

**Grant No. 28**  
**33 - Ministry of Information**  
**Medium Term Expenditure**

(Taka in thousand)

	Budget 2010-11	Projection 2011-12	Projection 2012-13
<b>Non-Development</b>	334,95,50	429,42,74	480,85,73
<b>Development</b>	104,71,00	44,57,26	57,14,27
<b>Total</b>	439,66,50	474,00,00	538,00,00

## 1. Mission Statement and Major Functions

### 1.1 Mission Statement

To make the people aware of government development activities, national history, heritage and culture and to keep them aware, involved and motivated through disseminating public welfare information using mass media and to ensure their right of access to information

### 1.2 Major Functions

- (a) All matters relating to media coverage of the state VVIPs/VIPs about their activities at home and abroad;
- (b) Publicity activities of the Ministries/Divisions and Bangladesh Missions abroad and media related coordination with regional and international organisations;
- (c) Collection and release of national and international news and act as a government spokesperson;
- (d) Keep government informed of the public opinion published/circulated in the mass media;
- (e) Certification of Cinematograph films for exhibition, making and preservation of news reels, documentaries and films and assisting production and display of decent films by taking steps against vulgarity and piracy in the films;
- (f) Formulation, implementation and updating of Acts on newspaper and its publication, administration of Cinematograph Act and Censorship, and formulation and implementation of policies/Acts related to satellite television and national/commercial/community radio;
- (g) Assist in the development of mass media industries and conduct research, publication and training on mass media;
- (h) Involving people with the development activities of the government through interpersonal communication.

## 2. Medium Term Strategic Objectives and Key Activities

Medium Term Strategic Objectives	Key Activities	Implementing Departments/Agencies
1. To ensure people's right to information	<ul style="list-style-type: none"> <li>• Mass awareness building campaign to implement the Right to Information Act</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Films and Publications (DFP)</li> <li>• Bangladesh Betar</li> <li>• Bangladesh Sangbad Shangstha (BSS)</li> <li>• National Institute of Mass Communication (NIMC)</li> <li>• Press Information Department (PID)</li> <li>• Press Institute of Bangladesh (PIB)</li> <li>• Information Commission</li> </ul>
	<ul style="list-style-type: none"> <li>• Publicity of news and events on government's activities</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Films and Publications (DFP)</li> <li>• Bangladesh Betar</li> <li>• Bangladesh Television</li> <li>• Department of Mass Communication</li> <li>• Bangladesh Sangbad Shangstha</li> <li>• Press Information Department</li> </ul>
	<ul style="list-style-type: none"> <li>• Training of officers and staff</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Betar</li> <li>• Bangladesh Television</li> <li>• Bangladesh Sangbad Shangstha</li> <li>• National Institute of Mass Communication</li> <li>• Bangladesh Press Council (BPC)</li> </ul>
2. Quality improvement of mass media industry and modernization of broadcasting system	<ul style="list-style-type: none"> <li>• Installation of modern equipments in the mass media industry</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Betar</li> <li>• Bangladesh Television</li> <li>• Press Information Department</li> </ul>
	<ul style="list-style-type: none"> <li>• Introduction of digital broadcasting system</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Betar</li> <li>• Department of Mass Communication</li> </ul>

Medium Term Strategic Objectives	Key Activities	Implementing Departments/Agencies
	<ul style="list-style-type: none"> <li>• Expansion of radio broadcasting network</li> <li>• Technical advise for the introduction of internet based broadcasting system and expansion of community radio</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Betar</li> </ul>
	<ul style="list-style-type: none"> <li>• Introduction of the second terrestrial channel</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Television</li> </ul>
3. Improvement of socio-economic condition of the country by creating public awareness	<ul style="list-style-type: none"> <li>• Making films and documentaries and broadcasting events on education, health, nutrition, women and children rights, poverty reduction, population control, preservation of the environment etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Films and Publications</li> <li>• Bangladesh Betar</li> <li>• Bangladesh Television</li> <li>• Press Information Department</li> </ul>
	<ul style="list-style-type: none"> <li>• Publicity through interpersonal communication</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Mass Communication</li> </ul>
4. Nourishment, development and preservation of national history, heritage and culture	<ul style="list-style-type: none"> <li>• Making of films, drama, and events on music and dance</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Betar</li> <li>• Bangladesh Television</li> <li>• Bangladesh Film Development Corporation (BFDC)</li> </ul>
	<ul style="list-style-type: none"> <li>• Collection, preservation and modernization of historic/informative films, news reels, documentaries and film making instruments</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Film Archive (BFA)</li> </ul>
	<ul style="list-style-type: none"> <li>• Formulation and implementation of policies and acts on public/private television, radio and community radio</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Betar</li> </ul>
	<ul style="list-style-type: none"> <li>• Research on films</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Film Archive</li> </ul>
	<ul style="list-style-type: none"> <li>• Administration of Cinematograph Act and censorship</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Film Censor Board (BFCB)</li> </ul>
5. To improve professional efficiency and quality of service of the mass media employees	<ul style="list-style-type: none"> <li>• Formulation and updating training modules, procurement of modern training equipments and conducting short and long training courses</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Film Archive (BFA)</li> <li>• National Institute of Mass Communication</li> <li>• Bangladesh Press Institute</li> </ul>
	<ul style="list-style-type: none"> <li>• Application of modern</li> </ul>	<ul style="list-style-type: none"> <li>• Bangladesh Sangbad</li> </ul>

Medium Term Strategic Objectives	Key Activities	Implementing Departments/Agencies
	technology in collection and release of news	Shangstha • Press Information Department
	• Administration of legal processes to uphold freedom of news and mass media	• Bangladesh Press Council
	• Research, publication and training on mass media	• National Institute of Mass Communication • Bangladesh Press Institute
	• Training on ethics and morale of journalism	• National Institute of Mass Communication • Bangladesh Press Council • Bangladesh Press Institute

### 3. Poverty and Gender Reporting

#### 3.1 Impact of Strategic Objectives on Poverty Reduction and Women's Advancement

##### 3.1.1 To ensure people's right to information

**Impact on Poverty Reduction:** Right to information is an integral part of thinking, conscience and freedom of speech of the citizens. Ensuring right to information is essential for people's empowerment. People will be aware of and involved in the government's activities towards improvement of socio-economic conditions and poverty reduction if right to information is ensured.

**Impact on Women's Advancement:** As a result of free flow of information people can be made aware of discrimination against women and religious and social superstitions.

##### 3.1.2 Quality improvement of mass media industry and modernization of broadcasting system

**Impact on Poverty Reduction:** Community radio and urban FM radio will play important roles to attain economic and social development through dissemination of information on trade and business, marketing, service etc. at grassroots level. The second channel of BTV will be solely dedicated for activities related to education and welfare of people. Besides, the media as an industry will directly create employment opportunities.

**Impact on Women's Advancement:** A large portion of the radio listeners and television viewers are women. With good quality programmes everybody can be made aware of issues like gender parity, women's rights and can be encouraged to avoid discriminatory behaviour against women. Therefore, quality programmes will be conducive to women's advancement. In addition,

as artist and technical staff employment opportunities will be created for women as well.

### **3.1.3 Improvement of socio-economic condition of the country by creating public awareness**

**Impact on Poverty Reduction:** Bangladesh Betar transmits 6 hours of programmes daily on agricultural development and poverty reduction activities through different centres. Bangladesh television broadcasts 25 minutes and 50 minutes programmes daily on poverty reduction and agricultural development. Last year the Press Information Department made interpersonal communication by operating 3,604 mobile films show and arranged 1,020 yard meetings on poverty reduction. The Department of Films and Publications made 12 documentaries last year. These programmes create awareness among people about self-employment opportunities and also generate employment by recruiting people for the production of these programmes.

**Impact on Women's Advancement:** Bangladesh Betar broadcasts daily 1 hour programme on women's advancement. Bangladesh Television broadcasts daily 50 minutes programme and bi-weekly additional 50 minutes programme. The department of Mass Communication makes 1,072 film shows every year on various women's issues. The department of Films and Publications every year on an average publishes 50 articles and makes 5 documentaries on women's issues. Besides as an implementing authority of 'Policy Leadership and Advocacy for Gender Equity, Phase-II project' the DFP has been playing an important role for women's advancement. The Press Information Department on average publishes and circulates 200 features on women development, while the Press Institute and the Bangladesh Sangbad Shangstha publish and circulate 200 and 100 features respectively every year. These publications are playing an important role in improving the women's socio-economic condition. In addition, employment opportunities will also be created for the women as they will be recruited as artists and technical staffs in making these programmes.

### **3.1.4 Nourishment, development and preservation of national history, heritage and culture**

**Impact on Poverty Reduction:** No direct impact

**Impact on Women's Advancement:** No direct impact

### **3.1.5 To improve professional efficiency and quality of service of the mass media employees**

**Impact on Poverty Reduction:** The mass media employees will play more positive roles as their efficiency increase. As a result, they will play an important role to reduce poverty by highlighting the social problems and potentials in the print and electronic media.

**Impact on women's advancement:** Apart from the mass media related trainings, various programmes including gender issue, implementation of CEDAW have been included in the training modules. In every training programme of the PIB it is ensured that at least 20 percent participants are women. In every training programme of the National Institute of Mass

Communication at least 30 percent participation of women are ensured. In addition, these two institutions also organize various training programmes on gender parity. In the training courses, directives for the mass media employees are given, which will help to protect women's rights.

### 3.2 Allocation for Poverty Reduction and Women's Advancement

(Taka in Thousand)

Particulars	Budget 2010-11	Projection 2011-12	Projection 2012-13
Poverty Reduction	131,66,88	103,79,88	118,45,64
Gender	70,19,20	52,74,11	60,61,74

## 4. Priority Spending Areas/Programmes

Priority Spending Areas/Programmes	Strategic Objectives
<p><b>1. Implementation of Right to Information Act:</b> If free flow of information is ensured it will help establish rule of law by increasing accountability and transparency at all levels. Rule of law will play a significant role in reducing poverty, women's advancement and establishing social discipline. For these reasons, this issue is given the highest priority.</p>	<p><b>Strategic Objectives No. 1</b> To ensure people's right to information</p>
<p><b>2. Introduction of digital technology for broadcasting:</b> Efficient and dependable mass communication system is essential for people's involvement in development activities and increasing their awareness. If digital technology is introduced, it will increase the quality of broadcasting. That is why this sector is identified as the second priority area.</p>	<p><b>Strategic Objectives No. 2</b> Quality improvement of mass media industry and modernization of broadcasting system</p> <p><b>Strategic Objectives No. 3</b> Improvement of the socio-economic condition of the country by creating public awareness</p>
<p><b>3. Establishment of BTV's development channel and expansion of Betar's FM and Community Radio programmes:</b> To produce and broadcast programmes on education and public awareness, establishment of a development channel of Bangladesh Television is essential. At the same time, considering the huge popularity of FM radio programmes and community radio all around the world their operation in Bangladesh should be increased. Through this, it will be possible to inform people about natural calamities on time. Therefore, this area has been given third priority.</p>	<p><b>Strategic Objectives No. 2</b> Quality improvement of mass media industry and modernization of broadcasting system</p>
<p><b>4. Formulation of up to date policies for free flow of information:</b> It will be possible to ensure accountability of the mass media in broadcasting various programmes by the public and private television channel. I will be able to formulate policy to stop vulgarity in the films, policy on private television channel, policy on cable operators and policy on private radio channel. Therefore, this is given fourth priority.</p>	<p><b>Strategic Objectives No. 4</b> Nourishment, development and preservation of national history, heritage and culture</p>

Priority Spending Areas/Programmes	Strategic Objectives
<p><b>5. Improvement of efficiency of the mass media employees:</b> Improvement of efficiency of the mass media employees is possible by giving them appropriate training. That is why this area is fifth given priority.</p>	<p><b>Strategic Objectives No. 5</b> To improve professional efficiency and quality of service of the mass media employees</p>
<p><b>6. Institutional and infrastructure development and use of information technology:</b> It is essential to construct PID building, BSS building, Film Archive building and multi-storied Bangladesh Television building to have a good working environment. It is also important to bring all the offices of the Department of Mass Communication under a network and to develop the news collection and release system to deliver news to the clients quickly. Therefore, this area has been given priority.</p>	<p><b>Strategic Objectives No. 2</b> Quality improvement of mass media industry and modernization of broadcasting system</p>

### Key Performance Indicators (KPIs)

Indicators	Related Strategic Objectives	Unit	Target 2008-09	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
							2010-11	2011-12	2012-13
1. TV Coverage (Terrestrial)	2	% of population	95.00	95.00	95.00	95.00	97.00	97.50	98.00
2. Radio Transmission Coverage (Medium Wave)	2	% of area	80.00	80.00	90.00	95.00	98.00	98.00	98.00
3. Community Radio Coverage	2	Sq. km.	-	-	200.00	200.00	500.00	1000.00	1200.00
4. Print Media	2	Crone person	1.6	1.49	1.63	1.60	1.67	1.94	2.13

## **5. Recent Achievements, Key Activities and Outputs of the Departments and Agencies under the Ministry**

### **5.1 Department of Films and Publications**

**5.1.1 Recent Achievements:** During the last three years, total 84 documentaries, special news reels and news reels including development activities of the state were made. 26 issues of bi-weekly 'Shachitra Bangladesh', 24 issues of monthly "Nabarun", and 9 issues of English quarterly "Bangladesh Quarterly" was published. 52 lakh Posters were prepared. 1,377 news papers were audited and 626 news papers were inspected to ensure regular publication, news paper volume adjustment for media enlistment, and entitlement of advertisement.

#### **5.1.2 Key Activities, Outputs Related to the Activity, and Related Strategic Objectives**

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Mass awareness building campaign to implement the	<ul style="list-style-type: none"> <li>75 officers/staffs trained</li> </ul>	1

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
Right to Information Act		
2. Publicity of news and events on government activities	<ul style="list-style-type: none"> <li>72 issues of "Shachitra Bangladesh", 36 issues of "Nabarun", 12 issues of "Bangladesh Quarterly" and around 6.6 million posters published.</li> </ul>	1
3. Making of films and documentaries and broadcasting of events on education, health, nutrition, women and children rights, poverty reduction, population control, preservation of the environment etc.	<ul style="list-style-type: none"> <li>166 films made</li> </ul>	3

### 5.1.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Making Films	Number						24
a. News reel		24	24	24	24	24	
b. Special news reel		12	12	12	12	12	12
c. Documentary and story film		16	16	16	18	19	21
2. Publication	Number in Lakh						
a. Shachitra Bangladesh		96.00	96.00	105.60	1115.13	1126.65	1349.31
b. Nabarun		60.00	60.00	66.00	72.60	79.86	87.64
c. Bangladesh Today		12.00	12.00	13.20	14.52	15.97	17.57
3. News paper monitoring	Number						
a. Audit		378	900	950	1050	1155	1270
b. Inspection		229	390	400	440	485	540

### 5.1.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	10,38,18	12,87,22	13,92,11	15,17,28	16,84,23
Development	0	0	0	0	0
Total	10,38,18	12,87,22	13,92,11	15,17,28	16,84,23

### 5.1.5 List of Operation Units/Programs/Projects:

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit (non-development)	
1. Department of Films and Publications	1-3
Probable projects	
1. Making of the film "Vision 2021"	1-3

Operational Unit/Programmes/Projects	Related Key Activities
2. Construction of the Information Building	
3. Establishment of a lab with digital editing facilities	

## 5.2 Bangladesh Betar

**5.2.1 Recent Achievements:** During the last three years Bangladesh Betar's hours of broadcasting was increased to 251 hours from 180 hours. At the same time broadcasting of FM network was also increased. Broadcasting of public awareness building news was increased under the traffic broadcasting programme. Broadcastings of news bulletins, both in Bangla and in English, were increased to 67 from 53. Broadcasting of programmes on development issues was increased by 14 hours. Bangladesh Betar's Comilla centre has started operating. In addition programmes are broadcast with the BBC Bangla Service. Strength of Betar's transmitters were increased under BMRE. Recently, a modern transmitter of 1,000 KW was installed by replacing the old 350 KW transmitter.

### 5.2.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Numerous activities to create public awareness to implement the Right to Information Act	<ul style="list-style-type: none"> <li>On an average 120 programmes broadcast per day</li> </ul>	1
2. Publicity of the government's activities	<ul style="list-style-type: none"> <li>Coverage increased from 14 hours to 16 hours</li> </ul>	1
3. Training of officers and staffs	<ul style="list-style-type: none"> <li>In-house trainings to be given to 100 officers and 200 staff</li> </ul>	1
4. Installation modern equipments in the mass media industry	<ul style="list-style-type: none"> <li>11 large transmitters modernized /increased capacity</li> <li>14 studios modernized</li> </ul>	2
5. Inauguration of digital broadcasting system	<ul style="list-style-type: none"> <li>Digital broadcasting system introduced at 18 radio centres/units</li> </ul>	2
6. Expansion of radio network	<ul style="list-style-type: none"> <li>Expanded FaFd network along side existing AM network</li> </ul>	2
7. Advising on the inauguration of internet based broadcasting and expansion of community radio	<ul style="list-style-type: none"> <li>Internet broadcasting of Bangladesh Betar's events and news</li> <li>Daily internet visit increased to 25 lakh million</li> </ul>	2
8. Making and screening of films and documentaries on education, health, nutrition, women and children rights, poverty eradication, population	<ul style="list-style-type: none"> <li>Daily broadcasting increased from 6 hours to 8 hours</li> </ul>	3

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
control, preservation of the environment etc		
9. Making of various films, drama, and musical and dance programmes	<ul style="list-style-type: none"> <li>700 drama/musical programmes made and broadcast</li> </ul>	4
10. Formulation and implementation of acts and policies on public/private television, radio, and community radio	<ul style="list-style-type: none"> <li>Act on private radio channels to be promulgated</li> </ul>	4

### 5.2.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Public awareness and Development programme	Daily broadcasting hours	45	48	50	50	52	55
2. Extension of News hour	Hour	18	19	19.5	19.75	20	20
3. Agriculture, education and health	Daily broadcasting hours	1.00	1.25	1.50	2.00	2.25	2.50
4. Programme on Education and Technology	Daily broadcasting hours	0.5	0.5	0.5	0.75	1.00	1.00
5. Digitisation of diff. units of Bangladesh Betar	Number of centres /units	10	10	20	25	30	50

### 5.2.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	59,02,39	66,27,92	67,04,87	83,34,59	93,29,44
Development	4,79,00	14,03,00	45,00,00	18,00,00	0
Total	63,81,39	80,30,92	112,04,87	101,34,59	93,29,44

### 5.2.5 Name of Concerned Operation Units/Programmes/Projects

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit (non-development)	
1. Bangladesh Betar	1-10
2. Headquarters	5,6,7
3. Reception centre	2,4,5,6,7
4. Technical activities	4,5,6,7
5. High frequency transmission centres	4,5,6,7
6. Ultra frequency transmission centres	1,2

Operational Unit/Programmes/Projects	Related Key Activities
7. News agencies	1-10
8. Radio centres	1,8
9. Radio releases	1,2,8
10. Commercial activities	1,2,8
11. Agricultural activities	1,2,8,9
12. Transcription service	1,2,8
13. External programmes	
Approved projects	
1. Installation, Modernization, Replacement and Expansion of Radio Centre Equipments (BMRE)	4,5,6
2. Inaugurating Nation-wide FM radio Programmes of Bangladesh Betar	
Unapproved projects	
1. Development and Maintenance of a Small 250 KW Short Wave Transmission Centre of Bangladesh Betar at Kabirpur	6,7
2. Digitization and Modernization of Short Wave and Medium Wave Transmission through Bangladesh Betar	
Probable Projects	
1. Expansion and Modernization of National Betar Building	4,6
2. Transformation of 100 KW Medium Wave Transmission of Kalurghat, Chittagong into 500 KW	6
3. Inauguration of Digital Broadcasting System of Bangladesh Betar	5
4. Installation of an Independent Radio Station at Kuakata and Expansion and Modernization of National Betar Building	6

### 5.3 Bangladesh Television

**5.3.1 Recent Achievements:** During the last three years Bangladesh Television has installed six new transmitters and launched its own website: [www.btv.gov.bd](http://www.btv.gov.bd). Daily broadcasting hour was increased from 14 hours to 17 hours.

#### 5.3.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Publicity of the government's activities	<ul style="list-style-type: none"> <li>Broadcast 8 Bangla and 4 English news bulletins everyday and 2 news survey every month</li> <li>Broadcast at least 10 programmes on government's activities weekly</li> </ul>	1,3
2. Training of officers and staff	<ul style="list-style-type: none"> <li>300 officers and staff are given training at home and abroad</li> </ul>	2,5

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
	<ul style="list-style-type: none"> <li>The officers and staff are made capable of using modern technologies</li> </ul>	
3. Installation of modern equipments in the mass media industry	<ul style="list-style-type: none"> <li>4 modern studios are installed</li> <li>Gradual replaced by digital broadcasting equipments</li> </ul>	2,5
4. Inauguration of digital broadcasting system	<ul style="list-style-type: none"> <li>Installation of digital broadcasting equipments replacing the analogue equipments</li> <li>Installation of master control system, video tape recorder, TV transmitter, editing system, outdoor camera etc.</li> </ul>	1,2
5. Inauguration of the second terrestrial channel	<ul style="list-style-type: none"> <li>3 digital transmitter procured</li> <li>Leasing of 9 MHz satellite transponder during the 1<sup>st</sup> phase</li> </ul>	2,3
6. Making and screening of films and documentaries on education, health, nutrition, women and children rights, poverty eradication, population control, preservation of the environment etc	<ul style="list-style-type: none"> <li>10 programmes under the mother and child communication development scheme, 10 programmes under the population and nutrition scheme and 15 programmes on education, health, poverty reduction, women's advancement, environment etc. broadcast weekly</li> </ul>	1,3
7. Making of films, drama, musical and dance programmes	<ul style="list-style-type: none"> <li>28 dramas, 14 programmes on music, 2 programmes on dance, and 2 films broadcast weekly</li> </ul>	3,4
8. Collection, preservation and modernization of historic/informative films, news reels, documentaries, and film making instruments	<ul style="list-style-type: none"> <li>All news and important programmes including news reels, documentaries etc. preserved at the BTV's archive</li> </ul>	3,4

### 5.3.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Broadcasting of programmes for creating public awareness and on development issues	%	14.32	14.13	14.20	14.50	15.50	15.50
2. Broadcasting of programmes on women and children	%	1.76	2.82	2.85	2.90	2.95	3.00
3. Broadcasting programmes on education, health, nutrition, and family welfare	%	7.58	8.27	8.30	8.40	8.45	8.50

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
4. Broadcasting programmes on history, heritage, environment, nature, and tourism	%	2.70	2.70	2.80	2.85	2.85	2.90
5. Broadcasting programmes on agriculture, science and technology	%	2.22	2.22	2.25	2.30	2.30	2.35

### 5.3.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	140,51,52	154,07,49	168,52,18	192,45,50	213,00,50
Development	33,00,00	48,20,00	27,50,00	0	0
Total	173,51,52	202,27,49	196,02,18	192,45,50	213,00,50

### 5.3.5 Name of Concerned Operation Units/ Programmes/Projects

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit (non-development)	
1. Bangladesh Television (Headquarters)	1-8
2. Dhaka and Chittagong centers	
3. Sylhet, Khulna, Natore, Rangpur, Noakhali, B. Baria, Thakurgaon, Rajshahi, Patuakhali, Jhinaidah, Satkhira, Rangamati and Ukhia Sub-centres/Relay centres	
Approved Projects	
1. Installation of Studio Equipments at the Extension Building Studio of the Dhaka Centre of Bangladesh Television	2,3,6,7
2. Inauguration of a Development Channel of BTV	1,3,5
Unapproved Projects	
1. Construction of BTV Headquarters	2
2. Standardization, Up-gradation and Automation of BTV news	1,8
3. Inauguration of a Development Channel of BTV (2 <sup>nd</sup> phase)	1,3,5
Probable Programmes/Projects:	
1. LAN, WAN, Internet, Wimax	1,3,4,6,8
2. Digitization of BTV	3,4,6,7,8

## 5.4 Bangladesh Film Development Corporation

**5.4.1 Recent Achievements:** During the last three years the Bangladesh Film Development Corporation brought 20 computers under internet network connection and launched its website. International communication and technical assistance have increased through the use of internet. In the same period, the quality of services of the film producers has improved substantially

as 8 machines including sub-title machine, tele cine machine, non-linear digital editing panel, ultrasound film cleaning machine, sound negative processing plant, optical sound recorder and silver recovery plant were added to the existing system.

#### 5.4.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Making of films, drama, and programmes on music and dance	<ul style="list-style-type: none"> <li>300 films made</li> <li>75 advertisement made</li> </ul>	4

#### 5.4.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Making of films	Number	74	90	80	100	100	100
2. Making of advertisements	Number	12	20	15	25	25	25

#### 5.4.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	0	0	0	0	0
Development	50,00	20,00	50,00	0	0
Total	50,00	20,00	50,00	0	0

#### 5.4.5 List of Operation Units/Programmes/Projects

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit (Non-development)	
1. Bangladesh Film Development Corporation	1
Approved Projects	
1. Installation of Digital Equipments at the BFDC	1
Unapproved Projects	
1. Bangladesh Film City (1 <sup>st</sup> phase)	1
2. Modernization and Expansion of BFDC	1
Probable Projects	
1. Vashantek Housing Project	1
2. Commercial Film Complex	1

### 5.5 Bangladesh Film Archive

**5.5.1 Recent achievements:** During the last three years 569 films were collected from various sources for preservation. 29 films were reprinted. 550 shows of popular films were arranged. A total of 1,120 movie related posters, scripts,

books etc. were collected for preservation. 3 film appreciation course and 1 higher film appreciation course were arranged. 7 research works were completed and 2 issues of a journal and 7 books were published.

### 5.5.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Collection, preservation and modernization of historic/informative films, news reels, documentaries, and film making instruments	<ul style="list-style-type: none"> <li>• 50 films to be collected</li> <li>• 70 films to be printed/reprinted</li> <li>• 1500 books to be collected</li> <li>• 10 film festivals to be organised</li> <li>• 170 film exhibitions to be organised</li> </ul>	4
2. Research on films	<ul style="list-style-type: none"> <li>• 20 research works to be completed</li> <li>• 30 journals, books and periodicals to be published</li> </ul>	4
3. Formulation and updating training modules, procurement of modern training equipments and conducting short and long training courses	<ul style="list-style-type: none"> <li>• Film appreciation course to be conducted</li> <li>• 15 seminars/symposium/workshops to be organised</li> <li>• Library service to be given to 1000 readers/researchers</li> </ul>	5

### 5.5.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Collection and printing of films	Number	16	14	19	30	40	50
2. Publication of journals and books	Number	8	5	5	8	10	12
3. Research work	Number	0	6	6	6	7	7
4. Film festival	Number	53	60	60	50	60	60
5. Collection of books etc.	Number	350	350	400	400	500	600

### 5.5.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	1,04,14	1,35,00	1,32,87	1,37,50	3,48,00
Development	14,96,00	6,03,00	16,00,00	3,00,00	0
Total	16,00,14	7,38,00	17,32,87	4,37,50	3,48,00

### 5.5.5 List of Operation Units/Programmes/Projects

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit	
1. Bangladesh Film Archive	4
Approved Projects	
1. Quality Improvement of Preservation of Films Using Information Technology	4
Unapproved Projects	
1. Construction of Bangladesh Film Archive Building	4

## 5.6 Department of Mass Communication

**5.6.1 Recent achievements:** During the last three years, in order to include the grass root level illiterate, unaware people with the government development activities the Department of Mass Communication have implemented various activities on health, education and other social issues, which include – 44,847 film exhibitions, 39,933 programmes on music, 42,061 road shows/talk shows on the development activities of the government, distribution of 47,34,093 booklets, 1,943 community meetings, 2,139 discussion meetings/forums/seminars/drama/women's gathering, 85 orientation workshops, 11,109 small gatherings, 2,536 exhibitions of films on development issues, 72 child fairs, and 3,118 family planning campaigns.

### 5.6.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Publicity on government activities	<ul style="list-style-type: none"> <li>43,500 film exhibition to be organised</li> </ul>	1
2. inauguration of digital broadcasting system	<ul style="list-style-type: none"> <li>60,000 film exhibitions/yard meetings/discussions to be organised</li> </ul>	2
3. Campaign by using interpersonal communication	<ul style="list-style-type: none"> <li>15,000 discussion meetings/seminars/small gatherings/community meetings/yard meetings to be organised</li> </ul>	3

### 5.6.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Film exhibition	Number	12726	13500	13500	14000	14500	15000
2. Discussion meeting/seminar/women's gathering	Number	725	750	750	775	800	825
3. Community gatherings/yard meetings	Number	551	575	575	600	650	700

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
4. Children/juvenile/ women development fair	Number	24	50	50	100	150	200
5. Inspiring musical events	Number	6567	7000	7000	7500	8000	9500
6. Internet Broadcasting	lakh(daily)	-	1.00	1.00	10.00	20.00	25.00
7. Interpersonal communication	(Population) crore	-	-	-	3.00	4.00	5.00

#### 5.6.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	15,03,73	17,72,30	20,27,74	27,97,50	33,10,00
Development	2,26,00	1,37,00	1,10,00	50,00	0
Total	17,29,73	19,09,30	21,37,74	28,47,50	33,10,00

#### 5.6.5 List of Operation Units/Programs/Projects:

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit (Non-development)	
1. Department of Mass Communication	1-4
Probable Projects	
1. Building a digital Bangladesh	1-4
2. Establishment of an Information Cell	1-4
3. Construction of Information Building	1-4

### 5.7 Bangladesh Sangbad Shangstha (BSS)

**5.7.1 Recent achievements:** Significant achievements of BSS during the last three years includes- a) Up-gradation of the website of BSS, b) Making news presentation and news circulation more dynamic by using modern technology, c) Bringing 8 district offices under a computer network and connecting it with the network of the headquarter, d) Computerisation of the accounting system by installing the "Tally Accounting Software" and e) Launching Bangla website of BSS site along with the English one.

#### 5.7.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Publicity of government activities	<ul style="list-style-type: none"> <li>On an average 30 English and Bangla news bulletins broadcast everyday</li> </ul>	1
2. Training of officers and staff	<ul style="list-style-type: none"> <li>7 officers and staff given training every year</li> </ul>	1

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
3. Mass awareness building campaign to implement Right to Information Act	<ul style="list-style-type: none"> <li>On an average 5 news on awareness building released every month</li> </ul>	1
4. Application of modern technology in news procurement and presentation	<ul style="list-style-type: none"> <li>Provide news to 45 clients by applying modern technology</li> </ul>	5

### 5.7.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. News procurement and presentation	Item/number	55800	72000	70200	72500	73000	74000
2. Computer networking for the district offices	Area/division	8	9	8	9	10	11
3. News release through own websites	Item/number	10800	18000	19800	20500	21000	22000
4. Training	Number	4	5	5	6	7	8

### 5.7.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	9,70,00	13,20,94	11,52,00	12,50,00	11,36,99
Development	0	0	0	0	0
Total	9,70,00	13,20,94	11,52,00	12,50,00	11,36,99

### 5.7.5 List of Operation Units/Programs/Projects

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit	
1. Bangladesh Sangbad Shangstha	1,2,3,4
Un-approved Programmes/Projects	
1. Construction of BSS building 2010-13	1,2,3,4

## 5.8 National Institute of Mass Communication

**5.8.1 Recent achievements:** During the last three years 568 persons were given training through 17 different courses. In addition, 8 computers were procured, Institute's website was launched and internet connection was introduced.

### 5.8.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Mass awareness building campaign to implement the Right to Information Act	• 300 persons' training	1
2. Training for officers and staffs	• 80 persons' training	1
3. Training on ethics and morale of journalism	• 120 persons' training	5
4. Formulation and updating training modules, procurement of modern training equipments and conducting short and long training courses	• 600 persons' training	5
5. Research, publication and training on mass media	• 6 publications	5

### 5.8.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Training	Number (course)	24	23	23	28	30	32
2. Workshop	Number	15	15	15	15	15	15
3. Research	Number	01	01	01	02	02	02

### 5.8.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	2,53,46	3,19,57	3,13,35	3,92,02	4,70,66
Development	0	0	0	0	0
Total	2,53,46	3,19,57	3,13,35	3,92,02	4,70,66

### 5.8.5 List of Operation Units/Programmes/Projects

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit	
1. National Institute of Mass Media	1-5
Approved Projects	
1. Expansion of National Institute of Mass Media building (2007-08 to 2010-11)	1-5

## 5.9 Press Information Department (PID)

**5.9.1 Recent achievements:** During the last three years exchange of information through internet was widely used. During this period every public relation officer was provided with a computer. A modern media centre was established at the PID. Besides, 27,000 press releases and 16,200 photo coverages were sent to news papers and other news Medias. At the same time 850 features, articles, cartoons and slogans were published to create public awareness and 540 press conference/briefings were organised.

### 5.9.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Mass awareness building campaign to implement the Right to Information Act	<ul style="list-style-type: none"> <li>865 TV pots and features to be made</li> </ul>	1
2. Publicity of government's activities	<ul style="list-style-type: none"> <li>615 press briefings to be done</li> </ul>	1
3. Installation of modern equipments in the mass media industry	<ul style="list-style-type: none"> <li>One digital colour lab to be established</li> <li>One modern media centre to be established</li> </ul>	2
4. Making and screening of films and documentaries on education, health, nutrition, women and children rights, poverty eradication, population control, preservation of the environment etc	<ul style="list-style-type: none"> <li>975 features, cartoons, and slogans made and broadcast to be prepared</li> </ul>	3
5. Application of modern technology for procurement and presentation of news	<ul style="list-style-type: none"> <li>News and digital photo coverage through e-mail released</li> </ul>	5

### 5.9.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. TV pot, feature, literary composition	Number	220	250	260	275	290	300
2. Press conference/briefing	Number	150	160	180	190	200	225
3. Feature, literary composition, cartoon, slogan	Number	250	275	290	300	325	350
4. Press release through e-mail	Number	8500	9000	9250	9500	9760	9950
5. Digital photo coverage	Number	5000	5500	5750	6000	6500	7000

#### 5.9.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	5,85,90	6,68,36	7,53,79	8,68,80	9,45,86
Development	0	0	0	0	0
Total	5,85,90	6,68,36	7,53,79	8,68,80	9,45,86

#### 5.9.5 List of Operation Units/Programs/Projects

Operational Unit/Programmes/Projects	Related Key Activities
1. Press Information Department	1-4

### 5.10 Bangladesh Press Council (BPC)

**5.10.1 Recent achievements:** Bangladesh Press Council is a quasi-judicial organization. During the last three years 23 cases were filed with the Press Council of which 22 were settled. Besides, in order to improve the professional quality of the journalists 43 journalists were given training on 'journalists ethics and conduct rules'.

#### 5.10.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Training of officers and staffs.	• 3 staffs given training	1
2. Administration of legal processes to uphold freedom of news and mass media	• 13 cases to be settled • 6 appeals to be disposed	5
3. Training on ethics and morale of journalism	• 30 journalists to be given training every year	5

#### 5.10.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Settlement of cases	Number	9	4	3	4	4	5
2. Journalists as participants in the trainings	Number	23	25	25	30	30	30
3. Cases of Press Appellate Board	Number	3	1	1	2	2	2

#### 5.10.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	44,46	50,78	62,65	63,45	66,67
Development	0	0	0	0	0
Total	44,46	50,78	62,65	63,45	66,67

#### 5.10.5 List of Operation Units/Programs/Projects

Operational Unit/Programmes/Projects	Related Key Activities
1. Bangladesh Press Council	1-3

### 5.11 Bangladesh Press Institute (PIB)

**5.10.3 Recent Achievements:** During the last three years PIB has arranged a total of 128 seminars/workshops/courses both in and out of Dhaka for the journalists and mass media workers. In these course/seminars/workshops a total of 4,376 journalists and mass media workers participated of which 3,911 are male (89.40%) and 464 are female (10.60%). During this period 6 research articles were edited. Library services including 65 subject-wise clippings are being collected and research on journalism are being conducted. In this period 20 issues of mass media periodicals and reviews and 12 books/manuals were published.

#### 5.10.4 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Mass awareness building campaign to implement the Right to Information Act	<ul style="list-style-type: none"> <li>150 participants to be given training</li> </ul>	1
2. Training on ethics and morale of journalism	<ul style="list-style-type: none"> <li>On an average 300 journalists to be given training every year</li> </ul>	5
3. Formulation and updating training modules, procurement of modern training equipments and conducting short and long training courses	<ul style="list-style-type: none"> <li>As the training modules will be updated and revised it will be possible to deliver services towards skill enhancement of the journalists</li> </ul>	5
4. Research, publication and training on mass media	<ul style="list-style-type: none"> <li>Every year it will be possible to publish 6 papers and 2 research works and on average to train 500 journalists</li> </ul>	5

### 5.11.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Training on fundamental principles of journalism	Number	21	37	37	45	49	54
2. Research on journalism	Number	4	2	2	2	2	2
3. Publication on journalism/mass media	Number	8	6	6	6	6	6

### 5.11.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	2,83,58	3,75,48	3,80,00	4,15,00	4,45,00
Development	0	1,00	3,00,00	3,53,88	0
Total	2,83,58	3,76,48	6,80,00	7,68,88	4,45,00

### 5.11.5 List of Operation Units/Programs/Projects

Operational Unit/Programmes/Projects	Related Key Activities
1. Bangladesh Press Institute	1-4

## 5.11 Bangladesh Film Censor Board

**5.11.1 Recent achievements:** During the last three years according to Censorship Acts and Rules, censorship licenses were given to 283 full-length Bangla movies, 26 full-length English movies, trailers of 232 Bangla and English movies and 20 advertisement photographs. During this period a total of Taka 95,91,000 revenue was earned as fees. Various punitive measures were also taken for violation of laws and rules to keep a healthy environment of film industry.

### 5.11.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Administration of Cinematograph Act and Censorship	<ul style="list-style-type: none"> <li>• 345 Bangla movies to be certified</li> <li>• 70 English movies to be certified</li> <li>• 360 Bangla and English movie trailers to be certified</li> <li>• 43 advertisements to be certified</li> </ul>	4

### 5.12.3 Output Indicators and Targets

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Certification of Bangla movies	Number	79	90	100	110	115	120

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
2. Certification of English movies	Number	9	15	15	20	25	25
3. Certification of Bangla and English movie trailers	Number	79	90	100	110	120	130
4. Certification of advertisements	Number	6	10	10	10	15	18
5. Certification of movies for film festivals	Number	-	240	250	300	300	300

#### 5.12.4 Forward Budget Estimates

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	1,53,02	1,64,43	1,40,35	1,76,00	2,40,00
Development	0	0	0	0	0
Total	1,53,02	1,64,43	1,40,35	1,76,00	2,40,00

#### 5.12.5 List of Operation Units/Programs/Projects

Operational Unit/Programmes/Projects	Related Key Activities
Operation Unit	
1. Bangladesh Film Censor Board	1

### 5.12 Information Commission

**5.12.1 Recent achievements:** The organogram and logo of the Information Commission were and the drafts of manpower structure and employment rules were prepared. In addition, public awareness building activities in various districts were carried out and in each of those programmes on an average 200 to 300 people from different walks of life- public officials, private sector executives, teachers, civil society representatives, journalists, electronic media representatives and people of different professions-participated.

#### 5.12.2 Key Activities, Outputs related to the Activity, and related Strategic Objectives

Key Activities	Outputs Related to the Activity	Related Strategic Objectives
1. Mass awareness building campaign to implement the Right to Information Act	<ul style="list-style-type: none"> <li>Meetings/seminars organised for public briefing</li> </ul>	1

**5.13.3 Output Indicators and Targets**

Output Indicators	Unit	Actual 2008-09	Target 2009-10	Revised Target 2009-10	Medium Term Targets		
					2010-11	2011-12	2012-13
1. Settlement of complaints	Number						

**5.13.4 Forward Budget Estimates**

(Taka in Thousand)

	Budget 2009-10	Revised 2009-10	Budget 2010-11	Projection 2011-12	Projection 2012-13
Non-development	0	6,75,88	6,55,88	7,92,28	8,87,80
Development	0	0	0	0	0
Total	0	6,75,88	6,55,88	7,92,28	8,87,80

**5.13.5 List of Operation Units/Programs/Projects**

Operational Unit/Programmes/Projects	Related Key Activities
1. Information Commission	1