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முன்னேற்ற அறிக்கை
Progress Report

2024

ජනමාධ්‍ය අංශය
வெகுசன ஊடகப் பிரிவு
Mass Media Division



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சுகாதார மற்றும் வெகுசன ஊடக அமைச்சு
Ministry of Health and Mass Media

Progress Report 2024

Mass Media Division

Ministry of Health and Mass Media

Progress Report presented for the Committee Stage of the Budget 2025
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The National Film Corporation, the Public Performance Board and the Selacine Television Institute have been assigned to function under the Ministry of Buddha Sasana, Religious and Cultural Affairs by the Gazette Extraordinary No. 2412/08 dated 25.11.2024.

Ministry of Health and Mass Media

1.0 Mass Media Division

1.1 The Scope

To create an appropriate media culture for a balanced communication of information knowledge and ideologies that affirms the people's right to know correct information including freedom of speech and expression, as well as to the subject of media in accordance with the laws and ordinances prescribed to "introduce a transparent media culture" based on national policies implemented by the government. Formulation of relevant policies, implementation of projects under the national budget, public investment and national development program and formulation, implementation, follow-up and evaluation of related policies, programs and projects.

1.2 Vision, Mission and Objectives

Vision

A well informed, pluralistic and dynamic society

Mission

Formulating, facilitating, implementing, monitoring and evaluating policies and strategies in order to establish a people-friendly, development-oriented, free and responsible Sri Lanka media culture

Objectives

- Extending necessary assistance for the creation of a better media culture.
- Broadening the equal access to information for the public.
- Facilitating the field of media with sophisticated technology.
- Encouraging the uplift of the professionalism of media personnel.
- Upgrading the media contribution and participation in the national development effort.
- Providing the leadership to boost country's image internationally.
- Development of human resources to achieve the goals of the Ministry.
- Effective utilization of the resources of the institutions affiliated to the Ministry.
- Strengthening the development process through the coordination of respective parties

1.3 Activities and Functions

- Formulation, implementation, monitoring and evaluation of policies, programmes and projects, in relation to the subject of Mass Media, and those subjects that come under the purview of Departments, Statutory Institutions and Public Corporations based on the national policies implemented by the government.
- Provision of public services in an efficient and people friendly manner
- Reforming all systems and procedures using modern management techniques and technology, thus ensuring that the functions are fulfilled while eliminating corruption and waste.
- Adoption of necessary measures to ensure people's right to accurate information
- Government printing and publication activities
- Formulation of strategies to obtain the contribution of the mass media for economic, social and cultural development by developing the knowledge, attitudes and a high sense of appreciation of the people.
- Promotion of the use of modern technology for the use of mass media
- Introducing a Mass Media Policy
- Taking necessary measures for the dissemination of state official announcements and news to the public
- Release of relevant information on Sri Lanka to local and foreign media agencies
- Provision of information and publicity material to Sri Lanka Missions abroad
- Taking appropriate measures for production and broadcasting of news, films and documentaries
- Publicity work, including commercial television, radio broadcasting and overseas transmissions
- Provision of diversified business oriented modern postal service adopting state-of-the-Art technology and management methodologies to maintain efficient domestic and foreign postal services
- Administration of Sri Lanka Philatelic Bureau
- All other subjects that come under the purview of institutions
- Supervision of all institutions including departments, statutory institutions and corporations.

1.4 Specific Priorities

- Introduction of transparent mass media policy.
- Establishment of the media standards that conform to the national and international Rules and Regulations.
- Preparation of the necessary background in a manner that the media personnel and the media organizations would not exceed the socio-cultural values and the social framework of ethics.
- Restructuring of the Sri Lanka Press Council.

- Engaging in the activities of mass media at the provincial level to extend facilities to the media personnel.
- Expansion of the Sri Lanka Postal Service for the needs of the people.
- Introduction of a social education system to impart professional knowledge and understanding on the use and handling of the new media including social media.
- Opening up of the opportunities of media higher education professional skills development in line with the international standards.
- Introduction and implementation of the systems necessary for the people-centric digital mail and allied services that are efficient and targeted at novel opportunities based on the new technology.

1.5 The relevant entities and the legal framework

#	Departments, Statutory institutions and public corporations	Laws and ordinance to be implemented
i	Right to Information Commission	Right to Information Act, No. 12 of 2016
ii	Department of Government Information	Newspapers Ordinance, No. 5 of 1839
iii	Department of Government Printing	
iv	Postal Department	Stamp Ordinance, No. 22 of 1909 Post Office Ordinance, No. 11 of 1908
v	Sri Lanka Press Council	Sri Lanka Press Council Act, No. 5 of 1973
vi	Sri Lanka Broadcasting Corporation	Ceylon Broadcasting Corporation Act, No. 37 of 1966 Sri Lanka Broadcasting Corporation (Special Provisions) Act, No. 8 of 1996
vii	Sri Lanka Rupavahini Corporation	Sri Lanka Rupavahini Corporation Act, No. 6 of 1986
viii	Independent Television Network	Articles of Association
ix	Associated Newspapers of Ceylon Ltd.	The Associated Newspapers of Ceylon, Limited (Special Provisions) Act, No. 28 of 1973
x	Sri Lanka Foundation	Sri Lanka Foundation Law No. 31 of 1973
xi	Sri Lanka Institute of Printing	Sri Lanka Institute of Printing Act, No. 18 of 1984
xii	Lanka Puwath Ltd	Articles of Association
xiii	Online Safety Commission	Online Safety Act No. 9 of 2024

xiv	Sri Lanka Media Training Institute	
xv	National Film Corporation	State Film Corporation Act, No. 47 of 1971
xvi	Public Performance Board	Public Performance Control Board Act No 07 of 1912
xvii	Selacine Rupavahini Institute	Articles of Association

The National Film Corporation, the Public Performance Board and the Selacine Television Institute have been assigned to function under the Ministry of Buddha Sasana, Religious and Cultural Affairs by the Gazette Extraordinary No. 2412/08 dated 25.11.2024.

1.6 Progress and Future Vision – 2024

1.6.1 Implementation of the Right to Information Act, No. 12 of 2016

The Ministry of Mass Media is entrusted with the responsibility of implementing and socially integrating the Right to Information Act which came into force as from the 04th of August 2016 through the Parliament of Sri Lanka. Commenced being operative to implement as from the 03rd of February 2017, the primary objective of the Right to Information Act was to give effect to the due implementation of the principles of democracy and good governance in the country thereby establishing a responsible public service void of any corruption ensuring the right of the people to know the official information of the government. The Ministry of Mass Media was instrumental in actively contributing towards the continuous social integration of this Act right from the year 2017 itself.

Carrying out the tasks assigned to the Ministry of Mass Media in accordance with the Right to Information Act, No. 12 of **2016** and the execution of coordination work with the Right to Information Commission.

In this exercise, the liaison work in concert with the Right to Information Act was carried on according to the relevant method of requesting information. Annual, semi-annual as well as bi-monthly status reports numbering 20 have so far been furnished to the Right to Information Commission. Furthermore, the work got to be attended by the Commission in connection with citizens or public authorities and the various requests made by the Right to Information Commission were referred to the respective institutions.

1.6.2 Provision of consultancy services concerning the Right to Information Act

During the year 2024, formal consultancy services in this regard have been offered on a daily basis. The formal consultancy services have been provided to 930 persons as of 31.12.2024. In this endeavor, providing consultancy services to the citizens in connection with the Information Act as

well as educating those who make visits looking to study and do research on the Right to Information Act is undertaken.

1.6.3 Carrying on and upgrading of the Official Website (www.rti.gov.lk) of the Right to Information

The objective in this regard is to provide the opportunity for citizens to make effective use of the Right to Information Act. It also focuses on the increased awareness of the citizens on their right to information and the provision of necessary information to their info-seeking requests. It is important in this connection to give publicity to the programs to be conducted in the future. Furthermore, a new website being hosted by the Ministry officials in a manner capable of using very efficiently and effectively on matters concerning the right to information was designed and set in motion.

1.6.4 Carrying on and upgrading of the Official E-mail Address (rti@media.gov.lk) of the Right to Information

A new email address is maintained under the control of the Ministry officials in place of the e-mail address previously used by the Right to Information Unit. In this exercise, the forms of requests seeking information sent by the citizen via e-mail will be forwarded to the relevant institutions. And the replies will also be furnished to the e-mails referred to seeking answers to the problems the citizens and the officers at the public authorities are faced with.

1.6.5 Distribution of the Information Officer Manual, Training Guidelines and Leaflets on the Right to Information

23 programs related to the Right to Information Act to educate public officers in the capacity of Trainers of Trainers and citizens were held throughout the island and 6669 Officer Manuals, Training Guidelines and Leaflets have been distributed to the participants of such programs. The distribution of these publications is expected to keep the knowledge of the information officers of the institutions enhanced and updated.

1.6.6 Updating the database on Designated Officers and Information Officers in the Public Authorities

Particulars regarding the newly appointed Information Officers and the Designated Officers in the Public Authorities are forwarded to the Division. A database containing details of those officers is available on website and is updated on a routine basis. 4231 of such new particulars have been updated on the database as of 31.12.2021.

1.6.7 Featuring a Facebook page and giving publicity in social media on the Right to Information Act

The task of raising awareness among citizens about the Right to Information Act through the RTI Facebook page targeting the community of youth in particular with the purpose of educating them

on the subject is gathering momentum at an attractive pace. The number of overall users on Facebook counted to 3620 during the year 2024. The information with regard to training programs for Information Officers and Trainers of Trainers, when conducted by our Division, is published on Facebook on the very same day. The details of 15 such programs have been updated in the year 2024 alone.

1.6.8 Awareness Programs on the Right to Information Act

16 programs to educate selected officers in the Public Authorities in the districts of Colombo and Gampaha were conducted and the number of officers participated therein was 2105.

1.6.9 International Right to Information Day Commemoration – 2024

- a) Even though the International Right to Information Day commemoration for the year 2024 was scheduled on the 28th of September, the event was celebrated on 10.12.2024, the date on which the commemoration of International Human Rights Day fell due, with the Hon. Deputy Minister of Health and Mass Media presiding over at the Tharangani Hall of the National Film Corporation, owing to the period of elections that coincided.
- b) 350 Information Officers and subject officials from all Ministries participated in this program.
- c) An all Island Poster Competition for the School and open categories and an all island Short Film Competition for schools in conjunction with the Ministry of Education was held in parallel to the International Right to Information Day celebrations for the year 2024 and the prizes and certificates were given away to the respective winners.
- d) A survey on the performance of all Ministries concerning the disclosure of progressive information was conducted in collaboration with the Verite Research Institute and the respective survey report was published on 10.12.2024.

1.6.10 Publication of the ‘PAVATHA’

‘PAVATHA’ was published as a Special Newspaper Supplement together with the newspapers of Dinamina and Thinakaran in the mediums of Sinhala and Tamil languages respectively by Lake House on 10.12.2024 and it was also released to be circulated online simultaneously.

1.7 Formulation of the National Media Policy

The Ministry of Mass Media embarked on the task of formulating a national media policy towards a systematic guidance in the sphere of mass media and an expert committee comprising State Media Heads, university scholars, veterans in the field, lawyers, representatives from the association of electronic transmitters and representatives from the Editors’ Guild was appointed for the purpose.

The said committee in association with the following focused groups went into action towards drawing up the preliminary draft of the National Media Policy by holding 07 rounds of discussion covering all stakeholders.

- i. Academic
- ii. Mass Media Associations
- iii. Rights-Based Organizations
- iv. Electronic and Print Media Institutions
- v. Discussions centered on the Northern Province
- vi. Discussions centered on the Eastern Province
- vii. School Media Clubs

As it was considered very important to have the viewpoints of the media personnel and the social activists in the field of media from the Northern and Eastern Provinces in this exercise, 02 rounds of discussions were held with such focused groups at the District Secretariats of Jaffna and Batticaloa and it was able at that juncture to identify issues inherent to such regions and obtain new views and suggestions.

The preliminary draft of the National Media Policy formulated intending to drive the field of media in a new direction with the avoidance of common weaknesses observed in the field of media adopting a more streamlined and practical approach as regards the views and suggestions obtained from all stakeholders through these formal channels has been referred to the Department of National Planning on 28.03.2024 for further action necessary in that regard.

1.8 Awareness Program for the media journalists organized by the Ministry of Mass Media under grants from the United Nations Development Program (UNDP)

The Ministry of Mass Media signed the Project of Countering Hate Speech through Education & Advocacy for Improving Social Cohesion in Sri Lanka (PBF) on the 21st of November 2021 in conjunction with the United Nations Development Program (UNDP) under the Project of Secretary General's Peace Building Funds. Furthermore, on 12.05.2023, it also inked the agreement for extending the said project for the ensuing period of 09 months.

This program under the financial contribution of such a project has been planned out to be implemented for the groups of Media Administrators, Editors and Technical and Regional Media Journalists with the aim of establishing a positive media morality and elevating the standards of professionalism of the media journalists in general. An expert panel comprising university scholars and veterans of the respective field has been chosen as resource persons for this program.

As a first step of this project, the program presided over by the Hon. Minister of Mass Media and the Resident Representative of the United Nations Development Program, to raise awareness among Electronic Media Heads and Print Media Heads was successfully conducted on the 02nd and 03rd of August this year under the theme of ‘Unlocking the Power of Media’. Consensus reached at the minimum level towards good media ethics was brought to a draft document at this event.

As the targeted second group of personnel, the journalists playing a special role in the newsrooms of the media institutions were asked to take part in an awareness program on 27.09.2023 and the minimum agreements reached for a good media morality were presented for further discussion.

Accordingly, the Regional Media Journalists’ Awareness Program was conducted for 373 of such journalists covering 9 provinces.

1.9 Establishment of a Mass Media Higher Education Institute with state patronage

Plans have been drawn out to set up an independent institute known as the Chartered Institute of Media Professionals of Sri Lanka parallel to the Institute of Chartered Accountants of Sri Lanka based on the presently established Chartered Institute of Journalists in Great Britain with the state patronage under the Ministry of Mass Media with a view to raising the standards of professionalism of the mass media journalists engaged in the field of mass media. The draft Bill for the setting up of this institute has been finalized and referred to the Attorney General's Department for necessary approvals following the approval of the Cabinet of Ministers. It is expected to award the Chartership status to the journalists through this institute. This media institute of higher education is expected to produce perfectly competent journalists and media professionals with the required knowledge and capability.

1.10 Presidential Media Awards Ceremony 2023

Approval of the Cabinet of Ministers has been received to hold a Presidential Media Awards Ceremony with a view to recognizing the need to appreciate the mission and the contribution the mass media journalists carry out and make towards bringing about a quality media culture. Accordingly, this Awards Ceremony has been held by the Ministry of Mass Media in the year 2019 for the first time to be applicable to the year 2018. At this Awards Ceremony, 51 awards covering all three languages for the four fields of Radio, Television, Newspapers and Websites have been given away. Even though arrangements were made thereafter to hold this Presidential Media Awards Ceremony annually, the ceremonies applicable for the years 2020, 2021 and 2022 could not however be organized due to the unavailability of funds, the COVID –19 pandemic and the prevailing economic crisis.

The National Budget for the year 2024 set aside a sum mounting to Rs. 20 Mn. for the purpose of conducting the awards ceremony in 2024 with respect to the year 2023, approval for which was granted on 01.10.2024 by the Minister at that time. Accordingly, all heads of private and state media institutions were summoned on 08.10.2024 to officially announce the holding of the event, ‘Presidential Media Awards Ceremony 2024’.

Applications for holding the Presidential Media Awards Ceremony 2024 were invited subjecting the creative works with respect to the year 2023 to evaluation for a total 54 awards inclusive of 50 Category Awards and 04 Life Time Awards and a good deal of applications close upon to 1005 in that connection has accordingly been received.

As such, the Steering Committee overseeing the organizational work in this regard has been appointed and a panel of experts constituting university professors, lecturers and veterans of the field by now have finalized the selection of awards and further arrangements are underway to conduct this prestigious event.

1.11 Registration of News Websites

All the news websites should be registered under the Ministry of Mass Media in pursuance of the Cabinet Decision No. 12 /1037/37/019-1 of 13.08.2012. A sum amounting to Rs. 25,000/- for the registration of each website and a sum to the value of Rs. 10,000/- for the renewal of such registration should be credited to the Ministry. 27 news websites have been registered while websites numbering 37 have been renewed under the Ministry during the year 2024.

1.12 Issuance of Television and Radio Broadcasting Licenses

The basal statutes applicable to the subject of telecasting and broadcasting in Sri Lanka are the Sri Lanka Broadcasting Corporation Act, No. 37 of 1966 and the Sri Lanka Rupavahini Corporation Act, No. 06 of 1982 respectively. Licenses for the carrying on of the private broadcasting and telecasting services have been granted by the Ministry in terms of the provisions set out in the statutes referred to above.

Number of private television and broadcasting licenses and Number of channels in force as at 31 December 2024

Categorization of licenses	No. of licensed private institutions	No. of channels
Radio	18	51
Terrestrial Television	16	24
Total	34	75

Service Providers Entities

Categorization of Licenses	No. of Licensed Institutions
Cable Television	06
Satellite Television	03
Internet-based Television	03
Total	12

Furthermore, 15 broadcasting channels including the two state channels, namely, Sri Lanka Broadcasting Corporation and the Independent Television Network Ltd. with its regional services are being carried on while 05 television channel services are being carried on through the two institutions, Sri Lanka Rupavahini Corporation and the Independent Television Network Ltd. Approval of the Cabinet of Ministers has been received for introducing a common format in order to bring about a uniformity in the radio and TV licenses issued as at present towards a conducive media journalism safeguarding the freedom of speech and expression at its maximum level. By this juncture, the common format prepared after the review of the hitherto issued radio and TV licenses by a committee appointed by the Ministry of Mass Media has been referred to the Attorney General's Department for legal advice of the Attorney General.

1.13 Awareness Program for Regional Mass Media Journalists – ‘Journalism with Care’

A series of programs to raise awareness among regional mass media journalists as regards media reporting of the children was conducted in December for 166 centering the districts of Colombo, Jaffna, Kandy and Galle under the financial contribution of the United Nations International Children's Emergency Fund (UNICEF).

The foremost objective of this exercise was to educating them on legal provisions for inspiring them towards ethical media reporting and thereby bringing about a more conducive media culture.

1.14 Introduction of a Code of Ethics for journalists, focusing on safeguarding the dignity of women and ethnical / religious minorities

The Ministry of Mass Media has been entrusted with the task of introducing a code of ethics for journalists, focusing on safeguarding the dignity of women and ethnical / religious minorities under the 'National Action Plan in Sri Lanka for the Implementation of the Proposals on Women, Peace and Protection of the Security Council of the United Nations 2023 - 2027'. An expert committee has been appointed for this purpose and the views of the stakeholders are expected to be obtained once the drafting process is brought to a close.

1.15 “Asi Disi” Media Scholarship Programme

The Ministry of Mass Media implements the ‘Asi Disi’ Media Scholarship Programme annually with the aim of elevating the professionalism of the Sri Lankan journalists.

The journalists, freelance journalists, regional media journalists and web journalists between the age group of 18-55 who have completed a period of service for three years and are employed on a full time or part time basis in the recognized electronic and print media institutions in the island may apply for this scholarship program.

Furthermore, the course applied for should be a course directly related to the field of journalism and the applicants should have obtained the Media Identity Card issued to them by the Department of Government Information.

Under this scholarship scheme, a grant of Rs. 200,000 for reading a degree or post-graduate degree and Rs.100,000 for following a short-term or long-term certificate course under an institute recognized by the government is made available. Opportunity has been provided to make 50% of the course fee at the commencement of the course and the balance under two installments.

This free scholarship scheme offers journalists the opportunity to reap the benefits twice and they may apply for the scholarship for the second instance after a lapse of 5 years following the completion of the course subsequent to qualifying for the first instance.

This program in operation continuously from the year 2006 has awarded 1033 scholarships up to the year 2024. The General Treasury has provided Rs. 5 Mn. during the year 2024 for this purpose as allocation. Applications have been called for from the journalists to provide scholarships with respect to this year. The eligible mass media journalists for granting scholarships are selected by a board of interviews.

1.16 Levying of taxes for imported teledramas, films and commercial programs

This Ministry levies tax for the imported programmes relayed by the television channels in accordance with the regulations imposed by the Finance Act, No. 11 of 2016.

Clearance certificates have been issued for 1920 imported tele-dramas, films and commercial programmes up to the 31st of December 2024 while the amount of tax charged was Rs. 121.35 Mn. The amount was credited to the Consolidated Fund of the General Treasury. For this purpose, 28 board of examination members have been detailed and the telecasting approvals have been granted by the subcommittees consisting of three persons through 316 of such subcommittee sessions on a routine basis.

Programs subject to and exempted from tax up to 31 December 2024

Category of Programmes	No. of programs exempted from tax	No. of tax-levied programs	Tax Income (Rs. Mn.)
Films	1126	40	4.80
Drama and documentary	123	543	88.95
Commercial advertisements and programs	-	88	27.60
Total	1249	671	121.35

1.17 Amending the Acts of the affiliated institutions belonging to the scope of mass media according to timely needs

The Acts and the Articles of Association of the legally incorporated institutions, namely, the Sri Lanka Rupavahini Corporation, the Sri Lanka Broadcasting Corporation, the Independent Television Network, the Associated Newspapers of Ceylon Ltd. (Lake House), the Sri Lanka Press Council and the Sri Lanka Foundation coming under the scope of the Ministry of Mass Media have been prepared about 35 years ago in concert with the then prevailed economic, social and cultural needs and there have been no recent reviews on such laws. And also, the laws and statutes put into practice by the government institutions such as the Department of Posts, the Department of Government Information and the Department of Government Printing in their routine duties are those passed about five decades ago. Even though the private sector media institutions and those engaged in similar functions and services have come a long way forward competitively in adapting to the present-day needs, the way forward march of the state media and related state entities has slowed down due to being in the confinement of the outdated laws, rules and regulations.

Moreover, the acts, laws and statutes within the purview of the Ministry should be amended in advance to suit future issues that may arise with digital technology and the amendments to the existing regulations have been initiated to enable them to adapt to the rapidly changing technological and social interests to be able to overcome the fierce competition in the media sector and to make room for the institutional structures required for standing up to it independently and also, to be able to go forward in tandem with it.

1.17.1 Progress in the task of amending the Acts of the affiliated institutions belonging to the scope of mass media in a timely manner

(a) Amendment of the Sri Lanka Foundation Act, No. 31 of 1973

In pursuance of the Cabinet approval, the amendment of the Act has been sent to the Legal Draftsman on 01.04.2024. Accordingly, the Legal Draftsman, forwarding the amended preliminary draft to the Ministry, has informed on 18.09.2013 that it requires approval of the present Cabinet of Ministers for further action thereon to go ahead. Necessary action has been taken in this regard keeping the current governing body of the Sri Lanka Foundation informed as well.

(b) Amendment of the Sri Lanka Press Council Act, No. 05 of 1973

The draft bill of the Sri Lanka Press Council with the focus on amending it in a manner requiring only for the print media was presented to the Cabinet of Ministers on 23.10.2013 and the decision of the Cabinet of Ministers in that regard was that no further action on such amendments was needed at that juncture.

However, action is being taken to refer it to the Cabinet of Ministers once again as the revision of the Sri Lanka Press Council Act is considered to be a timely need.

(c) Amendment of Acts governing The Department of Posts

Amendment of the Post Office Guarantee Ordinance, No. 01 of 1931 – Chapter 473 as amended by the Acts, No. 09 of 1989, No. 23 of 1943, No. 56 of 1952 and No. 46 of 1958

Approval of the Cabinet of Ministers has been received for amending the Acts. The amendments required for the respective Bill are currently being worked out by the Legal Draftsman whose letter dated 01.10.2024 has informed the Ministry that the approval of the present Cabinet of Ministers is required for moving the subject matter forward.

Amendment of the Post Office Ordinance, No. 11 of 1908 – Chapter 190 as amended by the Acts, No. 31 of 1955, and No. 24 of 1957 and Law, No. 06 of 1973

The Revision Committee of the Post Offices Ordinance has prepared the final draft in this regard after having discussed over 88 sections in the Post Office Ordinance taking into consideration the amendments for inclusion. Action will be taken to submit the respective Cabinet Memorandum.

(d) Preparing the draft bill for setting up of a professional institute of mass media known as the Chartered Institute of Media Professionals – Sri Lanka

Cabinet approval has been granted on 23.08.2022 for the draft bill prepared for the setting up of a higher education institute in keeping with international standards to produce media professionals with enhanced vocational skills. The final draft is being worked out by the Legal Draftsman at this juncture with the inclusion of the observations made by the Attorney General's Department as regards the subject matter. However, the Legal Draftsman has informed on 10.10.2024 that it is required to

obtain the approval of the present Cabinet of Ministers for further action in this regard to move forward and necessary action is accordingly being taken.

(e) Establishment of the Broadcasting Regulatory Commission Act

Cabinet approval has been granted to the draft bill prepared for the introduction of an ‘Broadcasting Regulatory Commission Act’ meant for the electronic media with a view to ensuring optimum journalism, safeguarding the freedom of speech and expression to the maximum. Accordingly, the said draft bill has been referred to the Legal Draftsman requesting to prepare the final draft. The preliminary draft so prepared was accordingly sent to the Attorney General for observations. Thereafter, the observations received in return from the Attorney General have been forwarded to the Legal Draftsman for necessary action on 01.11.2024.

Likewise, the Sri Lanka Rupavahini Corporation Act, No. 6 of 1982 and the Sri Lanka Broadcasting Corporation Act, No. 37 of 1966 are required to be amended in parallel to the proposed ‘Broadcasting Regulatory Commission Act’ and, as such, the Legal Draftsman has also initiated the task of drafting it. The Legal Draftsman has informed that a decision of the new Cabinet of Ministers is required to go ahead with the future drafting work of the two Acts referred to above.

(f) Amendment of the Film Corporation Act

The film industry has been confronted with many a problem and the ‘Sri Lanka National Film Development Commission Act’ was drafted with a view to establishing an independent body engaged in the regulatory function for the resuscitation of the industry. The preliminary draft was presented to the Cabinet of Ministers and the Cabinet Decision made on 30.07.2024 in that regard approved the establishment of an institution known as ‘Film Sri Lanka’ in place of the ‘Sri Lanka National Film Development Commission’.

In pursuance of the decision of the Cabinet of Ministers, the preliminary draft was presented to the Legal Draftsman on 06.08.2024. The Legal Draftsman has informed that the approval of the present Cabinet of Ministers is required for further action with regard to the draft bill concerned.

1.18 Implementation of the Digital Terrestrial Television Broadcasting Project in Sri Lanka

Sri Lanka too needs to adapt to the global trend of the transformation into the digital system from the analogue system in its terrestrial television broadcasting. The technology existing today has gradually become obsolete and compelled to face up to the challenges of maintaining the telecasting system and meeting the need for additional television channels. When the most efficient digital technology is in existence, the continued use of the analogue technology will result in a waste of frequency spectrum and the ability to use such frequency spectrum for telecommunication services will be missed out.

Since many countries enter digital technology, analog transmitters are not manufactured in the overseas market. As such, the respective communication equipment and accessories got to be manufactured by the manufacturing agencies to suit the specific requirements at an enormous cost. Moreover, it is a huge challenge on the part of all media institutions as well as on the government to spend a large amount of foreign exchange when purchasing new devices for the maintenance and improvements of such equipment and accessories. Furthermore, the electricity costs of these communication devices are also very high, and, as such, it will result in an increased expenditure for the institutions concerned to carry on with this type of service in the same manner of operation.

Besides, even though there are agencies providing TV services levying charges for beaming programs, the majority of the family units are still relying on the analogue services on the nature of the modes of payment of such TV agencies.

Despite the fact that the Ministry of Mass Media and Information and the Telecommunications Regulatory Commission had initiated several measures and pragmatic steps towards the transformation of the existing analogue system of terrestrial television broadcasting into the digital system of terrestrial television broadcasting under the DVB-T system of technology in 2009 and DVB-T2 system of technology in 2010, the project could not get off the ground for implementation due to inadequate financial provisions for the purpose.

From the date of submission of the first Cabinet Memorandum in the year 2009, the Ministry of Mass Media and Information has taken the initiative to get the Digitalization Process off the ground and the Telecommunications Regulatory Commission was instrumental in extending its fullest cooperation for formulating the Digital Broadcasting Road Map towards the implementation of the Digitalization Process establishing the respective technological standards.

In the meantime, following a feasibility study conducted by Japan under the auspices of JICA, it was proposed to put in place the Japanese ISDB-T technology to make it suitable for Sri Lanka. Accordingly, the Government of Sri Lanka entered into a Japanese Soft Loan Agreement on the 23rd of September 2014 for implementing the digitization project and the Ministry of Mass Media and Information was instrumental in initiating its work in the month of October 2014.

As this project which was scheduled to be completed in December 2021 was not operational as planned, approval of the Cabinet of Ministers was granted to implement this project with the upgraded technology through the Cabinet Decision No. CP/21/0621/316/016 dated 28.04.2021 in pursuance of the Cabinet Paper dated 1st of April 2021 under the title, “Implementation of the project to digitalize the terrestrial television broadcasting in Sri Lanka under the Japanese loan assistance”, which was jointly submitted by the then President as the Minister of Technology and the Minister of Mass Media.

The biggest return to the government from adapting to the digital technology is the capability it gains to release most of the frequency spectrum from the ones that are currently in use. As such, the respective frequency spectrum can be made use of for the 5G wireless broadband services and it has the capacity to facilitate the latest technology to rural areas. Furthermore, it will also be able to put on show an increased number of television channels in the future.



Zones expected to be covered under the
Digital Terrestrial Television Broadcasting Project

It is an advantage on the part of the TV Broadcaster that he gets himself established as a single operator in the digital broadcast network operations (DBNO) instead of the single broadcast networks maintained by all other broadcast operators.

Likewise, the broadcasting institutions have to spend a large sum of money annually for the maintenance of their relay stations that uses the obsolete analogue technology. On completion of the project, they do not need to continue with the upkeep of a large expansion of broadcast networks, thereby saving maintenance costs in huge proportions.

The ability to view very high-quality digital frames of visuals instead of weak signals experienced in the analogue system, the facility of installing one single antenna at home for all TV channels instead of for multiple TV streams, the access to enjoy all local channels in equal proportions as well as the ability to enjoy high-definition (HD) television viewing experience without paying any charges happen to be the major benefit derived on the part of the viewer audiences.

All operational activities involved in this project and the broadcasting operations in the Western Province including Colombo are slated to be undertaken center staging the Colombo Lotus Tower (Nelum Kuluna).

The total estimated cost of this project is to the tune of Rs. 17,717 million Japanese Yen. (Value of the JICA contribution is Rs. 13,717 million Japanese Yen whereas the government contribution stand as 3,505 million Japanese Yen.) The inaugural ceremony of the official launching of this project was held on 28.12.2021 under the chairmanship of the Hon. Minister of Mass Media.

Progress of the project up to the 31st of December 2024

The implementation work of this project got off the ground on 15.07.2021 after having set up the Project Management Unit.

Even though it was planned to recruit a staff of 25 persons other than 02 positions out of the cadre of 27 approved by the Department of Management Services on 05.06.2014, approval of the DMS was granted only for a staff comprising 5 on 23.08.2021. Accordingly, the work of the project was carried out by a staff of four persons. However, as per the recommendations made in the NOR (National Operations Room) Committee Report concerning the recommendations of the committee appointed to review the project offices and management units on the backdrop of the economic crisis that prevailed during the recent past, the affairs of the project are being handled by a staff constituting two persons at present.

- i. A Japanese firm of consultancy services, on the concurrence of JICA, has been selected for availing engineering consultancy services required for the implementation of this project by a Cabinet Appointed Procurement Consultancy Committee (CAPCC). Subsequently, as per the cabinet decision dated 08.08.2022, JICA had temporarily stopped providing funds for all Japanese projects due to the economic crisis then prevailed in the country, and, as such, the approval of the cabinet has been received for awarding the contract of the provision of engineering consultancy services upon the recommencement of the project concerned.
- ii. Instructions to recommence the temporarily suspended work of the project as from the month of April 2022 beginning from the month of July 2024 have been received from the Office of the Prime Minister in its letter dated 26.07.2024. In addition, the letter has also requested to inform of any bottlenecks in the implementation of the said project. Accordingly, this Ministry wrote a letter to the National Operations Room on 23.08.2024 seeking instructions on the implementation of this project, and the Chairman of the National Operations Room in reply has asked the Ministry to go ahead with the project work concerned after having entered into relevant agreements with the respective consultancy firm as the recommencement of the consultancy services have been approved by the Cabinet of Ministers.

Through the Cabinet Memorandum submitted by the Ministry on 04.10.2024, approval has been obtained to appoint a special committee for evaluating the project. The report prepared by the

said committee has been handed over to the relevant divisions on 30.12.2024 and the future activities of the project are due to be undertaken accordingly.

- iii. With the completion of the currently existing analogue broadcasting through this project in parallel to the construction work of the project, the respective system of law presently prevailing in the country should undergo a revamp in toto for the implementation of a new digital system. It will accordingly pave the way for the establishment of an institution known as Digital Broadcasting Network Operator (DBNO) following the adoption of the drafts of the respective laws and regulations. As such, a committee appointed by the Ministry is presently working on the drafting of the related bill.
- iv. As proposed, the acquisition of lands required for the establishment of 16 relay stations spread out across the country should also be undertaken before the commencement of the preliminary stage consultancy services of this project. Accordingly, the drafts of the Memoranda of Understanding (MoUs) to be signed with the Sri Lanka Rupavahini Corporation, Independent Television Network and the Telecommunications Regulatory Commission have been dispatched to the respective institutions. Necessary Arrangements are being made to attend to the work of the takeover of the other lands as well.
- v. The Technical Evaluation Committee has evaluated the report containing the details of the technical standards made available as regards this project by Japan on 12.07.2023. A report containing the matters identified in the said evaluation has been referred to the Embassy of Japan. Upon receipt of their observations, the report of the Technical Evaluation Committee will be prepared taking into consideration such observations as well.
- vi. The cost of the project so far is at a minimal level as JICA had not opened up its facilitation with provisions for the project until the end of July 2024 and there was no entering into agreements with the engineering consultancy services firm even until the end of the year since then, and also, because of the fact that the preliminary work of the project is being carried out only by two staff members. Accordingly, the provisions made available for the project for the year 2024 were Rs. 50 Mn. domestically whereas the external allocation amounted to Rs. 100 Mn. The expenditure incurred up to 31 December 2024 was Rs. 6.9 Mn.

1.19 Human Resources Profile

1.19.1 Staff Information – 2024

Category	Approved	Actual	Vacancies
Executive	28	15	13
Tertiary	-	-	-
Secondary	89	84	05
Preliminary	31	24	07
Total	148	123	25

1.9.2 Employee Training Programmes - 2024

Domestic Training

#	Course	Institute	Participation	Duration of the Course	Cost (Rs.)
i.	Secretarial Practice	Skill Development Training Center (SDFL)	02	04 days	50,000.00
ii.	Computer Hardware and Networking	Vocational Training Centre	02	06 months	83,200.00
iii.	Office Systems	Ministry of Mass Media	50	04 days	3,000.00
iv.	Processing of Payroll	Ministry of Mass Media	127	01 day	81,782.00
v.	Preliminary Procurement Process	Ministry of Mass Media	35	10 days	13,720.00
vi.	Training for Drivers	Ministry of Mass Media	10	01 day	15,720.00
vii.	Accounting	Institute of Chartered Accountants	2	01 day	196,000.00
viii.	Workshop on Advanced Excel	Sri Lanka Foundation	4	01 day	66,000.00
xii.	Certificate Course in Procurement Procedure	National Institute of Labour Studies (NILS)	3	01 day	75,000.00
	Total		235		584,422.000

Overseas Training

#	Course	Country	Participation	Duration of the Course	Cost (Rs.)
i	Seminar for Young Diplomats from Sri Lanka	China	01	02 Weeks	142,991.01
ii	Seminar on New Media Platform Operation and Management in Belt and Road Initiative (BRI) Countries	China	02	02 Weeks	286,155.26

iii	Seminar on Press Officers and Journalists of Belt and Road Initiative (BRI) Countries	China	02	02 Weeks	229,522.00
iv	KOICA Invitational Fellowship Programme, Artificial Intelligence	Korea	04	02 Weeks	434,098.00
v	Third Mid-Carrier Training Programme for Island Service Officers (ITEC)	India	01	02 Weeks	116,655.00
vi	UPU Regional Strategy Conference for the Asia Pacific Region	Mongolia	01	02 Weeks	127,335.75
	Total		11		1,336,757.02

1.20 Financial Progress – 2024

1.20.1 The performance of utilization of total provisions allocated to the Ministry

Description	Allocation (Revised) (Rs.Mn.)	Expenditure (Rs.Mn.)	Provisions utilized as a percentage of the final spent provisions
Recurrent	638.41	543.61	85
Capital	432.50	185.73	43
Total	1070.91	729.34	68

01 – Operational Programme			
Project 01 – Minister’s Office			
Description	Figures in Rs. Mn.		
	Allocation	Expenditure	%
Recurrent Expenditure	76.66	35.86	47
Personal Emoluments	28.66	16.31	57
Travelling Expenses	5.02	1.46	29
Supplies	24.30	11.00	45
Maintenance Expenditure	4.70	1.51	32
Services	13.50	5.58	41
Transfers	0.50	-	-
Capital Expenditure	8.00	2.99	37
Rehabilitation & Improvement of Capital Assets	6.00	2.99	50
Acquisition of Capital Assets	2.00	0.003	-
Total	84.66	38.85	46

01 – Operational Programme			
Project 03 – Management of Mass Media			
Description	Figures in Rs.Mn.		
	Allocation	Expenditure	%
Recurrent Expenditure	343.62	308.02	90
Personal Emoluments	109.52	103.31	94
Travelling Expenses	2.80	1.71	61
Supplies	19.60	17.81	91
Maintenance Expenditure	9.05	6.52	72
Services	58.95	35.60	60
Transfers	1.00	0.47	47
Sri Lanka Foundation Institute	142.70	142.70	100
Capital Expenditure	208.50	114.71	55
Rehabilitation & Improvement of Capital Assets	25.00	16.92	67
Acquisition of Capital Assets	4.00	3.86	96
Capacity Building	4.50	3.93	87
Other Capital Expenditure	25.00	-	-
Sri Lanka Foundation Institution	150.00	90.00	60
Total	552.12	422.83	77

02 – Development Activities			
Project 04 – Public Enterprises and Institutions			
Description	Figures in Rs. Mn.		
	Allocation	Expenditure	%
Recurrent Expenditure	218.13	199.63	92
Sri Lanka Press Council	45.00	31.99	71
The Right to Information Commission	57.00	55.92	98
National Film Corporation	107.00	103.30	97
Public Performance Board	9.13	8.42	92
Capital Expenditure	216.00	68.03	31
Sri Lanka Press Council	3.00	2.24	75
The Right to Information Commission	3.00	3.00	100
Digitalization of Terrestrial Television Broadcasting Project	150.00	6.91	5
National Film Corporation	50.00	50.00	100
Public Performance Board	10.00	5.88	59
Total	434.13	267.66	62

1.21 Projects to be implemented in 2025

- Inaguration activities of Chartered Institute of Media Professionals of Sri Lanka
- Implementation of digitalization of terrestrial television broadcasting project.
- Introduction of a broadcasting law
- Amendment of acts under the purview of the Ministry's scope according to the contemporary and future requirements.
- Conducting the Presidential Media Awards Ceremony.
- Launching of National Media Policy
- Educating 300 regional journalists on media ethics

2.0 Department of Government Information

2.1 Introduction

The Department of Government Information was established on the 30th of June 1948. The prime role of this Department is to raise public awareness of the current events of national importance including state policies and development activities of the government and the role played by the government on behalf of the people whilst its foremost objectives are to help build an independent and responsible media culture of high esteem and provide leadership towards that end, having properly managed the process of information technology in tandem with the global technological trends.

The Department is directing its staff to realize this objective where the knowledge, competency and the right environment are being set up for that purpose in keeping with such direction.

In this exercise, more attention is drawn to the objectives of the establishment of the Department while all the sections of the Department are in full gear towards realizing these goals.

2.2 Corporate Vision, Mission and Objectives

Vision

To contribute towards an independent and responsible media tradition

Mission

To establish the right of knowing the precise information and the vision of the government undertaking the necessary direction towards creating a mutual environment among Sri Lankan communication media while uplifting the media culture

Objectives

- Raising public awareness of government policies, plans and the development process of national importance.
- Bringing forth a high-caliber media culture.
- Reporting and preserving important and current events, government information and events using audio, video and print media.
- Development of human and material resources required by the media sector.
- Provision of facilities and training needed by the media sector and media journalists and take the leading role in providing welfare measures where necessary.

Role

To contribute towards achieving a high level of development and sustainable development goals by getting the public and private media organizations to participate in the process through communication.

Major Tasks

- Release the relevant information of the Ministries to the media.
- Educate the general public about the development process of the government.
- Raise awareness of nationally important events and emergency situations.
- Educate the general public about the development progress of the government through films and videos.
- Produce news and documentary video films on the development information of government, historical information and other information of timely importance.
- Produce experimental documentary films.
- Provide domestic information to foreign countries and foreign information to the people of this country through the Ministry of Foreign Affairs.
- Carry on the government social media units and the (news.lk) website in all three languages.
- Carry on the magazines of 'Desathiya', 'Rajaye Sandesaya' and 'Vimarsana' in an up-to-date manner.
- Carry on the Government Publication Bureau actively.
- Coordinate the local and foreign media journalists for national missions and diplomatic events.
- Organize media tours to convey the regional development efforts and the new programs of the Ministries to the masses.
- Act as principal media coordinator at the events of national importance.
- Issue identity cards for professional, local and foreign media journalists.
- Maintain close coordination with the media units of line ministries.
- Liaise with bodies such as ADB and UNDP and get the necessary financial facilities availed of for printing books related to events of timely and national importance.
- Collect media coverage of the President's domestic and foreign official events in the form of printed and audio-visual reports.
- Analyze daily newspaper reports published in all three languages and submit them to the President.

2.3 Staff Information – 2024

Category	Approved	Actual	Vacancies
Senior	19	07	12
Tertiary	16	02	14
Secondary	243	150	93
Primary	52	40	12
Other	13	-	13
Total	343	199	144

2.4 Physical and Financial Progress - 2024

2.4.1 Physical Progress

2.4.1.1 Educating the general public about the nationally important government policies, plans and the development process.

2.4.1.1.1 Producing and relaying of audio-visual programs

- Talk Programmes / Documentary Programmes / Short Videos / Advertisements meant for public awareness - 58
- News coverages – 412
- Live Recording / Live Streaming / Sign Language Production / Special Programs related to Cabinet media conferences - 127
- Government Notices - 07

Production of Documentary Programs

- 'Siam Desayen Sirilakata' produced on the visit of the Prime Minister of Thailand to Sri Lanka.
- Retrospection of half a century of the Socialist Labour Union.
- Launching of the third issue of the academic compendium, 'Jathika Madhya Sankathana' (national media dialogue).
- New Investment Promotion Zones within the regions of North and East.
- Replica program on the Department of Registration of Persons in the TV series 'Rajya Sevaya Pinisai' (On Government Service).
- President's development activities under the name of 'Abiyogayata Nayakathwaya' (Leadership to the Challenge).
- The 15th Anniversary of Kurunduwatta Royal College.
- 'Vyavasayakayan Bihikaramu' (Let's make entrepreneurs) to promote pomegranate-related products.

- Sri Lanka's first-ever wildlife tunnelway.
- The development project, 'Uma Oyen Udanayata' (To the reawakening from Uma Oya).
- 'Novetunu Desayak' (An unfallen land) showing the steps taken by the government to stabilize the country which was socially, politically and economically unstable in the past.
- 'Wetie Negitunu Desayak' (A fallen and stood up land) about the state of the country before and after the year 2022.
- 'Asalwesiya Multhena' (Neighbour first) presenting the Hon. President's visit to India.
- Popularization of the book, 'Ae thamai Ari' written by Mr. Ariya Rubasinghe, a former Director of Information of the Government Information Department.
- 'Uthura Vasara Pahalovakata Pasu' (North after 15 years) about the works of development carried out by the Sri Lanka Army in the areas of Jaffna and Kilinochchi 15 years after the war.
- History of the Presidential Elections titled 'Janadhipathi Punarawalokanaya' (Presidential election in retrospection).
- 'Kernal V.S. Kudaligama Prathawekshanaya' (Col. V.S. Kudaligama in Retrospection).
- Progress of the Ministry of Agriculture.
- Cooperative development.
- Fisheries development.
- Development of the Northern Railway line.
- Centenary commemoration of the library at Vajirarama.
- Second year anniversary of the ascent to the office of the Hon. President titled 'Subodawaka Peranimithi'.
- Granting the title deeds of flats.
- History of the Presidential Elections titled 'Janadhipathiwarana Punarawalokanaya' (Presidential elections in retrospection).
- Lionel Ranwala's biography titled 'Ran Piyawara'.
- Annual experiences in Cooperative Movement (Tea Production at the Akuressa Cooperative Society in Morawak Korale).
- Cases where the Right to Information Act has been practically applied.
- Fluctuation of egg prices.
- Opening of the Palali - Achchuweli main road in the Northern Province.

Production of Documentary Films

- 'Samanalayekuta Wedi Thebiema' (Shooting down a butterfly) produced on account of the 36th commemoration of Vijaya Kumaratunga.
- 'Hadamu Aluth Ratak' (Let's build a new country) produced on account of the 76th National Independence Day Celebrations.
- 'Siyawas Sapurana Dumriya Gamanak' (Century of a train journey) produced to mark the occasion of the centenary of the upcountry railway.
- Commencement of the 'Dunhinda Odyssey', the new train service.
- 'Welpalamen Etharata' (Beyond the suspension bridge) produced to mark the discussion held in Paris, France on the restructuring of Sri Lanka's bilateral debts.

Other

- Live recording of the 'Daha Ata Sanniya' event held at the Board of Investment.
- Video program on a proposed fertilizer to be manufactured using Eppawala Phosphate.

Conversational Programs

- Series of news conferences involving 2024 presidential candidates – 22.
- Live relaying of the 2024 parliamentary election results.
- Theme films produced for the live broadcast of 2024 parliamentary election results – 05.
- Producing pre-introductory trailers for documentaries selected to be relayed during the transmission of parliamentary elections – 10.
- Talk show program, DGI Talk produced on Aswesuma benefits.
- Gene Clinic conversational programs produced to raise awareness among people about inherited genetic diseases – 03.
- DGI Health Talk conversational program to educate people about eye diseases.
- Conversational programs on eye clinics – 06.

Trailers / Advertisements

- Trailer of 'Hadamu Aluth Ratak' (Let's build a new country) produced on account of the 76th National Independence Day celebrations.
- Trilingual advertisements for RAK Sri Lanka International Business and Trade Fair - 03
- TV Advertisement to enlist recruits to Army Police.
- TV commercial produced for YouTube channel's Gene Clinic conversational programs to educate people about genetic diseases.
- Trailers made on live transmission of the parliamentary election results 2024 - 02.

2.4.1.1.2 Publication of Magazines

The Sinhala news magazine 'Desathiya' contributes to making people aware of the various development projects carried out by the government from time to time and building a broad discourse on those works and 12 issues of 'Desathiya' have been published up to 31 December 2024 whilst 9899 magazines have been distributed.

2.4.1.1.3 Holding Media Conferences

▪ Events organized for media conferences to convey decisions of the Cabinet of Ministers	44
▪ Conducting news conferences in coordination with external agencies	113
▪ Organization of media conferences (outside the institution premises)	62
▪ Media coordination and media coverage of national and international events.	08
▪ Media coordination and media coverage of diplomatic events.	06
▪ Organization of media observation tours for government development plans and special events.	04
▪ Coordination of media coverages and carrying out media coverages.	90
▪ Issuing government's official news announcements and other notices including media announcements.	801
▪ Holding media workshops and media conferences.	15
▪ Special reports prepared for the President and Cabinet meetings.	74
▪ Making available video footages, photographs, sounds and articles related to various programs to the media.	232

2.4.1.1.4 Guide to Media

The book titled Guide to Media has been compiled by including information from all media institutions (newspapers, television, radio and web).

2.4.1.1.5 Digital Mass Media

- Publication of daily trilingual releases of development news on the departmental website, www.news.lk - 10,497
- Publication of Current affairs announcements via the official Twitter page – 33,478
- Production of short audio and video programs on current affairs for dissemination through Twitter, YouTube and www.news.lk website - 482
- Publication of Current Affairs through the Government's Official Facebook Page - 3937, Live Programs - 212, Short Videos - 593 and SMS Alert announcements - 314

- Info news video films under Social Media Unit - 652, FB Cards - 5,013, Sinhala and Tamil media publications – 2254, news and media publications via www.dgi.gov.lk – 501 and video releases of parliamentary news – 72.
- District-level news releases and report preparations - 7,544
- Provision of feature articles for national newspapers / web pages / Facebook – 318
- Updates of the Register of District Media Journalists – 25
- District news mentions on the Facebook page - 7,544

2.4.1.2.5 Issuance of Media Identity Cards - 2024

Category of Media Personnel	Number
Local Media Personnel	515
Foreign Media Personnel - (Temporary)	189
- (Permanent)	15
Media Administrator	30
Government Media Officers	70
Media Services	245
ID Cards for the 76 th Independence Day Celebrations	207
Special ID cards for journalists on the occasion of handing over of the presidential nominations	95
Freelance media journalists	18
Office ID cards	16
Regional media journalists	627
Technicians	29
Other (For International Media Conference Programme)	164
Total	2220

2.4.1.2.6 'Daily Media Investigative Reports' prepared drawing reference to electronic media, print media, internet websites and social media.

Based on Night-time TV News	-	361
Based on Daily Radio News	-	242
Based on daily newspapers	-	361
Based on Social Media	-	361

2.4.1.2.7 Number of 'Web News Analysis Reports' prepared drawing reference to internet websites and social media news – 361

2.4.1.3 Record and preserve important and current events, government information and events using audio, visual and print media.

Media coverage - 412

Old photo negatives scanned and preserved - 3125

Digital photographs dispatched to photo library - 3124

Permanent preservation of photographs - 3112

2.4.1.4 Development of human and physical resources required by the media sector

2.4.1.4.1 National Programme to Promote School Media Clubs

- 230 schools have been registered and relevant applications have been sent to 25 schools.
- 228 school teachers have been registered and the teachers who teach the subject of media are given an ID card on a voluntary basis to broaden the role of responsibilities of the Media Club Promotion Officers whilst encouraging such tasks under the Department of Government Information.
- ID cards have been given to 287 teachers under the first, second and third phases. 128 ID cards have been printed and finalized under the fourth phase, and are expected to be given to the teachers in the month of January 2025.
- Under the first phase, 100 wall newspapers for 100 registered school media clubs and 17 wall newspapers for 17 difficult area schools in Ampara district for the year 2024 have been purchased under the procurement process and they are expected to be distributed. 100 sets of books have also been distributed to improve the communication knowledge of the teachers in charge of the school media clubs and under the second phase, 28 sets of books have been purchased under the procurement process and are due to be distributed.
- With a view to improving the communication and creative skills of the school children, winners of the short story and short film competitions - 2022 have been selected and the certificates awarded and the winners of the short film / photo competition 2023 - 2024 have been selected through the final judgment. The winners of the 2023 short story contest have been selected in its final judgment and the adjudication involving the 2024 short story contest is under process.

2.4.1.4.2 Developing Media Literacy of the School Students

- All necessary arrangements have been made to enter into a Memorandum of Understanding between the Ministry of Mass Media and the Ministry of Education for the continued implementation of programs to improve the media literacy of the school students.
- With the aim of promoting the media literacy of the school students, 11 seminars have been held by way of facilities via Zoom technology so as to cover the syllabus of the subject of communication and media studies of the students and subject teachers concerned.
- Six practical workshops and seminars have been held for school students and teachers aimed at promoting media literacy of school students.

2.4.1.4.3 Liaison with media-related work of foreign embassies

- In order to promote Sri Lanka's national aspirations and international image, the Department of Government Information has conducted a special educational lecture program with the participation of foreign ambassadors based in Sri Lanka.
- There were 31 weekly analytical reports on political, economic and international relations published in daily newspapers and foreign media websites.

2.4.1.4.4 The international media research symposium program named 1st Colombo International Media Research Symposium (CIMRS - 2024) under the theme, 'The Role of Media in the Age of Artificial Intelligence' was held on 19 December 2024 to foster the national identity of Sri Lanka as a country by promoting global communication trends with a view to creating a quality media culture and professional media art.

2.4.2 Financial Progress - 2024

Item	Revised Provisions 2024 (Rs. Mn.)	Expenditure (Rs. Mn.)	%
Recurrent	350.88	306.15	86
Capital	183.30	51.33	28
Total	534.18	358.62	67

Government Publications have earned an income of Rs. 2.66 Mn. by the sale of Acts, Gazettes etc. numbering 12,333.

2.5 Proposed activities / projects to be implemented in the year 2025

a) Civil Works (Rs. 66.50 Mn.)

- Modernization of the Media Development Center building (Rs. 36 Mn.)
- Other renovation work (Rs. 8 Mn.)
- Modernization of film conservatory (Rs. 20 Mn.)
- For sanitary facilities (Rs. 2.50 Mn.)

b) Maintenance and improvement of machinery and equipment (Rs. 6.70 Mn)

c) Services (Rs. 40 million)

- Wifi network infrastructure implementation project (Rs. 40 Mn.)

d) Purchases (Rs. 82 million)

- Office Equipment, Furniture and Machinery (Rs. 27 Mn.)
- The project of socially integrating the development process of the government through the media and preserving its scenes for the future (Rs. 55 Mn.)

3.0 Department of Government Printing

3.1 Introduction

The Department of Government Printing marked its written inception in 1802 as the Government Press by publishing the “Government Gazette”. The Department of Government Printing which was subsequently transformed into a Government Department is as at present engaged in a pioneer mission as the ‘Official Printer of the Government’. It is a very explicit matter of fact that this Department which came into operation particularly with the use of minimum amount of resources is rendering a very remarkable service to the government by now upon adaptation to the highly technological modern methods. This Department, a production entity which assumes a factory environment in its nature, by having undertaken to execute all kinds of urgent, important and confidential printing work for all government and semi government institutions including Presidential Secretariat, Prime Minister’s Office and Sri Lanka Parliament with high quality finish and precisely timed service delivery, has assured the trust reposed in it by the institutions concerned. Under this exercise, the publishing of the government notifications by the Gazettes of Government, parliamentary printing work such as Hanzard Reports and Order Books, printing work of school text books, Dhamma School text books, postal stamps, visa stickers and general forms of all description and the meeting of other printing needs of the entire array of Ministries and Departments are undertaken to be carried out by this Department.

The Department of Government Printing executes an endless mission to give out all types of finished printing products of very high quality, particularly making use of the letter-press and off-set printing methods as well as to promptly deliver and communicate the necessary information across internet via its website, www.documents.gov.lk as of now.

Moreover, the Department of Government Printing has very explicitly identified the goals to be reached by it by the year 2025 as the first phase of the Sustainable Development Act and it is the foremost ambition of the Department of Government Printing under this exercise is to augment the entire range of printing methods in tandem with the secure and very latest technology and meet with all the confidential printing needs of the Government of Sri Lanka.

3.2 Organizational Vision, Mission and Objectives

Vision

Vitality in Printing and Publication

Mission

Provide printing and publication services, keeping standards in time satisfy the customer, utilizing modern the modern technology with the team skilled, talented staff

Objectives

- Carry out the printing and publication services with high quality finish and accuracy within the appointed timeframes.
- Elevate the quality, finish and creativity in the printing operations.
- Increase the productivity level in the Department through the improvement of modern technology and ways and methods.
- Provide facilities necessary for the general public to vigorously purchase all government publications at a reasonable price.
- Provide an utmost service to the customers by improving the management system and the related procedures.
- Ring an attitudinal change through the development of human resources and deliver a superlative service in a manner that pleases the customers.
- Raise the level of security and welfare of the employee.
- Deliver an utmost service so as to satisfy the customers by creating a pleasant working environment within the Department.
- Provide technical assistance required for the legal institutions administering the law as well as for the court procedures.
- Build up the public confidence on security printing.

Major Tasks

- Printing and publishing of the Government Gazettes, Parliamentary Hanzard Records and Departmental Regulations etc.
- Carrying out of the non-commercial printing work such as Laws and Acts, Regulations and Forms required by various Departments and Budget Estimates of the General Treasury.
- Execution of the commercial printing work such as stamps, forms, tickets, school text books, Dhamma School books, all types of forms required by the Department of

Elections, Annual Reports and Performance Reports required by various Ministries of the government.

- Provide printing and publication services required by the Provincial Councils, Local Government Institutions and Semi Government Organizations.
- Provide the information directly and on time to the public through electronic and print media with high quality finish.
- Provide the other printing and publication services.

3.3 Staff Information - 2024

Category of Service	Approved	Actual	Vacancies
Senior	37	18	19
Tertiary	09	06	03
Secondary	1215	671	544
Primary	712	434	281
Total	1973	1126	847

3.4 Physical and financial progress - 2024

3.4.1 Physical and financial progress

Project / Activity	Physical Progress		Financial Progress (Rs. Mn.)		
	Progress	%	Allocation	Expenditure	%
Purchase of Furniture and Office Equipment	Unfinished tasks work is in progress.	100	4.00	3.99	99
Refurbishment of buildings		100	52.00	51.782	99
Acquisition of Print Production Machines / Equipment		46	536.00	198.33	37
Maintenance and repairs of vehicles		91	19.00	17.43	91
Supplies		98	1563.60	1514.39	97
Human Resource Development		81	5.33	4.48	84
Total			2179.93	1790.40	82

3.4.2 Special printing works started during the year 2024

- A project to limit General Forms currently used in state institutions is now being implemented in conjunction with the Department of Public Finance.
- All printing activities including the printing of ballot papers related to the Presidential Election in 2024 and the Parliamentary General Election in 2024 have been carried out very successfully.
- Preliminary work for printing by the use of Unicode so that visually impaired persons can also gain access to the publications made by the Department of Government Printing including gazettes has been initiated.

3.4.3 Income Generation - 2024

Item	Target Income (Rs. Mn.)	Income (Rs. Mn.)	Income earned as a % of Target Income
Income of the Government Printer	1000	1738	174%
The value of printing services carried out without charging money as of 31.12.2024 is Rs. 1,193.30 Mn.			

3.4.4 Progress of the utilization of provisions allocated to the Department from the General Treasury

Item	Provisions allocated for the year 2024 (Rs. Mn.)	Expenditure (Rs. Mn.)	Provisions utilized as a % of allocated provisions
Recurrent	3,591.58	3,391.01	94
Capital	557.50	232.52	41
Total	4,149.08	3,623.53	88

3.5. Challenges

A major challenge has been the collection of outstanding income due from the printing works carried out on a credit basis by the Department of Government Printing. There was a sum amounting to Rs. 559 Mn. (with tax) in arrears as of 31.12.2024 inclusive of the outstanding income excluding tax in a sum of Rs. 78.07 Mn. (Rs. 81 Mn. with tax) before the year 2009 and a sum totaling Rs. 237 Mn. (with tax) has been recovered out of it as of 31.12.2024. Accordingly, the amount to be further collected in respect of the period before 31.12.2024 stands as Rs. 316 Mn. (with tax). The outstanding amounts mostly for the very nearest years are found to be collectible, but the collection of arrears for the period before the year 2009 remains a tough challenge.

3.7. Activities proposed to be implemented during the year 2025

- It is expected to carry out and finalize the matters involving the review of the cadre comprising 1973 approved for the Department of Government Printing and the matters pertaining to the identification of the optimum level of the staff during the first quarter of 2025. The matters related to getting the approval for the optimum staff so identified will be carried out thereafter.
- It is expected to carry out and finalize the matters related to the revision of the Service Minute of the Printing Service after identifying the lapses in the Schemes of Recruitment.
- Installation of a solar panel system in the capacity of 60 Kw. (Rs. 11 Mn.)
- Installation of a central air conditioning system for the confidential division. (Rs. 100 Mn.)
- The following machines and accessories are expected to be purchased for the provision of quality and efficient printing output. (Total Cost Rs. 1710 Mn.)
- Two (02) modern Automatic Guillotine Machines (Rs. 20 Mn.) and a modern Book Back Spine Taping Machine (Rs. 6 Mn.) with a view to getting quality and efficient printing output.
- Two (02) modern Gathering Machines of 18 units and 24 units to provide more quality and efficient output. (Rs. 400 Mn.)
- Flexo Printing Machine to avail the opportunity of lottery ticket printing too. (Rs. 500 Mn.)
- Four Clamp Perfect Binding Machine to complete confidential printing requirement in the Confidential Section itself. (Rs. 50 Mn.)
- Heavy Duty Thermal Printing Machine for Thermal Printing. (Rs. 2.3 Mn.)
- Fork Lift Machine with grabber. (Rs. 10 Mn.)
- Label Printing (Colour) machine for the printing of stickers and labels of small size (Rs. 12 Mn.)
- Test Equipment for Measuring Paper Quality and Printing Parameters Machine to examine the specifications in the purchase of more quality papers with a view to getting high-quality prints. (Rs. 8 Mn.)
- Automatic Three Knife Cutter Machine for book finishing with more efficient and quality output. (Rs. 400 Mn.)
- Black and White Digital Printing Machine for carrying out urgent printing tasks. (Rs. 250 Mn.)
- Double Stitching Wire Machine (02 Nos.), Security Hand Numbering Machine (10 Nos.), Pallet Truck (20 Nos.), Computer Graphics Workstation (10 Nos.), Parcel Scanner Small Detector (05 Nos.), Spiral Binding Machine, Printer, Laptop, Desktop, Monitor, High-end Workstation, Hard Disk and Paper Shredder. (Rs. 51.7 Mn.)

4.0 Department of Posts

4.1 Introduction

The Sri Lanka Department of Post, going forward over a period in excess of two centuries, is currently adapting to the novel consumer needs, using modern technology and making strides beyond the conventional way of mail through a business development plan in place.

Promotion of existing postal services domestically and internationally and introduction of new services are undertaken, primarily focusing on the e-commerce market. At present, the local courier services such as SL POST COURIER and COD and the international courier service, EMS are successfully in operation and have become very popular among the consumers.

The staff of the Department of Post is also engaged in the task of providing a reliable and efficient postal service by delivering innovative multimodal services.

The Sri Lanka Postal Department, which is working towards generating income by following a strategic development plan with the aim of zeroing the gap between income and expenditure in the year 2025, is unwaveringly committed to offer convenient postal services to the general public, provide free of charge services to various government institutions as well as render various social care services to the people in distress in addition to show dedication to achieving sustainable development goals.

4.2 Vision, Mission and Objectives of the Institution

Vision

“To be the best relationship partner by providing innovative multimodal services”

Mission

“To provide a highly innovative, efficient and reliable postal service making use of the motivated staff and the modern technology in a conducive work environment to maximize customer satisfaction in line with the standards of the Universal Postal Union and the policies of the Government of Sri Lanka”

Objectives

- Seeing to the value addition of existing services and creation of innovative services responding the digital lifestyle of the consumer.
- Winning the trust of the local and international customer thereby achieving the numerical increase in stakeholders who have been in association with the Department in the long term.

- Getting the customers of all walks linked via the local and international mail delivery network with ease and quickness.
- Reducing the adverse pressure exerted by the Department on the General Treasury through revenue enhancement.
- Playing a pivotal role in achieving the sustainable development goals through all target making activities of the Department.

4.3 Major Tasks

- Map out and implement a strategic development plan that will focus on the new technology-based market enabling the Postal Department to flourish.
- Proper positioning, deployment, maintenance and development of the resources owned by the Department into utilization with utmost efficiency.
- Transform the network of post offices spread out across the island into multi-purpose commercial hubs.
- Provide for necessary rules and regulations in order to take advantage of the competition towards strengthening the routine door-step service of the postal delivery network that has won the trust of its clientele and see to the efficient acceptance, conveyance and distribution of the postal items.
- Formulation of appointments, promotions, transfers and disciplinary procedures required for the motivation of the human resources and the maintenance of industrial peace.
- Staff empowerment, motivation and maintenance of the desired discipline through the introduction of a continuous training plan and a streamlined performance appraisal system for the furtherance of the knowledge, skills and attitudes of the members of the staff.
- Regularize the controls by strengthening the audit and investigation.
- Enhancement of the quality and efficiency of the services provided by utilizing the rapidly improving infrastructure facilities and creation of a pleasant working ambiance for the members of the staff.
- Identify the current consumer needs and the demand of the market by way of market analyses.
- Maintain the postage in a manner that is affordable to the entirety of the clientele of the Postal Department.
- To modernize the existing services and introduce and advertise new services to fit into the changing market and customer needs in tandem with the novel technology in the field of communication.
- Setting revenue targets based on a scientific method and follow up action thereon.
- Offer high quality stamps and related products under attractive themes.

- Dissemination of the hobby of the stamp collection in the country and overseas that can carry the Sri Lankan identity into international parlance.
- To improve the guidelines and set them in motion towards simplifying the systems and modifying the procedures accordingly to be adapted to the changing circumstances.
- Implementation of guideline improvements in order to simplify systems and reformulate processes to commensurate with the market and customer changes.
- Strengthening the flow of public finance through increasing the departmental income by bringing forth agency services as well as new business opportunities in collaboration with the banks and financial institutions in the public, semi-government and private sectors.

4.4 Staff Information - 2024

Category of Service	Approved	Actual	Vacancies / Redundant
Permanent			
Senior	127	77	50
Tertiary	253	34	219
Secondary	8,925	6,766	2,159
Preliminary	13,278	11,133	2,145
Sub Total	22,583	18,010	4,573
Registered Substitutes	4,788	2,490	2,298
Total	27,371	20,500	6,871

4.5 Network of Post Offices - 2024

Classification	Number
Post Offices	652
Sub Post Offices	3,354
Agency Post Offices	132
Total	4,138

4.6.1 Physical and Financial Progress

4.6.1.1 Acquisition of Buildings – Formal Acquirements

Classification	Formal Acquirements	From 01.01.2024 to 31.12.2024	Total
Post Offices	99	06	105
Sub Post Offices	85	-	85
Other Lands	13	01	14

4.6.1.2 Progress in new building construction and partnership projects

- **Batticaloa Postal Complex**

The building was declared open on 06.01.2024 after carrying out only the necessary construction works to be done on the building in keeping with the provisions made available for the year 2023 pursuant to the decision of the Cabinet of Ministers.

- **Polonnaruwa Postal Complex**

The progress involving the construction work of the building is 90%.

- **Projects being undertaken under the Urban Development Authority (UDA).**

The progress involving the construction and conservation work of the Galle Fort Post Office building is 50%.

- **Projects being undertaken under the Urban Settlement Development Authority (USDA)**

Projects proposed to be carried out on the premises of Kaduwela Post Office and Sri Jayawardenepura Post Office - The relevant land has been acquired over to the Urban Settlement Development Authority, but the investors have not yet come forward to undertake new projects.

- **Development projects of the underutilized assets**

The spaces not made use of in post office buildings have been given out to external parties on a rental basis subject to the prior approval of the Commissioner General of Lands.

- **Installation of the Digitalized Mail Management System (DMMS)**

The exchange of letters and messages which used to be the dominant role of the postal services is on the gradual decrease with the advancement of the communication technology sector. The consumer need and the market demand for postal services have been transformed into a mode of exchanging goods (packets and parcels) due to consumer tendency towards online marketplaces through e-commerce.

The existing infrastructure facilities of the Department of Posts have to undergo a great deal of changes and improvements in order to provide services in competition with the large

number of rival service providers of parcel distribution whose adaptation to these market conditions is well manifested.

The importance of investing in the following sectors to provide a quality and prompt service to the customers who look for facilities such as the point to point tracking from the acceptance of their goods for mail up to the completion of its distribution process with the proof of due delivery under the credibility of a public service and at the rates that are affordable has been identified.

- a) Software Development.
- b) Procurement of hardware such as computers for post office network and handheld devices for the confirmation of the handover of goods for the use of the delivery staff.
- c) Provision of efficient transport services for pick-up and last-mile delivery to the staff of mailbag transport and distribution.
- d) Staff training with a view to providing a quality customer service.
- e) Modernization of the Post Offices (with counters and mail rooms) in tandem with current needs.
- f) A mechanism for advertising the postal services.

There is a huge customer demand for postal services such as EMS (International Courier Service) and other trackable items, SL POST Courier and COD (Cash on Delivery) and the domestic courier services that have already been introduced. The Digitization of Mail Management System (DMMS) project was set up with the aim of encouraging local entrepreneurship by providing these services along with the developments in the above sectors and carrying on the Department of Posts as a profitable public institution that provides strength to the local economy. The estimated investment in this respect amounts to Rs. 10 billion. Approval of the Cabinet of Ministers has been received for this project, which is proposed to be implemented through the provision of funds under the public-private partnership. The feasibility study in this regard has already been carried out with the involvement of the National Agency for Public-Private Partnerships. Approval has to be obtained for the appointment of the Project Committee and the Cabinet Appointed Negotiation Committee.

4.6.1.6 Philatelic Bureau

The stamps of the commemorative series issued in 2024 by the Philatelic Bureau :

	Theme	Date of Issue	Value
i	Waterfalls in Sri Lanka	2024.02.02	Rs. 50/-
ii	Scouting and the Girl Scouts Movement	2024.02.21	Rs. 50/-
iii	Sri Lanka Law College - 150 th Anniversary	2024.03.01	Rs. 50/-
iv	United Nations Population Fund - 50 years of mission	2024.03.01	Rs. 50/-
v	Googly Elmo Marconi - 150 th Birth Anniversary	2024.04.29	Rs. 50/-
vi	Vesak - 2568	2024.05.15	Rs. 50/-
vii	State Vesak festival in 2568	2024.05.21	Rs. 50/-
viii	The 20 th General Conference of the World Buddhist Sangha Youth	2024.06.22	Rs. 50/-
ix	Most Venerable Gangodawila Soma Mahimi	2024.06.30	Rs. 50/-
x	Inscriptions and Sannas of Sri Lanka	2024.08.12	Rs. 50/-
xi	Kandy Esala Perahera	2024.08.20	Rs. 500/-
xii	Sridhara Vincent Subasinghe	2024.08.24	Rs. 50/-
xiii	Deshbandu Victor Hettigoda	2024.09.13	Rs. 50/-
xiv	Kalakeerthi Pandit Wimal Abhyasundara	2024.09.27	Rs. 50/-
xv	Ceremonial announcement of Sri Lanka's independence	2024.10.08	Rs. 110/-
xvi	World Post Day - 2024	2024.10.09	Rs. 50/-
xvii	150 th Anniversary of the Universal Postal Union	2024.10.09	Rs. 50/-
xviii	Deepawali - 2024	2024.10.31	Rs. 50/-
xix	Christmas - 2024	2024.11.30	Rs. 50/- & Rs. 110/-

The income earned by the Philatelic Bureau during the year 2024 is Rs. 102.40 Mn.

4.6.1.4 The projects implemented under foreign financing

- Under the Disease Resilient and Energy Efficient Centralized Air – Conditioning System in Sri Lanka project carried out by the Asian Development Bank (ADB), an air conditioning system has been installed for the Post Office Headquarters of the Department of Post.

- An agreement is scheduled to be entered into for the electronic cargo three-wheeler project expected to be received under the financial provision of USD 100,000/- made available by the United States Postal Service (USPS). The agreement concerned is slated to be signed up and implemented with the approval of the Cabinet of Ministers after receiving the concurrence of the Universal Postal Union (UPU) for this project.

4.6.1.5 Promotion of Provincial Income

The Departmental annual income target towards the provincial income promotion has been divided into the level of post offices and sub-post offices. A census concerning postal activities was undertaken across the island over the period from 19 to 24 June 2023 for the purpose of getting to know the accurate data aimed at promoting postal activities. These data are expected to be used as a basis for future planning.

Generation of Provincial Income - 2024

Province	Annual Income Target (Rs. Mn.)	Income as of 31.12.2024 (Rs. Mn.)	Progress %
Western (South)	2,948	2,219	75
Western (North)	1,835	865	47
Central	1,653	1,221	74
Southern	1,508	1,074	71
Northern	790	402	51
Eastern	865	486	56
North Western	1,437	1,013	70
North Central	826	514	62
Uva	862	487	57
Sabaragamuwa	1,150	793	69
Central Mail Exchange	5,590	3,516	63
Head-Quarters	1,536	1,924	221
Total	21,000	14,514	69

4.6.1.7 Entering into Agreements

- Observations and charges for the draft bilateral agreement for “e-Packet” with China Postal Express and Logistics Co. Limited have been outlined. It is expected to be submitted for the approval of the Attorney General with the ratification of the price committee and the operations committee following the consensus that will be reached.
- The software development work necessary for the Dialog Axiata PLC to pay bills through the software (e-Counter) used for the payment process of the Department of Post has been completed and the draft MoU concerned is to be submitted to the Attorney General.
- A memorandum of understanding has been entered into between the two parties, the Department of Post and the Bank of Ceylon to work as agents for providing Agent Banking Service of the Bank of Ceylon through the network of post offices and sub-post offices.
- Observations and charges for the draft agreement between Hong Kong Post and Sri Lanka Post regarding the items of e-commerce have been outlined. It is expected to be submitted for the approval of the Attorney General with the ratification of the price committee and the operations committee following the consensus that will be reached.
- Accepting through the post office network the goods sent to foreigners via UPS (United Parcel Service) courier service to countries where EMS service does not operate and handing them over to UPS at the central mail exchange: For the purpose of this service, an agreement is scheduled to be entered into with the Sri Lanka’s authorized agent of UPS, FITS Express Private Limited for a period of one year.
- It is slated to enter into an agreement for providing the service of the delivery of driving licenses issued by the Department of Motor Traffic under the postpaid facility through the SL POST COURIER service of the Department of Post and the MoU for this purpose has been drafted. For this service, it is expected to supply barcode-printed special envelopes too in accordance with the agreement.

4.6.1.8 Promotion of Postal Services

a) Through new media

- Provision of facilities to clients for payments including utility bills through a payment gateway.
- Presentation of video programs on departmental services through the Sri Lanka Post YouTube channel.
- Raising awareness of the customers about the departmental services through all social media groups.
- Prompt response to issues/queries concerning departmental services through social media.

- Using Customer Relationship Management (CRM) for the COD WhatsApp group to resolve customer issues concerning Cash on Delivery (COD).
- Action was taken to resolve customer issues promptly through the Call Center (1950).

b) Special programs

- The World Postal Day program was held on 09.10.2024 at the Temple Trees.
- The Philatelic Exhibition was held at the Postal Headquarters from 08.10.2024 to 12.10.2024.

4.6.1.9 Corporate Affairs

- Amendment of the Service Minutes of the Department of Posts – Work is In progress.
- Amendment of the Post Office Ordinance - The final draft is being worked out.
- Work Study – It has been decided to avail of outsourced services.
- Costing in respect of Postal Items and Services – Procurement work is in progress.

4.6.2 Financial Progress - 2024

4.6.2.1 Deficit between Income and Expenditure - 2024

Year	Income (Rs. Mn.)	Expenditure (Rs. Mn.)	Deficit / Surplus (Rs. Mn.)
2023	9,269	17,570	(8,301)
2024	14,789	18,703	(3,914)

4.6.2.2 Achieving the Annual Income Target – 2024

Item	(Rs. Mn.)
Annual revenue target 2024	15,000
Income collected up to 31.12.2024	10,790
Progress (Irrespective of Stamp Income)	72%
Expected Stamp Income	3,319
Total income collected up to 31.12.2024	14,108
Progress	94%

4.6.2.3 Progress in Major Revenue Promotion Sources - 2024

Activity	Income (Rs. Mn.)
Stamp Revenue	3,407
Franking Machines	2,044
M Numbers	1,526
BM Numbers	1,341
International Mail	360
International Courier Mail (Express Mail System - E.M.S.)	808
Obtaining bills from the Ceylon Electricity Board	697
Cash on Delivery (COD)	628
SL Post Courier	554
Income over excess of free postal service facilities	554
Total	11,919

4.6.2.4 Utilization of Annual Provision – 2024

Item	Annual Estimate 2024 (Rs. Mn.)	Expenditure (Rs. Mn.)	Progress (Rs. Mn.)
Recurrent Expenditure	20,375	18,269	90
Capital Expenditure	1,490	434	29
Total	21,865	18,703	86

4.7 Projects proposed to be implemented in the year 2025

- Implementation of the Digitalization of Mail Management System (DMMS) project proposed to be given effect to under the Public Private Partnership (PPP) basis.
- Installation of solar energy systems at selected Post Offices – Procurement work is in progress for the installation of solar panels.
- Implementation of guideline improvements in order to simplify systems and reformulate processes to commensurate with the market and customer changes.
- Strengthening the flow of public finance through increasing the departmental income by bringing forth agency services as well as new business opportunities in collaboration with the banks and financial institutions in the public, semi-government and private sectors.

5.0 Sri Lanka Broadcasting Corporation

5.1 Introduction

Sri Lanka Broadcasting Corporation, with a history of over 99 years in its own possession is the first and the foremost communication institution of its kind to have engaged from that date of the past to this present date in an invaluable socio-communication mission reaching out to the high-quality imaginative strengths of the Sri Lankan masses and communities with the country's sustainable development in mind. Breaking the monopoly of radio communication after the decade of 80, the Corporation engages itself in a mission confronted with competitive commercialization amidst diverse challenges in the face of the emerging development of FM broadcasts whilst at the same time preserving its inherent nationalism. The Corporation has established itself as an institution dedicated to the development of human resources in the country and the maintenance of values of a host of areas in the society including political knowledge, updated information, art, music, religious communication and social coexistence.

The Broadcasting Department reestablished on the 5th of October 1949 as an independent entity transformed into the Sri Lanka Broadcasting Corporation as from the 05th of January 1967. Thereafter, the Sri Lanka Broadcasting Corporation being at the forefront of broadcasting communication as the pioneering media network encircling its listener base acts as a “provider of facilities” identifying and catering to the diverse social needs.

At present, the Sri Lanka Broadcasting Corporation operates 06 National Broadcasting Services, 05 Regional Services and one Community Radio Service. Accordingly, there are 03 Sinhala Services carried on by the Corporation as the Sinhala Swadeshiya (National) Service, Sinhala Commercial Service and the City FM Service together with the Tamil Service with 02 services by the name of Tamil Service and the Thendral Service in the medium of Tamil language as well as an English language service called Radio Sri Lanka as national services. There are 05 FM Services in operation known as Rajarata, Kandurata, Ruhuna, Jaffna and Pirei and a Community Radio Service called Dambana Service.

In the local transmission network of the Sri Lanka Broadcasting Corporation, broadcasting is undertaken by going on air through 8 main national FM Stations covering the entire island. The Sri Lanka Broadcasting Corporation goes on air overseas broadcasting its programs through its Relay Station at Trincomalee via Medium Wave (MW) and Short Wave (SW) and through its Relay Station at Puttalam via Medium Wave. The Sri Lanka Broadcasting Corporation engaged itself in a reliable and forthright media mission has reached out to the path heading towards linking the international parlance through its website in order to keep in touch with the listeners more closely.

5.2 Corporate Vision, Mission and Objectives

Vision

To foster ideals for a good electronic media culture.

Mission

To engage in a media mission towards individual furtherance that strengthens the reconciliation of a multi-ethnic, multi-lingual and multi-religious society, economic development and democratic core values.

Objectives

- To collect information on events related to political, economic and social significance across the globe and disseminate them to the people with perspicuity.
- To provide leeway to accumulate common knowledge that allows people to gear themselves up as active individuals in the environment they live in.
- To build up a general knowledge fund for the sake of the society.
- To identify the challenges of the sustenance of the human being and equip him/her with the knowledge he/she needs.
- Motivation towards the promotion of the objectives of the society that are exigent and terminus.
- To help out to interpret and clarify the basics of general matters.
- Inculcation and motivation of knowledge towards the development of skills, virtues and intellects of the individuals.
- To distinguish, safeguard and develop the culture of the nation or an ethnic community.
- To see to the entertainment aspect.
- To advocate mutual understanding, co-existence and respect among diverse community groups.
- To update and implement new technological changes.

5.3 Key Duties

The key duties of the Corporation in accordance with the Sri Lanka Broadcasting Corporation Act, No. 37 of 1966 are as shown below :

- Operation of broadcasting services within Sri Lanka seeing to its development, expansion and improvement towards the wellbeing of the general public.
- Supervision and monitoring of the programs broadcast by the Sri Lanka Broadcasting Corporation.
- Exercising the powers and responsibilities given by this Act for the purpose of broadcasting.
- Offering necessary guidance to the Hon. Minister on matters relating to broadcasting.

5.4 Staff Information - 2024

Cadre	Approved	Actual
Permanent	700	287
Contract	21	61
Total	721	348

5.5 Physical and Financial Progress - 2024

5.5.1 Physical Progress

5.5.1.1 Establishment

A new composition of employees comprising 461 has been prepared and submitted to the Department of Management Services for approval.

5.5.1.2 Marketing

The expected marketing target set for the year 2024 is Rs. 819.75 Mn. and only a sum amounting to Rs. 456.87 Mn. out of it has been achieved. It turns out to be only 56% as a percentage.

5.5.1.3 Engineering

The activities related to Rs. 146 Mn. under approval for the capital expenditure during the year 2024 could not be carried out in 2024 and the procurement process of implementing such activities has been initiated as from the year 2025.

5.5.1.4 Programs

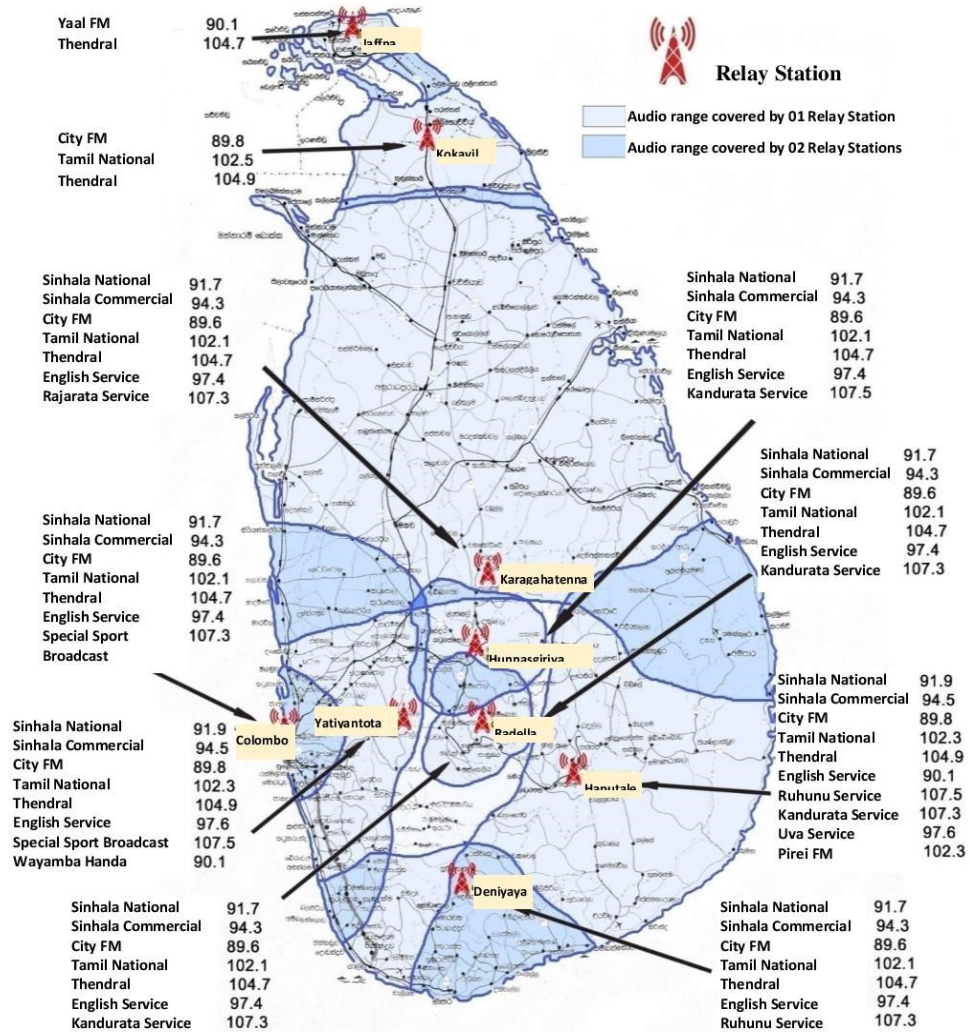
The City FM Service, Sinhala Service, Commercial Service, Muslim Service, Tamil Service, Thendral Service and the English Service of the Sri Lanka Broadcasting Corporation have undertaken the tasks of producing and presenting programs for the promotion of social and cultural values, producing and transmitting creative programs capable of captivating new listeners, producing and broadcasting programs with the patronage of its clients and producing and going on air with programs for the advanced aesthetic taste of the listeners.

5.5.1.5 Programs to which special attention has been paid

- Transmission of the agricultural programs in all three languages ensuring food promotion and uplifting food security in such a manner as to protect the farmers' dignity. Presentation of conversational programs in participation with experts and scholars in the field.
- Transmission of the programs such as 'Pibidena Gayaka Parapura', 'Geeth Maduraya', 'Oba Ayemath Evidin', 'Geeyaka Viyamana', 'Nomiya Minisun' and 'Kalasangam' in association with new vocalists and the musical programs such as 'Veyum Geethawa' in association with veteran musicians.

- Transmission of programs such as ‘Sarasavi Uyana’, ‘Hanthane Gee Ravaya’ and 'Sarasavi Reswalalla' center staging the popular melodies and the transmission of economic, cultural and political programs.
- The 'City Infinity' program incorporating the songs of new male and female singers was initiated for lending a hand to new vocalists.
- Transmission of timely programs such as 'Subarathie' and 'Sathyekshanaya'.
- Transmission of the program, ‘Jana Rawaya’ featuring the information required by the general public on the roles played by the Ministries conducted by way of discussions through a panel of experts in attendance with the officers from the respective Ministries.
- Transmission of the programs known as ‘Dasa Desin Rata Yana Atha’ and 'Kannadiya' featuring the latest news on economic, social, political, contemporary and international affairs of everyday society.
- Transmission of the program, 'Geeyaka Viyamana' produced in line with the experiences of veteran lyrists and their song creations and the surrounding background thereof, with a view to building up a new generation of admirers.
- Transmission of the programs known as ‘Guwan Viduli Baandagaraya’ and ‘Vishwa Madura’ meant for the aesthetic taste of the listeners of songs turned out in the languages of Sinhala, Tamil and Hindi and other dialects and exclusively selected from among the melodies of varied styles in diverse languages in possession of the Sri Lanka Broadcasting Corporation, Asia's first-ever radio.
- Transmission of the series of programs, ‘Sarathie’, ‘Prabashwarie’ and ‘Prabathaya’ going on air on Mondays and Fridays during the week via ‘Swadeshiya Sevaya’ reserving space particularly to women’s creativity covering the aspects of health, education, law, social knowledge, nutrition, entrepreneurship and mental health.
- The purpose of the program, ‘Vikasitha Rae Hatha’ presented with the attendance of experts in divers areas is to bring about a stimulation required for drawing the listener closure to the life of arts and literature, harnessing aesthetic enjoyment and imagination and accomplishing the goals and objectives in life.

Frequencies & Audio Ranges of FM Services



- Propagation of the children's drama books of 'Ape Hapannu' and other story books of children, focusing on the school busses and vans and the transmission of children's news programs, 'Vidula Lama Pitiya' and 'Susara Sara' with the aim of availing important information to children for a secure tomorrow in concert with the child's mindset.
- Transmission of the program, 'The Coffee Hour' featuring various timely topics via the English Service.
- Presentation of programs such as 'Aaradana', 'Hiru Nivena Hendewaka', 'Pansilu Amawa' and 'Sarasa Rawaya' underlining the popular melody and universal literature.
- Production of dramas based on a classical masterpiece from the universal literature ('Viswa Sahithyayen') and transmission of programs such as 'Guwan Viduli Ranga Mandala', 'Muwan Pelessa' and Buddhist dramas.

5.5.1.6 Researches, Training and Foreign Relations

Engineering courses in program production, communication and broadcasting inclusive of the theoretical and practical sessions on radio communication have been implemented by the Media Academy in Kotmale and the training Institute of the Head Office.

a) Courses conducted by the Training Institute of Broadcasting

	Course Name	No. of Courses	Participation	Income (Rs. Mn.)
i.	Child Speech and Communication Course	07	07	3.90
ii.	Communication Course for School Media Circles	02	51	0.31
iii.	Certificate Course in Radio Broadcast Productions and communication	02	40	1.60
iv.	Course in Sound Control and Public Address	02	96	5.27
	Total	13	194	11.08

- b) A group of 15 employees of the Corporation participated in the workshop on the formal filing of documents conducted free of charge by the Radio Training Institute.

5.6 Financial Progress

5.6.1 Income Generation – 2024

Item	(Rs. Mn.)
Income	986.81
Expenditure	1093.95
Profit / Loss	(107.14)

5.6.2 Utilization of General Treasury Provisions

The provisions of the General Treasury to the value of Rs. 200 Mn. for the recurrent expenditure of the Corporation have been credited to the capital of the Corporation by equity transfer and such provisions have been utilized for the payment of salaries of the Corporation employees.

5.6.3 Financial Progress of each of the Radio Broadcasting Services - 2024

	Radio Broadcasting Service	Income (Rs. Mn.)	Expenditure (Rs. Mn.)	Profit / Loss (Rs. Mn.)
Main Channels				
i.	City FM Service	99.75	85.18	14.57
ii.	Sinhala National Service	84.99	118.05	(33.06)
iii.	Commercial Service	61.80	88.36	(26.56)
iv.	Tamil Service	120.07	92.38	27.69
v.	Thendral Service	26.88	67.94	(41.06)
vi.	English Service	12.82	64.11	(51.29)
vii.	Sports Service	5.93	7.23	(1.30)
	Sub Total	412.24	523.25	(111.01)
Regional Channels				
i.	Ruhunu Service	12.22	36.58	(24.36)
ii.	Rajarata Service	10.66	27.18	(16.52)
iii.	Kandurata Service	22.40	45.13	(22.73)
iv.	Yal FM Service	4.58	18.12	(13.54)
v.	Pirei FM Service	14.29	15.18	(0.89)
vi.	Wayamba Service	2.44	1.11	1.33
	Sub Total	66.59	143.3	(76.71)
Relay Stations				
i.	Puttlam (TWR)	58.34	65.60	(7.26)
ii.	Trincomalee	102.05	106.42	(4.37)
	Sub Total	160.39	172.02	(11.63)
	Total	639.22	838.57	(199.35)

5.6.4 Additional Income Generation Avenues

- Making available a part of the new building at the premises where the head office of the Corporation is situated to external parties on a lease basis.
- Conducting courses in the Training Institute at Kotmale.

6. Proposed projects / programs to be implemented during the year 2025

Repair of the old Training Institute Building (Rs. 10 Mn.)

Opening of the Radio Museum after refurbishment (Rs. 08 Mn.)

Carrying on with the Media Academy after upgradation (Rs. 06 Mn.)

Completion of the construction work of the Yaal FM Service (Rs. 07 Mn.)

Repair of the bungalow in Ambewela (Rs. 07 Mn.)

Repair of the bungalow in Nuwara Eliya (Rs. 07 Mn.)

Repair of the bungalow in Rajarata (Rs. 05 Mn.)

Repairs to Kandurata, Rajarata and Ruhuna Services (Rs. 18 Mn.)

Repairs of the Head Office (Rs. 20 Mn.)

The total estimated cost for these projects amounts to Rs. 88 Mn.

6.0 Sri Lanka Rupavahini Corporation

6.1 Introduction

The Sri Lanka Rupavahini Corporation (SLRC) which is rendering a pioneer service among the national media channels is a gift from the Government of Japan to the Government of Sri Lanka and the SLRC was accordingly established by the Sri Lanka Rupavahini Corporation Act, No. 06 of 1982. The National Television Channel was officially launched on the 15th of February 1982. The Act has made provisions for the tasks of carrying on with a television broadcasting service in Sri Lanka and the development, expansion and improvement of that service and the matters connected therewith or incidental thereto.

The production and broadcast of the programmes, among other things, are the key activities of the Sri Lanka Rupavahini Corporation. The Corporation has been able to acquire modern sophisticated methods such as digital technology towards presenting creations of high quality to its viewer audiences in concert with the rapidly changing television technology. While fulfilling the national responsibility as a national channel, the Corporation is also striving directly towards achieving financial stability by focusing on commercial objectives in order to become a self-financed entity.

Furthermore, the Corporation, playing a leading role in the promotion of education in Sri Lanka, fulfills its responsibility as the national channel by furnishing information, providing entertainment as well as informing of the development taking place in the country through educating the multi-lingual people speaking different languages via the channels by the names of “Rupavahini”, “Eye” and “Nethra”.

Sri Lanka Rupavahini Corporation has been able to address the aesthetic appreciation and knowledge of its viewer audiences by producing high quality programmes and presenting news items that won inland and international acclaim over a period of almost four decades.

6.2 Vision, Mission and Objectives

Vision

To fulfil the national responsibility as the pioneer television channel in the Sri Lankan mass media industry.

Mission

To deliver timely information and high quality audio-visual programmes rich in knowledge, entertainment and education by the use of new technological advancements in order to meet the expectations of the viewer audiences.

Objectives

- To achieve financial stability through a profitable operational process.
- To be among the top 5 channels by developing audience responsiveness.
- To be the most attractive, useful and reliable provider of programs and information.
- To improve the employee participation.

6.3 Staff Information – 2024

Classification	Approved Cadre	Actual	Vacancies / Redundant
Senior	73	40	35
Tertiary	178	100	82
Secondary	548	343	207
Preliminary	242	141	101
Other	-	17	(17)
Total	1041	641	408

- The aforesaid number of vacancies has been figured out in terms of the approved cadre of 1041 (permanent & contract).
- A Voluntary Retirement Scheme was implemented in 2023 utilizing treasury allocations and 67 officers were sent on retirement. A sum amounting to Rs. 118 Mn. has been spent on Retirement compensation and gratuity payments.
- The new cadre estimate worked out after having it limited to 650 employees in pursuance of the decision of the Cabinet of Ministers has been submitted for the approval of the Department of Management Services on 02.09.2024.
- The payment of outstanding gratuity amounting to Rs. 95 million for 97 officers retired from the service of the Corporation as of 31.12.2023 have been paid and finalized during the year 2024 using the treasury provisions.

6.4 Physical and Financial Progress as of 31.12.2024

Provisions in a sum of Rs. 105 Mn. have been received as capital transfers from the General Treasury during In the year 2024. Such provisions have been utilized for the purchase of essential new technological equipment.

6.4.1 Physical Progress

6.4.1.1 Capital Projects

Activities	Estimated Cost (Rs. Mn.)	Progress
Purchase of Channel Combiners	35	The Letters of Credit have been opened.
Purchase of Vision Mixers for the studios and vehicles of the outdoor streaming	40	The equipment has been received.
Purchase of new Audio Mixers for the studios and vehicles of the outdoor streaming	10	The equipment has been ordered.
Purchase of Slow-Motion equipment	05	
Purchase of LiveU Units required for linking up the outdoor live filming with the main control room	05	
Purchase of technological equipment required for the production of outdoor programs at a low cost	10	
Total	105	

6.4.1.2 Sales

- The sales revenue up to 31.12.2024 was Rs. 1328.39 Mn. approximately whereas the sales revenue as of 31.12.2023 was Rs. 1269.60 Mn. while the sales revenue of the year 2024 in comparison to the year 2023 has achieved a gradual growth.
- The income earned by the programs conducted in connection with various festive events, religious festivals and special days celebrated throughout the year in the country was nearly Rs. 150 million.

13.4.2.2 Training Activities

As other modes of income generation, the Corporation was able to earn Rs. 16.5 Mn. in income by conducting training courses in acting, dubbing of television programs, television camera work and lighting, tele-program presentation etc. to external parties by the Research and Training Unit under the Administration Division.

13.4.2.2 Programmes

Despite being compelled to make do with more airtime as repeat telecasts at the beginning of the year on the backdrop of the difficulty of investing money for the production of new programs due to the financial crisis faced by the Corporation, measures have been taken to stream a good deal of new programs as given below consequent to the contribution of sponsorships, circumventing such situation by now.

- Audience attraction has been stepped up by telecasting quality new teledrama series on a daily basis. It also includes several dubbed teledramas of foreign countries.
(E.g. : The local teledramas titled ‘Viyali’, ‘Amuthu Dosthara’, ‘Iragini Maddahana’ and ‘Situwara Puvatha’ and the dubbed foreign teledrama titled ‘Kirilliyo’)
- The national channel has been able to retain the audience through the daytime movie series that is being streamed daily.
- The programs titled ‘Piyum Neela Vila’, ‘Sandaroo Suyamaya’ and ‘Revdun Gee’ which are produced by mixing a new music conjunction are currently being streamed and the programs such as the musical show presented by a foreign band named ‘ABBA’ have been covered and aired.
- Through the production of programs such as ‘Gamata Cricket’, opportunities are made available to talented players in rural schools and the matches of international cricket are also covered.
- Production of programs for religious and cultural events of a specific nature keeping the national responsibility in mind is also a noteworthy feature. E.g. : Sinhala New Year / Vesak Festival / Posen Festival / Perahera Telecast / Saddharma Varsha Poya Live Telecast and the program production for various religious festivals.
- Producing a documentary series called ‘Asparshaniya Urumaya’ on hidden cultural heritage and the production of a new documentary series in collaboration with the Fisheries Corporation.
- Conducting workshops throughout the island in parallel to the ‘Nena Mihira’ Year 5 scholarship program and the sale of the sets of question paper books.
- The social media unit has earned substantial income by producing quality and engaging programs and beaming them through the YouTube channel.

6.4.1.5 News and Current Affairs

- Regular programs such as ‘Puwathpath Sirsathala (Daily)’, ‘Aluth Dinak (weekdays)’, ‘Karata Kara’, ‘Mahajana Dinaya’, ‘Shanida Ayubowan’, ‘Rata’, ‘Ayubowewa’, Cabinet Decision Announcement, ‘Industry Sri Lanka’, ‘Connect Sri Lanka’, Poya Programmes and State Festivals were aired as usual.

- Was able to become the first ever and the only TV channel to present news with AI technology in all three languages.
- Conducted 340 New Year celebrating festivals in one day in conjunction with the Youth Services Council and beamed short coverages of about 150 events of them. Also conducted a training workshop for 340 regional reporters associated with such events.
- Subscribers on the Rupavahini News YouTube channel have exceeded 320,000 and the monthly views were over 10 million.

6.4.2 Financial Progress

The monthly breakeven point of the Corporation is approximately Rs. 150 Mn. It has failed to reach the breakeven point in the face of the adverse economic situation in the country.

The General Treasury through the budget in 2024 made available Rs. 200 Mn. to the Corporation under the capital transfers, out of which sums of Rs. 95 Mn. for the payment of employee arrears of gratuity and Rs. 105 Mn. towards the capital projects were set aside.

6.4.2.1 Income of Channels - 2024

Channel	Projected Income in 2024 (Rs. Mn.)	Income as at 31.12.2024 (Rs. Mn.)	As a % of the Projected Income
Rupavahini	1542.00	1134.26	73
EYE	135.00	81.85	61
Nethra	225.00	112.28	50
Total	1902.00	1328.39	70

6.4.2.2 Income, Expenditure and Loss / Profit - 2024

Item	(Rs. Mn.)
Total Income	1,510.59
Total Expenditure	(1,747.99)
Profit / Loss before tax	(237.40)

13.4 Projects proposed to be implemented during the year 2025

- Preserving the video heritage of the nation by archiving old video materials owned by SLRC for the next generation. (Rs. 200 Mn.)
- Development of SLRC existing analog transmission network of Rupavahini, Nethra and EYE channels and upgrading Analog Studio to Transmitter Link (ST)L/Live Outside Broadcasting (OB) Linking to Digital Media. (Rs. 206.5 Mn.)
- ICT Infrastructure, Cyber Security Development & Server upgrading. (Rs. 246 Mn.)

- Building a Next-generation Production Eco-system for Production Services Division of SLRC. (Rs. 100 Mn.)
- Modernisation of SLRC Studio Complex and Outside Broadcast Trucks. (Rs. 100 Mn.)

A provision of Rs. 852.5 Mn. is expected to be obtained from the General Treasury for the above projects.

7.0 Independent Television Network Limited

7.1 Introduction

Inaugurated its operations in the year 1979, the Independent Television Network is functioning as a leading television network in the sphere of Television and Radio Media in Sri Lanka conveying the development news of the government to the people at large.

The Independent Television Network Ltd. Is carried on as a state-owned public company and the two television channels named, Independent Television (ITN) and Vasantham TV and yet another two radio channels named, Lakhanda and Vasantham FM along with a digital channel for social media activation are in operation for the Tamil and Sinhala speaking community of audiences.

The Independent Television Network Limited has in its possession a very powerful channeling potential encompassing the whole of Sri Lanka with a wider coverage. This Network captures its audiences with a terrestrial coverage of 87% and population coverage of 91% for ITN, a terrestrial coverage of 88% and population coverage of 93% for Lakhanda, a terrestrial coverage of 35% and population coverage of 30% for Vasantham TV and a terrestrial coverage of 80% and population coverage of 87% for Vasantham FM.

The Independent Television was able to line up and present programmes of the highest quality standards comprising entertainment, news and the very latest events and it has now earned a good name and style, reputation and high recognition as the family channel advocating the cultural, social and religious values of Sri Lanka.

7.2 Vision, Mission and Objectives

Vision

Independent Television Network to be the forerunner in the field of electronic media

Mission

Presentation of high-quality, attractive and human-friendly programmes interwoven with Sri Lankan values and culture

Objectives & Strategies

- To present excellent educational, news-oriented and entertainment programmes.
- To utilize the very latest technology for producing and telecasting the programmes.
- To be the forerunner in the field of new media in Sri Lanka.
- To maintain the financial stability of the institution.
- To develop creative, skilled and qualified human resources.

7.3 Staff Information – As per the Levels of Service – 2024

Classification	Approved Cadre	Actual Cadre
Senior	80	31
Tertiary	150	57
Secondary	503	244
Preliminary	190	126
Total	923	458
Sales Executives	-	22
Posts made as personal to the holder	-	47
Total	923	527

The approval for the proposed composition of the cadre of 545 employees has to be obtained after working out the methodology for implementation of the Voluntary Retirement Scheme.

Progress on the implementation of the Voluntary Retirement Scheme 2023 / 2024

(Rs. Mn.)

Year	Provision	Cadre	Compensation	Gratuity	Total Cost	Saving in Cost (Monthly)
2023	50	27	49.50	15.44	64.94	1.9
2024	150	42	62.17	14.47	76.64	2.9
Total	200	69	111.67	29.91	141.58	4.8

It was decided that after utilizing the provision of Rs. 150 Mn. made available as a equity transfer for the year 2024 for implementing the voluntary retirement scheme, the remaining provision is to be made use of on capital projects.

7.4 Physical and Financial Progress – 2024

7.4.1 Physical Progress

7.4.1.1 Improvement of the coverage area of Vasantham TV Channel

Developing and widening of the area of coverage of the Vasantham TV Channel to enable the Tamil speaking Sri Lankan populace to view clear pictures and to be able it to transmit local Tamil programmes following their production is a budget proposal passed in the year 2018. The total estimated provision of the General Treasury with respect to the project initiated accordingly is Rs. 314 Mn. Due to non-availability of expected funds in 2019, the project period had to be extended to the year 2024.

Even though the Independent Television Network has also focused on the digitization of televisions, it is imperative to attend to improvement work on the transmission centers that are under analogue technology until the introduction of television digitalization, and as such, the capital

provisions for that purpose had to be obtained. The total expenditure of this project up to 31.12.2023 amounted to Rs. 173.76 Mn.

7.4.1.2 Modernization of the Main Control Room

Following the implementation of the voluntary retirement scheme through the provision of Rs. 150 Mn. allocated for the year 2024, the procurement activities in connection with the modernization of the main control room are being carried out by the use of the remainder of the provisions concerned.

7.4.1.2 Programmes

In the current competitive environment, the Independent Television Network as the most people-centric channel among other television channels, a host of attractive programs was endowed to its viewer audiences during the year 2024 as well. The institution has been able to win several awards for those efforts.

During the year 2024 too, many a programme with substance and quality were introduced for the enjoyment of the people and transmission of information to them, being sensitive to the viewer and listener taste within and beyond its parameters and the programs that have been running since the preceding years were also continued to be transmitted to the people during this year too, so as to make the institution financially viable. Moreover, the ITN went on to present its line-up of programs in a manner that advocates and manifests its social responsibility towards the nation as a national media channel.

Only the programs that suit the main corporate objectives of the organization in harmony with the institutionally and externally produced ones were beamed on air during the year 2024 too. The qualitative aspect of the programs was further preserved and ensured by way of effectively steering the creative human resources and other means of resources such as those technically and physically evolved towards the production of programs.

7.4.2 Financial Progress

The breakeven point of the institution is Rs. 160 Mn. Due to its failure to achieve the projected income targets in the face of the circumstances of the adverse economic situation that prevailed in the country, reaching out to the said breakeven point has been found to be difficult.

7.4.2.1 Channel-wise Income – 2024

The sources of income generation of the institution are the sale of sponsorship for programmes, taking in advertisements, selling transmission time for external programmes and digital marketing via the social media channel.

Channel	(Rs. Mn.)
ITN TV	1472.00
VTV	149.30
LAKHANDA	75.90
VFM	44.40
ITN DIGITAL	143.60
Total	1885.20

7.4.2.2 Financial Progress – 2024

Item	(Rs. Mn.)
Sales	1,741.60
Cost of sales	(546.80)
gross profit	1194.80
Other operating income	204.00
Distribution, administrative, financial and other expenses	(1498.10)
Profit / loss before tax	(90.1)

7.5 Projects proposed to be implemented during the year 2025

- Improving the coverage area of the Vasantham TV and Radio channels. The total estimated amount is Rs. 351 Mn. and a sum amounting to Rs. 181 Mn. is expected to be spent or the year 2025.
- The total estimated cost for the re-installation and up-dating of the main control room is Rs. 150 Mn., out of which arrangements were made to defray Rs. 56.5 Mn. of expenditure during the year 2024 while a sum amounting to Rs. 50 Mn. is expected to be spent for the year 2025.
- Implementation of the Audio-Visual Archival System : The total estimated amount is Rs. 60 million and a sum amounting to Rs. 45 Mn. is expected to be spent for the year 2025.
- Towards improving the efficiency of the institution, the total estimated cost for the Document Management System is Rs. 10 Mn. for the year 2025 while the total estimated cost for the implementation of the Broadcast Newsroom System for the year 2025 is Rs. 80 Mn. and a sum amounting to Rs. 60 Mn. is expected to be spent for the year 2025.
- A sum amounting to Rs. 50 Mn. is expected to cost the introduction of the Broadcast Scheduling Software System and a sum to the value of Rs. 30 Mn. is expected to be spent for the year 2025.

8.0 Associated Newspapers of Ceylon Limited

8.1 Introduction

The Associated Newspapers of Ceylon Limited known by the name of “Lake House” and the only newspaper company owned by the state in this country was incorporated in the year 1926 as a Public Limited Liability Company by the reputed iconic business personality, D.R. Wijewardene Esqr. and it was later taken over by the government under the Associated Newspapers of Ceylon Limited (Special Provisions) Act, No. 28 of 1973. 87.5% of the ownership of the company is in possession of the Public Trustee on behalf of the government and the remaining shares were held by the previous shareholders of the company prior to the takeover of it by the government.

The Lake House has been able to establish its place as the forerunner in the media industry over its almost century-old journey. The foremost role of the Lake House is to work for the good of the nation as well as the realization of the continued growth of the organization based on those objectives.

The Lake House is an establishment that has won the credibility of the readership community in the sphere of news communication of the print media building a knowledgeable society for the sake of fostering a continued sustenance of the newspaper industry, and it renders a national mission by averting the social integration of wrong ideologies through the conveyance of latest, precise, and the veracity-authenticated information to the community of its readership. The company as of now has also undertaken to leverage the social integration of information via digital media, opening up new vistas of the print media artistry.

8.2 Corporate Vision, Mission and Objectives

Vision

To be the pioneer to provide a media ambience to the inland and global community with credibility and social responsibility, integrating the print and digital media.

Mission

Delivery of media services to the inland and global community ethically and effectively through instant collection and processing of news and information via reliable and independent sources and across integrated newspapers and digital media tools, making use of new technology.

Objectives

- To be the market leader in the newspaper industry.
- To disseminate accurate and authentic information.
- To be the most efficient newspaper service provider and conveyor.
- Excellence in customer service.
- To earmark the market based on the latest trends and demands and the positioning of the brands.
- To strengthen the market leadership in the print media advertising artistry.
- To become the most actively expressed publications of the new media.
- To gain access to convergent social media.
- To reach excellence in newspaper web printing.
- To improve the human resource policy and practices.

8.3 Staff - 2024

Category of Posts	Permanent	Contract	Total Cadre
Chairman and Board of Directors	05	0	05
Top Management (General Manager, Additional General Manager, Company Secretary, Deputy General Managers, Chief Editors)	05	05	10
Assistant General Manager, Senior Managers, Managers, Editors of Periodicals	57	15	72
Deputy Manager, Assistant Manager, Deputy Editors, Creative Editors, Divisional Chiefs of Editorial Boards	97	26	123
Mass Media Journalists and Executive Officers	159	76	235
Other	319	125	444
Total	642	247	889

8.4 Publications

Printing and distributing daily and weekly newspapers and periodicals and operating concurrent social media platforms in the mediums of Sinhala, Tamil and English.

#	Publication	Description	Print	E-Paper	Web	Fb	YouTube	TikTok	Instagram	X
i	Dinamina	Daily Sinhala Newspaper	√	√	√	√	√	√	√	√
ii	Daily News	Daily English Newspaper	√	√	√	√	√	-	√	√
iii	Thinakaran	Daily Tamil Newspaper	√	√	√	√	√	-	√	√
iv	Silumina	Sunday Sinhala Newspaper	√	√	√	√	√	-	-	√
v	Sunday Observer	Sunday English Newspaper	√	√	√	√	-	-	√	√
vi	Vaaramanjari	Sunday Tamil Newspaper	√	√	√	√	-	-	-	-
Weekly Publications										
vii	Budusarana	On Buddhism	√	√	√	√	√	√	√	-
viii	Mihira	For Children	-	√	√	√	√	-	-	-
ix	Tharuni	For Women	√	√	√	√	√	√	-	-
x	Sarasaviya	On Cinema	-	√	√	√	√	√	√	-
xi	Subasetha	On Astrology	√	√	√	√	√	-	-	-

8.5 Physical and Financial Progress - 2024

8.5.1 Physical Progress of Programs / Projects and Activities implemented (Projects implemented by the treasury funds / institutional provisions)

8.5.1.1 Implementation of the Voluntary Retirement Scheme (VRS) of Employees

The voluntary resignation scheme for the employees was made operative during the years 2023 and 2024 with a view to retaining an adequate and affordable capacity of cadre in keeping with the company's requirements, availing the employees in service opportunity to retire from the service voluntarily as a measure to minimize the adverse impact on the profitability of the company.

The downsizing of employees has been done on the employee categorization criteria. Necessary plans have been drawn out to make the employees under retention a fully talent-wise efficient human resource in concert with the future objectives and needs of the company. The adoption of

these measures will enable the Lake House to provide sustainable media services with an appropriate standard by venturing into its activities with a firm footing.

Accordingly, the number of permanent and contract employees of the Lake House other than those of the digital department as per the Memorandum of Understanding entered into by the company with the then-line Ministry of Mass Media will stand fixed to 850 by 31.12.2024 and this cadre needs to be maintained with optimum stability in keeping with the requirements of the company.

The approved cadre for the digital department is 30 and the number of presently existing employees is 26. It has been decided that this staff should not be included in the voluntary resignation scheme and is expected to keep the overall staff fixed to the limit of 850.

In order to fund this voluntary resignation scheme of employees, the government budget allocated a provision of Rs. 300 million for the year 2023.

Phase	No. of employees resigned	Cost (Rs. Mn.)	Compensation Payment
Phase 05 of 2023	149	194.40	Payments have been finalized on 31.01.2023
Phase 06 (i) of 2023	62	66.93	Payments have been finalized on 31.10.2023
Sub Total	211	261.33	-
Phase 06 (ii) of 2024	10	12.50	Payments have been finalized on 28.02.2024
Total	221	273.83	

The sum amounting to Rs. 273.83 Mn. received from the General Treasury for the purpose of this voluntary resignation scheme of employees has been fully paid up.

8.5.1.2 Enhancement of the Commercial Printing Income

The income from commercial printing earned in the year 2024 amounts to Rs. 76.4 Mn. by way of measures such as implementation of a promotional arrangement for increasing the company's commercial printing income, deployment of employees for the market promotion activities and giving effect to an incentive scheme for employees in order to encourage them.

8.5.1.3 Human Resource Management

In order to ensure the establishment of good practice of human resource management, the number of permanent and contract employees of the Lake House other than those of the digital department as per the Memorandum of Understanding entered into by the company with the Ministry of Mass Media should stand fixed to 900 by 31 December 2023 and to 850 by 31

December 2024. Accordingly, approval has been sought from the Ministry for the posts of manager and the positions above them that were not effective over a number of years. The matters involving employee performance in 2024 are in its final stage.

8.5.1.4 Staff Training

During the year 2024, 45 employee training sessions have been conducted with the provisions of the company and 690 employees have been provided with training opportunities.

8.5.1.5 Lake House Media Academy

The Lake House Media Academy, the first-ever media academy that was initiated by a newspaper agency in Sri Lanka, was set up on 26 September 2022 with the ambition of producing next-generation media journalists and media professionals in the field of media in Sri Lanka. The Academy provides the students with media training to hone their practical skills that are very necessary for their future careers by going beyond the inculcation of basic academic knowledge of journalism.

The Academy with the introduction of a series of broad-based programs including certificate courses, higher certificate courses, diplomas and the media industry-focused specialized one-day workshops, reached out to a significant milestone in its inaugural year. These educational activities are being led by reputed personalities in the field of media, experienced media journalists, university professors and professionals engaged in the newspaper industry. The curriculum of the Academy is worked out by a committee comprising versatile media journalists and persons engaged in the newspaper industry with extensive experience.

The education provided by the Lake House Academy addresses and assures the achievement of each student's unique talents and aspirations. The Lake House Media Academy acts as a symbol of the excellence committed to mould the future leaders of the media sphere in Sri Lanka for the sake of media journalists and media professionals whose ambition is to get acquainted with unparalleled opportunities for education.

Courses and Workshops conducted by the Academy in 2024

Workshop / Course	Duration	No. of Students took part
Workshop on Government Tax (Online)	One Day	51
Diploma in Digital Journalism	06 Months	11
Diploma in Mass Communication	06 Months	10

Workshop on the Tectonics of YouTube (Online)	One Day	16
Training Workshop on Intuitive Acting and TV Program Announcement	One Day	25
Training Workshop on Dubbing	One Day	33
Workshop on the Tectonics of Short Films and Mobile Films	One Day	41
Total		187

8.5.1.6 Minimizing the Transport Cost

Since the deployment of contractors in the industry to deliver newspapers is generally advantageous, the distribution work of 4 newspapers was handed over to contractual transport firms.

8.5.1.7 Digital Market Access

- Introduction of a subscription money recovery system for e-paper zones.
- Launch of the website www.adz.lk availing of a digital approach for classified advertisements
- Presentation of the websites of the major newspapers in a new facet.
- Presentation of an increased number of audio-visual features in all digital zones.
- Introduction of an arrangement to catch up with advertisers with an appointment of a full-time marketing executive.

8.5.1.8 Regularization of the Internal Control Systems

- Documentation of the purchasing method.
- Documentation of the marketing system.
- Improvement of the Internal Audit Plan
- Documentation of the advertising method.

8.5.1.9 Cost Control

- Keeping the number of pages in newspapers to a minimum level.
- Reducing the number of periodicals under printing.
- Curtailment of cost involving the promotion work of marketing
- Overtime allowance control.

8.5.1.10 Sources of Income

- Measures are underway to attract investors for the optimum utilization of assets.
- Commencement of the ‘Visit Lakehouse’ stall and a souvenir stall.

8.5.1.11 Promotion of Newspapers

- Providing full freedom for the editorial board.
- Subtle scrutiny of the quality of newspapers.
- Weekly printing of the newspaper, Tharuni.
- Adding a supplementary of 16 pages for the Silumina newspaper.

8.5.1.12 Capacity Building of Employees

- Holding 19 training sessions for 420 employees of the institution.

8.5.1.13 Other

- Holding the Sarasavi Cinema Festival.

8.6 Financial Progress - 2024

Item	As of 31.12.2024 (Rs. Mn.)
Income	2,516.84*
Expenditure	2,504.90
Profit / Loss	11.94

* The government's grant of Rs. 12.5 million is not included in the income.

** The computations have been carried out based on the provisional data.

8.7 Programs / Projects expected to be implemented during the year 2025

- Introduction of performance indicators for the staff expected to be fixed to 850.
- Purchasing of a new CTP machine at a cost of approximately since the machine presently in possession of the institution is several years old. (Rs. 90 Mn.)
- To improve the digital media publications.
- Leasing out the space in the Head Office premises.
- Channeling the regional property for income-generating projects.
- Installation of a solar panel system to reduce electricity tariffs at the Head Office.

9.0 Sri Lanka Press Council

9.1 Introduction

The Sri Lanka Press Council established under the Sri Lanka Press Council Act, No. 05 of 1973 is a statutory board functioning under the purview of this Ministry.

This is an act that has been passed to provide for the appointment of a Press Council of Sri Lanka for streamlining the matters relating to newspapers in Sri Lanka and providing advice on matters connected thereto and investigating certain facts related to printing or publishing in newspapers and dealing with matters connected or incidental thereto.

A special emphasis has been laid to show guidance to the media personnel through particular legal approaches by ethically molding them on issues of any controversial nature published in the newspaper reports as well as to provide the media personnel with awareness programmes with a view to raising their professional standards.

The role of the Sri Lanka Press Council is to ensure the regularization of newspapers, provision of support for proper coordination among all sectors engaged in the newspaper production or publication, conducting research work on use of newspapers and the needs of the newspapers, methods of recruitment to the profession of journalism, measures related to welfare, education, training and improvement of media personnel and any other matters related to such profession.

9.2 Corporate Vision, Mission and Objectives

Vision

To make the security of press freedom in Sri Lanka more meaningful

Mission

To make the press freedom in Sri Lanka known as a cultural element towards national development

Goals as per the objectives of Sri Lanka Press Council Act

- Safeguarding the press freedom of Sri Lanka. Prevention from the misuse of such press freedom and protection of the nature of the newspapers in Sri Lanka in accordance with the highest standards of professionalism.
- Safeguarding the freedom of publishing truthful statements based on facts as well as opinions based on actual statements as news in the newspapers.

- Being responsible for ensuring the upholding of the newspaper ethics in its highest order by newspaper and news tabloid journalists as well as raising a proper sensitivity on two important factors of citizens' rights and responsibilities.
- Developing the methods of recruitment to the professional service of journalism and the welfare, education and training opportunities for the profession.
- Extending support towards a proper relationship among all the sectors engaged in newspaper manufacturing or publishing as well as setting up of common timely services needed for the conveyance and dissemination of news.
- Conducting research work on the use and needs of the newspapers.
- Reviewing new developments that could cause restrictions on the purveyance of information of common importance for the interest of the general public and the latest trends that could have a propensity resulting in apparent stagnation or autocracy in the sphere of newspapers in Sri Lanka and proposing appropriate remedial measures against such developments.
- Advising the government on matters whatsoever connected to the regularization and maintenance of the newspapers.

9.3 Carder Details – 2024

Category	Approved	Actual	Vacancies
Senior	04	03	01
Tertiary	05	03	02
Secondary	07	03	04
Primary	05	01	04
Total	21	10	11

9.4 Physical progress

9.4.1 Registration of Newspapers

Categorization of newspapers according to the time frequency	No. of registered newspapers
Daily	21
Weekly	38
Monthly	65
Others	25
Total	149

Categorization of newspapers according to the language	No. of registered newspapers
Sinhala	83
Tamil	29
English	35
Bi/ Tri lingual	02
Total	149

All the newspapers and magazines published within this country should be registered in this board and it gives a legitimate right to the owners of the respective newspaper. 149 newspapers had been registered by 2024.

9.4.2 Investigating into the complaints received against the newspapers

If any sort of article is published in a newspaper published within Sri Lanka that discriminates against any individual, organization or an institution, a complaint can be lodged in the Council and after receiving such complaint it is investigated, the two parties concerned is met and trailed the matter according to the Press Council act.

Investigating into the complaints – 2024

Method of inquiring into the complaints	No. of Complaints
Complaints not forwarded in a formal manner	03
Under the process of investigation	26
Decided not to proceed	05
Dismissals	01
Orders	01
Settlements reached	16
Total	52

The number of complaints targeted to be inquired within the year 2024 is 100. A total of 52 complaints have been received as 17 complaints extended from the year 2023 and 35 complaints received by September 2024. No fee is charged for inquiring into the complaints. 11 complaints in regard to the newspaper ‘Eethalaya’ has been forwarded for judicial actions.

9.4.3 Courses conducted with the intention of developing the theoretical knowledge, understanding and skills of the media personnel

a) Diploma Course in Media Studies and Journalism

This course is conducted as a one year course for professional journalists and freshers while the course syllabus has been prepared in accordance with the register of media studies introduced by UNESCO.

Lectures of the tenth batch of the diploma course in media studies have been completed, examination conducted and answer papers evaluation has been competed by now. Lectures of the eleventh batch has been inaugurated.

9.4.4 Programs/workshops conducted for students who learning the subject of media

Workshop	Date
ISK Institute in Kuliapitiya	2024.05.16
Biyagama Central College	2024.07.30
A. E. Gunasinghe Vidyalaya	2024.08.07
St. Mary's College	2024.08.13
Siyesro Educational Institute - Ratnapura	2024.08.23
WP/HO/ Subharathi Mahamanya Maha Vidyalaya - Homagama	2024.09.13
C. W. W. Kannangara Vidyalaya - Colombo 08	2024.09.26
Jayanthi Vidyalaya - Colombo 14	2024.10.02
Nenamal Vidyalaya - Kelaniya	2024.10.10
Arepola Sri Mahinda Maha Vidyalaya - Eheliyagoda	2024.10.24
President College - Homagama	2024.10.25
Ave Maria College - Negombo	2024.10.29
Seminar organized for the Advanced Level students on Communication Policies and Media Regulation – SLPC Premises	2024.11.19
ISK Institute - Kuliapitiya	2024.12.19

9.4.5 Knowledge enhancement of the newspaper journalists

a) 'Sannivedana Kathikavatha' Communication Dialogue Programme

This program sets up the holding of discussions by small groups on important books and other works that produce a dialogue in the present-day context. Plans are afoot to hold 20 discourses in the year 2024 and 12 of such deliberations have been conducted up to this juncture. Through this exercise, it is expected that the work of the expert and senior creators will be critically delved into and provide them with the facilities to thrive in their creative work.

Theme of the Forum	Date
South Indian contribution to Sinhala song	2024.01.30
Communicative discourse on the biographical work titled 'Premasara Epasingha'	2024.05.07
Communicative discourse on the short film, 'BUFE'	2024.06.04
Communicative Discourse on Ramya Vanigasekara's Biographical Work	2024.06.18
Educational and aesthetically tasteful programs on the song	2024.07.02
Communicative discourse on the book titled 'Minisa Sandata Giya Kathawa' (Story of Man headed to the moon)	2024.07.16
Sweet Reminiscence of the old movie songs of the 70s	2024.08.13
'Karaliye rasa musu mathaka' (Sweet memories on the stage) – Mr. Edward Chandrasiri	2024.10.16
Future challenges of the newspaper industry	2024.10.29
Karunadasa Suriyaarachchi's Mission of Journalism	2024.11.27
'Kohe Sita Aawada Me Sulanga' (Where did this wind come from) – Dinesha Madhuwanthi	2024.12.18
'Gee Sendewa' (Evening of Melodies) held on the birth centenary of great Indian singer Mohammad Rafi	2024.12.24

9.4.6 Programs conducted for media journalists and those interested in the subject of communication

The communication discourse, with the aim of developing the theoretical and practical knowledge of the media journalists and those interested in the subject of communication, will move forward to examine selected topics of significance in the present-day context.

Workshop	Date
'Will the Online Act impede the digital future in Sri Lanka?'	2024.03.19
'History of Sri Lanka renewed by the Dimbulagala inscription'	2024.09.18

9.4.7 Amendment of the Press Council Act, No. 5 of 1973

- i. Even though the approval of the Cabinet of Ministers received on the 12th of January 2021 to amending the Act for materially restructuring the Press Council and reorganizing it as an adjudicatory body for journalists and media institutions covering electronic, print and new media, the task of amending the said Act was put on hold temporarily owing to the controversial circumstances that sprung up in the periphery.
- ii. However, attention has been focused on amending the Sri Lanka Press Council Act necessitating the involvement in only the print media, and the draft bill together with the respective concept paper prepared by the Press Council of Sri Lanka and the Ministry of Mass

Media has been submitted to the Cabinet of Ministers through a Cabinet Memorandum on 31.10.2023. The decision thereon by the Cabinet of Ministers was that no further action should be necessary on the draft amendments to the Act for the time being.

- iii. However, as it is a matter of dire necessity to reform the Press Council of Sri Lanka, the Council has been asked to draft a cabinet paper once again and forward it to the Ministry.

9.5 Financial Progress – 2024

9.5.1 Progress of the projects implemented through General Treasury Provisions

As of 31.12.2024, the General Treasury has a sum amounting to Rs. 31.98 Mn. made available for the recurrent expenditure and Rs. 2.242 Mn. made available for the capital expenditure of the Press Council of Sri Lanka. The total of other income of the Press Council is Rs. .273.Mn as of 31.12.2024. Accordingly, as of the said date, a sum amounting to Rs. 35.63.Mn has been spent on other recurrent expenditure including salaries and wages.

9.5.2 Other Receipts of the Council - 2024

Receivables	Amount (Rs. Mn.)
Newspaper registration fees	0.443
Diploma courses income	0.970
Marketing of books	0.066
Delay fees	0.03
Credit interest	0.115
Bank interest income	0.109
Common deposits	0.878
Total Receivables	2.73

9.5.3 Financial Progress - 2024

Item	Amount (Rs. Mn.)
Total Income	2.73
Total Expenditure	(35.63)
Profit / Loss	(32.90)
The General Treasury Funds	34.22
Profit / (Loss)	1.32

9.6 Projects / programs proposed to be implemented in the year 2025

- Holding of three (03) workshops at provincial, district and regional levels for the teachers of communication and media studies.
- Holding of three (03) workshops at provincial, district and regional levels for the students of communication and media studies.
- Holding of fifteen (15) workshops in the Council premises for the students of educational institutes and schools in the vicinity of the Council.
- Conducting of four (04) workshops for the media journalists at the provincial level.
- Conducting of three (03) online mode workshops for the media journalists when circumstances demanded.
- Producing of ten (10) programs for the YouTube channel.
- Conducting of training programs in liaison with the Press Council of India.

10.0 Sri Lanka Institute of Printing

10.1 Introduction

Sri Lanka Institute of Printing is the pioneer professional institution dedicated to achieving the progress of knowledge, skills and proficiency in the print and graphic art industry in Sri Lanka.

The institution has been established by the Sri Lanka Institute of Printing Act No. 18 of 1984 under the then Ministry of Information and Media. This is a self – finance-generated institution dedicated to accomplishing the requirements that swell day by day in order to develop knowledge and skills in the print and graphic art sector to enhance the scientific and technological education. As a non – profitable institution, the specific role is to assist the printing industry to fulfill the modernization requirements within the socio-economic progression.

10.2 Institutional Vision, Mission an Objectives

Vision

To be the centre of excellence for serving the Printing and Digital Arts industry in Sri Lanka

Mission

To extend development services to enable Printing and Digital Arts enterprises to become globally competitive and retain their workforce with skills developed through Sri Lanka Institute of Printing, educational and training programmes.

Objectives

- Converting Sri Lanka a nation enriched with skills through developing skills of the workforce engaged in print and digital media
- Developing the competition among print and digital media entrepreneurs
- Assisting to secure foreign exchange earnings across developing a workforce with multi-skills for the global media and digital media sector.
- Developing the Sri Lanka Institute of Printing as a dynamic, global level entrepreneurship and one-stop service centre for local print and digital media sector
- Maintaining an empowered, skilled and satisfied staff within the Sri Lanka Institute of Printing

10.3 Functions of the Institution

- Conducting courses on print and digital media technology
- Conducting seminars and workshops for providing knowledge on new technological development of the sector
- Providing higher educational qualifications on print and digital media technology
- Accomplishing training requirements of the sector and provide access to employment opportunities.

10.4 Staff Information – 2024

Service Category	Approved	Actual
Chief Executive Officer / Registrar	01	00
Director of Research	01	01
Lecturer / Assistant Lecturer	01	02
Counselor	02	01
Accounts and administrator	01	01
Clerk	01	01
Office Aid	01	01
Total	08	07

10.5 Physical and Financial Progress – 2024

10.5.1 Physical Progress

10.5.1.1 Implementation of courses

- The enthusiasm for existing offset printing courses has been deteriorated among students with the modification of the printing technology. Since there is a brewing demand for graphic and multi-media courses, Sri Lanka Institute of Printing carries out graphic, multi media and media training courses. Furthermore, Sri Lanka Institute of Printing has inaugurated a digital media technology course as well since there is also a trend for digital media technology.
- A novel syllabus for a course that caters the NVQ 5 level and the present digital media technology has been prepared, evaluated syllabus and standards and has been obtained the approval of the Tertiary Education commission.
- Another course named Advance Microsoft Excel has been introduced.
- Plans are being drawn to obtain ISO 21001:2018 and inaugurate the higher diploma course.

Certificate courses and diploma courses of Sri Lanka Institute of Printing

Category of the Course	No. of Courses Conducted	Participation No of Students		Expected Revenue (Rs. Mn.)	Revenue (Rs. Mn.)
		Target	Actual		
Certificate	11	635	635	42.08	46.22
Higher Diploma	01	20	73		
Diploma	01	72	72		
Total	13	727	780	42.08	46.22

10.5.1.2 Restructuring of the Institution

- The Sri Lanka Institute of Printing was established by an Act of Parliament No. 18 of 1984 and it is proposed to establish the Institute as a statutory body.

10.5.2 Financial Progress

Item	(Rs. Mn.)
Total Revenue	46.22
Total Expenditure	26.67
Profit/Loss	19.54

10.6 Projects/programmes proposed to be implemented during the year 2025

- Plans are in place to begin Diploma in Digital Media Technology NVQ L5 courses for those holding GCE A Level or NVQ4 certificates.
- To conduct all the courses conducted by the institute in the year 2024 also in the year 2025.

11.0 Sri Lanka Foundation

11.1 Introduction

The objectives of the Sri Lanka Foundation Institute are to promote education and inculcation and distribution of knowledge amongst the people of all sectors. The Sri Lanka Foundation Act, No. 31 of 1973 has outlined in detail the legal powers through which the Sri Lanka Foundation should operate as regards the conducting of higher education programs. The Act provides for the Sri Lanka Foundation to exercise its powers to set up or carry on with an institution or initiatives or educational or social centers being in collaboration with them, enter into agreements and conduct or organize conferences, visits, lectures, seminars and courses of study. The Act also provides for extending education assistance to eligible students with learning ability and potential through grants, awards, gifts, bursaries, scholarships and facilities.

The Vision, Mission and Objectives the Sri Lanka Foundation towards acquiring the status of a higher education institution are in alignment with the law and the institution will thereby be provided with more opportunities to deliver a better service towards the development of the country.

As of now, it is almost a period of five decades since the establishment of the Sri Lanka Foundation and over the years, it has turned out to be one of the most prestigious educational institutions in the country that diffuses education and training amongst a large number of public and private sector officers as well as community leaders.

The Sri Lanka Foundation as a state institution conducts Diploma and Certificate courses and it is observed that the majority of the candidates pursuing courses of study at the Sri Lanka Foundation are in the employ of government and private sectors or being engaged in self-employment and, the foremost reason for them to be attracted to the Foundation is primarily attributable to their promotional prospects and career advancement. The Foundation Act does not provide for the conferment of degrees. The opportunity as at present is available only to take up courses of study up to the level of the Higher National Diplomas. Under the circumstances, the Sri Lanka Foundation has opened up the opportunity for students to read for the graduate and postgraduate courses at the University of Lincoln in Malaysia as from the 03rd of September 2020 under an agreement entered into with them. The diploma-level programs currently being conducted should be upgraded to the graduation level progressively.

11.2 Corporate Vision, Mission, Norms and Values

Vision

“A society nurtured by education with relevance to democracy, human rights and good governance for social progression~

Mission

“To extend support for democratic governance through the promotion of education, training and knowledge advocating policies”

Norms and Values

“To create a justifiable, accountable, transparent, integrated, pluralistic and never-to-be discriminatory society”

11.3 Key Duties

- (a) Conduct courses of study that are designed to meet the service needs of both the public and corporate sectors and also the ones that are focused on the development of individual, professional and organizational skills with a tendency towards the furtherance of the soft and hard skills of the participants.
- (b) Provide not only global knowledge and experience in management, financial, legal and regulatory practices but also the enhancement of the efficiency and productivity in sustainable development and the assertion of the capacity levels of confidence the participants have in them to cope up with the contingencies at various points by the management of the training-related disciplines they have selected.

11.4 Staff Information - 2024

Category of Service	Approved Cadre	Actual		Vacancies
		Permanent	Contract	
Senior	27	14	02	11
Tertiary	11	06	01	04
Secondary	42	27	08	07
Preliminary	72	54	05	13
Total	152	101	16	35

11.5 Physical and Financial Progress - 2024

11.5.1 Physical Progress

11.5.1.1 Conducting Courses and Workshops

Courses / Workshops conducted by the Sri Lanka Foundation during the year 2024

Type of the Course	No. of Courses / Subject Streams conducted	Participation (No. of students)	Expected Income (Rs. Mn.)	Income (Rs. Mn.)
Higher National Diploma	02	44	10.24	6.92
National Diploma	03	120	10.58	7.32
Higher Certificate	03	57	1.61	0.17
Certificate	06	328	15.57	12.23
Workshops	35	1405	15.39	16.03
Total	49	1954	53.39	42.67

Type of the Course	No. of Courses / Subject Streams conducted	Participation (No. of students)	Expected Income (Rs. Mn.)
Degree Courses	02	56	16.45
Higher National Diploma Courses	03	16	4.16
Total	05	72	20.61

With Lincoln University

11.5.1.2 Conducting Efficiency Bar Examinations for employees of the external institutions

Eleven (11) efficiency bar examinations / competitive examinations were held and 1108 participants were in attendance. The income generated was Rs. 5.23 Mn.

11.5.1.3 Amendment of the Sri Lanka Foundation Act, No. 31 of 1973

The decision of the Cabinet of Ministers CP/21/1949/316/043 dated 23.11.2021 to amend the Sri Lanka Foundation Act, No. 31 of 1971.23 – As it is apparent that there are certain deviations concerning the task of amending the Act as at present, taking the observations and decisions of the Foundation into consideration, the Department of Legal Draftsman has informed us that a new approval of the Cabinet of Ministers is required in order to proceed with the future work of this Act.

Moreover, since a new Chairman and a new Board of management have been appointed to the Foundation as of now, plans are underway to submit relevant amendments with the approval of the new Cabinet of Ministers after obtaining the observations and decisions of the new Board of Management.

11.5.2 Financial Progress

11.5.2.1 Physical and Technological Modernization Project

The Budget for the year 2024 allocated Rs. 150 Mn. as capital expenditure to the Foundation through the General Treasury towards the provision of training courses and services aimed at paving the background necessary for the community of youth who find themselves not eligible for university education to gain access to local and foreign employment opportunities and, also for the adults who are in the employ of the public and private sector jobs to acquire new knowledge through the technical and physical modernization work project of the Sri Lanka Foundation.

Activity	Estimate (Rs. Mn.)	Expenditure (Rs. Mn.)	Physical Progress
Installation of solar panels	30	20.47	Respective work has been completed.
Improvement of the auditorium, lecture halls and hostel facilities	38	35.47	
Repairs to the kitchen	22	12.37	
Information Technology and Digitization	22	6.82	
Improvement of facilities in the computer lab	08	7.07	
Improvement of other facilities	30	8.97	
Total	150	91.17*	

* Rs. 1.17 Mn. has been spent through the self-generated income of the institution.

11.5.2.2 Income and Expenditure - 2024

Item	Amount (Rs. Mn.)
Income	239.80
Expenditure (Recurrent)	338.70
Profit / (Loss)	(98.90)

Treasury provisions have not been included for the calculations.

11.5.2.3 Utilization of the Treasury Allocations - 2024

Item	Annual Provision (Rs. Mn.)	Actual Expenditure (Rs. Mn.)	Financial Progress %
Recurrent	142.7	142.7	100
Capital	150.0	90.0	60
Total	292.7	232.7	80

11.6 Activities expected to be implemented in the year 2025

- To amend the Act and provisions to be made so as to open up the opportunity to award degrees and postgraduate degrees independently as the Sri Lanka Foundation is in possession of the human resources as well as physical resources and other infrastructure facilities required to conduct and carry on the courses of study at graduate and post-graduate level. This move will be of immense help for those who become eligible with Advanced Level qualifications numbering as high as 81% with no opportunity to gain entrance to the national universities of this country and for those employees engaged in occupations in various vocations and self-employment to pursue higher studies.
- To pay more attention to promoting programs.
- To introduce new courses of study in tandem with the prevailing demand of the country.
- To take necessary measures to enhance the efficiency of the employees.
- An income of Rs. 335 Mn. is expected in the year 2025.

12.0 The Right to Information Commission

12.1 Introduction

The right of access to information was introduced as a fundamental right upon the inclusion of a new provision as Article 14 (a) by the 19th Constitutional Amendment having it added to the Constitution of 1978.

With the objective of setting up of the Right to Information Commission, the Parliament of Sri Lanka passed the Right to Information Act, No. 12 of 2016, which was endorsed by the Hon. Speaker on 04 August 2016 and made it into being effective on 03 February 2017 for the purpose of establishing the right of access to information, the need to foster a culture of transparency and the accountability of public authorities by the enforcement of the right to obtain information and for promoting a society in which the people of Sri Lanka would be able to actively participate in the public life of the country in order to take part more fully in good governance.

It is a body corporate having perpetual succession and a common seal. The Commission was accordingly established on the 1st of October 2016 and the Commission has the power to monitor as to whether the functions assigned to the public authorities are being carried out properly. In terms of section 38 of the Act, the Commission is also empowered to take disciplinary action against persons who violate the provisions of the Act. Furthermore, the Commission also has the power to institute criminal proceedings against persons who fail or refuse to comply with a decision of the Commission, in terms of section 39 of the Act.

Moreover, the Commission has the authority to make rules pertaining to the form and manner in which an appeal may be made to the Commission, the procedure to be followed in holding an inquiry and the fees concerning the provision of information. Accordingly, a set of rules governing the schedule of fees and the procedure concerning appeals have been introduced by the Gazette Extraordinary No. 2004/66 of the Democratic Socialist Republic of Sri Lanka with effect from the 03rd of February 2017.

12.2 Institutional Vision, Mission and Objectives

Vision

Ensure that the citizens of Sri Lanka are able to effectively exercise their Right to Information

Mission

Developing and protecting the Right to Information of all Sri Lankan citizens adhering to a culture of transparency and good governance, through effective adjudication and monitoring of the practices of all Public Authorities, and promoting proactive disclosure which leads to citizens being more 'aware' of all information that relates to them

Objectives

- **Provide a more effective judgment and enforce them**
Provide Effective Adjudication and Enforcement: Effectively adjudicate disputes between Public Authorities and Information Seekers.
- **Support for training of public officers**
Support the Training of Public Officials: Collaborate in training Public Officials and support specialized training on the Right to Information for stakeholders
- **Raising public awareness**
Increase Public Awareness: Increase public understanding of the RTI Act through the Commission's website and media interaction.
- **Improving record management**
Improve Records Management: Provide precise directions on information management by way of Guidelines.
- **Enhance progressive disclosure**
Increase Proactive Disclosure: Foster proactive disclosure of information by issuing guidelines, setting minimum standards, initiating revisions to existing law, and periodical assessments.
- **Establish an effective monitoring and evaluation system**
Establish Effective Monitoring and Evaluation: Effective monitoring and evaluation of RTI implementation by Public Authorities through the utilization of appropriate online solutions and assessment tools.

12.3 Constitution of the Commission

The Commission shall consist of five persons appointed by the President upon the recommendation of the Constitutional Council.

12.4 Duties, functions and powers of the Commission

12.4.1 Duties & functions of the Commission

As per Section 14 of the Act, the duties and functions of the Commission shall be, to-

- (a) monitor the performance and ensure the due compliance by public authorities, of the duties cast on them under this Act;
- (b) make recommendations for reform both of a general nature and those in regard to any specific public authority;
- (c) issue guidelines based on reasonableness, for determining fees to be levied by public authorities for the release of any information under this Act;
- (d) prescribe the circumstances in which information may be provided by an information officer, without the payment of a fee;
- (e) prescribe the fee Schedule based on the principle of proactive disclosure, in regard to providing information;
- (f) co-operate with or undertake training activities for public officials on the effective implementation of the provisions of this Act;
- (g) publicise the requirements of this Act and the rights of individuals under the Act;
- (h) issue guidelines for the proper record management for public authorities.

12.4.2 Powers of the Commission

For the purpose of performing its duties and discharging of its functions as per section 15 of the Act, the Commission shall have the power-

- (a) to hold inquiries and require any person to appear before it;
- (b) to examine such person under oath or affirmation and require such person where necessary to produce any information which is in that person's possession, provided that the information which is exempted from disclosure under section 5 shall be examined in confidence;
- (c) to inspect any information held by a public authority, including any information denied by a public authority under the provisions of this Act;
- (d) to direct a public authority to provide information, in a particular form;
- (e) to direct a public authority to publish any information withheld by a public authority from the public, subject to the provisions of section 5;
- (f) to hear and determine any appeals made to it by any aggrieved person under section 32; and
- (g) To direct to reimburse fees charged from a citizen due to any information requested for not been provided in time.

12.5 Carder details – 2024

Level	Approved	Actual	No. of vacancies
Senior	6	3	3
Tertiary	2	2	0
Secondary	22	12	10
Primary	5	2	3
Total	35	19	16

12.6 Physical Progress – 2024

12.6.1 Hearing of Appeals

Item	Year 2023	Up to 31 st December 2024
Total number of complaints received by the Commission	1688	1852
a) Number of complaints (appeals) or number of actual appeals received for examination as determined by the Commission	1324	1249
b) Number of appeals / complaints identified by the Commission with defects (Number of appeals with defects)	364	603
Number of appeals received for examination from the previous year	414	363
Total number of appeals pending examination for the relevant year (Originated from the previous year and decided upon for examination)	2102	2215
Number of Appeals for which dates were fixed for reexamination after partial hearing (Appeals for which interim orders were issued with final orders pending)	64	773
Number of appeals heard and final orders issued by the Commission	1500	1737
Number of appeals kept in the box	21	01

Progress of the hearing of appeals submitted to the Commission by an aggrieved person by virtue of the powers of the examination and determination on such appeals under section 32 of the Act is as shown below.

12.6.2 Holding of the awareness programs

- Holding of 6 awareness programs for 745 designated officers and information officers covering 6 District Secretariats.
- Holding of 4 awareness programs on the invitation of the Parliament of Sri Lanka, Prime Minister's Office, Ceylon Electricity Board and the National Water Supply and Drainage Board to educate the officers of those institutions about the Right to Information Act.
- A computerized tool has been developed by the Information Technology Division of the Right to Information Commission in order to make the functions of the RTI Commission more effective and analyse the annual reports received from the public authorities. (The said system is expected to be further improved.)
- Holding of an awareness program for the officers of the RTI Commission about the Right to Information Act and office systems.

12.7 Financial Progress – 2024

Description	Financial Progress (Rs. Mn.)		
	Annual allocation 2024	Expenditure as at 31.12.2024	%
Recurrent	57.00	55.92	98
Capital	3.00	3.00	100
Total	60.00	58.94	98

12.8 Projects / programs proposed to be implemented in the year 2025

- a) To co-operate with, educate and undertake training public officials in terms of section 14(f) of the Act;
 - To organize an awareness program for the officers of 24 public and private sector banks registered in Sri Lanka as of 31 March 2024.
 - To educate officials of the 17 state universities.
 - To educate the new officers in 24 Ministries.
 - To educate the officers of the Western Provincial Council.
 - To educate the officers of the District Secretariats in Badulla, Trincomalee, Jaffna, Galle, Anuradhapura and Vauniya.
- b) Holding of 02 public awareness programs related to the Right to Information Act in Bandarawela and Vauniya.
- c) To conduct a program on the 24th of September 2025 in order to commemorate International Information Day.

13.0 Lankapuvath Limited

13.1 Introduction

Lankapuvath, the national news agency was inaugurated in the year 1978 in parallel to the international news agencies in line with a concept of the UNESCO upon receipt of the membership of the Organization of Asia Pacific New Agencies (OANA) and Non-Aligned News Agency Pool (NANAP). Lankapuvath is an institution with legal individuality registered under the Companies Act, No. 07 of 2007. Lankapuvath, the national news agency is the first ever and the only such news agency in Sri Lanka.

The Board of Directors of Lankapuvath consists of representatives from Associated Newspapers of Ceylon Limited, Sri Lanka Rupavahini Corporation, Sri Lanka Broadcasting Corporation, Independent Television Network and Express Newspapers Limited.

13.3 Activities of the Institution at present

There is no physically established institution as LankaPuwath as at present.

News is updated daily on the official website, www.lankapuvath.lk both in English and Sinhala language media.

LankaPuwath in collaboration with the state-owned mobile network, Mobitel goes into operation with an SMS Alert Service both in English and Sinhala language media. The subscribers are provided with the latest information and the news on political as well as sporting events via such service. Sri Lanka's news is being shared with the news agencies as well.

13.4 Future Measures

A decision on the need and feasibility for the continued carrying on of the institution is to be arrived at after discussing the matter over with the stakeholders concerned.

16.0 Selacine Media Solutions (Pvt) Limited

16.1 Introduction

The Selacine Institute was inaugurated on the 02nd February 1982 as an institution solely owned by the Government under the Ministry of Policies and Planning existed at that time with the commencement of television media within Sri Lanka in order to produce the programmes required for the television media with the intention of performing government publicity propaganda. It was declared the only “advertising entity” belonging to the Government by the extraordinary gazette notification No. 1380/15 of 16th February 2005 of the Democratic Socialist Republic of Sri Lanka.

On the backdrop of the expansion of the mission of media, the Selacine Institute has gone beyond the task of the production of programmes and reached out to all directions of the field of publicity. Presently, the Selacine Institute has gone on to undertake assignments involving printing, events management and scheduling and audio visual programmes, advertisements and digital marketing. The Selacine Institute is accordingly spearheading its tasks with the prime target of transmitting to the general public the development programmes and the progressive states of the operations of the governmental mechanism of Sri Lanka by means of its practices of creativity.

As of now, the Selacine Institute has thus become an institution of communication equipped with sophisticated technological equipment having capability to undertake events management, commercial advertising and marketing providing the general public with information on government programmes in the new millennium of communication and marketing backed up by a solid and wider publicity in a novel dimension.

16.2 Vision, Mission and Objectives

Vision

“To be the leader of the advertising field through creative communication of progress in all business fields, developments and operations of the state mechanism”

Mission

“ Using talented creative and dedicated personal help and resourcefully using latest technology creatively to provide state and private institutions communication and other creative advertising services of the highest standards and thereby actively contributing to the economic, social and political development of Sri Lanka”

Objectives

- Increasing financial status
- Increasing market Share
- Using strategy to increase customer satisfaction
- Developing employees and leaders of the organization

16.3 Major Activities

- Propaganda work involving public awareness raising on government development activities by functioning as a state advertising agency
- Designing electronic and print media advertisements, producing media planning for them and scheduling of such advertisements
- Designing events management activities
- Designing market promotion programmes and concepts
- Carrying out media research activities
- Designing websites
- Executing super-fast printing work

16.4 Cadre Details – 2024

Selacine Media Solutions Private Limited does not have any approved staff and the proposed cadre has been forwarded to the Department of Public Enterprises for approval.

Level of Service	Actual	Proposed Cadre
Senior	06	09
Tertiary	07	11
Secondary	13	23
Primary	08	07
Total	34	50

16.5 Physical and Financial Progress – 2024

16.5.1 Physical Progress

16.5.1.1 Publicity Work

- Carrying out event management activities of the Sri Lanka Tourism Development Authority.
- Carrying out publicity work for the Southern Expressway of the Road Development Authority.
- Designing and printing of the calendars of Sri Lanka Pharmaceuticals Corporation for the year 2025.
- Designing and printing of books for the Department of Hindu Religious and Cultural Affairs.
- Drawing out a suitable set of proposals for the entire propaganda campaign of the Milco Private Limited (with cost estimates)

10.5.1.2 Market Promotion

- Attraction of new service providers and taking measures to furnish new project proposals
- Guiding the marketing division to seize business opportunities under competitive prices.

10.5.1.3 Human Resource Development – Training and Development Programmes Training and Development

No special training workshops were conducted due to institutional financial crisis.

10.5.1.4 Measures taken to enhance the efficiency of the institute during the year 2024

- Making revision to the staff for maintaining cost management of the institution at an esteemed level.
- Updating the approved cadre of the institution and directing for approval to the Management Services Department to cater the nature of the enterprises.
- Making amendments from time to time to enhance activities of marketing and loan collection divisions
- Implementation of training workshops utilizing institutional human resources.

10.5.1.5 Incorporation of the Institution

Selacine Television Institute has been incorporated as a private limited company under the name Selacine Media Solutions (Pvt.) Ltd., with effect from 20.06.2023 subject to the Companies Act No. 07 of 2007.

16.5.2 Financial Progress

16.5.2.1 Income Generation – 2024

Programme	Physical			Financial (Rs.Mn.)		
	Target (No.)	Progress (No.)	%	Income Target	Progress	%
Scheduling	850	794	93	250	166.50	67
Graphic Designing	400	211	53	90	75.72	84
Production Work	150	17	11	160	14.21	9
Event Management	45	30	67	65	86.36	133
Social, Human & Digital Marketing	60	06	10	35	1.69	5
Total	1505	1058	70	600	344.48	57

16.5.2.2 Summary of Income and Expenditure – 2024

Item	Amount (Rs. Mn.)
Total Income	346.48
Total Expenditure	(373.15)
Profit / Loss	(26.67)

Decrease of state publicity expenditure due to the economic depression country has encountered has direct influence in the decline of revenue of the institution. The institution has to be maintained in a private building on monthly rental since there is no institutional premises for Selacine.

16.6 Projects / Programmes proposed to be implemented in the year 2025

- Drawing out proposals related to publicity work of the new service providers.
- Introduction of a suitable program to re-attract clients who have previously lost business opportunities due to problems with customer services through Selacine Media Solutions Private Limited in the past.

14.0 National Film Corporation of Sri Lanka

14. Introduction

National Film Corporation of Sri Lanka is the sole government body over the administration and regulation of the film industry in the country and was incorporated by Act No. 47 of 1971 as amended by Act No. 45 of 1980.

The National Film Corporation of Sri Lanka, which was established with the aim of freeing the 1947 debuted country's cinema from the invasion of foreign films and the monopoly of private film companies, has done a yeoman service towards the upliftment of the Sri Lankan film industry ever since.

The National Film Corporation of Sri Lanka stands up for the entirety of the viewer audience with a host of functions such as enacting laws, rules and regulations to safeguard the small, medium and large-scale professional sectors that leverage the field of cinema in its broadest sense as an industry, running the Dalugama Studio for the personnel directly involved in cinema, providing post film production services based on concessionary rates or on the basis soft loans, encouraging the film producers and productions, seeing to the price control of cinema tickets and its exhibition process and governing the standards of the cinema theater halls.

Moreover, the National Film Corporation of Sri Lanka is also entrusted with the national responsibility of carrying out programs for socializing the tastefulness and educational value of the cinema considering it as a culture, undertaking programs to offer awards, prizes and scholarships to incentivizing and appreciating those who are engaged in the cinema industry as well as programs of social security for the sake of the artists.

As of now, the technology of world cinema has been transformed into digital technology. However, the adaptation to new technology is a major challenge the Corporation has confronted with, even though it has been 52 years since the establishment of the National Film Corporation of Sri Lanka. Accordingly, taking the initiative for the amendments to be made for the future sustenance of the cinema industry and promoting the cinema as an industry have been identified as the most salient tasks of the Corporation.

14.2 Vision, Mission and Objectives

Vision

To become the pioneer in creating a qualitative cinematic culture capable of marking the Sri Lankan cinema identity in the international arena.

Mission

Bringing forth a qualitative cinematic culture by adopting new technological advancements and rendering a contented, responsible and friendly service while providing education, support and welfare necessary for creativity.

Objectives

- To promote the viewer audiences.
- To enhance the income of the Corporation.
- To provide sponsorship contributions for the creations of higher quality.
- To enhance the studio-based technical services.
- To develop infrastructure facilities for the movie industry.
- To introduce new technological advancements.
- To develop human Resources.
- To promote education on cinema.
- To conserve movies.
- To encourage the importation of successful creations / movies.
- To reach out to the international movie arena.
- To streamline the distribution of movies.
- To streamline the regulatory process.
- To improve the welfare and evaluation of the cine artists.

Major Tasks

- Development of the film industry by adopting new technological advances.
- Audience enjoyment to bring about a qualitative cinema culture.
- Welfare of the personnel engaged in the cinema industry.
- Reorganization of the film exhibition.

14.3 Staff Information - 2024

Level of Service	Approved Cadre	Actual
Senior	15	05
Tertiary	11	03
Secondary	101	61
Preliminary	59	33
Contract	-	01
Total	186	103

14.4 Physical Progress

- **Diploma Course in Cinematography**
50 diploma candidates are engaged in their studies.
- **Certificate Course in Cinema (Script writing)**
10 students are engaged in their studies in the first batch of the Certificate Course in Film Script writing.
- **Issuance of cinema publications**
Issuance of the magazine titled “Chitrapata” for fostering film literacy.
- **Conducting promotional workshops for cinema viewer audiences**
Conducting cinema entertainment programs.
 - Providing resource contributions relating to the aspect of the cinema enjoyment program in conjunction with the program conducted by the Department of Communication and Creative Arts of the University of Colombo on "Fictional Story and Cinematic Expression".
 - Pharmaceutical Corporation of Sri Lanka - Cinema entertainment program and film exhibition.
 - Conducting cinema enjoyment workshops in the Divisional Secretariats of Padaviya and Kebithigollewa centering on the Anuradhapura district.
 - Conducting a cinema enjoyment workshop in Ratnapura district focusing on school students.
 - Cinema entertainment workshop conducted in conjunction with the divisional ‘Sahitya Kala Mohothsavaya’ (Literary Arts Festival) of the Bingiriya Pradeshiya Sabha.
 - The cinema enjoyment workshop conducted and the movie titled 'Aganthukaya' screened at the Akmeemana Divisional Secretariat and the cinema enjoyment workshop held and the movie titled 'Mangala Thegga' screened at the Niyagama Divisional Secretariat centering on the Southern Province.
- **Conducting the cinema discourse towards fostering cinema culture**
 - Le Quattro Volte - The Four Times
 - Meghe Dhaka Tara
 - Ballad of Buster Scruggs
 - The Creator
 - Gam Peraliya
 - Peepli
 - Pathar Panchali
 - The Red Violin
 - True Romance
 - Sansare Dayakkaraya
 - Stage Coach
 - Bambara Walalla
 - Chaalchitra Ekhon

The resourcefulness of industry experts and critics has been provided for the discourses at the above film screenings.

- Providing opportunities for the schools, universities and students interested in cinema to pursue their studies at the Corporation's film library and making improvements to it.
- The number of cinema theaters in the Rithma Circuit of the Sri Lanka National Film Corporation is 46 as of 30.11.2024.
- Modernization of the Tharangani cinema theatre hall.
- Preliminary work of the e-ticketing computer program system is in its final stage.
- Dalugama Sarasavi Studio has provided technical services and facilities required for local filmmakers in terms of film conservatory, sound division, editing division, color mixing division and film and television shooting studio for the films in their post-production stage.
- Letters have been issued for nearly 60 domestic film registrations and nearly 160 foreign movie imports.
- Collecting information on land and buildings for the construction of cinema halls, opening 9 new cinema halls and reopening the closed down cinema halls of Aqua Light - Negombo, Regent - Rambukkana, HHP - Monaragala and Tarzan - Kegalle.

▪ **Corporation's Trust for the Film Artists and Technicians**

The primary objective of this exercise is to commence a welfare program for the film artists and technicians. This program was initiated with the purpose of offering the respective artist and the technician a pension, loan, stipend or similar benefit and extending some sort of assistance when he is unable to engage in his profession due to physical or mental infirmity after going past the age of 60 years, whether or not continuously engaged in the profession when he reaches that age, and awarding him a certain amount of money as a death gratuity in case of his demise. The Corporation's Trust is still being continuously maintained and it is expected to be further strengthened in the year 2025. (The number of artists who received welfare benefits during the year 2024 was 122.)

▪ **Establishment of a National Film Regulatory Commission**

There is a timely need to establish a new institutional framework so that the National Film Corporation can move away from business activities in the film industry and play a role associated with the policy-making process and regulatory functions required for the advancement, promotion and protection of the film industry.

Moreover, it is expected to develop the local film industry to attract local and foreign investors through the film industry, focus on the ability to directly or indirectly generate tax revenue for the government, and draw out suitable strategies towards that end.

- Accordingly, for the purpose of introducing a new Act after amending / repealing the National Film Corporation Act, No. 47 of 1971 so that an independent regulatory commission can be established and setting up of a Film Development Commission by a new Act in compliance with the establishment of an independent body that regulates the entire industry instead of running cinema circuits and engaging in the business activities, a Cabinet Memorandum has been submitted. In pursuance of the cabinet decision thereto, the Legal Draftsman has been asked to finalize the relevant draft bill sent to him on 06.08.2024.

14.5 Financial Progress

14.5.1 Income Generation - 2024

Source of Income	Amount (Rs. Mn.)
Operational Activities	71.5
Other Income	72.4
Total	143.9

14.5.2 Utilization of General Treasury Provisions - 2024

Item	Annual Provision (Rs. Mn.)	Expenditure (Rs. Mn.)	Financial Progress (%)
Recurrent	107.0	103.3	97
Capital	50.0	50.0	100
Total	157.0	153.3	98

14.6 Projects proposed to be implemented in the year 2025

- Commencement of the Cinema School

The purpose of the school is to act as the national institute for imparting professional knowledge and academic erudition required to the apprentices and professionals engaged in the cinema industry, to function as the chartered institute for national level evaluations / examination of qualifications for professional enhancement related to the cinema industry and to foster the cinema culture and industry through proper cinema education.

- Modernization of the movie theater halls with an organized program and setting up 3 theaters per district.

- Organizing the International Film Festival.
- Conducting the Cinematography Diploma Course.
- Conducting the Cinematography Certificate Course (Screenwriting).
- Conducting the viewer audience promotion programs primarily targeting 10 districts.
- Launching a research book on the field of cinema.
- Commencement of the Short Film Registration.
- Organizing discussions, seminars and discourses on cinema at Tharangani cinema hall owned by the National Film Corporation.
- Strengthening the Corporation's Trust for the benefit of the film artists and technicians.

15.0 Public Performance Board

15.1 Introduction

The Public Performance Board has been established under the Public Performance Ordinance, No. 07 of 1912 to deal with public performances concerning the Sri Lankan society and the primary role of this Board is to go into the censoring of the films, stage dramas and shows presented for public exhibition and grant approval for them after determining as to whether they are suitable for public exhibition.

The Board, delivering an efficient service towards the betterment of the field of arts, also undertakes the issuance of classification certificates for the performances meant for public exhibition. This Ordinance of 1912 was amended in the years 1918 and 1919 and a permanent Performance Board of Control was established by the enactment of Ordinance No. 23 of 1952.

This Act was again subject to revision in 1956 and amendments were made in the years 1961 (No. 41), 1964 (No. 26) and 1969 (No. 11). According to the 1961 amendment, the original Ordinance became an Act limited only to public exhibitions.

15.2 Vision, Mission and Objectives

Vision

Building a free and better creative environment

Mission

Providing classification certificates for films, dramas and musical and theatrical performances and delivering an efficient service for the advancement of the field of arts.

Objective

Encouraging the presentation of shows and works of art for public exhibition based on social responsibility, creative freedom, good of the public and so forth.

15.3 Role of the Public Performance Board

- i. Granting or rejecting approval for all local and foreign films lined up for public exhibition in Sri Lanka or and issuing classification certificates after making necessary suggested revisions.

- ii. Granting or rejecting approval for all local and foreign stage dramas lined up for public exhibition in Sri Lanka or and issuing classification certificates after making necessary suggested revisions.
- iii. Granting approval and issuing relevant licenses for all local and foreign musical and theatrical shows (other than dramas) within the city limits of Colombo.

15.4 No. of the scripts of films, stage dramas and the musical shows for which licenses were granted during the period from 01.01.2023 to 30.09.2023

Programme	Allocations 2024 (Rs.Mn.)	Financial Progress (Rs.Mn.)		Physical Progress
		Expenditure	%	
Capital Modification of DCP machine of the new theatre hall of the board	10.00	5.88	58	appliances imported
Recurrent Institutional recurrent expenditure	9.13	8.42	93	
Total	19.13	14.30	75	

15.4.1 Films previewed

Total No. of Films observed	Language						Unlimited Public Exhibition	More suitable for Adults	Adults only	Subject to censor
	Sinhala	Tamil	English	Hindi	Local Tamil	Other				
							U	A	X	
155	27	53	45	19	04	07	124	21	09	01

15.4.2 Number of Stage Dramas

Total No. of Drama Scripts	Sinhala		Tamil		English		Other	
	Short	Long	Short	Long	Short	Long	Short	Long
196	55	81	04	03	32	20	01	-
Subject to censor -1 Suitable for Adults only X - 06								

15.4.3 DVDs previewed

DVD	Unlimited public exhibition U	Only for Adults X	Most appropriate for adults A	Total
Full DVD Count	70	1	5	76

15.4.4 Number of Musical Shows

Total No. of Shows	Local	Foreign
383	354	29

15.5 Progress of the Activities performed with the treasury allocations as on 31.12.2024

15.6 Income generation

The total income earned from issuance of licenses from January to 31st December 2024 is Rupees 10.18 Mn.

15.7 Programmes implemented during the year 2024

Finalizing the initial round of work of Digital Cinema Package (DCP) machine and affixing the cinema screen.

15.8 Projects to be implemented during the year 2025

It is expected to finalize the renovation of the DCP machine and further increase the income generation via allocating the hall with a 100 seating capacity to external institutions and individuals apart from engaging in pre screening activities.

- It is expected to maintain the institution without a burden of expenditure to the Government in the coming year with the revision of fees by the extraordinary gazette No. 2344/40.

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