

C. NATIONAL BOOK DEVELOPMENT BOARD

STRATEGIC OBJECTIVES

MANDATE

The National Book Development Board (NBDB) formulates, adopts, and implements a National Book Policy and a corresponding National Book Development Plan that will serve as the basis for fostering the progressive growth and viability of the country's book industry. It ensures an adequate supply of affordable, quality-produced books not only for the domestic but also for the export market.

VISION

It shall be the leading catalyst for building a culture of reading and authorship as well as an environment for the growth of the book publishing industry towards a globally competitive position.

MISSION

To promote the continuing development of the book publishing industry, with the active participation of the private sector, to ensure an adequate supply of affordable, quality-produced books not only for the domestic market but also for export.

KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

SECTOR OUTCOME

Increased investment and global competitiveness

ORGANIZATIONAL OUTCOME

Local Book Publishing Industry developed

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Aid in the development of quality, affordability, and accessibility of books in the domestic market through duty-free importation of raw materials, capability-building activities, awards and grants, and other technical advisory services
2. Enhance the competitiveness of the local book publishing industry through trade and investment promotions and cultivate a deeper and wider appreciation of local literature and books in general through sustained reading campaigns and book festivals

<u>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2016 TARGETS</u>
Local Book Publishing Industry developed		
% increase in the titles by NBDB registered authors		2% increase annually
Locally (Filipino)-authored books published increased		5% increase annually
Increase in book sales in both local and export market		10% annual increase in book sales

<u>MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>2016 Targets</u>
MFO 1: TECHNICAL ADVISORY SERVICES	
Number of technical advisory assignments undertaken	24
% of stakeholders who rate services provided as good or better	75%
% of advisory requests that are acted upon within seven (7) days	100%
MFO 2: MARKET DEVELOPMENT SERVICES	
Number of incentive awards	26
% of awardees in the last two years who publish within 12 months of receipt of grant or award	75%
% of awards distributed within 12 hours of award ceremony	100%