

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

2020 TARGETS

Quality Child-Friendly Television Programs Promoted

CHILD-FRIENDLY TELEVISION DEVELOPMENT PROGRAM

Outcome Indicators

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

15%

5%

1

1

Output Indicators

1. Number of policies concerning children and media prepared and presented to concerned agencies
2. Number of workshops, seminars, trainings, and conferences conducted
3. Percentage of participants of workshops, seminars, trainings, and conferences who rate the activities as good or better

1

1

40

28

90%

93%