

## E. NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

### STRATEGIC OBJECTIVES

#### SECTOR OUTCOME

Lifelong learning opportunities for all ensured

#### ORGANIZATIONAL OUTCOME

Quality Child-Friendly Television Programs Promoted

#### PERFORMANCE INFORMATION

#### ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

#### BASELINE

#### 2023 TARGETS

Quality Child-Friendly Television Programs Promoted

#### CHILD-FRIENDLY TELEVISION DEVELOPMENT PROGRAM

##### Outcome Indicators

- |   |                 |                 |
|---|-----------------|-----------------|
| 1. Percentage of television airtime dedicated to child-friendly programs  | 15% (3.6 hours) | 15% (3.6 hours) |
| 2. Number of policies concerning children and media prepared which are adopted / approved by concerned agencies | 1               | 1               |

##### Output Indicators

- |  |       |                   |
|--|-------|-------------------|
| 1. Number of policies concerning children and media prepared and presented to concerned agencies                           | 1     | 1                 |
| 2. Number of workshops, seminars, trainings, and conferences conducted   | 30    | 28                |
| 3. Percentage of participants of workshops, seminars, trainings, and conferences who rate the activities as good or better | 8,562 | 95% (8,134/8,562) |