

B. NATIONAL BOOK DEVELOPMENT BOARD

STRATEGIC OBJECTIVES

MANDATE

The National Book Development Board (NBDB) formulates, adopts, and implements a National Book Policy and a corresponding National Book Development Plan that will serve as the basis for fostering the progressive growth and viability of the country's book industry. It ensures an adequate supply of affordable, quality-produced books not only for the domestic but also for the export market.

VISION

It shall be the leading catalyst for building a culture of reading and authorship as well as an environment for the growth of the book publishing industry towards a globally competitive position.

MISSION

To promote the continuing development of the book publishing industry, with the active participation of the private sector, to ensure an adequate supply of affordable, quality-produced books not only for the domestic market but also for export.

KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

SECTOR OUTCOME

Increased investment and global competitiveness

ORGANIZATIONAL OUTCOME

Local Book Publishing Industry developed

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Upliftment of quality standards of books and enhancing a competitive industry through importation benefits such as tax and duty-free exemptions, books and publishing fairs.
2. Priming the market to be more receptive to books towards the goal of instilling lifelong learning / readership, appreciation of culture, building of identity and looking towards the empowerment of creators through the conduct of literary festivals, seminars and fora.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
Local Book Publishing Industry developed		
% increase in the titles by NBDB registered authors	data is yet to be collected	2% increase annually
Locally (Filipino)-authored books published increased	data is yet to be collected	5% increase annually
Increase in book sales in both local and export market	data is yet to be collected	10% annual increase in book sales

 MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

 2015 Targets

MFO 1: TECHNICAL ADVISORY SERVICES

Number of technical advisory assignments undertaken	22
% of stakeholders who rate services provided as good or better	75%
% of advisory requests that are acted upon w/in seven (7) days	100%

MFO 2: MARKET DEVELOPMENT SERVICES

No.of incentive awards	22
% of awardees in the last two (2) years who publish within twelve (12) months of receipt of grant or award.	75%
% of awards distributed within twelve (12) hours of award ceremony.	100%