



# Ministry of Finance and Mass Media

## "Madya Aruna" Special Loan Scheme for Media Personnel to Purchase/Upgrade Media Equipment - 2018

### 01. OBJECTIVE

- To upgrade the professionalism of media personnel in Sri Lanka.

### 02. TARGET GROUP

- Media personnel serving on full time or part time basis in recognized electronic and print media institutions islandwide.
- Freelance media personnel.
- Provincial media personnel.
- Web media personnel.

### 03. ELIGIBLE EQUIPMENT

Targeted beneficiaries are eligible for obtaining loans under the Scheme in respect of the following:

- Computers (Laptop / Desktop / iPad)
- Cameras
- Fax machines
- Digital recorders
- Any other media equipment recommended by the Ministry of Finance and Mass Media

### 04. ELIGIBILITY CRITERIA

- Should be a media personnel as stipulated above (02) and should have completed **03 years** of service.
- Maximum age limit should be **60 years**.
- Should possess **Media Accreditation** issued by the Department of Government Information
- Should not be selected under the Madya Aruna Loan Scheme - 2017.
- Annual income should not be less than **Rs. 180,000.00**.

### 05. ITEMS AND CREDIT LIMITS

Category	Purpose	Maximum Credit Limit	On-lending Interest Rate to Borrowers (per annum)	Interest Subsidy by the Government to People's Bank (per annum)
Category 1	To purchase media equipment	Rs. 300,000.00	0%	100% from effective interest rate
Category 2	To upgrade media equipment	Rs. 150,000.00	50% from effective interest rate	50% from effective interest rate

- This loan scheme will be implemented by the People's Bank and the respective loan beneficiaries will have to enter in to an agreement with the People's Bank as per terms and conditions of the loan.

### 06. MODE OF SELECTION

- Beneficiaries will be selected through an interview conducted by a Committee appointed by the Secretary to the Ministry of Finance and Mass Media. The decision of the Secretary to the Ministry shall be final and conclusive.

### 07. APPLICATION PROCEDURE

- Duly filled applications prepared as per the specimen application given below should be sent under registered cover addressed to Director (Media), Ministry of Finance and Mass Media, No. 163, Kirulapone Avenue, Polhengoda, Colombo 05 to reach on or before 31.07.2018. "**Madya Aruna Loan Scheme - 2018**" should be clearly indicated on top left-hand corner of the envelope.

Inquiries :- Ms Sanduni / Mr Chandana - 011 2513645, 011 2513459, 011 2513460

For more details :- [www.media.gov.lk](http://www.media.gov.lk)

**Secretary,  
Ministry of Finance and Mass Media.**

# "Madya Aruna" - 2018

## Ministry of Finance and Mass Media

1. Name in Full (Block Letters) (Mr/Mrs/Miss): .....
2. Name with initials : .....
3. Personal Address : .....
4. Telephone No. : Mobile : ..... Residence : .....
5. Date of Birth : .....
6. Age as at the closing date of applications : ..... Years ..... Months ..... Days
7. National Identity Card No. : .....
8. Details of the Credit facility required
  - i. Equipment to be purchased : .....
  - ii. Credit Amount : .....
  - iii. People's Bank Branch expected : .....
9. Service Particulars
  - Employment status : Permanent  Temporary  Provincial   
Freelance  Web
  - Monthly Income : .....
  - Designation : .....
  - Service Period : .....
  - Organisation : .....
  - Newspaper / Channel / Other : .....
  - Official address : .....
  - Telephone No. : Office : ..... Fax : .....
  - District : .....
  - Email Address (Personal) : .....
  - ID No. issued by the Department of Government Information : No. : ..... Year : .....
10. Have you benefitted previously under similar schemes ? Yes  No.   
If yes,  
Type of media equipment : .....
- Amount of loan : Rs. ....
- Date of loan obtained : .....
- Date of loan recovered/to be recovered : .....

11. Other facilities received from this Ministry (Computers / Scholarships/Motor Vehicles/Other)

.....

I hereby certify that the above particulars are true and correct

Date : .....

Signature of the Applicant : .....

### Recommendation of the Head of the Institution

Mr./Mrs./Miss ..... is serving in this institution as a permanent / part-time / provincial / freelance / web journalist from ..... to ..... and I recommend him / her to be eligible for the above Loan Scheme. I hereby certify that the above particulars are true and correct.

1. Name : .....
2. Designation : .....
3. Address : .....
4. Telephone No. : .....

Date: .....

.....  
Signature and official stamp