

E. NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Promote and improve lifelong learning and education

ORGANIZATIONAL OUTCOME

Quality Child-Friendly Television Programs Promoted

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2024 TARGETS

Quality Child-Friendly Television Programs Promoted

CHILD-FRIENDLY TELEVISION DEVELOPMENT PROGRAM

Outcome Indicators

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|---------------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| 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 | 28 | 30 |
| 3. Percentage of participants of workshops, seminars, trainings, and conferences who rate the activities as good or better | 95% | 95% |