

## D. 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

#### 2019 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%

15%

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

51

40

3. Percentage of participants of workshops, seminars, trainings, and conferences who rate the activities as good or better

98%

98%