

# Five Years Of Press Institute Of Bangladesh

**B**ANGLADESH Press Institute (PIB) has completed five years of its existence. This is undoubtedly a matter of great pleasure for all those connected with the newspaper industry.

The Institute has been set up with the aim of offering training facilities to the employees of the newspapers, the communication media and conducting research on problems and prospects of the mass media. One of its important objective is to help improve the management and to promote the overall development of the newspaper industry. The Institute is primarily concerned with providing inservice training to the journalists and the employees in the mass media in the light of the practical circumstances under which they work.

The move to set up one Press Institute in Dacca took a concrete shape with the promulgation of an ordinance of the Government of Bangladesh on August 18, 1976. The ordinance spells out the aims and objectives of the Institute in clear terms. Formulation of research programmes for journalists working in newspapers, news agencies, radio, television or in any other Government or Autonomous Bodies, publication of related materials, providing consultancy services to the newspapers and news agencies on professional issues as and when necessary and maintenance of links with all organisations connected with the mass media at national and international levels are the main functions of the Institute. Besides, it has to give advice to the Government on any matter connected with the newspapers in the interest of developing a morgue including a micro-film unit and setting up of an information centre and to adopt all necessary steps to improve the standard of journalism in Bangladesh.

The PIB has been functioning since its inception with the above-mentioned aims and objectives in view. One of the prime goals of the Institute is to make the newspaper organisations and other mass media agencies effective in national development activities by following modern scientific processes and methods in training and research.

**ORGANISATIONAL STRUCTURE:** The Bangladesh Press Institute is composed of two departments: one is for conducting training and study and the other for research and documentation. There is a Director General as the Chief Executive of the Institute. Two Directors are there for two departments. Besides, there is a representative management board for decision making, counselling, issuing directives for its proper functioning. The Board is composed of representatives of 'Sangbadpatra Parishad Editors' Council, journalists unions and the concerned Ministry. Distinguished citizens are also represented in the Board. A nominated Chair-

man heads this board for two years.

Veteran journalist and former Director General of the Press Institute, Mr. Abdul Wahab, is the present Chairman of the Institute while renowned journalist Mr. A. B. M. Musa is its present Director General.

**TRAINING AND STUDIES DEPARTMENT:** This department is meant for imparting training facilities to the working media men. So far, the PIB has completed nine seminars, ten training courses and five workshops in Dacca, Chittagong and Khulna. These courses, seminars and workshops were attended by 434 journalists, public relations,

source personnel for different training courses. Foreign news paper editors and communication experts of international repute conduct workshops at the PIB from time to time.

The Institute believes that the training programmes should not be confined to Dacca only. Rather, these should be extended to other regions of the country as well so that the outstation newspaper correspondents and other media people can avail themselves of the training facilities.

**RESEARCH AND DOCUMENTATION DEPARTMENT:** The Research Department is engaged in supplying background materials to newsmen,

The library services are available to the journalists, mass media people and other interested persons.

**FEATURE SERVICE:** The PIB has recently introduced a feature service titled 'Depth News Bangladesh' in collaboration with Press Foundation of Asia and with financial assistance from UNFPA. Four features two in Bengali and two in English, are supplied every week to different newspapers.

**MODERN EQUIPMENT:** The PIB needs modern equipment for technical advancement. Meanwhile, some machinery and gadgets under UNESCO grant have already reached here and some more are ex-



Prof. Q.A.I.M. Nuruddin, Chairman, Department of Mass Communication and Journalism, Dacca University, taking class in a journalists training course of the PIB.

officers; information officers, radio and TV personnel; managerial employees and other workers of the mass media. Five of such courses, seminars etc. were held in collaboration with international organisations. Of them, UNICEF and Asia Pacific Institute for Broadcasting Development have extended cooperation for holding seminars and workshops on Women Development and Child Welfare Population Communication and other areas respectively.

Till date, four hundred thirty four journalists and media men have attended twentyfour workshops, courses and seminars for 194 working days.

There were certain special features in the syllabi and curricula for the different courses, workshops etc. conducted by PIB. The trainees and the participants were required to have an overall grasp of history, sociology, language, geographical situation, economic condition and policies, foreign and international developments.

The PIB is not lagging behind in its performance, despite various limitations; shortage of instructors and specialists etc. Besides fulltime instructors, leading journalists, experts from Planning Commission, Institute of Development Studies and University teachers have been working as re-

setting up of an information bank, conducting surveys, collecting data and statistics for various research programmes.

Meanwhile a survey report regarding the circulation and the income and expenditures of major dailies published from Dacca has been completed. The biggest programme of this department is the 'Mass Media Survey'. It is an extensive survey covering nine different media such as newspapers, radio, television, film, public relations, telephones, news agencies and advertising agencies. Besides, a sample survey on readers listeners and viewers is in progress. Its data are being processed in computer at BUET computer centre.

The PIB has been publishing a research-oriented monthly journal, 'Niriksha' which carries rich information relating to newspapers and mass media. The journal has gained popularity by now.

There is a library in the PIB, which has a collection of four thousand titles on journalism, mass communication and related subjects. Another attraction of the library is its maintenance of subject-wise clipping file. The number of such files on different national and international subjects has now exceeded four hundred.

pected in the near future. Efforts are being made to equip the class room with modern technical facilities.

The Institute runs on Government grants. But, different organisations sending their representatives here provide some funds at times for proper functioning of different courses. A development programme for the PIB has been taken up under the current Second Five Year Plan. Under this programme, the PIB is to have its own complex and a printing house.

There is an administrative branch for general management in the PIB, in addition to above two departments.

The PIB came into being five years ago. The late lamented Mr. Abdus Salam was its first Director General. Under his able guidance and leadership, the Institute could organise itself within a short span of time. The first Chairman of this Institute was the renowned litterateur late Sved Murtaza Ali. In their own fields, both of them were distinguished personalities. The PIB had the privilege of having the services of these two remarkable figures right from its inception. They are no more. The Press Institute of Bangladesh remembers them with gratitude on this august occasion.