



**PERFORMANCE AGREEMENT**

**BETWEEN**

**OFFICIATING SECRETARY AND DIRECTOR**

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

**(July 1, 2018 – June 30, 2019)**

## **TABLE OF CONTENTS**

---

- Section 1: Vision, Mission and Objectives
- Section 2: Objectives, Actions, Success Indicators and Target
- Section 3: Trend Values of Success Indicators
- Section 4: Description and Measurement of Success Indicators.
- Section 5: Requirements from other Departments & Secretariat Divisions

**Preamble**

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

The objectives of this Performance Agreement are:

- a) To establish clarity and consensus about annual priorities for the consistent with the 12th Five Year Plan of the Ministry, and Government's other priorities;
- b) To provide an objective and fair basis for evaluating the overall performance of the 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 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 the development of reliable and sustainable information and communications networks and 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	Professionalise Media and Creative Arts	Number of Capacity Development Programmes for IMOs/Media Focal Persons Organised	Number	8	1	0	0	0	0
			No. of Grants Provided to Local Media Houses	Number	10	10	8	6	4	2
		Increase Media and Information Literate Population	No. of awareness programmes conducted on MIL for the general public	Number	10	5	4	3	2	1
			No. of Teachers trained on MIL	Number	10	300	250	200	150	100
			No. of school students sensitized on MIL	Number	10	500	400	300	200	100
			Number of Monks/Nuns Sensitised on Social Media/MIL	Number	8	150	125	100	75	50
Culture, Tradition and Contemporary Arts Kept Alive Through Media	30	Contribution to the Creative Media Industry (In Number of Programmes and Events)	Number of local content Developed/Promoted	Number	10	3	2	1	0	0
			Number of Programmes Carried Out to Develop and Promote Creative Media and Films	Number	10	3	2	1	0	0
			Number of Annual Media Events Supported	Number	10	2	1	0	0	1
Access to Media and Information Enhanced	14	Percentage of Population with Access to Information and Media Increased	Set-up Campus Radio Station	Number	6	1	0	0	0	0
			Percentage of Work Completed for Film Studio	Percent	5	40	30	20	10	5
			Number of Cinema Hall Construction Initiated	Number	3	1	1	1	1	0

### 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	Number of Cinema Hall Construction Initiated	Number	1	1	0	0	0
		Percentage of Work Completed for Film Studio	Percent	40	80	100		
		Set-up Campus Radio Station	Number	1	-	1	-	1
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
		Number of Monks/Nuns Sensitised on Social Media/MIL	Number	150	150	150	150	150
	Professionalise Media and Creative Arts	No. of Grants Provided to Local Media Houses	Number	10	10	10	10	10
		Number of Capacity Development Programmes for IMO/Media Focal Persons Organised	Number	1	1	1	1	1

Culture, Tradition and Contemporary Arts Kept Alive Through Media	Contribution to the Creative Media Industry (In Number of Programmes and Events)	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	3	3	3



#### Section 4: Definition of Success Indicators

Success Indicator	Description	Data Collection Methodology	Data Collection Frequency	Data Source
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
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	<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

No. of Grants Provided to Local Media Houses	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 .	ADM Records	Annually	DoIM
Number of Monks/Nuns Sensitised on Social Media/MIL	Today, sensitization programs on social media and Media and Information Literacy (MIL) has been found crucial for everyone in order to provide a framework to access, analyze, evaluate, create and participate with messages in a variety of forms - from print to video on social media and the Internet. With modernization, it is felt pertinent to sensitize the monks/nuns in Bhutan on the definition, types, disadvantages/ill effects and advantages/benefits of social media and the internet.	ADM Records	Annually	DoIM

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
Set-up Campus Radio Station	A Campus Radio Station will be set up in one of the RUB colleges. Having access to radio station within the college will enhance and improve the flow of information among the students and the faculty. It will act as an additional source of news exchange and platform for creating and producing contents on useful information. The students will be also trained on operation and management of the radio station and radio telecommunications, and development of radio programmes.	DoIM Annual Report	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	DoIM
Number of Cinema Hall Construction Initiated	To initiate construction of cinema halls through fund mobilisation and other interventions. Currently, there's lack of cinema theatres, or screening platforms in many of the Dzongkhags, which is a major problem for the film makers. This will help the film industry to reach out to more audience through proper cinema theatres and distribution system of films.	CDCL/DoIM	Quarterly	DoIM

## 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)
SECRETARIAT	Number of Capacity Development Programmes for IMO/Media Focal Persons Organised	Timely release of funds and approvals and support from the AFD in tendering processes, if required.	Since AFD is under the Secretariat, financial sanctions have to endorsed on time and related support to be provided.	-	IWP/APA will be affected.
SECRETARIAT	Number of Annual Media Events Supported	Timely release of funds and approvals	Since AFD is under the Secretariat, financial sanctions have to endorsed on time and related support to be provided.	-	IWP/APA will be affected



Whereas,

I, the Director commit to the Officiating Secretary and the Minister, to deliver the results described in this Annual Performance Agreement.

I, the Officiating Secretary, commit to the Director, to provide necessary support for the delivery of results described in this Annual Performance Agreement.

SIGNED:

ref n.

27/02/19

Whereas,

I, the Director  
Annual Period  
Pemba Wangchuk  
Officiating Secretary

Date

I, the Officiating Secretary, commit to the Director, to provide necessary support for the delivery of results described in this Annual Performance Agreement.

Rinchen Dorji

Rinchen Dorji  
Director

SIGNED:

Date

27/2/2019

Whereas,

I, the Director commit to the Officiating Secretary and the Minister, to deliver the results described in this Annual Performance Agreement.

I, the Officiating Secretary, commit to the Director, to provide necessary support for the delivery of results described in this Annual Performance Agreement.