a public limited liability company incorporated in Sri Lanka in 1926. 81% of its shares were nationalized under the Associated Newspapers of Ceylon Limited (Special Provisions) Law No. 28 of 1973 and this stake is held by the Public Trustee of Sri Lanka on behalf of the Government.

Today, “Lake House” maintains its position as the foremost newspaper publisher and prints its main newspapers simultaneously in three different languages; Sinhala, Tamil and English. In keeping with current trends and generational needs, the main publications of “Lake House”, namely The Sunday Observer, Daily News, Silumina, Dinamina, Thinakaran & Varamanjari, are also published as online editions on the internet and in all social media. The Lake House is proud to cater to every category and generation of readers with specialized publications such as “Tharunee” for women, “Mihira” for children, “Budusarana” for Buddhist devotees, “Sarasaviya” for artists & “Subasetha” for Astrologers “Kreeda” for sports enthusiasts “Arogya” for readers interested in medicine. “Athurumithuru”, “Vidunena” and “Sithmina” as educational supplements for classroom and “Manchu” for courts reporting. With internet and broadband penetrating into mobile devices, three mobile apps for Daily News, Dinamina and Thinakaran have been launched. Further, audio studio has been introduced to broadcast news clips and entertainment via the website to augment and enhance penetration and viewership of social media sites of ANCL and applications.

Century long journey has enabled to firmly cement the position as a stalwart in the media industry. As a national organization, it is the responsibility of ANCL to continuously aim for improvement and advancement towards the best interest of the organization, media industry and the nation and proud to have maintained steady growth based on these core values.

Strategies and Objectives

1. To become the market leader in printing industry
2. Disseminating accurate and credible news.
3. To enter in to social media.
4. Introduction of ICT system for editorial administration and entering in to mass media and graphic designing training.
5. To become the most efficient newspaper provider and transporter.
6. Categorizing the market based on current trends and demands of the market and brandings.
7. Strengthening the market of print media advertising.
8. Customer care excellence.
9. Reaching the excellence in the online edition of newspapers.
10. To become the most active new media.
11. To provide efficient assistant services for the operations of Lakehouse in order to recreate the pride of Lakehouse.
12. Upgrade human resource policies.
13. Upgrade employee competencies.
14. Supply Chain Division – Upgrade efficiency and productivity in procurements and to conform all procurements in to Procurement Guidelines.
15. Fund Management Division - To obtain services efficiently and productively.
16. Finance Accounting Division – Maintain proper financial status.
17. Credit Control Division – Minimizing bad debt and upgrading productivity in financial management.
18. Stores Division – Upgrade productivity in material management.

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016

1. Goal (E1) Provide Accurate & credible Information				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
1.1	Formulate a policy to disseminate news, views and features in keeping with free media policy	1.1.1 Conduct policy making sessions for the editorial staff in daily & weekly newspapers and magazines	Number of Sessions	1.0	1.0	100	0.1	0.1	100
1.2	Segment daily and Sunday publications	1.2.1 Set up desks dedicated to segmented topics- News, Provincial, Business, Sports and Technology	Number of Desks	4.0	1.0	25	-	-	-
1.3	Encourage and deploy a plan to receive credible and accurate news and features from external correspondents including freelance journalists	1.3.1 Draw an action plan to gather a good repository of news and features by establishing a Provincial, Business, Sports, Technology, desks Reorganise the team	Number of meetings	4.0	1.0	25	0.5	-	-
		1.3.2 Conduct seminars and workshops for all provincial correspondents to brief requirements	Number of Seminars & workshops	16.0	12.0	75	0.5	0.375	75
1.4	Develop Design, Photographic, Editorial work flow and Graphic Arts Capability.	1.4.1 Set up a centralized virtual Design Desk to pool resources for Newspapers and Magazines. Improve existing layout and content for – Digital, Photography, Video	Design Desk Completion	-	70	70	1.0	1.5	150
		1.4.2 Infuse new skills to staff by identifying gaps and arranging training sessions. Training for the best 50% (as identified in 8 (i))	Number of Sessions	6.0	4.0	67	0.25	0.125	50
		1.4.3 Upgrade Liberty 6 for Silumina and Tamil publications.	Upgraded	40	40	100	3.5	2	57
		1.4.4 Procure photographic equipment and infrastructure of Photographic and Scanning Divisions. Increase the efficiency and effectiveness of library services	Number of equipment	4.0	2.0	50	1	5	500
1.5	Initiate an award scheme for journalists.	1.5.1 Appoint a committee of senior editors and consultants to draft a concept paper. Implement a Performance Culture	Implementation	-	completed	100	-	-	-
		1.5.2 Monthly and annual awards to be presented. Evaluate performance and recognise the best journalists in all 3 languages	Number of Awards	20.0	5.0	25	0.5	0.125	25

2. Goal (E2) i. To enter into convergent media				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
2.1	Formulate a strategic plan to launch new media.	2.1.1 Conduct a Research on availability of new media and physical capability.	Project Report	1.0	1.0	100	0.25	0.125	50
		2.1.2 Prepare an Action Plan to commence publishing content on New Media and draw up timelines	Project Proposal	1.0	complete	100	-	-	-
2. Goal (E2) ii. Commercialization of the Digital Library Archive									
2.2	Implement Strategic plan.	2.2.1 Set up Video studio	Number of Studios	2.0	50%	50	1	0.25	25
		2.2.2 Train staff to prepare content.	Number of Training Sessions	16.0	50%	50	0.2	0.1	50
		2.2.3 Train staff in using software.	Number of Training Sessions	24.0	50%	50	0.5	0.25	50
2.3	Launch Operations.	2.3.1 Commence operations with English publications.	Number of Events	1.0	1.0	100	0.25	0.25	100
	Advertisement Rates and Building up Commercial Relations	2.3.2 Introducing advertisement rate for each classification	Number of Planing Sessions	-	-	-	-	-	-

3. Goal (E3): Introduction of Editorial Administrative Information System and Enter into Mass Media & Graphic Arts training				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
3.1	Establish an editorial Information System to computerize HR, Performance reviews, payments of Correspondents and Guest Columnists	3.1.1 Carry out a system Analysis	Number of Sessions	1.0	1.0	100	0.25	0.25	100
		Implement and streamline the automated editorial workflow							
		3.1.2 Establish admin functionality work flow.	Number of Sessions	1.0	1.0	100	1	-	-

4. Goal (C1): Become Market Leader in Newspaper Industry				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
4.1	Re-orient Marketing strategies to increase market share.	4.1.1 To plan Layout and design of publications. Set up a publishing Dept	Number of Planning Sessions	1.0	1.0	100	0.25	0.25	100
		4.1.2 Cater to reader interests in allocation of editorial space and if feasible to add sections / tabloids to main papers. Identify and launch two new publications & Increase customer satisfaction by 3% - Agent, Subscriber, Street seller	Number of New Publications	4.0	complete	100	0.5	0.125	25
		4.1.3 To introduce incentives & other motivational benefits to News agents.	Number of Proposals	40%	complete	100	4	0.5	12.5
4.2	Pricing to be competitive and attractive.	4.2.1 Improve subscription base.	Increase sales/ circulation by 15%	40%	10%	10	2		
		4.2.2 Improve Newspapers Returns handling. Meet operational goals	Reduction in Newspaper returns by 5%	-5%	complete	100	-	-	-
		4.2.3 Introduce add on commissions commensurate with volume of sales.		40%	40%	40	5	-	-
4.3	Empower Regional Sales Executive	4.3.1 Initiate a program to monitor performance and incentives to be introduced Implement a performance culture	Number of Programs	8.0	2.0	25	0.5	0.125	25
		4.3.2 Train and reorient them to be Regional Managers with decentralized autonomy Publicity Teams to be identified in each language – English, Sinhala, Tamil	Number of Training Sessions	16.0	4.0	25	0.5	0.125	25

5. Goal (A1) Segment markets and Position Brands based on Current Trends and Demands				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
5.1	Market segmentation	5.1.1 Conduct feasibilities to determine present position in the market(2016)	Project Proposal	1.0	50%	50	1	0.5	50
5.2	Position brands	5.2.1 Develop strategy to Position Brands based on the overall Marketing Plan (2016) Meet operational goals	Project Proposal	80%	40%	40	5	2	40

6. Goal (A2) Strengthen market leadership in print media advertising				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
6.1	Initiate new sales strategy on Advt Sales	6.1.1 Streamline Front Office and Back office functions based on pooled volume	Project Proposal	1.0	-	-	-	1	
		6.1.2 Appointment of new Advertising Development Officers	Number of Appointments	10.0	20.0	200	0.5	-	-
6.2	Expand product themes to create advertising opportunities	6.2.1 Conduct a feasibility to explore what market space is available for brands and themes	Project Proposal	1.0	-	-	0.5	1	

7. Goal (A3) : Customer Service Excellence				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
7.1	Create single point client servicing	7.1.1 Appoint client servicing Managers to groups of Corporate and middle income entities	No. of Managers appointed	100%	complete	100	-	-	-
7.2	Establish easy access for customers to communicate with ANCL	7.2.1 Establish Hotline for customers queries	No. of Hotline receipts	100%	complete	100	0.5	-	-

8. Goal (P1): Reach excellence in newspaper Web Printing				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
8.1	Capacity Expansion of Magnum Press (131Mn)	8.1.1 Prepare financial and investment proposals based on budgetary estimates	Proposals	-	15%	15	-	135	-
		8.1.2 Call for Proposals							
		8.1.3 Evaluation and Recommendation							
		8.1.4 Find Allocations							
		8.1.5 Sign the Agreement							
8.2	Overhaul Goss Urban Liner & Harris Presses	8.2.1 Supervision	Supervision	-	Disposal of Goss Community Press	-	-	8.73	

9. Goal (NM 1): To be the most vibrant publisher of New Media				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
9.1	Conduct demands and systems study and make recommendations to effectively enter into new media	9.1.1 Prepare Technical specifications based on market forecast for next 5 years	Item	100%	complete	100	01	01	100
9.2	Deploy a Web content compiling team under a Web Editor	9.2.1 Appoint a Web Editor and team of web journalists	Item	100%	complete	100	-	-	-
9.3	Develop and Deploy Mobile Apps	9.3.1 Procure Apps for Daily News, Dinamina and Thinkaran	Item	100%	complete	100	-	-	-
9.4	Promote Monetizing by introducing advertising in online publications	9.4.1 Look up to Monetizing Agents like Google, Face book to explore possibility to improve income	Item	100%	complete	100	-	-	-

10. Goal (T1): Strive to be the most efficient Logistical and Transporter of Newspapers				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
10.1	Establish logistics and transport policy for ANCL	10.1.1 Launch a survey and formulate a plan for provision of logistical support and transport of newspapers and personnel Manage Transport/ Deliveries	Plan Report	1.0	50%	50	0.2	0.1	0
10.2	Track and log movement of vehicles	10.2.1 Log movements, run length, replacement of spare parts, pumping of fuel and outsourced hires	Number of Installations	150%	50%	50	0.75	0.375	50

11. Goal (SS1): Restore the Grandeur of Lake House Building and provide effective support services for its operations				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
11.1	Re - design and build interior based on modern requirements of Lake House	11.1.1 Design Canteen, Front Office, Advertising Offices and Auditorium in the first phase	Schedule	-	-	-	1	-	-
		11.1.2 Bus reservation Centre	Implementation	100%	-	-	0.75	-	
		11.1.3 Back yard, car park and roadway construction	Implementation	100%	-	-	-	-	-
		11.1.4 Katharagama Pilgrims Rest	Schedule	100%	-	-	3	-	-
11.2	Job Analysis and Skill Assessment and Development of Staff		Schedule	100%	-	-	0.25	-	-

12. Goal (HC1): Upgrade HR policy & Practices				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
12.1	Upgrade HR Policy and procedures	12.1.1 Upgrade the capacity of the HRIS Increase HR process efficiency and effectiveness by 20%	Schedule	100%	50%	50	2	1	50

13. HC (2) Upgrade skills of Employees				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
13.1	Local and overseas Training	13.1.1 Initiate training programs to fulfill gaps (in-house/outside) Upgrade of competency/Skill base of employees by 10%	Increase employee competency/skill base by 10%	100%	25%	25	2	5	250
		13.1.2 Foreign training for key personalities		100%	50%	50	2	1	

14. Goal (F2)-Fund Management Department :To provide efficient and effective services through improved productivity				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
14.1	Computerization of Fund Management Dept	14.1.1 Procurement	Schedule	-	50%	50	7.2	3.6	50

15. Goal (F3)-Financial Accounting Section: To Preserve a sound financial position.				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
15.1	Productive Management of Treasury	15.1.1 Reconciliation of Bank/Cash statements	Reconciliation	100%	complete	100	-	-	-
15.2	Productive Management of Creditors and Credit facilities	15.2.1 Compilation of Statements Productive management of liquidity	Implementation	100%	complete	100	-	-	-
15.3	Strict scrutiny of advertising, circulation & expenditure financial plan monthly/quarterly with monthly financial statements	15.3.1 Operations and review meetings Provision of timely and accurate financial accounting and management accounting information Deliver on regulatory and statutory compliance on a timely and effective manner Pre-set Ministry of Media and Treasury deliverables Convene Audit Committee meetings Successful ly. Government Auditor General's queries answered	Weekly & monthly on requirement on requirement Monthly	100%	complete	100	-	-	-

16. Goal (F4)-Credit Control Section : Minimization of Bad Debts				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
16.1	Minimization of bad debts	16.1.1 Close monitoring of collections, bad & doubtful debts and customer disputes	Implementation	100%	complete	100	0	0	0

17. Goal (F5): : To improve productivity of cash management				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
17	17.1 initiate a Zero loss cash management	17.1.1 Implementation of an efficient system to issue receipts and payments	Implementation	100%	complete	100	-	-	-
	17.2 Improve cash deposit system	17.2.1 implementation of immediate cash deposits from all branches	Implementation	100%	complete	100	-	-	-

18. Goal (F6)-Stores Department : To improve Productivity of & material management				Physical Progress			Financial Progress (Rs. Mn.)		
No	Objectives	Activities	Output Indicators	Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
18	18.1 Establish re-order levels of stock items	18.1.1 Implementation of an integrated computerized stores system and collect re order data	Schedule	100%	25%	25	2	0.5	25
	18.2 Reduce non moving stocks to near zero level	18.2.1 Establish departmental requirements and dispose excess	Schedule	100%	15%	15	-	-	-

Analysis of Revenue and Expenditure - 2016

Item	2016 (Rs. Mn.)
Income	3050
Cost of Sales	(1412)
Gross Profit	1638
Other Income	122
Administration Cost	(1172)
Distribution Cost	(334)
Operational Profit	254
Financial Expenses	(50)
Net Profit Before Tax (Prior to VRS Expenditure)	204

Volunteer Retirement Scheme(VRS) Expenses - Rs. 164 Mn.

Special Occasions of the Programmes Conducted



Launching of new mobile Apps for Daily News, Dinamina and Thinakaran



Installation of new tower for "Goss Magnum" Press



Appreciation of Grade Five Scholarship Awardees



Mihinthala Aloka Pooja



Appreciation of Lake House journalists "Ran Salakuna"

Projects and Programmes to be implemented in year 2017

1. Launch newspapers with new facelift
2. Procurement of a new 08 unit printing press
3. Introduce a computer network to cover all activities of the company
4. Upgrade the interior decorations with sophisticated facilities
5. Transform the documents in D. R. Wijewardena Memorial Library in to digital media



Selacine Television Institute

Vision “To become a preferred advertising agency in Sri Lanka in 3 years ”

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

Introduction

Selacine Television Institute has been established on 02nd February, 1982 with the objective of conducting publicity activities of the Mahaweli Project. This institution operates with the aim of creatively disseminating the progress of development projects and operation of the government mechanism of Sri Lanka. Accordingly, within the new centenary of communication and marketing, Selacine institute has successfully preformed its diverse qualities in strongly publicizing government development programmes while being a television production institution as well as an agency equipped with event management, advertising and marketing skills.

Objectives

1. To improve financial status
2. To increase the market share
3. To implement strategies to enhance customer satisfaction
4. To develop employees and leadership in the institution

Functions

1. Function as a state advertising agency.
2. Produce documentary films on the development drive of the government to raise public awareness
3. Creatively produce television documentaries, radio programmes and radio advertisements.
4. Designing newspaper advertisements and scheduling such advertisements via electronic media.
5. Event management
6. Implementation of information technological and special projects

Progress of Development Projects implemented from 01.01.2016 to 31.12.2016

Information Technological and Special Projects

E- Mansala Project

This project facilitates public officers to study the On-line Computer Course for Data Entry Assistant Level III within a period of 04 months with the objective of developing information communication skills and practices of public officers. A sophisticated tablet PC has been introduced for the purpose and the internet facility is also provided free of charge.

Introducing a loan scheme for public servants in assisting to follow the above course and to purchase a tablet PC at a concessionary rate, the National Savings Bank has allocated Rs. 400Mn to Selacine Institute. It is expected to join 3000 public officers to this scheme by the end of this year and the expected revenue would be Rs. 13.50Mn.



Institutional Website

It is expected to transform the official website of the Selacine Institute in to income earning website.

'lkpages.lk' Web Mansala Project

A programme in the name of 'Web Mansala' has been launched to provide websites to state sector institutions (Ministries, Departments, Corporations and Boards) and institutions in private sector under one web home. Under this programme, a separate website will be designed for each institution within a space of 1GB. This web portal will avoid websites being isolated.

E - Marketing Project

Selacine Institute has directed itself towards income earning project of ordering and exchanging goods via internet.

Voice Book Project

In this new technological introduction, diaries, stories and greetings will be created with the use of audio software. Requests for such creations have already been received from several institutions.

Designing Websites for Institutions

Selacine institute has designed websites for several state institutions

- Website of the State Printing Corporation
- Website of Ambepussa Army Camp
- Web designing project for E-Saviya – Samurdhi Banks and Post Offices

'Krusha Mansala' Project

A commercial website network created in collaboration with the Ministry of Agriculture aiming at thousands of farmer societies in Sri Lanka

'Youth Web Mansala' Project

Under this project, it has been planned to create a web portal named "Youth Web Portal" for the use of all youth clubs around the island. Youth Clubs will be provided with a data base and they will be able to generate a source of income through this web portal.

Web Portal Projects

Web Portal for Members of Parliament of the Youth Parliament

Preliminary activities have been made to create a web portal for all Members of Parliament representing all provincial regions of the Youth Parliament conducted by the Youth Services Council.

Sabha Web Portal

It is expected to network all local government bodies and gather them in to one website. Approval of the Ministry of Provincial Councils and Local Government has been granted for this project.

National Job Centre Web Portal

This is a detailed data base of students pass out from universities and higher educational institutions, in which the registered students may upload from their personal resume in a short video clip. Preliminary discussions in this regard have been conducted with the Ministry of Finance and the project proposal has been formulated.

Web Hosting

Preliminary activities of this profitable project have already been conducted.

Other Special Projects

Marketable TV Channel Project

A project of television channels established in main cities and near leading department stores. This is an effective source of income conducted by the special project division.

Human Resource Development

A three-day residential employee motivation programme has been conducted on 18. 03. 2016 addressed by the veteran speaker Mr. Athula Kudagama at the training institute of the North Western Province.

No	Objective / Strategy	Activities	Output Index	Physical Progress			Financial Progress (Rs. Mn.)		
				Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
1	Upgrade of the financial status	Scheduling	No of tasks	1000	939	94	250.00	314.88	126
		Event Management	No of events	150	18	12	20.00	51.86	259
		Printing Activities	No of tasks	250	93	37	50.00	15.48	31
		Production Activities	No of programmes	350	25	7	100.00	19.87	20
		Web Developing	No of projects	1000	2	0.2	85.00	1.27	1.5
		Special Projects	No of projects	49	4	8	30.00	0.084	0.3
		Sub total						535.00	403.44
2	Upgrade of the market share	Management of events	No of events	197	03	1.5	5.04	0.09	2
3	Implementation of strategies to upgrade employee satisfaction	Formulation of creative groups	Time schedule	10	02	20	1.00	0.48	48
4	Qualitative development of human resources	Rearrange the working environment to gain more productivity	Time schedule	05	01	20	1.80	0.08	4
		Total					542.84	404.09	74

Source of Income : Earned funds

Purchased Equipments

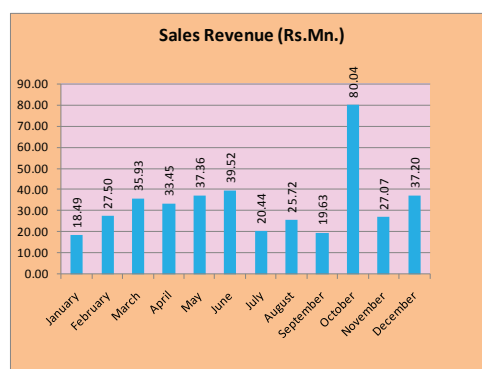
- Purchasing of copter drone cameras for the Production Division
- Purchasing of DVD Writers and accessories

Selacine Institute has been able to contribute to majority of advertisements daily published in newspapers by the Lake House in year 2016.

Analysis of Revenue and Expenditure - 2016

Selacine Institute has earned Revenue of Rs. 402.35 Mn from event management, web developing and printing activities during January to 31st December 2016.

Item	(Rs. Mn.)
Direct Income	417.21
Direct Expenditure	(367.14)
Gross Profit	50.07
Indirect Expenditure	(68.19)
Net profit/Loss	(107)



Special Occasions of Event Management



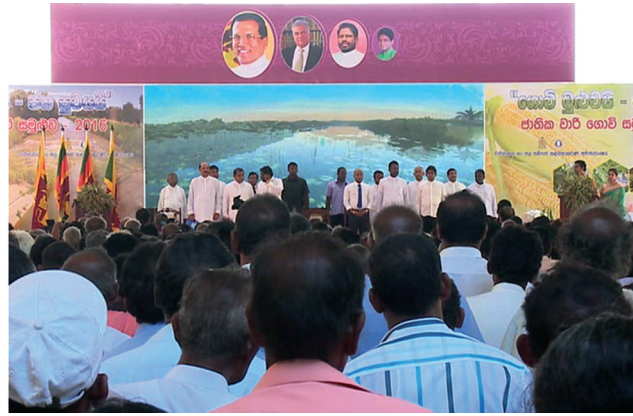
Launching of a project for the National Beach Cleaning Day



Event conducted by the Water Supplies Board on the World Water Day



Programme of 'Kelani Punya Bhoomi Vandana'



Farmers' Forum conducted at the open theatre of BMICH

Development Projects proposed to be conducted in year 2017

01. Construction of a new two - storeyed building to minimize the congestion within minimal space
 - Providing space to establish the new printing and publicity gallery
 - Establishment of a mini sound studio
 - Expansion of the audio visual production division
 - Providing lodging for drivers
 - Upgrade of welfare facilities of employees
02. Conducting audio visual media training programmes in Colombo and suburbs



Sri Lanka Media Training Institute

Vision “We envision a media community which communicate dutifully, analyse critically, ethically and objectively and understand diversity and exclusivity and embrace technology innovatively and professionally.”

Mission To train journalists required for tomorrow theoretically and practically
To empower them in engaging in local and global social and cultural stratum.
To expand knowledge in using traditional and new media tools and technologies creatively, objectively and with sensitivity.

Introduction

With the inception of television media in Sri Lanka, the Sri Lanka Television Training Institute has been established in 1982 on German aid with the objective of training artistes and technical officers related to television media as well as to provide knowledge and training for the new entrants in the field of television media. This institute has been vested in the purview of the Ministry of Mass Media and Information on 16th November, 2011 by the Gazette Extraordinary No 1651/ 20 dated 30th April, 2010. Later it has been established as a Limited Liability Company coming under the Ministry of Mass Media on 05th March, 2014 registered under the Companies Act No 07 of 2007 in the name of Sri Lanka Media Training Institute with the objective of enhancing its capacity as the sole state institution related to media training. Currently it has gone beyond providing professional and technical training related to television media and it is being operated as an institution providing professional training in the fields of radio, cinema as well as other print media. Sri Lanka Media Training

Institute is equipped with all facilities in providing professional training and it maintains its trainings in line with international standards.

Full- Fledged recording studio, comprised of 05 Lecture Halls and equipped with sophisticated technology provides practical training for trainees as well as provides recording facilities for external institutions.

Objectives

1. Creation of an advanced media culture in Sri Lanka.
2. To produce media professionals and media technicians, befitting contemporary social needs.
3. To groom media personnel, endowed with a vision for national requirements and possessive of critical and creative perspectives that lead to social uplift and progress.

Progress of Developmental Projects implemented from 01.01.2016 to 31.12.2016

Training Programmes have been conducted to empower media personal with professional skills

Diploma Courses

Activities	Output Indicator	Physical Progress			Financial Progress(Rs. Mn.)		
		Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
1. Diploma in Film Making - Sinhala (Film Direction Technology and Aesthetics)	Students	20	19	95	1.125	0.65	58
2. Diploma in Post Production Technology	Students	24	17	71	1.350	0.54	40
3. Diploma in Journalism - Sinhala Medium	Students	50	97	194	3.000	1.04	35
4. Certificate Course in Radio Announcing & Production	Students	10	21	210	0.375	0.43	115
5. Diploma in Camera, Lighting & Production Techniques	Students	20	-	00	1.350	-	00
Sub Total		124	154	125	7.200	2.66	37

Progress of Developmental Projects implemented from 01.01.2016 to 31.12.2016

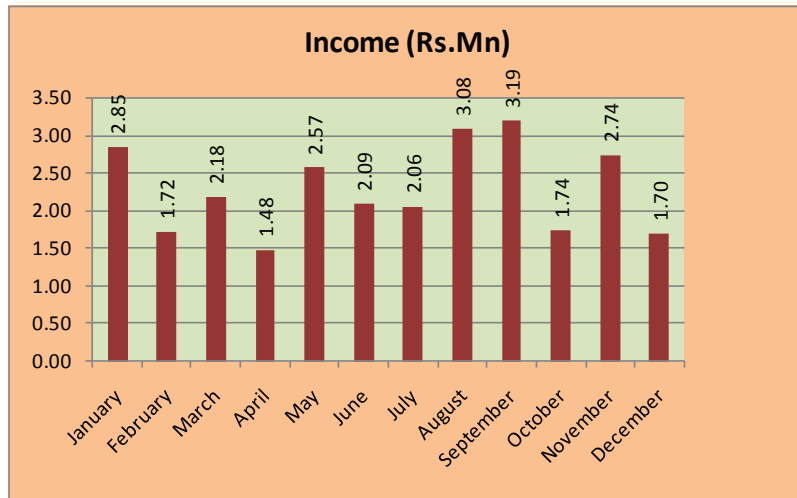
	Activities	Output Indicator	Physical Progress			Financial Progress(Rs. Mn.)		
			Annual Target	Cumulative Progress as at 31.12.2016	%	Annual Allocation	Cumulative Expenditure as at 31.12.2016	%
1.	Certificate Course in Camera & Lighting Techniques.	Students	120	67	56	3.15	1.54	49
2.	Certificate Course in Non-linear Video Editing and Adobe Premier.	Students	48	40	83	1.26	0.54	43
3.	Certificate Course in TV Presentation and News Reading – Sinhala Medium.	Students	160	247	154	4.90	1.72	35
4.	Certificate Course in TV Presentation and News Reading- Tamil Medium.	Students	10	01	10	0.30	0.025	08
5.	Certificate Course in Radio Announcing and Production.	Students	60	65	108	1.575	0.60	38
6.	Certificate Course in Television Programme Production.	Students	60	56	93	2.250	0.83	37
7.	Certificate course in 3D Animation.	Students	32	21	66	1.20	0.56	47
8.	Certificate Course in Web Design & Development.	Students	40	07	18	0.90	0.23	26
	Sub Total		530	504	95	15.535	6.045	39
	Total		654	658	107	22.735	8.705	38
Source of Funds : Course Fee								

Programmes external to the Action Plan

No.	Activities	Physical Progress (Students)	Expenditure (Rs.)
1	Workshop on Single & Multi Camera Television Productions (06 days) for Producers in Sirasa Channel.	05	137,920.00
2	Workshop on Media (03 days) Training for media officers attached to Ministries on production of development programmers and daily news production	24	60,290.00
3	Workshop on Voice Training (03 days) For Promotional Officers	07	41,280.00
4	Workshop on Marketing	07	-
	Total	43	239,480.00

Revenue Generation

This institution has earned revenue of Rs. 27.41 Mn from 01st of January to 31st December, 2016.



Special Occasions of Programme Conducted



Awarding of Certificates 2015/2016



Practical sessions of Training Courses

Projects proposed to be conducted in year 2017

1. Introduce new courses in line with the development of the technology.
2. Establish a "Media Academy" with modern facilities.



Lankapuvath Limited

Vision "To become a prominent, independent National News Agency in Asia Pacific Region and to become a self –financing profitable, efficient, quality and balanced News Agency in the country"

Mission "To take all efforts to become a media institution operating on an efficient procedure for the betterment of all Communities."

Introduction

As a state media institution Lankapuvath is engaged in local and foreign news reporting for 37 years in connection with over 30 countries around the world. Lanakapuvath even exchange news with leading foreign news agencies.

The primary Objective of Lankapuvath Ltd. is to receive foreign News and dispatch them to local media and to update the international community with news from Sri Lanka.

In October 2015, Lankapuvath Ltd. has been appointed as an official press partner of the international convention on the cessation of war.

Lankapuvath National News Agency, offers a Breaking News Service in Sinhala and English languages, runs twenty – four hours a day, seven days a week, direct to mobile phones, in form of Text alerts, through subscription plan with the Mobitel.

For Thirty – Seven Years, Lankapuvath Ltd. has been able to maintain its trustworthy reputation among more than four million clientele including local and international communities.

Special Occasions of Programme Conducted



Launching of the Official Website of Lankapuvath



පාර්ලිමේන්තු ප්‍රතිසංස්කරණ හා ජනමාධ්‍ය අමාත්‍යාංශය
பாராளுமன்ற மறுசீரமைப்பு மற்றும் வெகுசன ஊடக அமைச்சு
Ministry of Parliamentary Reforms and Mass Media

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