# ACTION PLAN - 2025

Ministry of Health & Mass Media

**Mass Media**

# CONTENT

## Vision

"A well - Informed pluralistic and dynamic society"

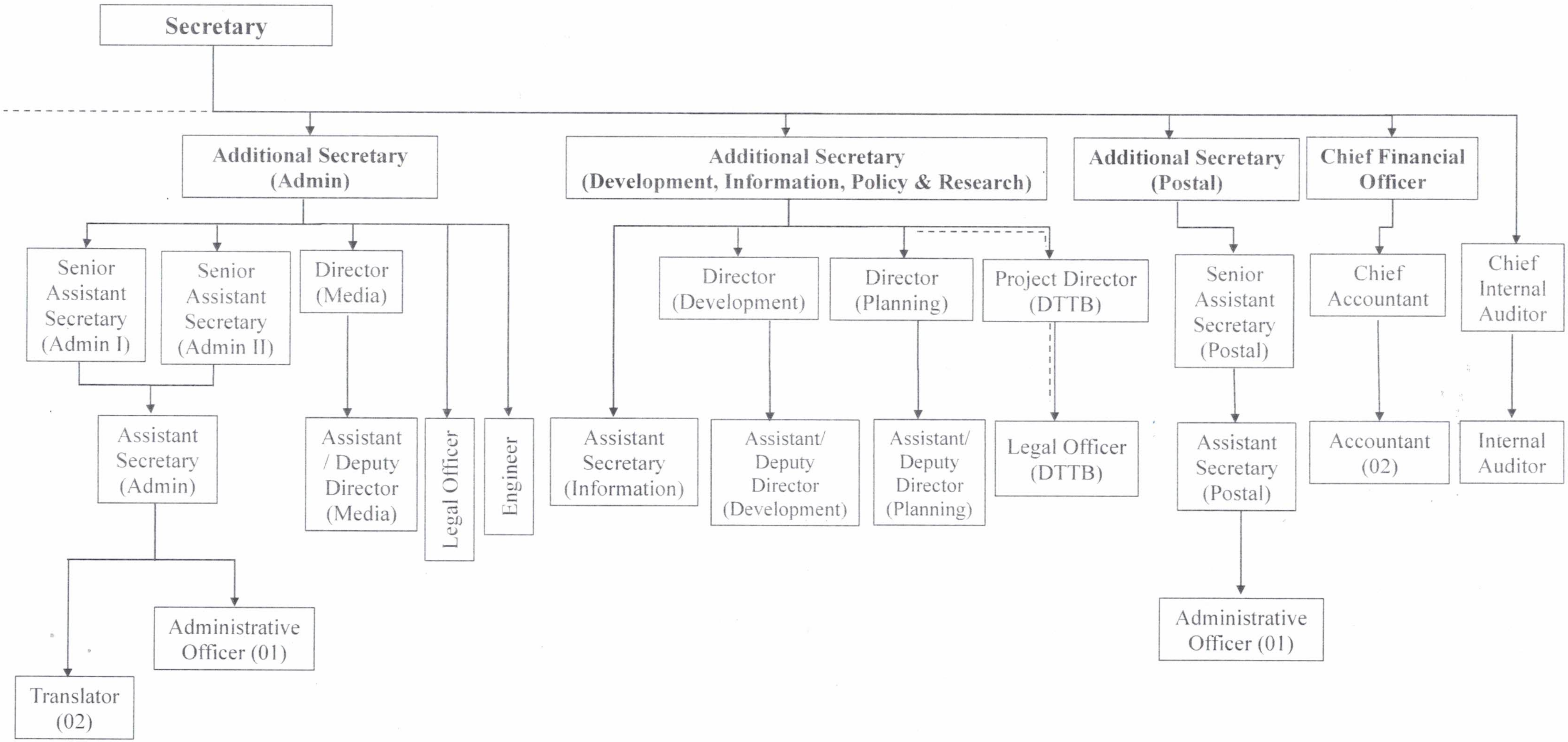
## Mission

"Formulating, Facilitating, Implementing, Monitoring and Evaluating policies and strategies in order to establish a people - friendly, development - oriented, free and responsible Sri Lankan media culture"

## Objectives

1. Extending necessary Assistance for the creation of a better media culture.
2. Broadening equal access to information for the public.
3. Facilitating the field of media with sophisticated technology.
4. Encouraging the uplift of professionalism of media personnel.
5. Upgrading media contribution and participation in the national development effort.
6. Providing leadership to boost country's image internationally.
7. Development of human resources to achieve the goals of the Ministry.
8. Effective utilization of the resources of the institutions affiliated to the Ministry.
9. Strengthening the Development process through the coordination of respective parties.

# Organizational Structure (Mass Media Division) - 2025



01 - Operational Activities
27 - Administration & Establishment Services (Mass Media)

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) Q1 | | | Q2 | | | Q3 | | | Q4 | | | Financial Target (Cumulative) (Rs. Mn.) Q1 | Q2 | Q3 | Q4 | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries* | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | |
| 1 | **Rehabilitation and Improvement of Capital Assets** | | | | | | | | | | | | | | | | | | | | | |
| 1.2 | 2002 - Plant, Machinery & Equipment<br>Source of Funding : CF<br>TEC : **3.0 Mn**<br>Project Duration : 12 months | 1.2.1 Repairing of fax machines and photocopiers<br>1.2.2 Repairing of computers & laptops<br>1.2.3 Repairing of Air-conditioners and other | 3.0 | Upon requests | | | | | | | | | | | | 3.0 | | | | No of items with proper function. | Increase efficiency | Addl. Secretary (Admin)<br>SAS (Admin) |
| 1.3 | 2003 - Vehicles Source of Funding : CF<br>TEC : **15 Mn**<br>Project Duration : 12 months | Repairs of vehicles (32 nos) | 15.0 | Upon requirement | | | | | | | | | | | | 15.0 | | | | No of vehicles maintained | Safety of employees<br>Increase efficiency | |
| | **Total (2002 & 2003)** | | **18.0** | | | | | | | | | | | | | | | | | | * Employees<br>Pedestrians | |

**01 - Operational Activities**
**27 - Administration & Establishment Services (Mass Media)**

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target (Cumulative) | | | | | | | | | | | | Financial Target (Cumulative) (Rs. Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| 1 | **Rehabilitation and Improvement of Capital Assets** | | | | | | | | | | | | | | | | | | | | | |
| | 2001-Building & Structures<br>Source of Funding : CF<br>TEC: 10.0 Mn<br>Project Duration: 12 months | 1.1.1 Renavation of sewarage system | 0.7 | | 50% | 5% | 10% | 40% | 40% | 50% | 70% | 75% | 80% | 95% | 100% | 0.70 | | | | Extent of renovation | | |
| | | 1.1.2 Renovation of Plumbing System | 1.8 | | 25% | 100% | | | | | | | | | | 1.80 | | | | System renovated | Quality office environment | |
| | | 1.1.3 Replacement of partitions of 2nd and 3rd floors | 1.5 | | | 25% | 100% | | 50% | | | 70% | | | 100% | 0.50 | | | | Area replaced | | SAS (II) |
| | | 1.1.4 Extention of ministry vehicle park | 1.0 | | | 90% | | | 100% | | | | | | | | | | | Area extended | Safe place for vehicles | |
| | | 1.1.5 Repairing of ministry roof-top | 2.0 | | | | | | 25% | | | 60% | | | 100% | | | | | Area repaired | Minimise potential repairs by protecting from weather | |
| | | 1.1.6 Repairing of wash rooms and Cleaning water leakages | 1 | | | | | | 25% | | | 60% | | | 100% | | 25 | 60 | 100 | Extent of repair | Hygenic environment for office | |
| | | 1.1.7 Renovation Ministry Record Room | 2.0 | | | | | | 25% | | | 60% | | | 100% | | | | | | | |
| | | **Sub Total** | **10.0** | | | | | | | | | | | | | | | | | | | |

**01 - Operational Activities**
**27 - Administration & Establishment Services (Mass Media)**

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target (Cumulative) | | | | | | | | | | | | Financial Target (Cumulative) (Rs. Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries* | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| 3 | **Capacity Building** | | | | | | | | | | | | | | | | | | | | | |
| | **Staff Training** | | | | | | | | | | | | | | | | | | | | | |
| 3.1 | 2401-001- Training the Ministry Staff | | | | | | | | | | | | | | | | | | | | | |
| | Source of Funding : CF<br><br>TEC : **Rs 2.0 Mn**<br>Project Duration : 12 months | 3.1.1 Training on Salary Conversions | 0.1 | | 50% | | | | | | 100% | | | | | 0.05 | | 0.10 | | Number of officers trained for the job | Awareness on Salary Conversions Qualified & Efficient work force. | SAS (II) |
| | | 3.1.2 Establishment Code and Financial Regulations and Procurement Guideline | 0.2 | | | 25% | | | 50% | | | 75% | | 100% | | 0.03 | 0.05 | 0.08 | **0.10** | Number of officers trained for the job | Awareness on E-Code and FR. Qualified & efficient workforce | |
| | | 3.1.3 Awareness on Clean Sri Lanka Program | 0.1 | | | | | 100% | | | | | | | | 0.00 | 0.10 | | | Number of officers trained for the job | Awarenes on Clean Sri Lanka Concept. Positive attitue Change. | |
| | | 3.1.4 Filing and Office Procedures | 0.2 | | | | | | | 50% | | | 100% | | | 0.00 | 0.00 | 0.10 | **0.20** | Number of officers trained for the job | Awareness on good practices on Office procedures Qualified & efficient workforce | |
| | | 3.1.5 Enhancing Driver Ethics and Knowledge | 0.2 | | 25% | | | | 25% | | | 25% | | 25% | | 0.05 | 0.10 | 0.15 | **0.20** | Number of officers trained for the job | Enhance the Driver ethics. Ensure the safety of the vehicles. | |
| | | 3.1.6 Training on IT for Office work | 0.2 | | | | | | | | 100% | | | | | 0.00 | 0.00 | 0.20 | | Number of officers trained for the job | IT Qualified & efficient workforce | |
| | | 3.1.7 Training for Staff Grade officers as per the Servvice Minute | 0.7 | | | | | | 15% | | | 65% | | | 100% | 0.00 | 0.13 | 0.45 | **0.70** | Number of officers trained for the job | Qualified and efficient decision makers. | |
| | | 3.1.8 Enhance skills on Cabinet Paper/ Project Proposal writing and report preparation | 0.15 | | | | | | | | | | 100% | | | 0.00 | 0.00 | 0.00 | **0.15** | Number of officers trained for the job | Qualified and efficient Workforce. | |
| | | 3.1.9 Training on Salary Calculations of the SOEs | 0.15 | | | | | | | | | | 100% | | | 0.00 | 0.00 | 0.00 | 0.15 | Number of officers trained for the job | Awareness Salary conversions of SOEs.Qualified & efficient workforce | |
| | | **Sub Total** | **2.0** | | | | | | | | | | | | | | | | | | | |

01 - Operational Activities
27 - Administration & Establishment Services (Mass Media)

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) | | | | | | | | | | | | Financial Target (Cumulative) (Rs. Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries* | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Q1 | Q2 | Q3 | Q4 | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | |
| 2 | **Acquisition of Capital Assets (Rs 5.5 Mn)** | | | | | | | | | | | | | | | | | | | | | |
| 2.1 | 2102 - Furniture & Office Equipment | 2.1.1 Fixing wooden wall-cupboards (floor area to ceiling level - Planning Division) | 0.2 | | | | | | 10% | 50% | 100% | | | | | | | | | Extent of cupboards fixed | Secure place for manage files | Chief Accountant |
| | Source of Funding : CF TEC : Rs 2.0 Mn Project Duration : 12 months | 2.1.2 Furniture (On request) | | | | | | | | | | | | | 100% | | | | | Furniture purchased | Comfortable for visitors /employees | |
| | | 2.1.3 Other office equipment (On request) | | | | | | | | | | | | | 100% | | | | | | | |
| | | **Sub Total** | **2.0** | | | | | | | | | | | | | | | | | | | |
| 2.2 | 2103 - Plant, Machinery & Equipment | 2.2.1 Laptops - 05 Media - 02 Development - 03 | 3.5 | | | | | 10% | 50% | 80% | 100% | | | | | | | | | No. of items purchased | Improved efficiency | Chief Accountant |
| | Source of Funding : CF TEC : Rs 3.5 Mn Project Duration : 12 months | 2.2.2 Desktops - 06 Development -03 Planning - 03 | | | | | | 10% | 50% | 80% | 100% | | | | | | | | | No. of items purchased | Improved efficiency | |
| | | 2.2.3 Other Machinery | | | | | | | | | | | | | 100% | | | | | | | |
| | | **Sub Total** | **3.5** | | | | | | | | | | | | | | | | | | | |
| | | **Total** | **5.5** | | | | | | | | | | | | | | | | | | | |

**Development Division**

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) Q1 Jan | Feb | Mar | Q2 Apr | May | Jun | Q3 Jul | Aug | Sep | Q4 Oct | Nov | Dec | Financial Target (Cumulative) (Rs. Mn.) Q1 | Q2 | Q3 | Q4 | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Other Capital Expenditure** | | | | | | | | | | | | | | | | | | | | | |
| | **2509 - Other** | | | | | | | | | | | | | | | | | | | | | |
| 1 | **057- Establishment of National Institute of Media (Establishment of the Chartered Institute of Media Professionals -Sri Lanka - CIMP SL)** | | **25.0** | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | | |
| | Source of Funding : CF | 1.1 Obtain the necessary approvals for the drafted Act | 5 | - | | - | - | - | - | 25% | 50% | 100% | - | - | - | - | - | - | 5 | No of Media Personnel enrolled. Widen the study opportunities in the field of Mass Media | Enhance the proficiency of Media Personnel | Additional Secretary(D.I. R & P) Director (Development) |
| | Total Estimated Cost | 1.2 Establish the management setup | 5 | - | - | - | - | | | - | - | | 50% | 50% | - | | | - | 5 | | | |
| | (Rs 25 Mn) | 1.3Aquisition of furniure, office equipment and Machinary | 15 | - | - | - | - | - | - | - | - | - | - | 100% | - | - | | - | 15 | | | |
| | Project Duration : 12 Months | 1.4 Inauguration of CIMP - SL | Continue to 2026 | | | | | | | | | | | | | | | | | | | |
| | | 1.5 Conduct programmes | | | | | | | | | | | | | | | | | | | | |
| 2 | **060-Committee to review TV/Radio License Applications** | | **0.5** | | | | | | | | | | | | | | | | | | | |
| | Source of Funding : CF | 2.1 Scrutinise applications received | - | Upon requests | | | | | | | | | | | | 0.5 | | | | No of license issued | Increase the standards of TV/Radio Broadcasting | |
| | Total Estimated Cost: | 2.2 Appropriate media institutes selected through the Committee | - | | | | | | | | | | | | | | | | | | | |
| | (Rs 0.5 Mn.) | 2.3 Obtain security clearence | - | | | | | | | | | | | | | | | | | | | |
| | Project Duration : 12 Months | 2.4 Obtain Hon Ministers approval | - | | | | | | | | | | | | | | | | | | | |
| | | 2.5 Issue the license | - | | | | | | | | | | | | | | | | | | | |
| | | 2.6 Payments & refreshments of the TV, Radio License evaluation Committee | **0.5** | | | | | | | | | | | | | | | | | | | |
| 3 | **Formulation of a National Media Policy** | | **No allocation** | | | | | | | | | | | | | | | | | | | |
| | Source of Funding : CF | 3.1 Multi Stakeholders consultation | | - | - | | 100% | - | - | - | - | - | - | - | - | - | - | - | - | Zero draft approved. | Create an ethical media culture | Additional Secretary (D.I. R & P) Director (Development) |
| | Total Estimated Cost (Rs 0.5 Mn.) | 3.2 Amend the zero draft with the received comments | | - | - | - | - | 50% | 100% | - | - | | - | - | - | - | - | - | - | Amendments received | | |
| | Project Duration : 12 Months | 3.3 Forward the Final Draft to the Cabinet of Ministers for the approval. | | - | - | - | - | - | - | - | - | - | - | 100% | | - | - | - | - | Approved Draft. | | |

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) | | | | | | | | | | | | Financial Target (Cumulative) (Rs. Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Q1 | Q2 | Q3 | Q4 | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | |
| | Recurrent Expenditure | | | | | | | | | | | | | | | | | | | | | |
| 4 | 1409-019 Presidential Media Awards | | | J | F | M | Ap | M | Ju | Jl | Ag | Se | Oc | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| | Source of Funding : CF<br><br>TEC: Rs 27.5Mn<br><br>Project Duration : 12 Months | **4.1 Conduct the Presidential Media Awards -2024/2025** | **27.5** | - | - | - | - | - | - | - | - | - | - | - | - | | - | - | - | No of Media Personnel enrolled. Widen the study opportunities in the field of Mass Media | Enhance the creative participation of the Media Personnel | Add.Sec (D.I. R & P). D (dev.) |
| | | 4.1 Establishment of steering Committee | - | Completed in 2024 | | | | | | | | | | | | | | | | | | |
| | | 4.2 Define Award Categories and set eligibility criteria | 1 | - | - | - | - | 100% | - | | - | - | - | - | - | 0.5 | 0.5 | - | - | | | |
| | | 4.3 Call for application - 2025 | 0.5 | - | - | - | - | - | 100% | | - | - | - | - | - | - | 0.5 | | - | | | |
| | | 4.4 Formulations of jury pannels - 2025 | 0.5 | - | - | - | - | - | 100% | - | - | - | - | - | - | - | 0.5 | | - | | | |
| | | 4.5 Evaluation of entries and select winners - 2025 | 2 | - | - | - | - | - | - | 100% | 100% | 100% | - | - | - | - | - | 2 | - | | | |
| | | 4.6 Selection of Event Manager & settlement of payment | 3.5 | - | - | - | - | - | - | - | 100% | 100% | - | - | - | - | - | 3.5 | - | | | |
| | | 4.7 Printing of invitations , certificates & soueniors | 2 | - | - | - | - | - | - | - | 100% | 100% | - | - | - | - | - | 2 | - | | | |
| | | 4.8 Selection of food & beverages supplier | 3.5 | - | - | - | - | - | - | - | - | 100% | - | - | - | - | - | 3.5 | - | | | |
| | | 4.9 Cash Price for winners | 3.5 | - | - | - | - | - | - | - | | 100% | 100% | - | - | - | | 2 | 0.8 | | | |
| | | 4.10 Nomination Press | 2.5 | - | | - | - | - | - | - | | | 100% | | - | - | - | | 2.5 | | | |
| | | 4.11 Miscellaneous | 0.5 | - | - | - | - | - | - | - | - | | 100% | - | - | - | - | | 0.5 | | | |
| | | 4.12 Preparation in Awards Ceremony. | 7 | - | - | - | - | - | - | - | - | 50% | 100% | - | - | - | - | - | 7 | | | |
| | | 4.13 Conduct the Award Ceremony - 2024/2025 | 1 | - | | - | - | - | - | - | - | - | - | 100% | - | - | - | - | 1 | | | |
| | | **Sub Total** | **27.5** | | | | | | | | | | | | | | | | | | | |

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) | | | | | | | | | | | | Financial Target (Cumulative) (Rs. Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Q1 | Q2 | Q3 | Q4 | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | |
| 5 | **1409-019 Introduce a Code of Media Ethics conduct for journalists inaccordance with National Action Plan on women, Peace and security- (New Project)** | | | J | F | M | Ap | M | Ju | Jl | Ag | Se | Oc | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| | Source of Funding : | 5.1 Establish a steering committee to draft the code of media ethics. | | Completed in 2024 | | | | | | | | | | | | | | | | No of discussion/ Code of media ethics | Media personnel/ Media Institutes/ General public establishment of a better media culture. | Add Sec (D.I. R & P). D (dev.) |
| | Total Estimated Cost: | 5.2 Literature Review and Legal Review | | | | | | | | | | | | | | | | | | | | |
| | Project Duration : 12 Months | 5.3 Draft the Code of media ethics. | | | | | 25% | 50% | 100% | | | | | | | - | - | - | - | | | |
| | | 5.4 Stakeholder consultations Review and refine the Zero Draft | | | | | | | | 25% | 50% | 100% | | | | - | - | - | - | | | |
| | | 5.5 Revised and Refine the Code of Media Ethics based on stakeholder consultation | | | | | | | | | | | 100% | | | - | - | - | - | | | |
| | | 5.5 Share the revised and refined Draft with all stakeholders who participated in the consultations | | | | | | | | | | | | 100% | | - | - | - | - | | | |
| | | 5.6 Forward the first draft to the Cabinet of Ministry for the necessary approvals and fuurther proceeding | | | | | | | | | | | | | 100% | - | - | - | - | | | |

**Planning**

| # | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) | | | | | | | | | | | | Financial Target (Rs. | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| 1 | Programme 1 : Implementation of the Action Plan 2025 | 1.1 Hold discussions on Action Plan 2025 | - | 100 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | Action Plan 2025 | Completion of planned activities as per targets set in Action Plan | Addl Sec (D.I.R & P), Director (P), Dy.Director (P) |
| 2 | Programme 2 : Annual Progress Review - 2024 of the Ministry & the affiliated institutuions | 2.1. Conduct Progress Review Meetings on Annual Progress 2024 | - | - | 100 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | No of progress reports reviewed. No of progress meetings hold. Identified issues and barriers to relevant bodies to take appropriate actions | Completion of planned activities as per targets set in Action Plan | Addl Sec (D.I.R & P, Director (P), Dy.Director (P) |
| 3 | Programme 3 : Preperation of Annual Performance Report 2024 | 3.1 Preperation of **Annual Performance Report 2024** and Submision to Parliament | - | 25 | 40 | 35 | 100 | - | - | - | - | - | - | - | - | | - | - | - | Annual Performance Report | Report tabled and aware Parliament on progress of the ministry. | |
| 4 | Programme 4 : Hold Quarterly Progress Review - 2025 | Conduct Progress Review Meetings | - | **Before the 3rd week of the every following month** | | | | | | | | | | | | - | - | - | - | Quarterly Progress Meetings hold. Identified issues and barriers. Directed issues and barriers to relevant bodies to take appropriate actions. | Completion of planned activities as per targets set in Action Plan | Addl Sec (D.I.R & P, Director (P), Dy.Director (P) |
| 5 | Programme 5 : Submission of Progress Report 2024 for the Committee Stage on Budget 2026 | Preparation of the Progress Report-2025 and concise report. | - | - | - | - | - | - | - | - | 25 | 50 | 100 | - | - | - | - | - | - | Attainment of set targets of the Ministry within a given time periods per Ministry Objectives | Submission of Progress Report-2024 and Consice Report on time to the Budget Debate 2026. | Addl Sec (D.I.R & P), Director (P), Dy.Director (P) |
| 6 | **Programme 6 : 2025 Budgeting – Capital Expenditure** | | | | | | | | | | | | | | | | | | | | | |
| | Project 6.1 Appraising New Project Proposals at Ministry Level | 6.1.1 Obtain project proposals from institutions, review and submit to the NPD. If necessary prior approvals are obtained. | - | - | - | - | 100 | - | - | - | - | - | - | - | - | - | - | - | - | No. of approved new projects in favour of Ministry objectives Enough funds for development projects | Successfully implementation of new projects/ successfully completed new projects achieving Ministry objectives/government objectives | Addl Sec (D.I.R & P), Director (P), Dy.Director (P) |
| | Project 6.2 Preparation of Capital Budget for 2026 | 6.2.1 Prepare capital budget 2026 for the Ministry | - | - | - | - | - | 50 | 75 | 100 | - | - | - | - | - | - | - | - | - | A Medium Term Budgetary Framework for the Ministry | Capital Budget 2026 for ministry requirement | |
| 7 | Programme 7 : Praparation of Action Plan 2026 | 7.1 Collect information from each division & compiled the document. | - | - | - | - | - | - | - | 50 | 75 | 100 | - | - | - | - | - | - | - | Project wise highly organized and well defined set of activities/sub activities per each project as per budgetary allocations Clear targets- both financially and physically on monthly /quarterly basis. A guidance for project monitoring | Successfully completion of planned activities as per the Action Plan for the year 2023 for the improvement of Media Sector | Addl Sec(D.I.R & P), Director (P), Dy.Director (P) |
| | | 7.2 Obtain approval from the Chief Accounting Officer and submit the Action Plan to the Auditor General's Dept.. | - | - | - | - | - | - | - | - | - | - | - | - | 100 | - | - | - | - | | | |

| # | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) | | | | | | | | | | | | Financial Target (Rs. | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| 8 | Programme 8 : Guidance for preparation of Corporate Plans (2025-2028) with PED if necessary. | | As per requirement | | | | | | | | | | | | | | | | | Plans formulated | Attainment of set targets of the Ministry within a given time period as per Ministry Objectives | Addl Sec (D,I,R & P), Director (P), Dy.Director (P) |
| 9 | **Programme 9 : Reports to be forwarded to the other institutions/ organizations.** | | | | | | | | | | | | | | | | | | | | | |
| | Project 9.1 : Submissison of progress reports on national programmes carried out by other ministries and institutions. Eg: Presidential Secretariat, Ministry of Womens Affairs etc., | 9.1.1 Aware relevant Media Organizations on National Programmes | - | **Depends** | | | | | | | | | | | | - | - | - | - | Facilitate Media assistance to relevant Organizations | Aware of people | Addl Sec (D,I,R & P), Director (P), Dy.Director (P) |
| | | 9.1.2 Review progress of the programmes assign to the Ministry | - | **Before 10th day of each following month** | | | | | | | | | | | | - | - | - | - | | | |
| | | 9.1.3 Submit progress of the relavent action plans | - | **Before 3rd week of each following month** | | | | | | | | | | | | - | - | - | - | | | |

## Right to Information

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target | | | | | | | | | | | | Financial Target (Cumulative) (Rs. Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Q1 | Q2 | Q3 | Q4 | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | |
| 5 | **1409-020 Support to Implement RTI Act** | | | | | | | | | | | | | | | | | | | | | |
| | Source of Funding : CF | 5.1 Commemoration of International RTI Day for the year -2025 | 2 | | | | | | | | | 100% | | | | | | 2.0 | | The ceremony held. | Awareness increase of citizens | Add.Sec (D, P & RTI), DO (RTI) |
| | TEC : Rs 5 Mn | 5.2 Conduct training programmes for public sector officers (15 programs) | 1.5 | - | 2 | 1 | - | 3 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 0.3 | 0.8 | 1.1 | 1.5 | No of attendees | Customer satisfaction rating | |
| | Project Duration : 12 Months | 5.3 Conduct awareness programmes for general public (10 programs) | 1.5 | - | 1 | 1 | - | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0.3 | 0.6 | 1.05 | 1.5 | No of persons participated. | Customer satisfaction rating | |
| | | **Total** | 5 | | | | | | | | | | | | | | | | | | | |

**Media**

| No | Programme/Project Description | Major Activities | Allocation for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) Q1 Jan | Q1 Feb | Q1 Mar | Q2 Apr | Q2 May | Q2 Jun | Q3 Jul | Q3 Aug | Q3 Sep | Q4 Oct | Q4 Nov | Q4 Dec | Financial Target (Cumulative) (Rs. Mn.) Q1 | Q2 | Q3 | Q4 | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries* | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3.2 | 2401-002 Awarding scholarships for training courses | | | | | | | | | | | | | | | | | | | | | |
| | Source of Funding : CF<br><br>TEC : **Rs 7.0 Mn**<br><br>Project Duration : 12 months | 3.2.1 Calling applications for the year 2025 | Rs 7.00Mn. | | | | 100 | | | | | | | | | | | | | Advertisements published B & W 1/2 page Trilingual | Journalists/media personnels interested to follow media related courses. | Addl Secretary (Admin) Director (Media) |
| | | 3.2.2 Held interviews and selection for the year 2025 | | | | | | | 100 | | | | | | | | | | | No of journalists selected | Qualify journalists selected through a transparency manner. | |
| | | 3.2.3 Awarding scholarships (100 persons) | | with the commecement of the course, the peament will be done | | | | | | | | | | | | | | | | No of scholarships awarded. | Enhance the proficiency of Media Personnel | |
| | | 3.2.4 Payment for installements | | | | | | | | | | | | | | (i)With the commencement of the course, the payment will be done.<br>(ii) Reimbursement will be settled<br>(iii)Upon requests made by journalists/media personnal who continue courses. | | | | No of journalists received payment/installements or Reimbursement | Enhance the proficiency of Media Personnel Facilitation of reduce financial burden | Addl Secretary (Admin) Director (Media) |

Legal

| No | Programme/ Project Description | Major Activities | Allocation for 2025 (Rs .Mn.) | Physical Target as a % (Cumulative) | | | | | | | | | | | | Financial Target (Cumulative) (Rs .Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| 1 | **Programme 1 : Amendments of Acts related to the institutions coming under the purview of Minister of Mass Media** | | | | | | | | | | | | | | | | | | | | | |
| | **Project 1.1 : Restructured and amendmemnt of the Press Council Act No.5 of 1973** Source of Funding : Total Estimated Cost (Rs .Mn.) : Project Duration : | 1.1.1 Submit Note to the Cabinet for necessary amendments | | 100 | | | | | | | | | | | | | | | | | To face the future challenges in Media Sector. | Additional Secretary (Development and Planning) / Legal Officer |
| | | 1.1.2 Seek approval of the Cabinet of Ministers for amendments. | | 50 | 100 | | | | | | | | | | | | | | | | | |
| | | 1.1.3 Forwarding drafts to the Legal Draftsman's Department and the Attorney General's Department for necessary Action. | | | | 10 | 20 | 35 | 55 | 100 | | | | | | | | | | | | |
| | | 1.1.4 Seek approval of the Cabinet of Ministers for the amendments. | | | | | | | | | 100 | | | | | | | | | | | |
| | | 1.1.5 Submission to the Parliament of pass | | | | | | | | | | 25 | 25 | 100 | | | | | | | Submitted to Parliament. | |
| | **Project 1.2 : Amendment of Sri Lanka Foundation Institute** Source of Funding : Total Estimated Cost (Rs .Mn.) : Project Duration : | 1.2.1 Obtaining relevant observation from the institutions concerned on contemporary amendments required in achieving development goals. | | | | | | | | | | | | | | | | | | | | Additional Secretary (Development and Planning) / Legal Officer |
| | | 1.2.2 Seek approval of the Cabinet of Ministers for amendments. | | | | | | | | | | | | | | | | | | | | |
| | | 1.2.3 Appoinment of intellectual committee and drafting of amendments. | | | | | | | | | | | | | | | | | | | | |

| No | Programme/ Project Description | Major Activities | Allocation for 2025 (Rs .Mn.) | Physical Target as a % (Cumulative) | | | | | | | | | | | | Financial Target (Cumulative) (Rs .Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| | | 1.2.4 Forwarding draft to the Legal Draftsman's Department and Attorney General's Department for necessary action. | | | | | | | | | | | | | | | | | | | | |
| | | 1.2.5 Seek approval of the Cabinet of Ministers for the amendments. | | | | | | | | | | | | | | | | | | | | |
| | | 1.2.6 Submission to the Parliament | | | | | | | | | | | | | | | | | | | Parliament submitted draft | |
| | **Project 1.3 : Amendment of Sri Lanka National Film Corporation Act** Source of Funding : Total Estimated Cost (Rs .Mn.) : Project Duration : | 1.3.1 Re-review of the Sub-Committee as per the instructions of the Cabinet of Ministers. | | 100 | | | | | | | | | | | | | | | | | | Additional Secretary (Development and Planning) / Legal Officer |
| | | 1.3.2 Submission of the draft prepared by the sub-committee to the Cabinet. | | | 100 | | | | | | | | | | | | | | | | | |
| | | 1.3.3 After the Cabinet Decision, forwarding the draft to the Legal Draftsman Department and Attorney General's Department for necessary action. | | | | 100 | | | | | | | | | | | | | | | Draft sent to Legal Draftsman and Attorney General's Department. | |
| | | 1.3.4 After being forwarded draft by the Attorney General's Department and the Legal Draftsman Department, Seek Approval of the Cabinet of Ministers for the amendments. | | | | | | | | 100 | | | | | | | | | | | Cabinet decision for the amendment. | |
| | | 1.3.5 Submission to the parliament of pass | | | | | | | | | | | 100 | | | | | | | | Submitted to Parliament. | |

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| No | Programme/ Project Description | Major Activities | Allocation for 2025 (Rs .Mn.) | Physical Target as a % (Cumulative) | | | | | | | | | | | | Financial Target (Cumulative) (Rs .Mn.) | | | | Key Performance Indicator & Output | Expected Outcome/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Q1 | Q2 | Q3 | Q4 | | | |
| 2 | **Programme 2 : Establishment of the Broadcasting Regulatory Commission** | | | | | | | | | | | | | | | | | | | | | |
| | **Project 2.1 : Drafted of Broadcasting Regulatory Commission Bill**<br>Source of Funding :<br>Total Estimated Cost (Rs .Mn.) :<br>Project Duration : | 2.1.1 After the Cabinet Decision, forwarding the draft to the Legal Draftsman Department and Attorney General's Department for necessary action. | | 25 | 25 | 100 | | | | | | | | | | | | | | | Submitted to Parliament. | |
| | | 2.1.2 After being forwarded draft by the Attorney General's Department and the Legal Draftsman Department, Seek Approval of the Cabinet of Ministers for the amendments. | | | | | 100 | | | | | | | | | | | | | | | |
| | | 2.1.3 Submission to the parliament of pass | | | | | | 100 | | | | | | | | | | | | | | |
| | **Project 2.2 : Draft Bill of the Chartered Institute of Media Professionals of Sri Lanka**<br>Source of Funding :<br>Total Estimated Cost (Rs .Mn.) :<br>Project Duration : | 2.2.1 Forwarding drafts to the Legal Draftsman's Department for necessary Action. | | 20 | 25 | 25 | 100 | | | | | | | | | | | | | | | Additional Secretary (Development and Planning) / Legal Officer |
| | | 2.2.2 After being forwarded draft by the Legal Draftsman Department, Seek Approval of the Cabinet of Ministers for the Draft Bill. | | | | | | 100 | | | | | | | | | | | | | | |
| | | 2.1.3 Submission to the Parliament of pass | | | | | | | 25 | 25 | 100 | | | | | | | | | | | |

## Digitalization of Terrestrial Television Brodcasting Project (SL-P112 under JICA Soft Loan Facility)

**SDG Target :** The objective of the project is to promote the effective utilization of frequency resources and to develop the information communication infrastructure for enhancing the accessibility to variety of information including disaster information, closed-caption broadcasting, multi-language broad casting etc. through the development of the digital terrestrial television broadcasting network, thereby contributing to development of ICT industry and the improvement of the information accessibility for the vulnerable people.

| No | Programme/ Project Description | Major Activities | Allocations for 2025 (Rs. Mn.) | Physical Target as a % (Cumulative) Q1 Jan | Q1 Feb | Q1 Mar | Q2 Apr | Q2 May | Q2 Jun | Q3 Jul | Q3 Aug | Q3 Sep | Q4 Oct | Q4 Nov | Q4 Dec | Financial target (Rs. Mn) Q1 | Q2 | Q3 | Q4 | Key performance indicator & Out put | Expected outcomes/ Beneficiaries | Responsibility |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Project 1 : (Name) Digitalization of Terrestrial Television Broadcasting Project in Sri Lanka(SL-P112) Source of Funding : JICA & GOSL Total Estimated Cost (TEC) :32,000 mn LKR (JPY 17,222mn) [JICA: 25.5 Bn, GOSL: 6.5 Bn) Project Duration : 07 years (2021-2028) | **A. Local Funds:** | 50 | 1.2 | 2.6 | 3.6 | 4.6 | 6.0 | 20 | 42 | 54 | 64 | 76 | 88 | 100 | 1.8 | 10.0 | 32 | 50.0 | | | PMU |
| | | **1. Recurrent Expenditure** | | | | | | | | | | | | | | | | | | | | |
| | | 1.1 Total | 39 | | | | | | | | | | | | | | | | | | | PMU |
| | | 1.2 Salaries and other office expenses | 39 | 1.5 | 3.3 | 4.6 | 6.1 | 7.7 | 11.5 | 26.3 | 41.0 | 55.7 | 70.5 | 85.0 | 100.0 | 1.8 | 4.5 | 21.7 | 39 | | | |
| | | 1.3 Rent and Local Taxes | | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | | | |
| | | **2. Capital Expenditure** | | | | | | | | | | | | | | | | | | | | |
| | | 2.1 Total | 11 | | | - | - | - | 50 | 100 | - | - | - | - | - | - | 5.5 | 11 | - | | | PMU/MMM |
| | | 2.2 Rehabilitation & improvement | 0.5 | | | | - | - | 100 | - | - | - | - | - | - | - | 0.5 | - | - | | | |
| | | 2.3 Furniture & Office Equipment | 7.2 | | - | - | - | - | 56 | 100 | - | - | - | - | - | 0 | 4.0 | 7.2 | - | | | |
| | | 2.4 Computer peripherals | 3.3 | | | | | | 30 | 100 | | | | | | | 1.0 | 3.3 | | | | |

02.06.25

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