



Ministry of Mass Media

"Maadya Aruna" Special Loan Scheme for Media Personnel to Purchase/Upgrade Media Equipment - 2019

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. EQUIPMENT AVAILABLE FOR PURCHASE

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 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
- Those who have not been selected under the Maadya Aruna Loan Scheme - 2017, 2018 are only eligible.
- Annual income should not be less than **Rs. 180,000.00**.

05. CREDIT LIMITS

Category	Purpose	Maximum Credit Limit	On-lending Interest Rate to Borrowers (per annum)	Interest Subsidy by the Government to 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 Regional Development Bank while the respective loan beneficiaries will have to enter into an agreement with the 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 Mass Media. The decision of the Secretary to the Ministry shall be the final.

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 Mass Media, "ASIDISI MEDURA", No. 163, Kirulapone Avenue, Polhengoda, Colombo 05 to reach on or before 30.04.2019. "Maadya Aruna Loan Scheme - 2019" should be clearly indicated on top left-hand corner of the envelope.

Inquiries :- Miss Sanduni / Mr Chandana - 011 2513645, 011 2513459, 011 2513460
For more details :- www.media.gov.lk

**Secretary,
Ministry of Mass Media.**

"Maadya Aruna" - 2019

Ministry of 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. Loan Amount expected :
 - iii. People's Bank or RDB Bank Branch from which the loan is 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 from a similar schemes earlier ? Yes No
If yes,
Type of media equipment obtained :
 - Amount of loan : Rs.
 - Date obtained the loan :
 - Date recovered/to be recovered the loan :
 11. Other facilities received from this Ministry (Computers / Scholarships/Motor Vehicles/Other)
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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:

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Signature and official stamp