

C. NATIONAL BOOK DEVELOPMENT BOARD

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Increased investment and global competitiveness

ORGANIZATIONAL OUTCOME

Local Book Publishing Industry developed

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Upliftment of quality standards of books and enhancing a competitive industry through importation benefits such as tax and duty-free exemptions, books and publishing fairs.
2. Priming the market to be more receptive to books towards the goal of instilling lifelong learning / readership, appreciation of culture, building of identity and looking towards the empowerment of creators through the conduct of literary festivals, seminars and fora.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2017 TARGETS
Local Book Publishing Industry developed		
% increase in the titles by NBDB registered authors	243	2%
Increase in locally (Filipino) – authored books published	7,825	5%
Increase in book sales in both local and export market		10%
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)		2017 Targets

MFO 1: TECHNICAL ADVISORY SERVICES

TECHNICAL ADVISORY SERVICES/BOOK INDUSTRY DEVELOPMENT SERVICES

Number of Technical Advisory/Book Industry Development projects assignments undertaken	27
% of stakeholders who rate services provided as good or better	90%
% of advisory requests that are acted upon within seven (7) days	100%

MFO 2: MARKET DEVELOPMENT SERVICES

MARKET DEVELOPMENT SERVICES

Number of incentive awards	23
% of stakeholders in 2015 who were able to complete the manuscripts within two (2) years	100%
% of awards distributed within forty-eight (48) hours of award ceremony	100%