



**National Institute of Mass Communication
Ministry of Information**



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National Institute of Mass Communication (NIMC)

Introduction

The National Institute of Mass Communication (NIMC) is one of the leading training Institutes in Bangladesh under the Ministry of Information. Previously it was named as National Broadcasting Academy. It was established in 16 April, 1980 as a Project in collaboration with United Nations Development Programme (UNDP), United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Telecommunication Union (ITU). The name was changed to National Institute of Mass Communication in 1984. It is the apex training centre for professional training of officials under the Ministry of Information (MOI) and its various departments, and also for freelancers and professionals working in the mass media sector.

Major goals and objectives of the NIMC are to improve broadcasting, film and mass communication programs through the expertise and technical knowledge of the broadcasting and communication officers working in Bangladesh Betar, Bangladesh Television, Department of Films & Publications, Press Information Department, Department of Mass Communication. Up to date development of the electronic and film media in Bangladesh through training and research is the main responsibility of this institute.

Vision:

Prepare an effective, efficient and skilled work force for mass media.

Mission:

Developing human resources for the 21st century media and ensuring improved mass communication by knowledge and skill based training.

Strategic Objectives:

- a) Develop human resource for betar, television and film industry including all kind of electronic media and mass communication.
- b) Improve service delivery by promoting innovation and Grievance Redress System (GRS) .
- c) Administrative capacity building and ethical development.
- d) Ensure right to information.

Functions/ Activities

- Overall development of the broadcasting activities of Television, Radio, Department of Films & Publications, Press Information Department, Department of Mass Communication by providing timely training.
- Organizing workshop, seminar and providing training to the professionals working for development broadcasting, development communication, radio, television, and film industries.
- Conduct research activities on electronic media and film industries.
- Offering recommendations, advice and services for performance improvement of radio, television and mass communication.
- Organizing discussion meetings, workshops and motivational activities related to broadcasting and communication.
- Conduct Post Graduate Diploma in Broadcast Journalism Course with the affiliation of the University of Dhaka.
- Arranging workshops / training on development communication jointly with UNICEF and other International organizations.
- Establishing and maintaining existing relationships and coordination with other organizations (national and international).
- Forming a rich data-bank containing video and audio programs in DVDs, CDs and instructional elements.
- Performing other responsibilities to improve the standard of electronic and film media in Bangladesh.
- Doing visitor-audience research activities.
- Providing training and related co-operation to private sector organizations and individuals in regional and international environment.

Courses/Programs in NIMC:

- Advanced Course on Media Management
- BCS (Information) Professional Induction Course
- BCS (Information-Engineering) Professional Induction Course
- Digital Office Management
- Radio and Television News Reporting
- Modern Broadcast Technology

- Law Training Course for Focal Point Officers of different Directorates under MoI
- Techniques of News Presentation
- Non-Linear Video Editing
- Communicative English Course for Media
- Broadcast Networking and Cyber Security
- Television Drama Production course for University Students
- Basic Training for Broadcast Technicians
- Radio Programme Production
- Training of Trainers
- Digital Camera Operation & Lighting
- New Media VS Traditional Media
- Radio & Television Program presentation
- Online Digital Audio Recording and Editing
- Television Program Production
- Digital Photography
- Branding the Ten Initiatives of Honorable Prime Minister of Bangladesh, Sheikh Hasina

Workshops in NIMC :

- Capacity Building for Community Radio
- Follow up training and mentoring of children participating in electronic media
- CRC, CEDAW, Meena and Girls' Education
- Techniques of Child Participation in Electronic Media
- Issue-based Workshop for Media Professionals
- Issue based techniques of News Reporting for the Electronic Media
- Techniques of programme production by children
- Field Practice for the programme titled ' Facts for Life'
- Techniques of News writing
- Issue-based Workshop for Community Radio Producers

Research Activities

- Conduct two research works every year on a selected subject related to mass media.
- Research and evaluation of all training programs/ workshops held in NIMC.

Publications:

- National Institute of Mass Communication Journal
- National Institute of Mass Communication News Letter
- Citizen Charter
- Annual Report
- Research Documents/Papers

Institutional Linkage

- NIMC works with the University of Dhaka, Jahangirnagar University, Rajshahi University, Jatiya Kabi Kazi Nazrul Islam University and Jagannath University as part of their graduation course requirement of the theatre and performance studies department.
- Asia Pacific Institute for Broadcasting Development (AIBD)
- Voice of America (VoA)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- British Broadcasting Corporation (BBC)
- Japan International Cooperation Agency (JICA)

Staffs

This institute headed by a Director General appointed by the Government. He is assisted by one Additional Director General. There are 131 posts in this institute. In addition to this, experts, professional and resource persons with expertise in the field of broadcasting, communication, film etc. are always invited to conduct session.

Logistic Supports

- NIMC has a state of the art training complex with 10 training class rooms fitted with multimedia training facilities.
- One fully equipped television studio with modern recording and editing facilities.
- Two fully equipped radio studio with modern recording and editing facilities.
- Three Classrooms with modern audio visual facilities.
- Four video editing panel.

- Five video cameras, and editing panel.
- One computer laboratory, Wi-Fi and LAN facilities.
- ENG/EFP equipment.
- Secretarial services.
- Technical laboratory for electronics and digital experiments.
- Library (Books and Audio-Visual Tapes)
- 16mm Film Camera & Editing.
- 16mm Film Projector.
- A four storeyed residential hostel.
- An auditorium with a seating capacity of about 192 persons. It has Cafeteria, meeting room, VIP launce, office room, ten car parking place etc. to facilitates visitors during their visits.

Future plan:

- A project document (DPP) has been formulated for establishing a fourteen storeyed building with various facilities and a ten storeyed residential building for NIMC employees. Various facilities like Cyber Cafe, library, convention hall, meeting room, common room (male and female), 10 VIP rooms, 20 female participants' rooms, 60 male participants' rooms, day care center, medical center, cafeteria, reception cum waiting Lounge, Sub-Station etc. will be there.

PHOTO GALLERY





