



## National Book Development Board

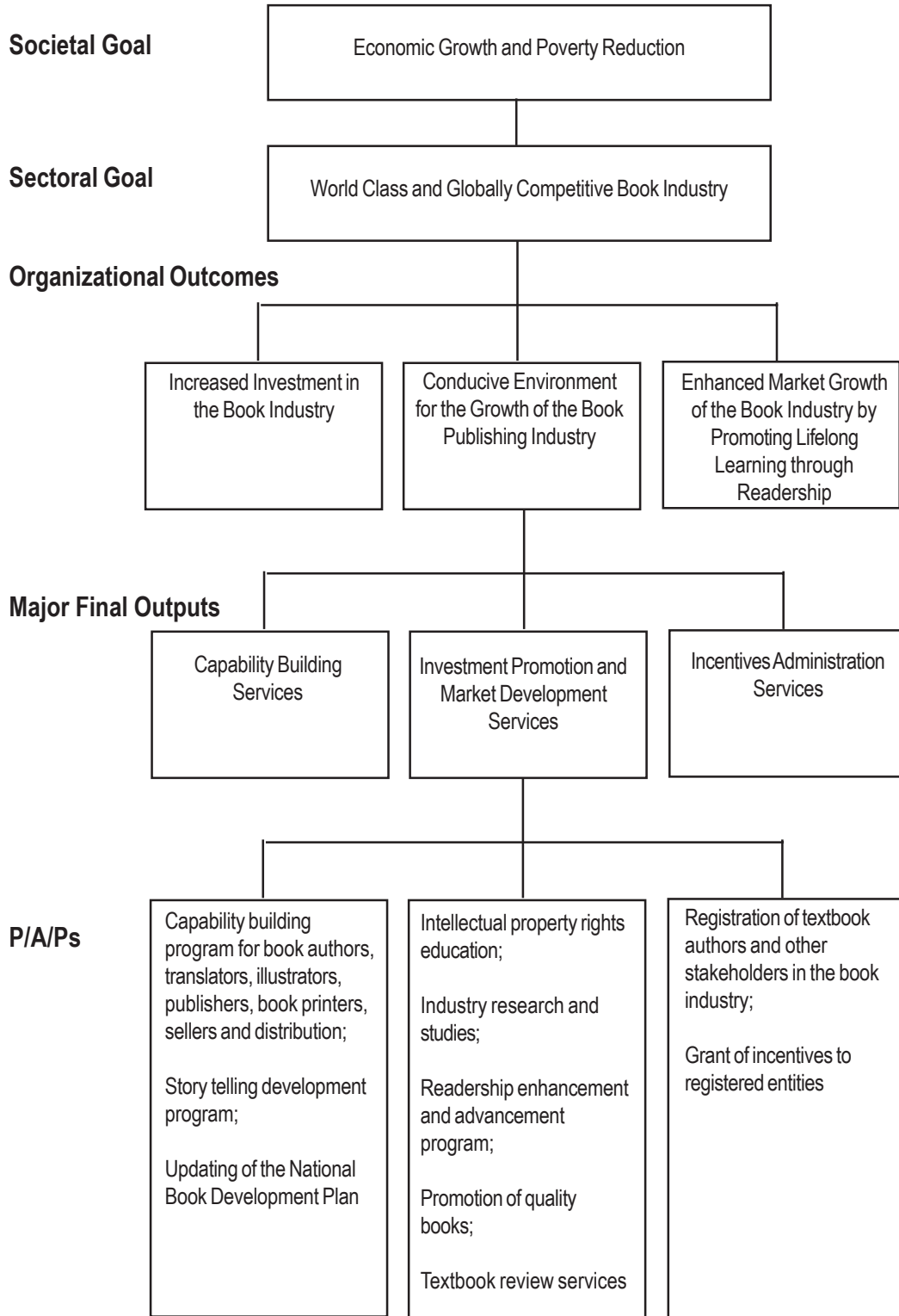
### Legal Basis

**Republic Act No. 8047** (June 7, 1995), Book Publishing Industry Development Act, created the National Book Development Board (NBDB); abolished the Instructional Materials Development Center (IMDC), an agency under the Department of Education, Culture and Sports (DECS), and paved the way for the full privatization of the DECS' Textbook Program.

### 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 basis for fostering the progressive growth and viability of the book industry. It ensures an adequate supply of affordable, quality-produced books for the domestic export market.

**LOGICAL FRAMEWORK (NBDB)**



**PERFORMANCE MEASURES AND TARGETS**  
(Amounts in Thousand Pesos)

Particulars	FY 2010		FY 2011	FY 2012
	Target/ Amount	Actual/ Amount	Target/ Amount	Target/ Amount
<b>MFO 1</b>				
<b>Capability Building Services</b>	<b>2,522</b>	<b>4,472</b>	<b>4,264</b>	<b>3,456</b>
Seminars on the latest printing/publishing technologies				
Number of seminars/ training courses conducted	2	3 <sup>1/</sup>	2	2
Number of participants to seminars/training courses	30	100 <sup>1/</sup>	30	30
Seminars for Authors, Translators, Illustrators, Publishers,				
Number of seminars/ training courses conducted	2	2	2	2
Number of participants to seminars/training courses	30	100 <sup>2/</sup>	30	30
Storytelling Skills Development Program				
Number of seminars/ training courses conducted	5	3 <sup>3/</sup>	5	5
Number of participants to seminars/training courses	30	30	30	30
Updating/Rewriting of the National Book Development Plan				
Number of consultations conducted	1	3 <sup>4/</sup>	-	-
Number of sectors which participated	9	9	-	-
<b>MFO 2</b>				
<b>Investment Promotion and Market Development Services</b>	<b>9,321</b>	<b>13,622</b>	<b>13,251</b>	<b>13,770</b>
Intellectual property rights education for industry stakeholders				
Number of seminars on Intellectual Property Rights	9	9	5	5
Number of participants	50	50	20	20
Conduct of Philippine Book Development Month through book festival, lecture, workshop, literary performances, contests and other events				
Number of activities/events conducted	6	19 <sup>5/</sup>	6	5
Number of participants per activity	40	100 <sup>5/</sup>	40	40

Notes:

- <sup>1/</sup> demand for an additional seminar  
<sup>2/</sup> increase in interested stakeholders  
<sup>3/</sup> had difficulty in finding partners to financially support the undertaking  
<sup>4/</sup> need for follow-up discussions on current issues  
<sup>5/</sup> topics broken down into several sub-topics resulting to several events

Particulars	FY 2010		FY 2011	FY 2012
	Target/ Amount	Actual/ Amount	Target/ Amount	Target/ Amount
Readership development program				
a) Conduct of book club sessions				
Number of book club sessions conducted	12	5 <sup>6/</sup>	4	
b) Readership Enhancement and Advancement (READ) program				
Number of READ programs conducted	5	3 <sup>7/</sup>	5	5
Number of participants in the READ program	40	40	40	40
c) Get Caught Reading (GCR) Campaign				
Number of Endorsement	2	2	2	2
Number of media exposure	2	2	2	2
Promotion of quality books thru:				
a) Conduct of Quality Seal Awards (QSA) for textbooks				
Number of private textbooks given QSA	2	3 <sup>8/</sup>	2	2
Number of entrees evaluated	10	27 <sup>8/</sup>	10	10
Percentage of books nominated for QSA process	100%	100%	100%	100%
b) Administration of National Book Awards (NBA)				
Number of NBA winners	1 per category	1 per category	1 per category	1 per category
c) Administration of the National Children's Book Awards				
Number of winners	10	6 <sup>9/</sup>		10
Number of titles submitted for evaluation	100	100		100
<b>MFO 3</b>				
<b>Incentive Administration Services</b>	<b>9,751</b>	<b>3,909</b>	<b>4,352</b>	<b>4,857</b>
1) Registration of Authors and Other Stakeholders in the book industry with the NBDB				
Percentage increase in no. of registered entities	15%	15%	15%	15%
2) Grant of Incentives to Registered Entities				
Percentage of requests acted upon vs. total application for tax incentives	100%	100%	100%	100%
3) Administration of the National Book Development Trust Fund			1	3
<b>Total</b>	<b>21,594</b>	<b>22,003</b>	<b>21,867</b>	<b>22,083</b>

Notes:

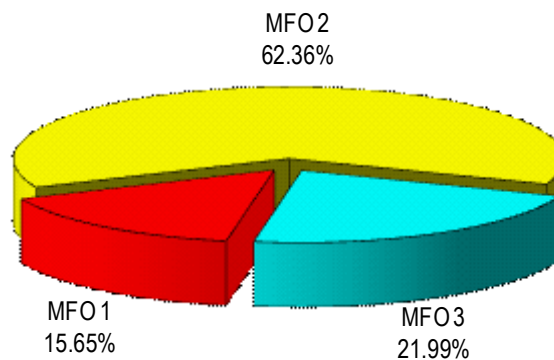
- <sup>6/</sup> book club sessions conducted combining 2 or more  
<sup>7/</sup> had difficulty finding partners to financially support the undertaking  
<sup>8/</sup> introduction of a new category  
<sup>9/</sup> lesser number of qualified titles

## FY 2012 MFO BUDGET

### By MFO/By Expense Class (In Thousand Pesos)

Particular	PS	MOOE	CO	Total	% Share
<b>MFO 1</b> Capability Building Services	1,554	1,902	0	3,456	15.65%
<b>MFO 2</b> Investment Promotion and Market Development Services	4,984	8,786	0	13,770	62.36%
<b>MFO 3</b> Incentive Administration Services	4,008	849		4,857	21.99%
<b>TOTAL</b>	<b>10,546</b>	<b>11,537</b>	<b>0</b>	<b>22,083</b>	<b>100.00%</b>
<b>% Share</b>	<b>47.76%</b>	<b>52.24%</b>	<b>0.00%</b>	<b>100.00%</b>	

### By MFO (Total Budget = P22,083,000)



### By Expense Class (Total Budget = P22,083,000)

