



PERFORMANCE AGREEMENT

BETWEEN

Secretary and Director

**DEPARTMENT OF INFORMATION & MEDIA
MINISTRY OF INFORMATION & COMMUNICATIONS**

(July 1, 2019 – June 30, 2020)

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Preamble

The Performance Agreement is entered into between the Secretary and Director, Department Of Information & Media.

The objectives of this Performance Agreement are:

a) To establish clarity and consensus about annual priorities for the Department Of Information & Media consistent with the 11th Five Year Plan of the Ministry, and Governments other priorities;

b) To provide an objective and fair basis for evaluating the overall performance of the Department Of Information & Media at the end of the financial year

The Performance Agreement represents an important accountability mechanism for inculcating a performance based culture at all levels of government.

THEREFORE, the parties hereto agree as follows:

Section 1: Vision, Mission and Objectives

Vision

Empower Bhutanese citizens on harnessing the benefits of the effective use 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 media and information enhanced

Section 2: Objectives, Success Indicators & 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	56	Professionalize media and creative arts	Number of capacity development programmes for IMOs/Media focal persons organised	Number	11	1	0	0	0	0
			Number of grants provided to local media houses	Number	7	10	8	6	4	2
		Increase media and information literate population	No. of awareness programmes conducted on MIL for the general public	Number	13	5	4	3	2	1
			No. of Teachers trained on MIL	Number	13	500	400	300	200	100
			No. of school students sensitized on MIL	Number	12	1000	800	600	400	200
Culture, tradition and contemporary arts kept alive through media	33	Increase in number of programmes on local creative media and films and contemporary arts organized/supported/produced	Number of local content developed/promoted	Number	8	3	2	1	0	0
			Number of programmes carried out to develop and promote creative media and films	Number	7	2	1	0	0	0
			Number of annual media events supported	Number	11	2	1	0	0	0
			Number of programmes organised/supported to promote Contemporary Arts	Number	7	2	1	0	0	0
Access to media and information enhanced	11	Percentage of population with access to information and media increased	Percentage of work completed for film studio	Percent	11	90	80	70	60	50

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]	Projected Values [FY 2016-17]	Projected Values [FY 2017-18]
Access to media and information enhanced	Percentage of population with access to information and media increased	Percentage of work completed for film studio	Percent	40	90	100		
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 school students sensitized on MIL	Number	500	1000	1000	1000	1000
		No. of Teachers trained on MIL	Number	300	500	500	500	500
	Professionalize media and creative arts	Number of capacity development programmes for IMOs/Media focal persons organised	Number	1	1	1	1	1
		Number of grants provided to local media houses	Number	10	10	10	10	10
Culture, tradition and contemporary arts kept alive through media	Increase in number of programmes on local creative media and films organized/supported/produced	Number of annual media events supported	Number	2	2	2	2	2
		Number of local content developed/promoted	Number	3	3	3	3	3
		Number of programmes carried out to develop and promote creative media and films	Number	3	3	2	2	2

Culture, tradition and contemporary arts kept alive through media	Increase in number of programmes on local creative media and films and contemporary arts organized/sup	Number of programmes organised/supported to promote Contemporary Arts	Number	2	2	2	2	2
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Section 4: Definition of Success Indicators

Success Indicator	Description	Data Collection Methodology	Data Collection Frequency	Data Source
Number of local content developed/promoted	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.	Administrative Records	Annually	DoIM
Number of programmes carried out to develop and promote creative media and films	The film and creative industry sector is striving to sustain itself. One of problems faced by the industry is lack of professionalism, The division is mandated support the film and creative industry by providing capacity building training to not only enhance the skills of people in the industry but also to produce quality contents for the general audiences. The division proposes to coordinate and conduct trainings, workshops, film festivals, exchange programs, etc.	Administrative Records	Annually	DoIM

Number of annual media events supported	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. To this end, DoIM has been supporting the annual media events like the Bhutan National Film Awards, Annual Journalism Awards, and the Documentary and Short Film Awards. This is being done since it has a huge impact on the development of tradition and culture and in promotion of our culture and national language.	Administrative Records	Annually	DoIM
Number of programmes organised/supported to promote Contemporary Arts	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.	Administrative record	Annually	DoIM
Number of capacity development programmes for IMO/Media focal persons organised	To train the Information and Media officers of the government agencies in the field of information and media.	Administrative Records	Annually	DoIM

<p>Number of grants provided to local media houses</p>	<p>Content Development Grant is being provided to the private local media houses (Both print and broadcast) for an independent, quality, diverse and vibrant media in Bhutan by enabling public interest journalism and facilitating critical reflection and learning. Through this grant, the department supports the private media houses in producing local content that better informs the public, contributes to debate and most importantly increases coverage of rural issues and regions that have not been covered recently. Media houses cover stories from Dzongkhags on suggested themes of rural interests such as Education, Environment, maternal health, industries, gender-based violence etc.</p>	<p>Administrative records</p>	<p>Annually</p>	<p>DoIM</p>
<p>No. of awareness programmes conducted on MIL for the general public</p>	<p>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.</p>	<p>Administrative records</p>	<p>Annually</p>	<p>DoIM</p>

No. of Teachers trained on MIL	<p>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.</p>	Administrative records	Annually	DoIM
No. of school students sensitized on MIL	<p>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, making young people aware of MIL, especially in a media-saturated environment is fundamentally very essential.</p>	Administrative records	Annually	DoIM

Percentage of work completed for film studio	To construct Film Studio through fund mobilization and other necessary interventions. It will enhance growth of the Bhutanese film industry by making film businesses viable and profitable, making production facilities available at cheaper rates, and improving quality of films.	CDCL/DoIM	Quarterly	CDCL/DoIM
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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)
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Whereas,

I, the Director, Department Of Information & Media, commit to the Secretary and the Minister, Ministry Of Information & Communications to deliver the results described in this Annual Performance Agreement.

I, the Secretary, commit to the Director, Department Of Information & Media to provide necessary support for the delivery of results described in this Annual Performance Agreement.

SIGNED:

Secretary

Date

Rinchen Dorji
Director

Date