

## 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

##### 2025 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   | 29  | 30  |
| 3. Percentage of participants of workshops, seminars, trainings, and conferences who rate the activities as good or better | 95% | 95% |