



**Annual Performance Agreement**  
**Of**  
**Department of Information and Media**  
**Ministry of Information and Communications**

**(July 1 2020 - June 30 2021)**

## **Section 1 : Vision, Mission, and Objectives**

### **Vision**

Empower Bhutanese citizens on harnessing the benefits of the effective use of media through a better understanding and appreciation of the media for better informed citizenry. Connecting the unconnected and establishing a harmonious knowledge-based society.

### **Mission**

Promoting and development of reliable and sustainable information and communications network systems and facilitating the provision of affordable and easier access to associated services, particularly to meet the basic social needs and help improve living standards of people in rural and far-flung communities of Bhutan, for the ultimate purpose of making a meaningful contribution to GNH.

### **Objectives**

1. Citizens empowered through access and effective use of media to make informed decisions
2. Culture, tradition and contemporary arts kept alive through media
3. Access to Information and Media enhanced

**Section 2: Objectives, Success Indicator, and Target**

Objective	Weight	Action	Success Indicator	Unit	Weight	Excellent [100%]	Very Good [90%]	Good [80%]	Fair [70%]	Poor [60%]
Citizens empowered through access and effective use of media to make informed decisions	40	Professionalize media and creative arts	Number of Programmes to Support Media Enterprises	Number	10	1	0	0	0	0
			Number of Media Events organized	Number	15	4	3	2	1	1
		Increase media and information literate population	No. of awareness programmes conducted on MIL for the general public	Number	5	5	4	3	2	1
			No. of Teachers trained on MIL (Process Development of a Module on MIL at SCE and PCE)	Number	5	280	250	200	150	100
Culture, tradition and contemporary arts kept alive through media	35	Number of local content developed/promoted	Number of local content developed/promoted	Number	15	3	2	1	0	0
			Number of programmes organised/supported on Contemporary Arts	Number	15	2	1	0	0	0
			Timeline/date by which a proposal on enhancing digital content industry in Bhutan is developed	Date	5	10/30/2020	11/16/2020	11/30/2020	12/15/2020	12/31/2020
Access to Information and Media enhanced	25	Media pluralism for private radio stations	Proposal for feasibility of expanding the reach of private radio stations	Date	5	06/04/2021	06/11/2021	06/18/2021	06/25/2021	06/30/2021
		Draft Concept Note on National Information and Media Policy	Timeline/Date by which a Concept Note on National Information and Media Policy is drafted	Date	5	06/04/2021	06/11/2021	06/18/2021	06/25/2021	06/30/2021

	Ensure Ku-band Equipment is imported and distributed to meet target for BBS TV connectivity in rural areas	Number of Ku-band equipment imported and distributed for BBS TV connectivity in rural areas	Number	10	10,000 sets	8,000 sets	6,000 sets	4,000 sets	2,000 sets
	Facilitate Interconnectivity of LCOs with MSO Digital Signal	Numbers of LCOs interconnected with MSO digital signals	Number	5	35	30	25	15	10

### **Section 3: Trend values of success indicators**

Objective	Action	Success Indicator1	Unit	Actual Values [FY 2013-14]	Actual Values [FY 2014-15]	Target Values [FY 2015-16]	Projecte d Values [FY 2016-17]	Projected Values [FY 2017-18]
Access to Information and Media enhanced	Draft Concept Note on National Information and Media Policy	Timeline/Date by which a Concept Note on National Information and Media Policy is drafted	Date					
	Ensure Ku-band Equipment is imported and distributed to meet target for BBS TV connectivity in rural areas	Number of Ku-band equipment imported and distributed for BBS TV connectivity in rural areas	Number	NA	NA	10,000 sets		
	Facilitate Interconnectivity of LCOs with MSO Digital Signal	Numbers of LCOs interconnected with MSO digital signals	Number	NA	NA	25		
	Media pluralism for private radio stations	Proposal for feasibility of expanding the reach of private radio stations	Date					
Citizens empowered through access and effective use of media to make informed decisions	Increase media and information literate population	No. of awareness programmes conducted on MIL for the general public	Number	5	5	5	5	5
		No. of Teachers trained on MIL (Process Development of a Module on MIL at SCE and PCE)	Number	300	500	500	500	500

	Professionalize media and creative arts	Number of Media Events organized	Number	2	2	1	1	1
		Number of Programmes to Support Media Enterprises	Number	0	0	1	1	1
Culture, tradition and contemporary arts kept alive through media	Number of local content developed/promoted	Number of local content developed/promoted	Number	3	3	3	3	3
		Number of programmes organised/supported on Contemporary Arts	Number	2	2	2	2	2
		Timeline/date by which a proposal on enhancing digital content industry in Bhutan is developed	Date					

#### Section 4: Definition of Success Indicator

Success Indicator	Description	Data Collection Methodology	Data Collection Frequency	Data Source
No. of awareness programmes conducted on MIL for the general public	Media and Information Literacy (MIL) provides a framework to access, analyze, evaluate, create and participate with messages in a variety of forms - from print to video to the Internet. Media Literacy builds an understanding of the role of media in society, as well as essential skills of inquiry and self-expression necessary for citizens of a democracy. Therefore, educating Bhutanese citizens on the importance of MIL is very important.	Administrative records	Annually	DoIM
No. of Teachers trained on MIL (Process Development of a Module on MIL at SCE and PCE)	Since 2015, Media Studies has been introduced as an optional subject in over 30 Higher Secondary Schools in Bhutan. Neither Paro College of Education nor Samtse College of Education trains teacher trainees on how to teach media studies curriculum, therefore, workshops and short term training are essential for the teachers who have volunteered to teach the subject. These training and workshops will develop the capacity of teachers to teach media studies effectively and efficiently and also provide skills on how to integrate MIL into classroom teaching-learning processes.	Administrative records	Annually	DoIM
Number of Programmes to Support Media Enterprises	Number of programmes carried to support private media houses.	Administrative record	Annually	DoIM
Number of Media Events organized	The Department of Information and Media has recognized the importance to encourage local information and media firms to create and promote Bhutanese culture and values, and acknowledge their contribution to our society. This will enhance, promote and boost all spheres of media industry.	Administrative Records	Annually	DoIM



<p>Number of local content developed/promoted</p>	<p>The Division is required to support media firms and industries that promote/contribute towards promotion and revival of the age old culture and tradition of our country. These include firms or individual organizing reality shows, documentary films, animations, printing and publishing houses. Support to these firms is important because they produce programs and information which are vital for educating the general public, especially our youth who are mostly exposed to and influenced by foreign content. Government support is necessary to encourage and motivate these creative sector to develop and promote local content.</p>	<p>Administrative Records</p>	<p>Annually</p>	<p>DoIM</p>
<p>Number of programmes organised/supported on Contemporary Arts</p>	<p>The division is responsible to build a vibrant and creative information and media sector that is responsive to people's needs. One of the activities initiated by the division is organizing and conducting training on contemporary arts as media and arts are inextricably linked. The division has organized and conducted trainings on Contemporary Arts . In the Fiscal Year 2019-2020, the division proposes to support/organize trainings/shows/exhibition on contemporary arts to promote and enhance their skills.</p>	<p>Administrative record</p>	<p>Annually</p>	<p>DoIM</p>
<p>Timeline/Date by which a Concept Note on National Information and Media Policy is drafted</p>	<p>A National Information and Media Policy will be drafted, consolidating all the policies related to information and media. It will also address the shortcomings related to media and information and the emerging trends. The policy document will be taking a holistic approach to information and media development in Bhutan, keeping with global trends and preservation of culture, tradition and language of Bhutan. This Policy will have a clear vision for the development of the information and media sector and industries in the country and determine the best way forward.</p>	<p>Administrative records</p>	<p>Annually</p>	<p>DoIM</p>

Number of Ku-band equipment imported and distributed for BBS TV connectivity in rural areas	In line with Implementation Plan for Nationwide BBS TV Coverage, six permit holders were licensed by BICMA to distribute and install Ku-band dish in the country to connect to BBS signal using the South Asia Satellite. The DoIM will facilitate the permit holders for distribution and import of TV equipment.	Assessment/Survey at the end of FY	Annually	Assessment/Survey
Numbers of LCOs interconnected with MSO digital signals	On 21st October 2019, the Bhutan NetCom Pvt. Ltd. was issued a Multi-Service Operator license. Over 90 local cable operators came together to form the MSO for digitizing the television system and enhancing TV service coverage to 90 percent of the unconnected households. The MSO targets to interconnect local cable operators with its digital signals within three years of its plan project. DoIM will facilitate towards interconnection of local cable operators with MSO digital signals.	Administrative records	Annually	MSO

## Section 5: Requirements from other Departments & Secretariat Divisions

Organisation Name	Relevant Success Indicator	Requirement from the Organisation	Justification for the Requirement	Requirement detail	Impact (If Not Met)
MINISTRY OF HOME & CULTURAL AFFAIRS	No. of awareness programmes conducted on MIL for the general public	To approve conduct of MIL for GAOs and inform the respective Dzongkhags and Gewogs	Implementation of MIL workshop for Gewog Administrative Officers, who will further sensitize the public.	Approval and facilitation	SI cannot be achieved
MINISTRY OF EDUCATION	No. of Teachers trained on MIL (Process Development of a Module on MIL at SCE and PCE)	To approve conduct of MIL in schools and to facilitate DoIM by informing the schools	Implementation of MIL for school teachers and students at schools.	Approval and facilitation	SI cannot be achieved
ROYAL UNIVERSITY OF BHUTAN	No. of Teachers trained on MIL (Process Development of a Module on MIL at SCE and PCE)	To approve conduct of MIL at Samtse College of Education and Paro College of Education	Implementation of MIL for pre-service teachers at the teacher training institutions.	Approval and facilitation	SI cannot be achieved
All Dzongkhags	Number of Ku-band equipment imported and distributed for BBS TV connectivity in rural areas	Information and data on households connected/not connected with TV signals	To connect those households without TV connectivity with TV signals through the cable television and South Asia Satellite.	Facilitation and connectivity	SI cannot be achieved
BHUTAN INFORMATION COMMUNICATION MEDIA AUTHORITY	Numbers of LCOs interconnected with MSO digital signals	Facilitate import, distribution, and installation of TV equipment, and reporting on progress status.	To connect LCOs through the MSO digital signals	Facilitation and reporting	Target cannot be achieved