

**Necessity & Scope for Expansion of NIMC  
Training at Divisional Levels in Bangladesh:  
Chattogram, Rajshahi & Khulna.**



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**National Institute of Mass Communication**  
Ministry of Information and Broadcasting  
Government of the People's Republic of Bangladesh

**Necessity & Scope for Expansion of NIMC  
Training at Divisional Levels in Bangladesh:  
Chattogram, Rajshahi & Khulna.**

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## Declaration

I, undersigned, declare that this is an original report of my research work and it has been written by me and has not been submitted for any previous degree or project. Due references have been provided on all supporting literature and resources.



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**(Professor Dr. Mohammad Ahsan Uddin)**

# PREFACE

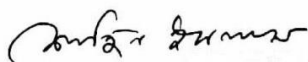
The National Institute of Mass Communication (NIMC) is a department of the Ministry of Information and Broadcasting. It is the sole government institution in the area of electronic media. NIMC started its journey in 1980 with the goal of creating skilled personnel for Bangladesh Betar and Bangladesh Television, the government owned radio and television institutions of the country. Later it started training for the personnel of the Department of Mass Communication. Since the change of government policy by opening up of opportunities for private sector radio and television channels and the introduction of community radio, NIMC expanded its activities to cover the demands of the vastly expanded electronic media sector. At present, the number of radio and television stations have increased as well as their workforce with 30 television channels, 29 FM radio channels and 19 community radios working in the electronic media sector in the country. Many freelancers and students are also interested in electronic media training. NIMC cater to their needs with the aim of developing this sector to make it capable of tackling the challenges of the 21 century.

However, the facility of NIMC is confined to its only venue in the capital city, Dhaka. It has neither enough space to accommodate the present expanded demand for training services, nor does it have any other facility outside of the capital to offer services to the clients at divisional levels.

In this context, NIMC sponsored a research on “Necessity & Scope for Expansion of NIMC Training at Divisional Levels in Chattogram, Rajshahi & Khulna”. The research was conducted by a team of the Institute of Social Business (ISB), led by Professor Dr. Mohammad Ahsan Uddin. The team employed a mixed method approach using both qualitative and quantitative measures and adopted random sampling technique for selecting the respondents. Data was collected both from primary and secondary sources.

The findings of the research represent the current situation and bring into sharp focus the huge demand for mass media training at divisional levels.

The whole exercise was a collective effort and we would like to extend our heartfelt thanks to Professor Dr. Mohammad Ahsan Uddin and his team for conducting the study with sincerity and commitment. Finally, my sincere appreciation for all relevant NIMC members for their contributions to make this research a success. The cooperation of the students, print media, television and social media workers, academicians, relevant government officers and others who provided spontaneous support during the survey at different stages is also well appreciated.



**Shahin Islam, ndc**  
**Director-General**  
**National Institute of Mass Communication**

# ACKNOWLEDGEMENT

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The Institute of Social Business (ISB) would like to thank National Institute of Mass Communication (NIMC) for entrusting us with the assignment to conduct a study titled “Necessity & Scope for Expansion of NIMC Training at Divisional Levels in Bangladesh: Chattogram, Rajshahi & Khulna”. We sincerely thank the research, finance and administrative personnel of NIMC for their support and technical assistance.

We acknowledge the cooperation and suggestions provided us to improve the study by Ms. Shahin Islam ndc, Director General; Mr. Faizul Hauqe, Additional Director General; Md. Nazrul Islam, Director (Training Engineering), A.K.M Azizul Hoq, Director (Admin & Development), Md. Maruf Nawaz, Director (Training Programme); Mohammad Abu Sadique, Deputy Director (Radio Engineering Training); Irin Sultana, Deputy Director (Research Current Charge) and Mr. Md. Fahim Siddique, Research Officer of National Institute of Mass Communication (NIMC) at every stage. It is real and true that this study would not have been possible without the active involvement and sincere support of NIMC team.

At the end, we remember the contribution of the respondents. Without their cooperation, this study could not be completed. In addition, we would like to convey our sincere gratitude to the research team who were involved in the whole process.



**Md. Tarifur Rahman Khan**  
**Chief Executive Officer**  
**Institute of Social Business**

# ACRONYMS

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<b>BIJEM</b>	Bangladesh Institute of Journalism and Electronic Media
<b>CD</b>	Compact Disc
<b>DVD</b>	Digital Video Disc
<b>FGD</b>	Focus Group Discussion
<b>ISB</b>	Institute of Social Business
<b>IT</b>	Information Technology
<b>KII</b>	Key Informant Interview
<b>MRDI</b>	Management and Resources Development Initiative
<b>NIMC</b>	National Institute of Mass Communication
<b>NIME</b>	National Institute of Multimedia Education
<b>PIB</b>	Press Institute of Bangladesh
<b>SPSS</b>	Statistical Package for the Social Sciences
<b>UNICEF</b>	United Nations Children's Fund

# EXECUTIVE SUMMARY

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Media training allows professionals to learn how to communicate with the media – in other words, media relations. The research was contextualized with the specific research questions, which are:

- Is there a demand for mass media training institutes at divisional level?
- What will be the impact of the three new mass media training institute on media professionalism in Bangladesh?

As justifiably suggested, a mixed-method approach was employed for the proposed study. The study population consists of the students, journalists, think-tanks and members of the civil society of the three divisions of Bangladesh, namely Chittagong, Rajshahi and Khulna. Here a total of 420 were surveyed throughout Chittagong, Rajshahi and Khulna Division. It is noteworthy to mention here that data were disaggregated according to sex and age. Random sampling were used by taking equal number of samples from Chittagong, Rajshahi and Khulna Division. Also 1 FGd and 2 KII were conducted in each of the three divisions. Among the respondents, 26.2% are students, 21.2% are print media journalist, 21.4% are electronic media journalist, 21% are social media journalist, 7.6% are service holders and 2.6% are of other profession. Since the study is on perception on media training, mostly media professionals were selected as respondent for collecting their opinion. Also there are graduate level students who want to be media worker in future, keeping this in mind students were also included in the study.

The study reveals that there is less scope of media training in the divisional cities, only 39.3% respondents said that there is scope of media training in divisional cities. Regarding training participation, it is observed that among the respondents half (50%) have already participated in media related training in the regional level.

It is found that majority (43.3%) of the media related training programs that has been organized at local level and participated by the respondents were organized by Press Club, One-third (33.3%) of the training programs were organized by Press institute of Bangladesh (PIB). Regarding satisfaction on the media training at the regional level nearly half (51.2%) of the training participants said that they are satisfied with the regional level training.

It is alarming that only 1.4% of the respondents participated in media related training in NIMC , Dhaka. This situation is depicted in the table below. This happens due to the fact that due to the lack of fund, communication gap and travel hazard, the media workers at regional level are not eager to come to Dhaka and participate in training in NIMC. Almost all (96.9%) of the respondents said that there is demand for mass media training among the mass media workers in the region. Nearly three-fourth (74.3%) of the respondents claimed that they are suffering in their professional life due to lack of training. Not only among the media workers, but also among the students demand for mass media training is high. Almost all the respondents (97.4%), said that if a branch of NIMC is established in the region, they will participate in its program. Almost all (99.3%) of the respondents said that they want accommodation facilities in the newly established branch of NIMC. All the above findings justify the necessity of establishing branch of NIMC in the regional cities.

Local press club arranges training program occasionally communicating with PIB and at the divisional level. BIJEM (Post Graduate Diploma degree in Journalism under National University) provides the quality education & training program on overall subjects . There is some short-term course offered by



PIB & non-Government organization like MRDI, Somosti, News Network, CCD, British Council. They have no venue of their own. They arrange the program in rented venue. They do not use any specific tools in training. Trainer are selected from the teachers of university of journalism department or senior reporter of newspaper. Such type of training normally provides the primary idea of press media. There is no provision to provide fundamental training. The participants receive 300 to 400 taka as honorarium. Such type of course is not a perfect course for learning.

Regarding the type of training needed much, no fixed category training is suggested by the respondents, rather it is observed that there is demand for all types training though the extent varies slightly. The most demandable training is 'writing, editing and communication skill' which is demanded by 10.6% of the respondents, media management training is demanded by 7.9% of the respondents, training on investigative journalism is demanded by 7.8% of the respondents, training on ethics and legal aspects of journalism is demanded by 7.6% of the respondents, training on photography is demanded by 6.8% of the respondents, training on news presentation is demanded by 6.6% of the respondents and training on data journalism is demanded by 7.8% of the respondents.

Collecting news from various place is so much challenging. The quality is not guaranteed for Journalist who currently engaged in journalism as there is no certain educational background is required to work news media. There is huge demand for establishing a government mass media training institute in divisional cities. Young journalist can be competent through the professional training. NIMC training center might play this vital rule. Yes, some of mass media workers go to Dhaka for receiving training. But huge problem is faced by them. For example, they have to pay course fee, self-financing living, problem in travelling as the long time journey is required for attending training.

Hence, to ensure the quality of journalism & develop the human resource at divisional cities, such type of training center is required. Place can be selected at the entrance to the city so that everyone can be reached. Otherwise in the solitary area on the outskirts of the city can be selected where there is no traffic jam & sound pollution. Hostel facility is highly required, so that participants from different districts under the division can participate. It is also mandatory for female participants. Apart from mass media training, there is the demand for seminar, workshops and research related to media.

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# 1

## STUDY BACKGROUND AND CONTEXT

### 1.1 Background of the Study

“Media training allows professionals to learn how to communicate with the media – in other words, media relations. The trainers are usually media industry experts who understand the business inside and out. Media training teaches you the fundamentals of journalism combined with practical examples, to show you how to remain in control even in the toughest of interviews.

During a training session, you can usually expect tailored lessons on how to interact with a particular media platform with practice scenarios that mimic real life. This can include working with real camera training, mock interviews, mock press conferences and mock live crosses and even surprise, on-the-spot interviews. This will give you hands-on experience with how to talk to the media and how to deal with difficult or tough interviews

Media history considers the historical dimension of communicating information, knowledge, and values to a broad audience. Although the term ‘media’ came into use only in the 1920s to denote the structures of such communication, media history takes account of the period at least from the advent of the handpress in the fifteenth century, and some interpretations include the scriptoria, oral traditions, and wall paintings of medieval times, delving occasionally into ancient and prehistory as well. The numerous approaches to media history share an interest in understanding the impact such structures have had on societies around the globe, the particular forms they have taken, and the dynamics of historical change. Each of these areas is the subject of a significant body of theoretical and empirical work, with many intersections and overlaps, taking examples from the various media, their spatial contexts, and development over time.

History of Media: Because both Pakistan and Bangladesh were part of British India until 1947, the early media history of these two countries relates to the development of the Muslim press on the Indian subcontinent, with particular reference to the media that originated within the territory the two countries now occupy. Calcutta, in Bengal, was a heartland of newspaper publication from 1780 to 1846. Media historians of both countries refer to J. A. Hicky's Bengal Gazette or Calcutta General Advertiser, established in 1780, as the first newspaper on the subcontinent. A Bengali monthly magazine for youth, Dig-Darshan, came out in 1818, followed by the weekly Samachar Darpan and the monthly Friend of India in 1819. Rangpur Barta, which came out in 1847, survived until 1857.

The subcontinent's Muslim press, which marks the origin of the Pakistani press, emerged in 1836 with the publication of Maulvi Muhammed Baqar's Urdu Akhbar. During the 1857 Uprising- the so-called Indian or Sepoy Mutiny- the Muslim press came out openly against the British occupation of India. The British hanged Baqar and closed all but two Muslim-owned publications. Sir Syed Ahmed Khan founded the Scientific Society Magazine, a bilingual publication in Urdu and English, in 1866 and he started the Urdu Tehzibul Akhlaq in 1870. Meanwhile, several publications began in what is now Bangladesh: The outstanding Amrita Bazar Patrika came out from Jessore in 1868. The English

biweekly Bengal Times started in Dhaka in 1871. Other weeklies and monthlies- e.g., Rangpur Dikprakash, Kabita Kushumabali (Dhaka), and Dhaka Prakash- emerged between 1860 and 1861. By 1873, Dhaka also published newspapers such as Mahapap, Bangabandhu, and Balyabibah while Barishal published Gram Dut, Balaranjika, Hitasandhani, and Barishal Barta, and Rajshahi published Hindu Ranjika.

The creation of the All-India Muslim League in 1906 for the promotion of Muslim interests encouraged the publication of more Muslim papers during the first quarter of the 20th century. By 1925, the Muslim press comprised 220 papers in nine languages, including 120 in Urdu, 18 in English, and 14 in Bengali. Mohammad Ali Jinnah, then president of the Muslim League and later the first governor-general of Pakistan, helped establish the English weekly Dawn in the 1930s. The Dawn became a daily in 1942. By the mid-1940s, Muslim papers appeared in every province of India. The most influential Muslim papers included Azad, the Star of India, and Morning News of Calcutta; Manshoor and Anjam of Delhi; Nawa-e-Waqt, the Pakistan Times, and Eastern Times of Lahore; the Weekly Observer of Allahabad; and Sind Times of Karachi, New Life of Patna, and Khyber Mail of Peshawar.

Radio arrived in Pakistan with the establishment of a broadcasting station in Peshawar in 1936. Radio broadcasting came to Bangladesh in 1939, when the British set up a station in Dhaka as a complement to the Calcutta station.

The media are in the focus of attention. Enabling digital information and communication technologies force the professional messengers to reorient themselves from nonmedia journalistic outlets to multimedia information handling companies. Societies are growing more complex, with globalisation and localisation developing seemingly hand in hand. Media companies are at the same time converging and concentrating as well as becoming more specialized and differentiated. Such developments challenge the total of media output, the organisational structures, workflows, and working conditions of contemporary journalists. Consequently, the (further) training issue comes to the fore as an important instrument of facilitating and coping with change.

Institutional Media training is important for any person who deals with the media, from those in the corporate sphere, through to those in not-for-profit, start-ups, small business and everything in between. It helps to clarify key messaging and to give you the skills to successfully take part in an interview, and use the media coverage for your advantage. Spokespeople can include CEOs, executives, experts, any go-to people for interviews or anyone who is called upon to make comment.

It's not enough to rely on being an expert in your organisation, as when you're interviewed, there are a number of situations that can occur. These may throw you off or stray you away from your key messages. So, media training can help teach you what to expect from the media and understand what they're looking for. Journalists may purposefully trick you or ask difficult questions to get you to reveal something you weren't planning to talk about.

Institutional Media training will give participants an insight into how to prepare for the different mediums of journalism – print, digital, radio and television. Each medium brings a different set of issues, for example, with television, what you look and sound like is very important.

The last decade has witnessed growing interest in journalistic and media training in Jordan. Many institutions offer media training, including centers affiliated with public media outlets, academic institutes, and training centers of civil institutions. Despite the numerous debates in media outlets and public forums on the professionalism of the media, there are no research traditions to provide interested people and stakeholders with documented and accurate information on assessing the impact of training on the individual performance of journalists and on media outlets.

As part of revolution of information technology in Bangladesh, National Institute of Mass Communication (NIMC) has been contributing towards progress of Right to Information movement since its beginning. To address the contemporary issues related with both broadcasting and telecasting mechanism, National Institute of Mass Communication (NIMC) has been taking some innovative attempts fostering the efficiency of human resources who are doing in the sector of media and publications. Training is the most important part of these initiatives that every year thousands more people has been trained from National Institute of Mass Communication (NIMC) who would be able to respond the issues that are discussed worldwide today. To date, National Institute of Mass Communication (NIMC) has continued its regular and systematic training and activities. Through this program, the National Institute of Mass Communication (NIMC) has been playing a vital role in achieving the professional knowledge of public relations and broadcasting staffers and employees in the country. In this regard, the government is planning to establish three new mass communication training institutes in three divisions (Rajshahi, Chittagong & Khulna), the study attempts to investigate the necessity of those institutes.

## **1.2 Problem Statement**

The governments seek to tackle a variety of problems of the digital age, media (or digital) training is often cited as the solution, partly because it is far less controversial than attempting to regulate the internet. Lack common journalism training standards; as a result, the quality of journalists graduating is wanting. Part of the reasons for this low journalism practice standards is inadequate training, inexperienced lecturers, ineffective regulation of the training institutions and inadequate funding regarding this.

If you regularly interact with members of the media but lack proper communication and public speaking skills, we need media training. Proper media training helps you better interact with the media. Whether you're a spokesperson, business person, government official or any other individual speaking and interacting with journalists and other members of the media. Without media training you could not able to communicate more effectively, with the end goal to stop being quoted out of context.

In our country many training institutions offer low quality courses, consequently, flooding the industry with "half-baked professionals". Due to this short fall, recruiters from media companies are not always contented with the qualifications of recent graduates and that skills acquired by the journalism trainees often do not meet the expectation of employers.

### 1.3 Rationale/Justification of the Study

There is no alternative for training to improve professional skills and excel. At the beginning of any profession, training works like building a bridge between the staff and the organization. In this, the officers and employees are integrated with the organization as well, so the institutions are also benefitted through trained skilled manpower. As a result, the training plays a role as the controller for the development of professional skills of the employees. But, are the same training with the changed world situation always able to meet the needs of the era? The demand is relative; the need for a time is lost in the popularity of another era. This is realistic because of the changing world, the religion of the world rule. That's why the demand or requirement is to be checked in the frame of the changing world situation; which is necessary and which is not. There is a need to create way or opportunities for future possibilities for feeding new demand or needs. So that NIMC organizes training programs every year for the broadcasting and communication professionals under the Ministry of Information & Broadcasting to keep pace with the demands of the changed world situation.

Training is one of the best way of improving knowledge and ability of journalist and media personnel as they are working with masses addressing the daily life issues. Not only they reflect or represent the realities but also, they create a culture of information sharing. Of course, this current level of communication has not existed always; technology-based networking advancement has made it true for us. Considering the existing situation, it is obvious that journalism faculties, departments or schools could not totally ignore the importance and need of practical-oriented journalism courses in their curricula. To develop an employee through training program costs the organization substantial amount of money (Casio, 2000). According to Batram & Gibson (2000), training could be costly if the training programs do not effectively link and match the organization needs and the employees' needs. Hence before investing for establishing mass media institute, it is necessary to investigate its necessity, hence the study is justified.

### 1.4 Literature Review

Literature review section is used to outline existing literature concerning the study area. Viewing the previous studies and related literature is important for providing scientific facts and basement which serve this study. A number of researchers are dealing with this field. Some of the most important studies are presented here for understanding deeply about this topic.

- **Previous studies on the role of training programs on standard of living**

Training is closely related to the living-standard of a person which assists in increasing skills, production, income and management capacity (Hilton et al., 2016; Mahmud et al., 2014a; Mahmud et al., 2017). In Bangladesh, several studies had been conducted to assess the role of training programs focusing on various socioeconomic issues relating to standard of living. As for example, Hilton et al. (2016) found that the household health-care expenditure of rural poor women borrowers of BRAC (a reputable NGO) was increased because of the intervention of BRAC's training program. Rahman et al. (2014) observed that providing training facilities by the NGOs to the poor rural women in Bangladesh IMEFM 11,1 98 substantially increased the health awareness among them. In a study, Islam et al. (2006) indicated that a training program assisted medical staff, nurses and technicians in Bangladesh in rendering efficient health-care services to their patients by increasing their skills. In Turkey, Kutlu et al. (2007) found that the chance of practicing breastfeeding among mothers increased, as they became more aware of its benefits because of the intervention of a training program. It has also been reported by researchers that providing training facilities to poor farming communities in Bangladesh increases their crop and fish production (Murshed-e-Jahan and Pems, 2011; Schreinemachers

et al., 2016). In a study in Bangladesh, Gautam et al. (2017) observed that the trained farmers reduced pesticide use, adopted more integrated pest management techniques than the non-trained farmers. The authors also reported that training had a positive role in increasing farmers' crop production and income. Argent et al. (2014) observed that the milk production, income and asset of the farmers in Rwanda increased because of receiving training. Training can play a vital role in improving the management capacity and creating employment opportunity. For example, the skill of managing cash flow among the microcredit borrowers in Nicaragua improved because of the intervention by the training (Epstein and Yuthas, 2017). In Greece, vocational training programs played a significant role in improving skills and knowledge among the unemployed women, which increased their employment opportunity (Panitsidou et al., 2012). However, in the context of Bangladesh, researchers have also found the evidence of training programs being unsuccessful in achieving their desired socioeconomic outcomes because of a failure in assessing the needs of the trainees and the short duration of the training programs (Khan and Ali, 2014; Mahmud et al., 2014a). Previous studies mainly focused on the impact of training programs relating to agricultural production, health-care expenditure and services. In this study, we focus on assessing the impact of a training program on building awareness of formalin abuse among fishing communities.

A study conducted by Kabir et. Al. (2018) entitled 'The role of training in building awareness about formalin abuse: evidence from Bangladesh' is observed that training plays a positive role in increasing awareness, as expected. Not only training but also educational status of the respondent is a key factor in increasing awareness. Moreover, increasing the distance from the respondent's house to the nearest school increases the probability of decreasing the awareness level. With all of this in mind, policymakers should focus on the following aspects to create awareness of formalin abuse. It is important to provide training as per the needs of the traders. Training centers need to be built as near as possible to the houses of fish traders so that they can have easy access to the training sessions. Steps need to be taken to provide necessary educational facilities (books, pens, pencils, etc.) to the fish traders through formal and non-formal schooling. Emphasis should be placed on preventing gender discrimination in providing educational facilities.

- **Contributions of the Mass Media to Social and Economic Development**

The mass media can promote the climate of economic development in several different ways. The media have the ability to report and inform the people on a variety of matters. They can help broaden horizons and help to develop the quality of empathy (the capacity to see oneself in the other fellow's situation). They can focus attention on certain topics such as political campaigns, a new agricultural practice, or a new health program. They can raise aspirations; they can create a desire on the part of individuals to desire a better life. The mass media can help only indirectly to change strongly held attitudes or valued practices, they can infer status and prestige upon an individual; they can provide a way to build leadership among political leaders in developing countries. They can broaden political discussion and policy making at the village level (Gavitt, 1971).

- **Principles of Training Needs Analysis**

By definition, training activities are focused on achieving change: the universal goal is to make a transition from a certain specific state of knowledge (or lack thereof) and skills among a specific group of people to a state which is defined as superior, improved and more useful in the context of achieving some pre-defined goals. Therefore, a training activity in the life of an organization means that there is a striving to achieve a different—and, by definition, better—and desirable state of its operation. Training needs arise from deficiencies related to constraints or imperfections in human activity, primarily deficiencies in knowledge or skills. In this sense, they should be distinguished from other factors which exert influence on the

functioning of organisations. Notably, it is rare that actual developmental constraints would result from insufficient competences of people who are part of the organization. The condition of that organisation may deviate from the expectations due to various legal, institutional or historical considerations. This discrepancy may also be connected with the social or political context or limited availability of human or financial resources (Trutkowski, 2016).

- **Four steps in training needs analysis**

A training needs diagnosis which leads to the implementation of a training strategy should cover four essential elements (Trutkowski, 2016):

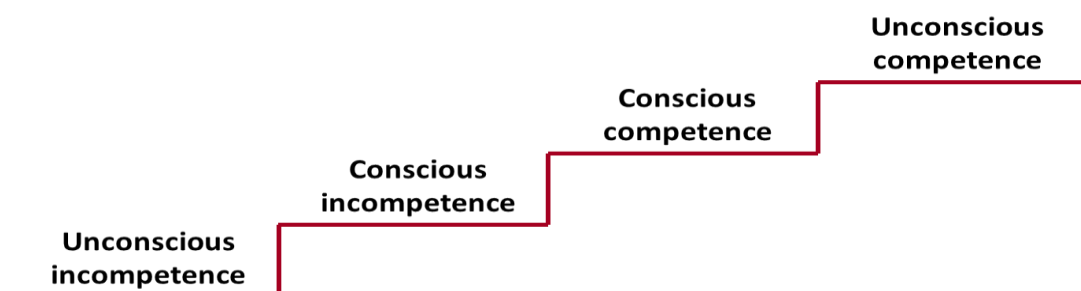
- a) running a gap analysis (gaps between the status quo and the desirable state),
- b) identifying the reasons behind problems, their consequences and background,
- c) identifying the validity of training activities and hierarchy of their importance for the organisation,
- d) identifying the scope and topics of training and possible organisational solutions.

- **Identification of training expectations**

Trutkowski (2016) prescribes identification consists of two key steps:

1. Identification of training postulates, i.e. establishing training expectations among specific audiences, and describing those postulates;
2. Identifying training possibilities, i.e. a follow- up stage where the most suitable and efficient ways to satisfy the postulates are determined.

It is important to bear in mind that, with this approach, we may be dealing with training expectations or postulates which are not at all valid for the organisation as a whole. One can easily imagine a situation where someone wants



something without needing it and vice versa: we might need something without wanting it. What plays an important role is an individual awareness of our own limitations: we do not always realise the scope and, therefore, also the consequences of our own incompetence. The moment we realise them should be viewed as the starting point of personal development. An excellent illustration of this rule comes from the competence ladder model proposed by Leslie L. Rae 'Planning and designing training programmes', Gower Publishing Ltd., 1997.

National Institute of Mass Communication (NIMC) is one of the leading training Institutes of the country under the Ministry of Information & Broadcasting. Major goals and objectives of the NIMC 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 Film and Publication, Press Information Department and the Department of Mass Communication. Timely development of electronic and film media in Bangladesh through training and research is the main responsibility of this institute. To make development-communication more dynamic and objective is one of the most important concerns of this institute. The major activities of this institute are:

- Overall development of the broadcasting activities of television, radio, Department of Mass Communication, Press Information Department, and Department of Film and Publication through providing timely training in the program, engineering and news.
- Organizing workshop, seminar and providing training to the professionals working for development broadcasting, development communication, radio, television, and film industry.
- Conduct research activities on electronic media and film, and publish reports.
- Offering recommendations, advice and services for radio, television and mass communication.
- Organizing discussion meetings, workshops and motivation activities related to development broadcasting and communication.
- Arranging program on development communication and training module jointly with UNICEF and other international organizations.
- Establishing and maintaining existing relationships and coordination with other organizations (national and international) in conducting related activities.
- Forming a rich data-bank containing video and audio tapes or DVDs, CDs and instructional elements.
- Providing any advice and services related to develop communication and development broadcasting through radio, television and public relations conferred by the government.
- 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 organizations, individuals and in regional and international sectors.

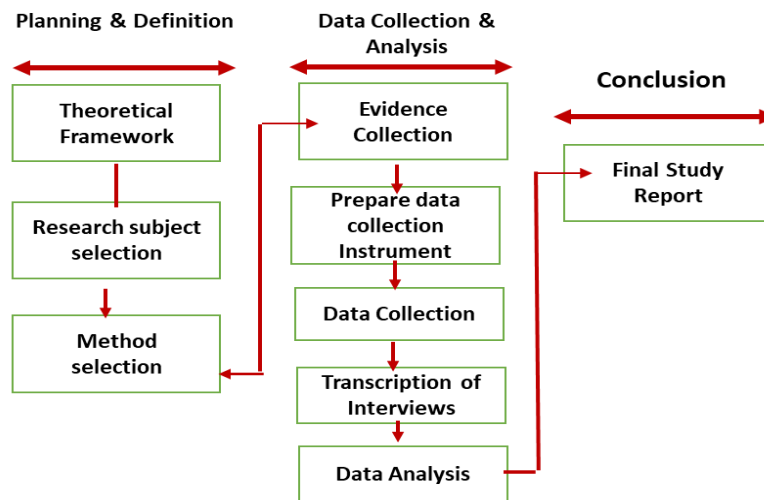
### **1.5 Theoretical Framework**

A theory is crucial for any research work to give its direction and also to validate or disapprove a phenomenon. Theoretical basis helps to decipher the way the things are and the basis of specific actions. Framework in research is like in buildings or software providing critical support for developing the research aspects over it. Creating a framework on the theatrical basis will enhance investigations to arrive at a particular stand of for or against a phenomenon.

The role of the theoretical framework in research is to reduce the dreadful topic to two factors to simplify the concept, which include:

- The research problem
- The rationale of investigating the issue

Theoretical framework is mostly used in dissertation, though in this research study we considered following theoretical framework:



### 1.6 Research Question

The research was contextualized with the specific research questions, which are:

- Is there demand for mass media training institutes at divisional level?
- What will be the impact of the three new mass media training institute on media professionalism in Bangladesh?

### 1.7 Research Objectives

The research was contextualized with the specific objectives which are:

- To explore the present situation of mass media training among the media workers at divisional level.
- To investigate the demand/necessity for mass media training among the media workers at divisional level.
- To predict the possible impact of establishing mass media training institutes at divisional level.
- To assess the viability (pre-feasibility) of establishing three new mass media training institute at divisional level.

# 2

## STUDY METHODOLOGY

### 2.1 Study Design, Approach and Methodology

For conducting the Research, study approach was trust and ownership, as study design ISB followed participatory and collective actions, and as per the research the study used mixed method combining both quantitative and qualitative data and methods.

#### Approach



In every stage, ISB consulted with NIMC as well research officer of NIMC. ISB was flexible to accommodate any changes according to NIMC's feedback and needs if required. Confidentiality was assured all through for all information. Copyrights and intellectual property rights shall completely belong to NIMC.

#### Design



As study design, used participatory and collection approach in study where involved media personnel, mass community in order to cover a wide range of different types of participation in every stage of data collection, analysis, reporting and managing the study. Thus participatory and collective efforts used in this research study, involving multitude of actors ultimately benefits the study to accrue robust statistics, vivid and a spectrum of experiences and beyond.

#### Methodology

As justifiably suggested, a mixed-method approach was employed for the proposed study. Mixed-method designs are viewed certain advantages in the implementation research, because they provide a better understanding of research issues than either qualitative or quantitative-only approaches (Palinkas et al., 2011).<sup>1</sup> As evident from the scope of work provided, it has two different but interlocked agendas which would require a simultaneous strategy for gathering information. The qualitative exploration tend to understand views, perceptions, and context

#### 2.2 Study Area:

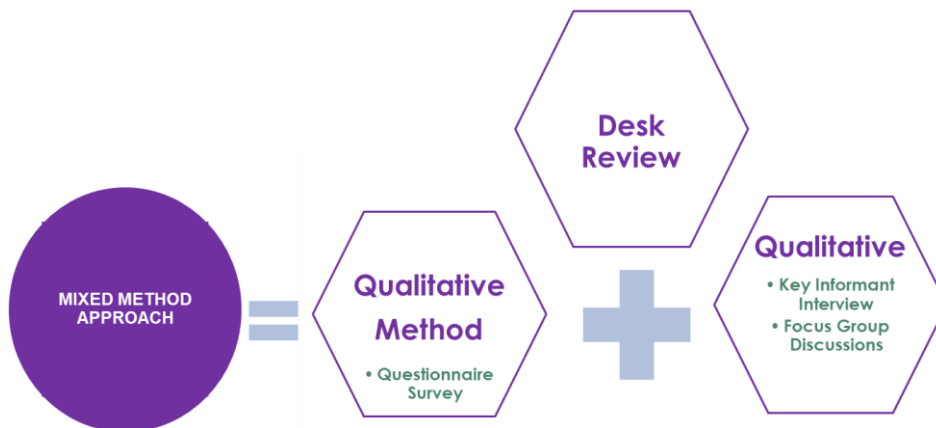
The study was conducted in three divisions of Bangladesh, namely Chittagong, Rajshahi and Khulna Division.

#### 2.3 Study Population:

The study population consists of the students, journalists, think tanks and civil society of the three divisions of Bangladesh, namely Chittagong, Rajshahi and Khulna.

## 2.4 Data Collection Strategies & Method

The study adopted three distinct data collection methods. These are:



### DESK REVIEW

A rigorous review of documents and relevant literature was carried out to strengthen the perception as well as the necessity for institutional media training at the divisional level in Bangladesh: Chattogram, Rajshahi & Khulna. Meta-analytic and meta-narrative review techniques such as content analysis, comprehensiveness, normative criteria, performance criteria, synthesis, summarization etc. were carried out for desk review.

### QUANTITATIVE DATA COLLECTION QUESTIONNAIRE SURVEY (QS):

The samples for quantitative inquiry were conducted among the students and journalists of the study locations in order to know about their perception of the necessity for institutional media training. The respondents were chosen based on purposive convenient strategy. A cross-sectional survey with university students of different private and public universities; and journalists of various medias in order to know their perception about the necessity of institutional media training.

For estimating the sample size, the formula used,

$$n_0 = \frac{Z^2 pq}{d^2} \times (\text{Design Effect})$$

Where,  $n_0$  is the sample size,  $z$  represents standardized normal deviate set at 1.96 with 95% confidence interval. 'p' is the estimated proportion of an attribute that is present in the population, 'q' represents proportion without the characteristics (i.e.  $1 - p$ ). 'd/' is the margin of error. In this study 5% error was considered as acceptable and design effect of 1.09 was considered. Then the sample size became:

$$n_0 = \frac{1.96^2 \times .5 \times .5}{.05^2} \times (1.09) = 420$$

Hence a total of 420 were surveyed throughout Chittagong, Rajshahi and Khulna Division. It is noteworthy to mention here that data were disaggregated according to sex and age. Random sampling were used by taking equal number of samples from Chittagong, Rajshahi and Khulna Division.

### **QUALITATIVE DATA COLLECTION**

For collecting qualitative data, the study used FGD and KII. For selecting sample, the study used purposive sampling procedure. Purposive sampling enabled the study team to select those categories of groups in relation with the issue. In each Division two FGD and 4 KIIs were conducted, thus there were 6 FGDs and 12 KIIs in total. In each division, one FGD was conducted with university students; and another one was conducted with journalists and members of press club.

## **2.5 Execution of Data Collection Procedure, Field Plan and Data Analysis**

### Orientation and Pre –Testing of data collection

A daylong orientation were organized for field staff for the study. Key research team members prepared presentation for the orientation of the field staff. The orientation covered the areas of: overview of the assignment, orientation of the questionnaire and electronic data collection procedure, mock interviewing, feedback session on the questionnaire, dos and don'ts, field supervision, monitoring strategy, quality control, financial and management issues, problems encounter. As an important part of the orientation, the all data collection tools were pre-tested in real scenario setting. After the pre-testing, data collection tool were finalized.

### Field Operation Planning

After completing orientation of field staff and online data collection platform rigorous field operation plan was developed for smooth running of the surveys.

### Field management

Measures to prevent transmission of COVID-19 that apply during field survey included frequent hand-washing or disinfection with alcohol-based hand sanitizer, respiratory hygiene such as covering coughs, physical distancing of at least 1 metre or more according to the national recommendations, wearing of masks, training, and education for field staff to increase awareness on COVID-19.

Field Supervisors had the key roles of supervising the Field Staff and monitoring the Data Collection from the respondents. If any challenges arised during the data collection, the Supervisors tried to settle these by their own capacity and networks. If they are failed, they immediately contacted to the Institute of Social Business (ISB). Throughout the process of fieldwork, such challenges and problems were shared with NIMC Concerned Officials for their understanding and suggestion.

During the survey, the Supervisors have the role to supervise the field enumerators to ensure data quality. Some specific plan also set to carry out other techniques of data collection from the field. The

Supervisors and the Enumerators also contacted the core team members whenever necessary related to crisis management, questionnaire issues, etc.

#### Data Quality Control

Data is the base of all research. It is also considered as lifeline. So, all efforts were engaged and invested to ensure the maximum quality of data. Real time checking, spot checking, and sudden checking were followed to ensure the data quality. Besides, these strategies, the Supervisors checked all the online recorded questionnaire after survey each day and talked with the Enumerators to finalize the questionnaire. If there are gaps or errors or any willy-nilly mistakes found in the recorded questionnaire, necessary steps were taken to communicate again with the concerned respondents.

Any willful mistakes or misappropriation were considered as zero tolerance.

#### Data Entry, Checking & Editing

Data were entered through online data entry platform named **KoBoToolbox** during the questionnaire survey. Supervisors checked data at field level by real time checking, spot-checking, and sudden checking mechanism. FGD and KII data were recorded through digital voice recorder (with permission). Intensive photographs were taken to give snapshots of different issues and point of interests.

#### Data Analysis

Quantitative data were analyzed with SPSS. For the qualitative data standard qualitative data analysis tool like grounded theory approach were adopted. During the data analysis, the study considered both descriptive and inferential statistics. After analysis, all data were presented using tables, graphs, narratives, and photographs.

### **2.6 Expected Policy Outcome**

- Exploration of status of present loop holes in mass media professionalism and demand for training to improve professionalism.
- Feasibility of establishing three new mass media training institutes at divisional level.
- Prediction of possible impact of establishing three new mass media training institute.

### **2.7 Study Duration**

This assignment were completed within four months from the signing of the contract from 03 January 2021 to 30 April 2022.

# 3

## FINDINGS FROM QUANTITATIVE SURVEY

### 3.1 Demographic Characteristics of the Respondents

Among the respondents 86% are male and 14% are female, 64% are married and 36% are unmarried. Majority (41.9%) of the respondents are between age 19-30 years, 26% of the respondents are between age 31-40 years, 20.2% of the respondents are between age 41-50 years, 9% of the respondents are between age 51-60 years and only 2.9% of the respondents are between age 61-72 years.

**Table 3.1: Age distribution of the respondent**

Age of Respondents	Number of Respondents	Percentage of Respondents
19-30 years	176	41.9
31-40 years	109	26.0
41-50 years	85	20.2
51-60 years	38	9.0
61-72 years	12	2.9
Total	420	100.0

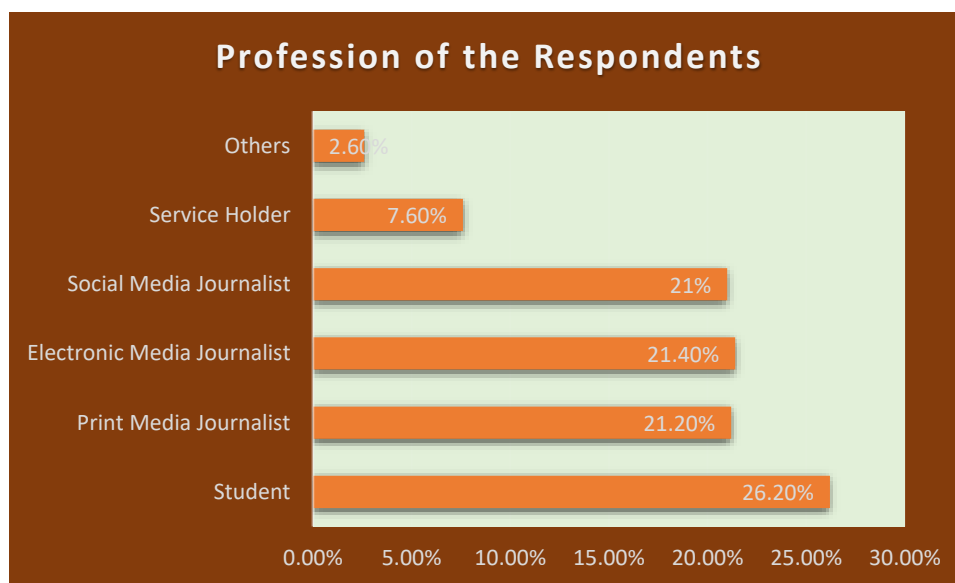
Most (55%) of the respondents are graduate, nearly 30% of the respondents are postgraduate or equivalent and only 12.6% respondents are HSC/equivalent. Since the study is on media training hence mostly educated persons were selected for providing opinion.

**Table 3.2: Educational Qualification of the respondent**

Education of Respondents	Number of Respondents	Percentage of Respondents
Class VI to X	1	.2
SSC / Equivalent	9	2.1
HSC / Equivalent	53	12.6
Graduate / Equivalent	232	55.2
Postgraduate degree / Equivalent	125	29.8
Total	420	100.0

Among the respondents, 26.2% are students, 21.2% are print media journalist, 21.4% are electronic media journalist, 21% are social media journalist, 7.6% are service holders and 2.6% are of other profession. Since the study is on perception on media training, mostly media professionals were selected as respondent for collecting their opinion. Also there are graduate level students who want to be media worker in future, keeping this in mind students were also included in the study.

**Figure 3.1: Occupation of the respondent**



Most (61.4%) of the respondents have monthly income of 20,000- 40,000 Taka, while nearly one-fourth (26.7%) of the respondents have monthly income of 40,000 – 60,000 Taka. At the lower end, there are only 6.7% respondents having monthly income of 10,000 – 20,000 Taka, on the higher income end there are only 5.2% respondents having monthly income of more than 60,000 Taka.

**Table 3.3: Monthly income of the respondent**

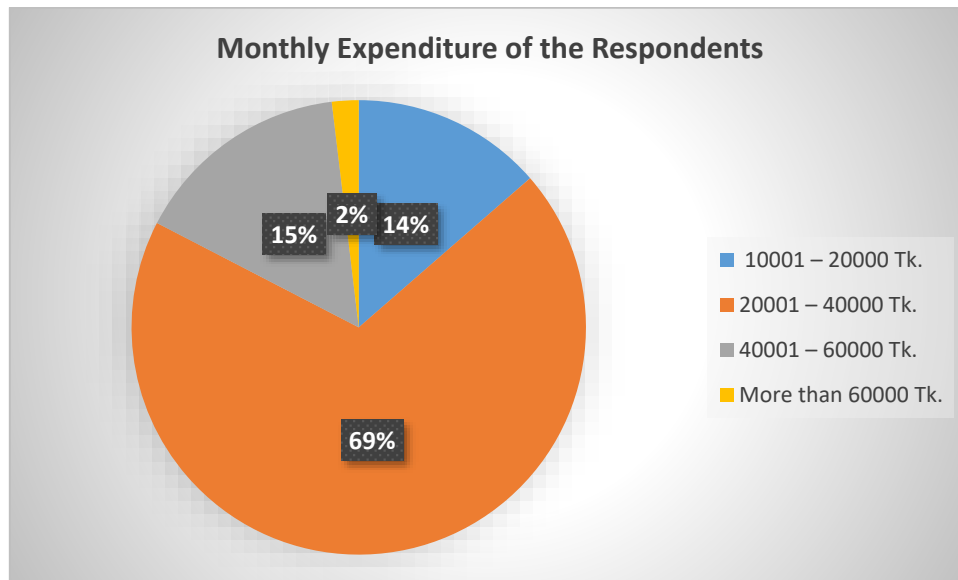
Monthly Income of Respondents	Number of Respondents	Percentage of Respondents
10001 – 20000 Tk.	28	6.7
20001 – 40000 Tk.	258	61.4
40001 – 60000 Tk.	112	26.7
More than 60000 Tk.	22	5.2
Total	420	100.0

The respondents' monthly expenditure is proportional to their monthly income, which is very much rational. It is observed that 69% of the respondents have monthly expenditure of 20,000 – 40,000



Taka, 15.5% of respondents have monthly expenditure of 40,000 – 60,000 Taka, 13.6% of the respondents have monthly expenditure of 10,000 – 20,000 Taka and only 1.9% of the respondents have monthly expenditure of more than 60,000 Taka.

**Figure 3.2: Monthly expenditure of the respondent**



### 3.2 Media Training Opportunities in the Region

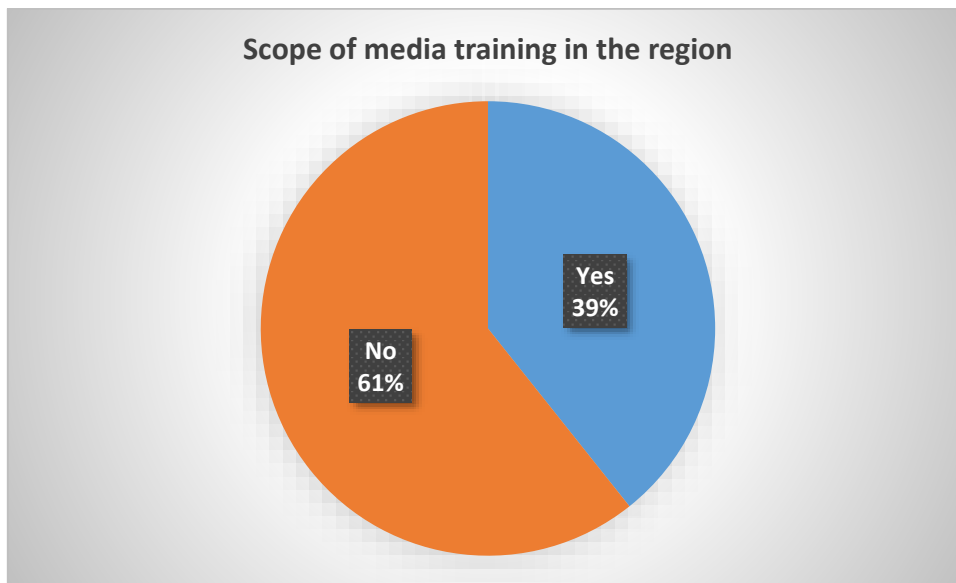
Almost all the respondents (85.7%) said that they know that there is scope of job opportunities in the media sector by taking media related training. There are only 14.3% respondents who do not have any idea regarding this issue.

**Table 3.4: Knowledge about media job of the respondent**

Know about Media Job	Number of Respondents	Percentage of Respondents
Yes	360	85.7
No	60	14.3
Total	420	100.0

The study reveals that there is less scope of media training in the divisional cities, only 39.3% respondents said that there is scope of media training in divisional cities, while the rest 60.7% respondents said that there is no scope of media related training in the divisional cities. This reflects the necessity of establishing media related training centers in the divisional cities.

**Figure 3.3: Scope of media training in the region**



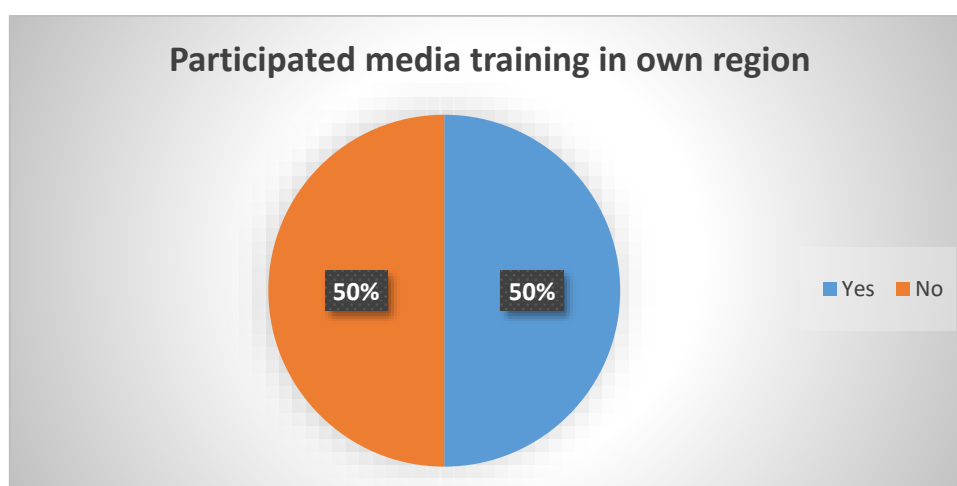
The study findings show that a vast majority (60.7%) of the people do not know whether all types of media training is available in the region or not, 23.6% said that all types of media training is not available, while only 15.7% of the respondents said that all types of media training is available at the regional level. Based on this, it can be concluded that all types of media training is not available in the divisional cities, which again affirms the necessity for establishing branch of NIMC in the divisional cities.

**Table 3.5: Availability of all types of media training in the region**

All types of media training available	Number of Respondents	Percentage of Respondents
Yes	66	15.7
No	99	23.6
Do not know	255	60.7
Total	420	100.0

Regarding training participation, it is observed that among the respondents half (50%) have already participated in media related training in the regional level, while the rest half did not participated in any training at regional level. This also reflects the lack of opportunity for media related training at regional level, which again affirms the necessity for establishing branch of NIMC in the divisional cities.

**Figure 3.4: Participation of media training in the region**



Among the respondents who participated in the media related training at regional level, 25.7% participated in training on writing, editing and communication skill. 17.6% participated on basic journalism course, 15% participated in training on ethics and legal aspects of journalism, 14% participated on news presentation training, 11.9% participated in training on photography, 11% participated in training on data journalism, 9% participated in training on investigative journalism, 6.9% participated in training on camera operation and lighting, 6.7% participated in the training on media management and 6.2% participated in the training on producing video reports.

**Table 3.6: Participation in different types of media training in the region**

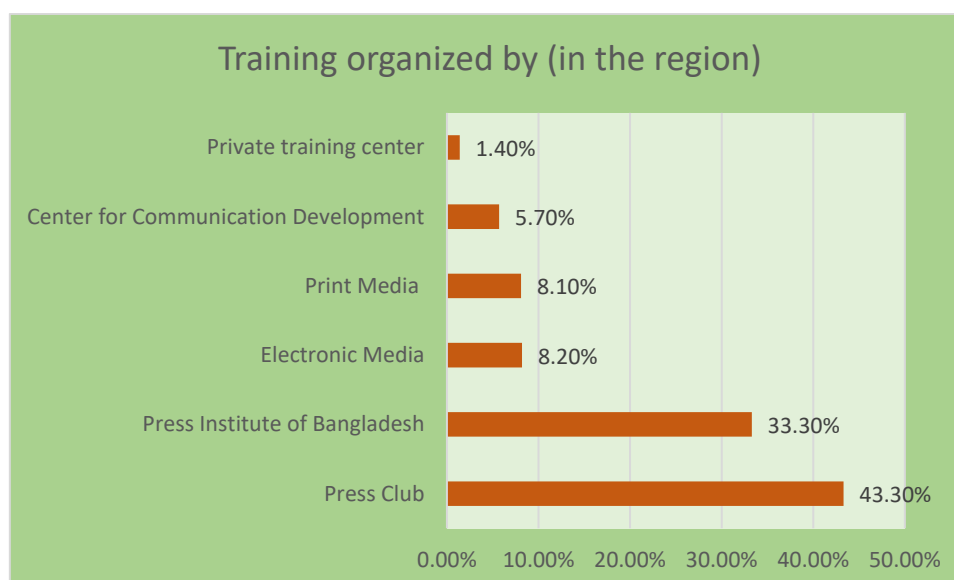
Type of Training	Number of Respondents	Percentage of Respondents
Writing, editing & communication skill	108	25.7
Photography	50	11.9
Producing video reports	26	6.2
Producing audio reports	16	3.8
Camera operation and lighting	29	6.9
News presentation	59	14.0
Basic training for broadcast technicians	19	4.5
Investigative journalism	38	9.0
Data journalism	46	11.0
Media broadcast technology	16	3.8
Video editing techniques	23	5.5

Video camera operation techniques	9	2.1
Ethics & legal aspects of journalism (legislation)	63	15.0
Media management	28	6.7
Infographics	13	3.1
Analyzing media content	7	1.7
Verifying information and news	15	3.6
Basic Journalism Course and Others	74	17.6

**(Note: Here total percentage is more than 100%, since multiple response was acceptable)**

It is found that majority (43.3%) of the media related training programs that has been organized at local level and participated by the respondents were organized by Press Club, One-third (33.3%) of the training programs were organized by Press institute of Bangladesh (PIB), 8.2% of the training programs were organized by electronic media, 8.1% of the training programs were organized by print media, 5.7% of the training programs were organized by Center for Communication Development and the rest 1.4% training were organized by private training centers.

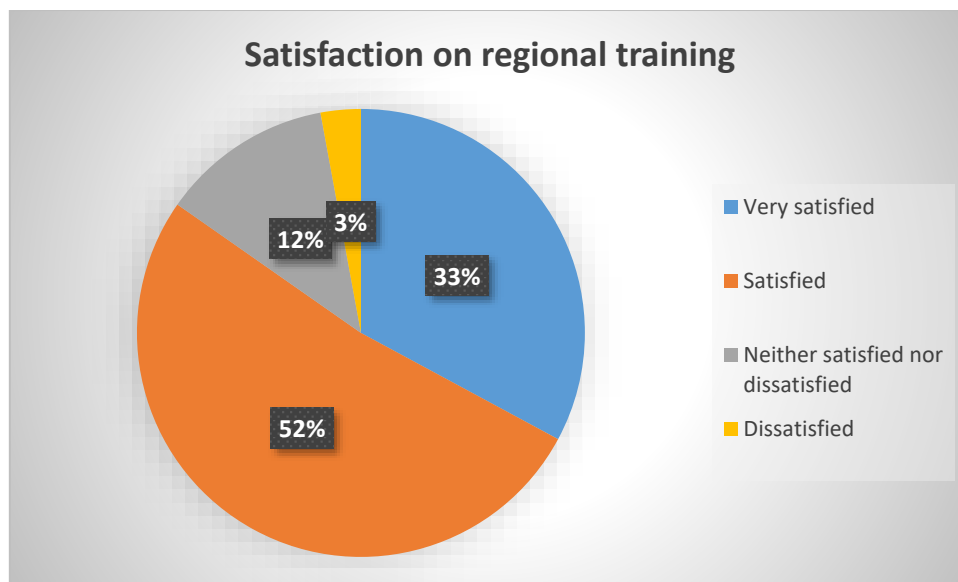
**Figure 3.5: Organizer of media training in the region**



Regarding satisfaction on the media training at the regional level nearly half (51.2%) of the training participants said that they are satisfied with the regional level training, nearly one-third (32.9%) of the respondents said that they are very satisfied on the regional training, 12.4% said they are neither satisfied nor dissatisfied, while the rest 2.95 are dissatisfied. It is mentionable here that a good level of satisfaction is expressed regarding regional level training, this is not reality, this happens due to the

fact that since they did not participated in training program in NIMC (Dhaka), they could not compare the training facilities and resources, hence there satisfaction level is slightly higher on regional training.

**Figure 3.6: Satisfaction of media training in the region**



Regarding training facilities, 62.9% of the participants who participated in regional level training said that the training organizers have training equipment, while the rest 37.1% said that the training organizers do not have sufficient training equipment.

**Table 3.7: Availability of equipment for media training in the region**

Training Equipment	Number of Respondents	Percentage of Respondents
Yes	132	62.9
No	78	37.1
Total	210	100.0

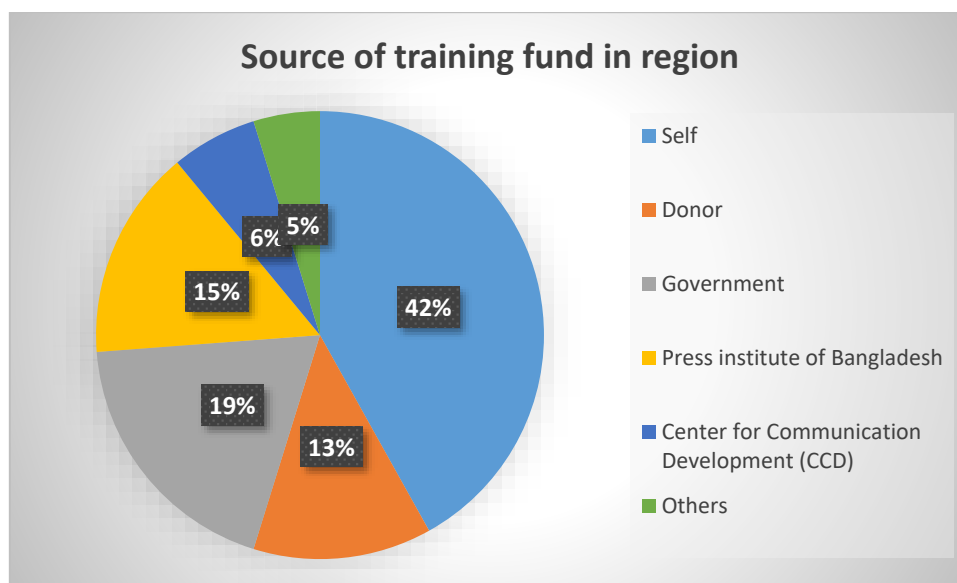
Regarding training resource persons, 79.5% of the participants who participated in regional level training said that the training organizers have training resource person, while the rest 20.5% said that the training organizers do not have sufficient training resource person.

**Table 3.8: Availability of resource person for media training in the region**

Resource Person	Number of Respondents	Percentage of Respondents
Yes	167	79.5
No	43	20.5
Total	210	100.0

Regarding source of fund for training at regional level, 41.9% of the training participants said they managed the fund of their own, only 19% of the participants got fund from the Government, 15.2% of the participants received fund from Press Institute of Bangladesh (PIB), 12.9% of the participants received fund from donor, 6.2% of the participants received fund from Center for Communication Development (CCD) and the rest 4.8% of the participants received fund from other sources.

**Figure 3.7: Source of fund for media training in the region**



### 3.3 Participation in Training in Dhaka

It is alarming that only 1.4% of the respondents participated in media related training in NIMC, Dhaka. This horrible situation is depicted in the table below. This happens due to the fact that due to the lack of money, communication gap and travel hazard the media workers at regional level are not eager to come Dhaka and participate in training in NIMC. This again affirms the necessity of establishing branch of NIMC in the regional cities.

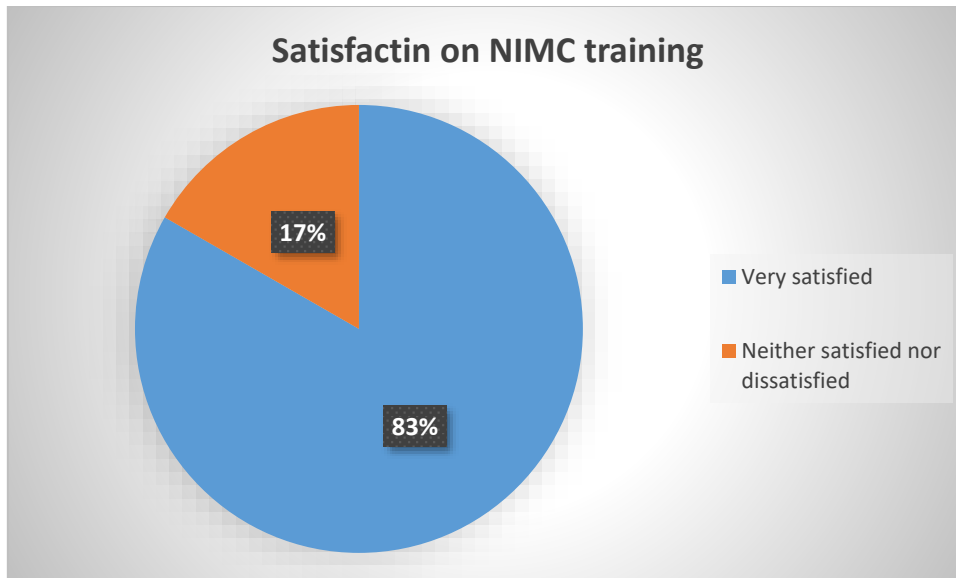
**Table 3.9: Participation in training in NIMC (Dhaka)**

Training in Dhaka	Number of Respondents	Percentage of Respondents
Yes	6	1.4
No	414	98.6
Total	420	100.0

Regarding the quality of training in NIMC, almost all (83.3%) of the respondents who participated in media related training in Dhaka said that they are very satisfied on the quality of training in NIMC, while only 16.7% of the participants said that they are neither satisfied nor dissatisfied. It is

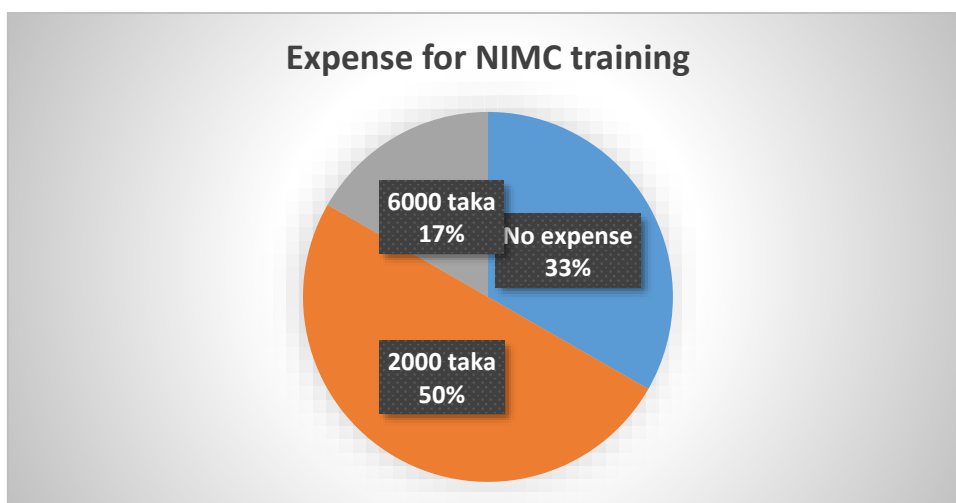
mentionable that no participant expressed dissatisfaction on training in NIMC, which emphasize the quality of NIMC and again affirms the demand for establishing branch of NIMC in the divisional cities.

**Figure 3.8: Satisfaction on training in NIMC**



Regarding training expenses in NIMC, one-third (33.3%) of the participants said they have no expense (since they received fund for participating training in NIMC), half (50%) of the participants said that they have to expense 2000 taka on average for each training program they participated in NIMC and the rest 16.7% of the participants said that they have to expense 6000 taka on average for each training program they participated in NIMC.

**Figure 3.9: Expense for training in NIMC**



It is alarming that during training in NIMC (in Dhaka), 83.3% of the participants have to stay in hotel and the rest 16.7% of the participants have to stay in relative's house. Though NIMC have accommodation facilities for the training participants this may happen due to either ignorance/reluctance of the participants or due to crisis (over demand) of accommodation in NIMC.

**Table 3.10: Where stay during training in NIMC (Dhaka)**

Staying Dhaka	Number of Respondents	Percentage of Respondents
In realtive's house	1	16.7
In hotel	5	83.3
Total	6	100.0

It is pleasant that, 66.7% of the participants did not face any problem to get leave from office to participate in training program in NIMC (Dhaka), while 16.7% of the participants faced problem to get leave from office to participate in the training in NIMC.

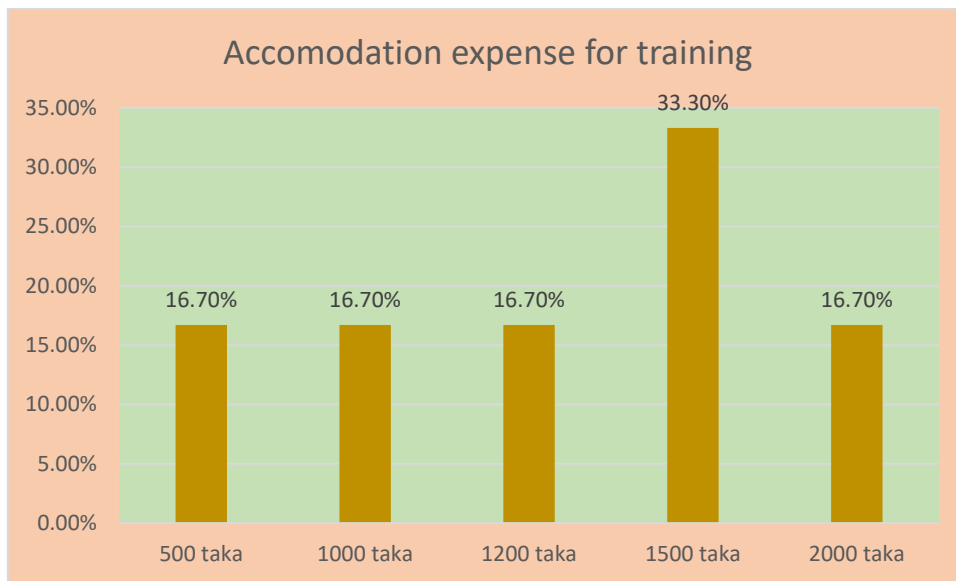
**Table 3.11: Whether face problem to get leave for training in NIMC (Dhaka)**

Problem to get leave	Number of Respondents	Percentage of Respondents
Yes	1	16.7
No	4	66.7
Not applicable	1	16.7
Total	6	100.0

For accommodation purpose in Dhaka during training in NIMC, 33.3% of the participants have to spend 1500 taka, 16.7% of the participants have to spend 500 taka, 16.7% of the participants have to spend 1000 taka, 16.7% of the participants have to spend 1200 taka and the rest 16.7% of the participants have to spend 2000 taka.



**Figure 3.10: Accommodation Expense for training in NIMC**



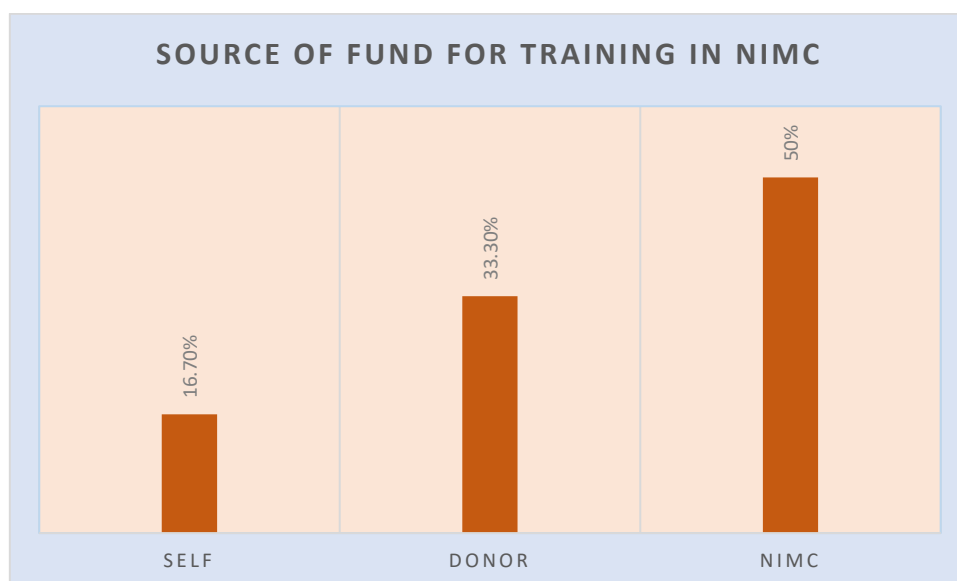
Regarding training expense, one-third (33.3%) of the participants said that they have to pay NIMC 6000 taka on average for each training, while another one-third (33.3%) of the participants said that they have to pay NIMC 500 taka on average for each training. on the other hand, 16.7% of the participants said that they have to pay NIMC 100 taka on average for each training while the rest 16.7% of the participants said that they have to pay NIMC 500 taka on average for each training. Thus it can be realized that the training cost in NIMC is not high, rather it is affordable for the media workers.

**Table 3.12: Amount paid to NIMC for training in NIMC (Dhaka)**

Paying NIMC	Number of Respondents	Percentage of Respondents
100 taka	1	16.7
500 taka	2	33.3
1000 taka	1	16.7
6000 taka	2	33.3
Total	6	100.0

Regarding source of funding for training in the NIMC, half (50%) of the participants said that the source of fund was NIMC, one-third (33.3%) of the participants said that they received fund from donor, and the rest 16.7% of the participants said that they did not receive any fund, they have to bear the expense of their own.

**Figure 3.11: Source of fund for training in NIMC**



### 3.4 Demand of Media Training in the Region

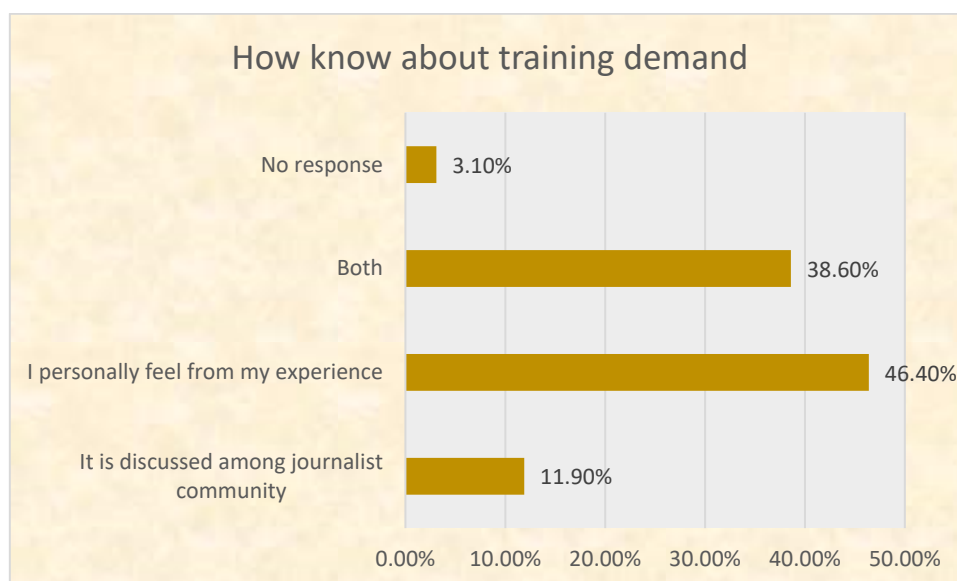
Almost all (96.9%) of the respondents said that there is demand for mass media training among the mass media workers in the region, while only 2.6% of the respondents disagreed about such demand for mass media training. On the other hand only 0.5% of the respondents do not know about such training demand.

**Table 3.13: Demand for training in the region**

Demand for training	Number of Respondents	Percentage of Respondents
Yes	407	96.9
No	11	2.6
Do Not Know	2	.5
Total	420	100.0

When the respondents were asked from which sources they came to know about such demand, majority (46.4%) of them opined that they personally feel from their experience, 11.9% of the respondents mentioned that it is discussed among journalist community, 38.6% of the respondents mentioned that they know it from both sources (mentioned previously), the rest 3.1% of the respondents did not response to this question.

**Figure 3.12: How you know about the training demand**



Nearly three-fourth (74.3%) of the respondents claimed that they are suffering in their professional life due to lack of training, only 9.8% of the respondents disagreed in this issue, while this is not applicable for the rest 16% of the respondents (since either they have training or they are students or they are not media worker). This again affirms the necessity for establishing NIMC training center in the divisional cities.

**Table 3.14: Professional suffering for lack of training in the region**

Professional suffering	Number of Respondents	Percentage of Respondents
Yes	312	74.3
No	41	9.8
Not applicable	67	16.0
Total	420	100.0

The necessity of training is judged by another question, when the respondents were asked whether training will improve their skill or not, almost all (81.9%) of them agreed that training will improve their professionalism, only 1% of them disagreed in this issue, on the other hand, the issue is not applicable for the rest 17.1% of the respondents (since they are student or not media worker).

**Figure 3.13: Training will improve professionalism**



Regarding the type of training needed much, no fixed category training is suggested by the respondents, rather it is observed that there is demand for all types training though the extent varies slightly. As it is seen from the table below that the most demandable training is 'writing, editing and communication skill' which is demanded by 50.5% of the respondents, media management training is demanded by 38.8% of the respondents, training on investigative journalism is demanded by 38.1% of the respondents, training on ethics and legal aspects of journalism is demanded by 37.4% of the respondents, training on photography is demanded by 33.3% of the respondents, training on news presentation is demanded by 32.1% of the respondents and training on data journalism is demanded by 32.4% of the respondents.

**Table 3.15: Type of training need in the region**

Type of Training Need	Number of Respondents	Percentage of Respondents
Writing, editing & communication skill	212	50.5
Photography	140	33.3
Producing video reports	124	29.5
Producing audio reports	82	19.5
Camera operation and lighting	104	24.8
News presentation	135	32.1
Basic training for broadcast technicians	89	21.2

Investigative journalism	160	38.1
Data journalism	136	32.4
Media broadcast technology	125	29.8
Video editing techniques	112	26.7
Video camera operation techniques	96	22.9
Ethics & legal aspects of journalism (legislation)	157	37.4
Media management	163	38.8
Infographics	47	11.2
Analyzing media content	85	20.2
Verifying information and news	89	21.2
Basic Journalism Course and Others	2	0.5

*(Note: Here total percentage is more than 100%, since multiple response was acceptable)*

Almost all (88.6%) of the respondents said that their colleagues also lack mass media training and 88.8% of the respondents said that their colleagues want to participate in mass media training. **This again affirms the necessity for establishing NIMC training center in the divisional cities.**

**Table 3.16: Lack of training among the colleagues in the region**

Lack of training	Number of Respondents	Percentage of Respondents
Yes	372	88.6
No	18	4.3
Do Not Know	30	7.1
Total	420	100.0

**Figure 3.14: Want to participate in training**



Not only among the media workers, but also among the students demand for mass media training is high. Among the respondents almost all (95.7%) said that there is demand for mass media training among the respondents, this is due to the fact that they are potential future media workers.

**Table 3.17: Demand for media training among the students in the region**

Demand for training	Number of Respondents	Percentage of Respondents
Yes	402	95.7
Do Not Know	18	4.3
Total	420	100.0

### 3.5 Divisional variation in training needs

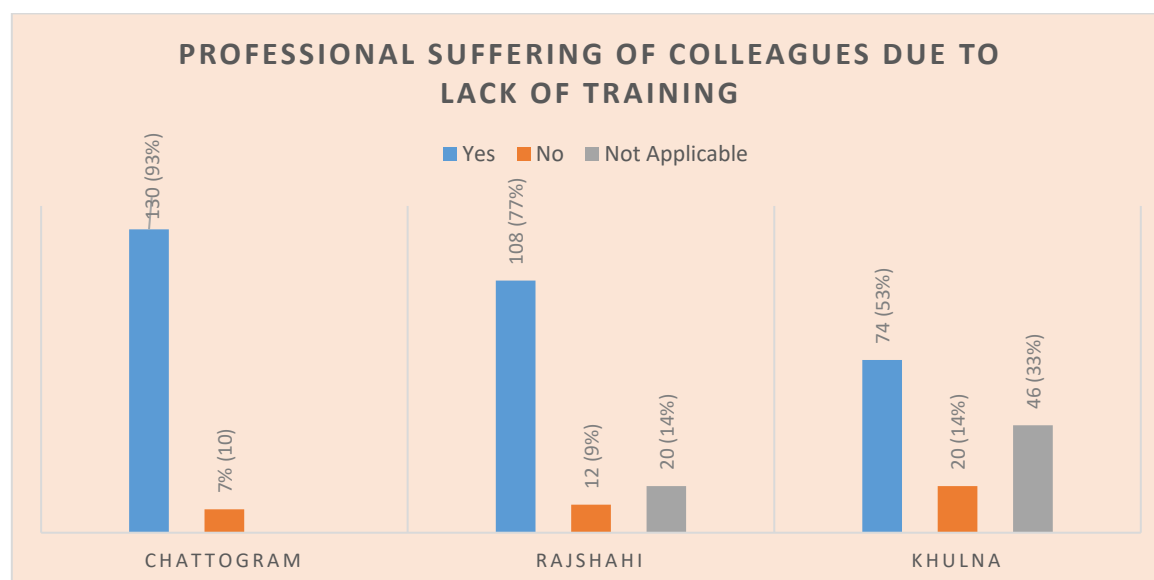
Regarding divisional variation in training participation (at regional level), it is observed that Chattogram division is lagging behind than Rajshahi and Khulna, in Chattogram division only 56 respondents out of 140 participated in training, the rest 84 did not get the opportunity. In Rajshahi division half (70) of the respondents have training. Khulna division is ahead in respect of training, where 84 out of 140 respondents have participated in training.

**Table 3.18: Divisional variation in training participation**

Did you participated in media training in your region	Division			Total
	Chattogram	Rajshahi	Khulna	
Yes	56	70	84	210
No	84	70	56	210
<b>Total</b>	<b>140</b>	<b>140</b>	<b>140</b>	<b>420</b>

The respondents informed that their colleagues were suffering due to lack of professional training. The divisional distribution of professional suffering of colleagues due to lack of training shows that the media workers of Chattogram division are the most sufferers, where 130 out of 140 are suffering due to lack of training. In this case, Khulna is in a better position than Chattogram and Rajshahi, since in Khulna 74 out of 140 media workers suffer and in Rajshahi 108 out of 140 media workers suffer due to lack of training.

**Figure 3.15: Divisional variation in professional suffering**



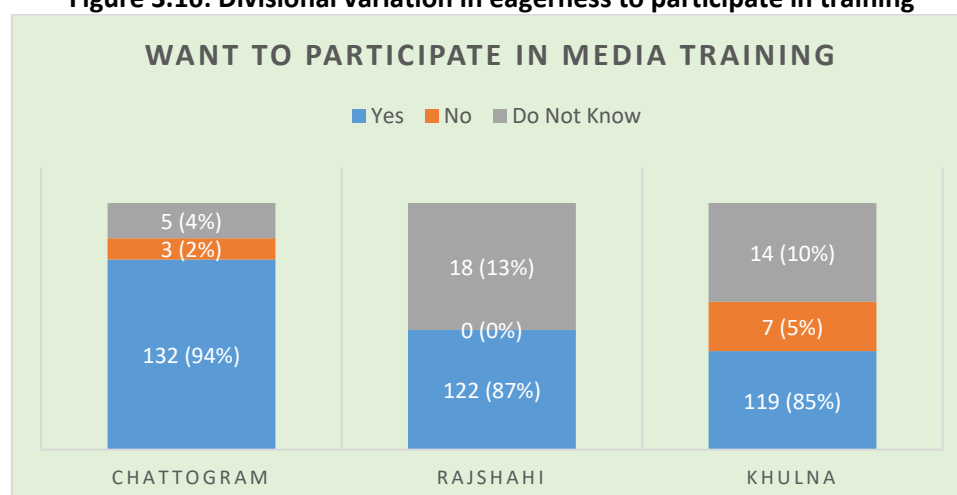
Regarding training needs, from the previous analysis it has been observed that the demand is highest in Chattogram Division, which is again reflected in the analysis of type of training. It is observed that out of 1933 responses on training demand, 906 demand is from Chattogram Division, 742 demand is from Rajshahi Division and only 285 demand is from Khulna Division. This finding also complies with the previous findings that the number of training receivers is lowest in Chattogram Division and highest in Khulna Division. As per previous findings, the most demandable training program is writing, editing and communication skill, the 2<sup>nd</sup> demandable is media management training and the 3<sup>rd</sup> demandable is investigative journalism training.

**Table 3.19: Divisional variation in type of training needs**

Type of training need	Division			Total
	Chattogram	Rajshahi	Khulna	
Writing, editing & communication skill	108	66	38	212
Photography	69	44	27	140
Producing video reports	59	49	16	124
Producing audio reports	51	23	8	82
Camera operation and lighting	60	35	9	104
News presentation	72	54	9	135
Basic training for broadcast technicians	60	24	5	89
Investigative journalism	41	71	48	160
Data journalism	68	61	7	136
Video editing techniques	53	51	8	112
Video camera operation techniques	46	44	6	96
Ethics & legal aspects of journalism (legislation)	54	75	28	157
Media management	68	60	35	163
Infographics	26	12	9	47
Analyzing media content	30	29	26	85
Verifying information and news	40	43	6	89
Basic journalism course and others	1	1	0	2
<b>Total Response</b>	<b>906</b>	<b>742</b>	<b>285</b>	<b>1933</b>

In Divisional variation analysis of eagerness to participate in media training it is again observed that the eagerness is highest in Chattogram division, where out of 140 respondents 132 said that their colleagues want to participate in media training. In Rajshahi Division out of 140 respondents 122 said that their colleagues want to participate in media training and in Khulna Division out of 140 respondents 119 said that their colleagues want to participate in media training.

**Figure 3.16: Divisional variation in eagerness to participate in training**

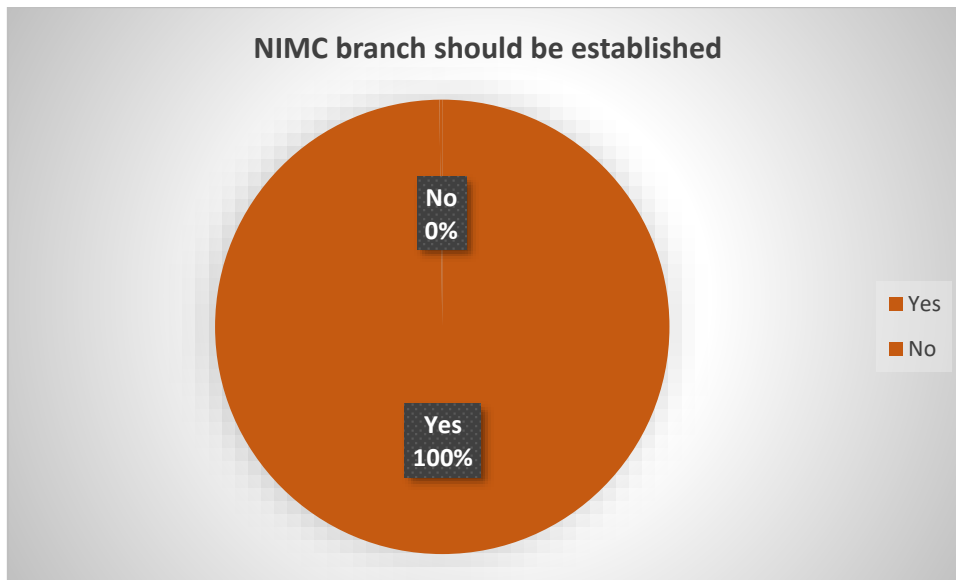




### 3.6 Expectation towards proposed new branch of NIMC

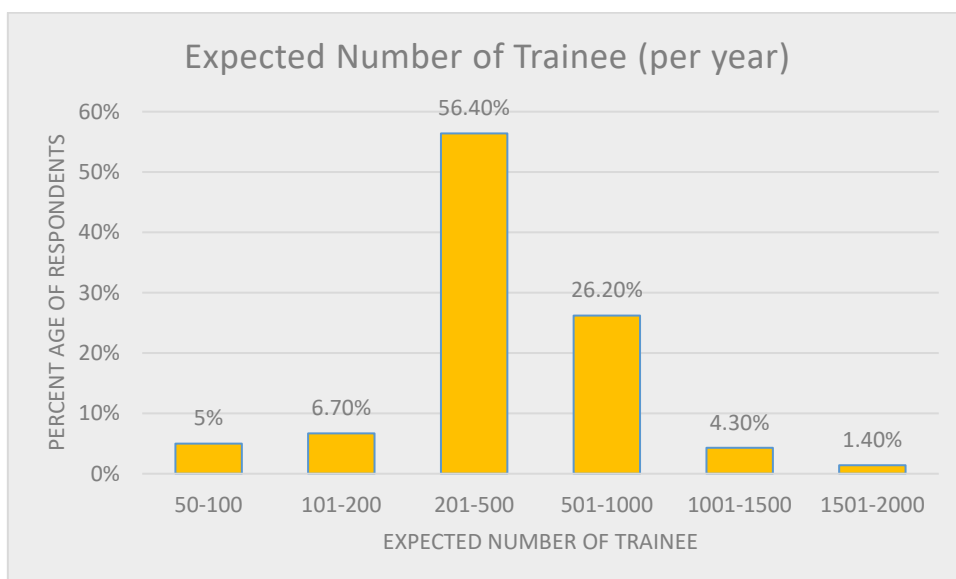
Almost all (99.8%) of the respondents opined that a branch of NIMC should be established in the region. Also 100% of the respondents said that the newly established branch of NIMC will have positive impact in the society. **This again affirms the necessity for establishing NIMC training center in the divisional cities.**

**Figure 3.17: New branch of NIMC should be established**



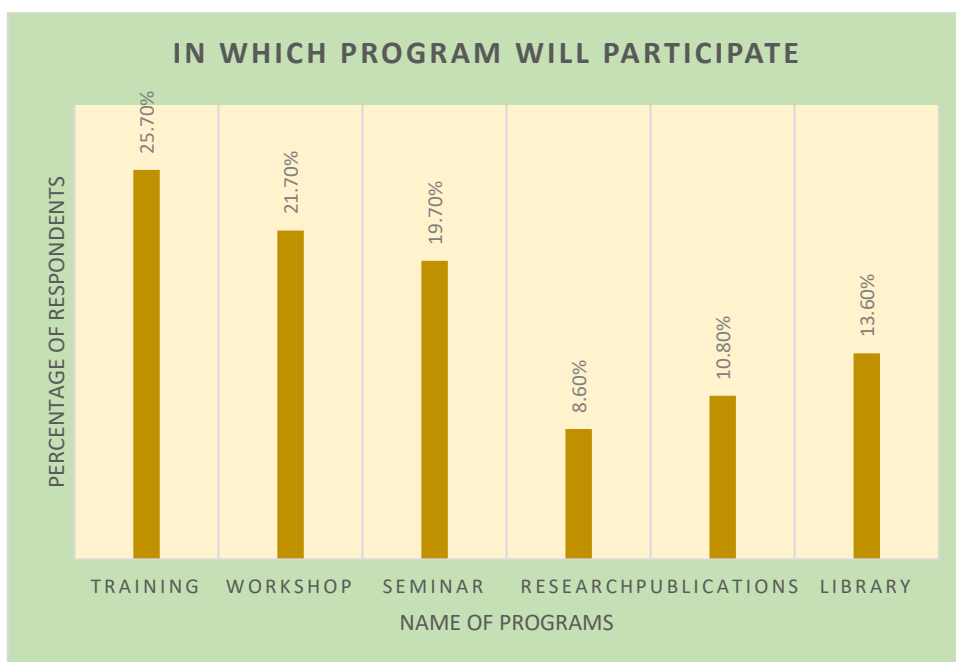
Regarding the expected number of trainee that the newly established branch could get, majority (56.4%) of the respondents said that the newly established branch of NIMC in the region will get 201-500 participants annually, while 26.2% of the respondents are more ambitious who said that the new branch of NIMC will get 501-1000 participants in a year.

**Figure 3.18: Expected number of participants in the proposed branch of NIMC**



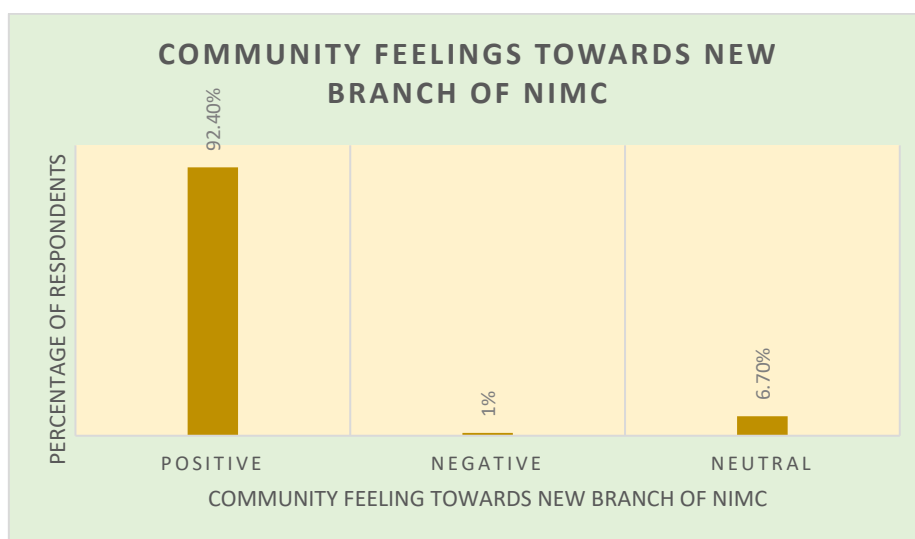
Almost all the respondents (97.4%), said that if a branch of NIMC is established in the region, they will participate in its program. One-fourth (25.7%) of the respondents said that they will participate in training program, 21.7% of the respondents said that they will participate in the workshop, 19.7% of the respondents said that they will participate in the seminar, 13.6% of the respondents said that they will participate in the library, 10.8% of the respondents said that they will participate in the publications/news letter and the rest 8.6% of the respondents said that they will participate in the research of the newly established branch of NIMC.

**Figure 3.19: Expected number of participants in the proposed branch of NIMC**



Almost all (99.5%) of the respondents said that the mass media workers will welcome the newly established branch of NIMC in the region. Again, 92.4% of the respondents said that the local community have positive feelings regarding the newly established branch of NIMC in the region, again 94.5% of the respondents said that there is no chance of protesting or creating problem in establishing new branch of NIMC in the region. It reflects that the new branch of NIMC will be technically and operationally feasible.

**Figure 3.20: Community feelings towards new branch of NIMC**



Almost all (99.3%) of the respondents said that they want accommodation facilities in the newly established branch of NIMC, since media workers from different districts of the division will come to participate in the training program. Also 97.9% of the participants suggested that the new branch of NIMC should have collaboration facilities with other organizations. Again, almost all (98.1%) of the respondents said that there is enough land space in their city to establish new branch of NIMC.

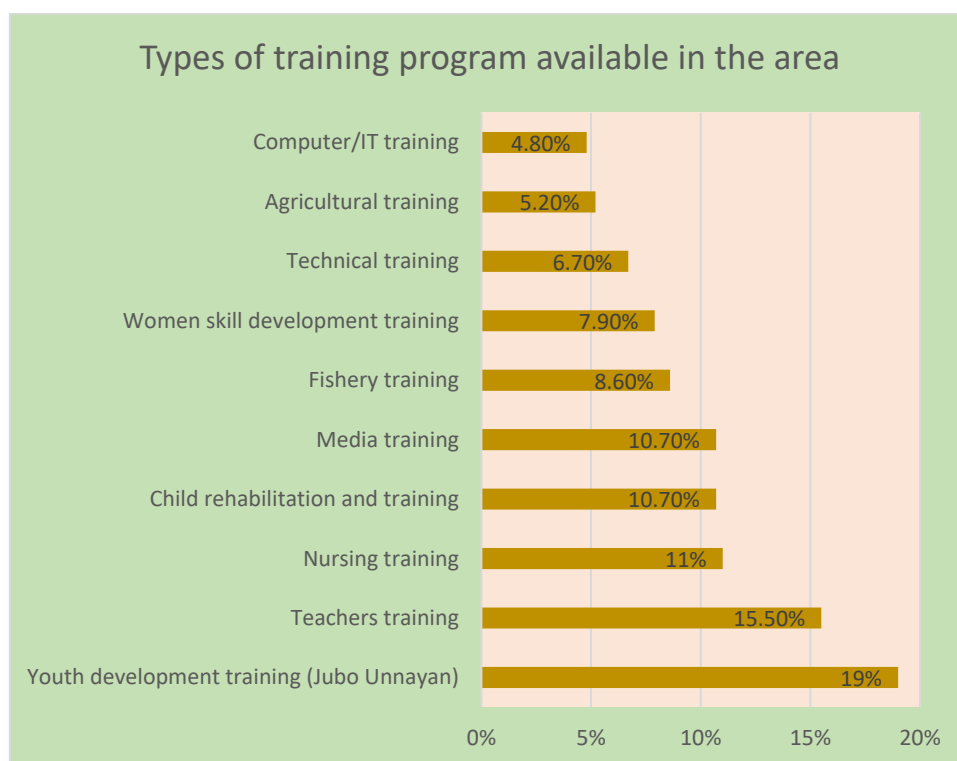
**Table 3.20: demand for accommodation for participants in the proposed branch of NIMC**

Want accomodation	Number of Respondents	Percentage of Respondents
Yes	417	99.3
No	3	.7
Total	420	100.0

### 3.7 Other Training Facilities in the Region

At last respondents were asked about different types of training center available in their region, 19% of them mentioned about youth development training (Jubo Unnayan), 15.5% of them mentioned about IT/computer training, 11% mentioned about agricultural training, 10.7% mentioned about women skill development training and another 10.7% mentioned about technical training, 8.6% mentioned about fishery training and 7.9% mentioned about media training.

**Figure 3.21: Types of training centers available in the region**



### 3.8 Recommendations from Quantitative Survey

- **Branch of NIMC training center should be established in all three divisions (Chattogram, Rajshahi & Khulna).**
- **Since the training lackings is highest in Chattogram and the training demands also highest in Chattogram, hence the 1<sup>st</sup> center should be established in Chattogram.**
- **Dormitory facilities should be included in the training center for the participants.**
- **The center should have research and library facilities.**
- **The center should have physical fitness exercise facilities.**
- **The place of training center should be in the city of divisional head quarter.**

# 4

## FINDINGS FROM QUALITATIVE SURVEY

### 4.1 Situation of Mass Media Training in the Region

Local press club arranges training program occasionally communicating with PIB and at the divisional level. BIJEM (Post Graduate Diploma degree in Journalism under National University) provides the quality education & training program on overall subjects . Only BIJEM got the permission to provide the quality Education & Training Program from National University. BIJEM has the special contribution to the spread of such type of education & created the job opportunity to the student of Journalism. A few batch has got approval already. PIB, NIME & some other private organization for instance MRDI, Somosti, News Network, CCD, British Council arrange training program irregularly with the people of educated unemployed youth, student of college & university, employees of Government & non-Government organization. Since evolving of electronic media such type of training creates the opportunities to get job in Government & non-Government TV Channel & Radio.

There is some short-term course offered by PIB & non-Government organization like MRDI, Somosti, News Network, CCD, British Council. The text schedule has arranged by printing, broadcasting, online activities, freedom of the press , Freedom of expression , Reasonable rule with prohibition assurance, Correspondence, Theoretical and practical class in terms of reality which helps to develop an ideal journalist. Certificate is provided officially to successful student. The main purpose of this course is that the Journalism education has to be reached to the grassroots using modern IT. PIB is doing well. CCD provides one to seven days training which also doing good but the tenure has to extended for better outcome. Because maximum student focus on it.

One to three days training program held that organized by MRDI provides Breakfast & Lunch along with 1000 taka as honorarium. Somosti provides Breakfast & Lunch along with 1000 taka as honorarium for one to three days training program. News Network provides 500 taka as honorarium for each day of training. CCD arranges seven days training & workshop program, provides 500 taka as honorarium for each day of training or workshop. British council arranges training program for one to two days & provides 1000 taka as honorarium for each day.

They have no own venue. They arrange the program in rented venue. They do not use any specific tools in training. Trainer selected from the teacher of university of journalism department or senior reporter of newspaper. Such type of training normally provides the primary idea of press media. No

provision to provide fundamental training. The participants receive 300 to 400 taka as honorarium. Such type of course is not a perfect course for learning. However Nice pronunciation, Speech posture, maintain smartness are needed along with other qualifications in this sector & sector interested person. Foreign news media & news agencies have appointed local journalist & provided training regarding English language along with professionalism realizing the necessary of widely used international language English. Weakness of existing training opportunities:

- Short course
- Few participants
- Less skill of trainer
- No permanent venue
- Financial complexity & limitation
- Insufficient donor.

#### **4.2 Opportunities for the New Comers**

Student life is most appropriate time for the commencement of Journalism. Continuous practice is required to be a journalist. As previous there was no requirement of any certain educational background to join or work the news media. Till yet Maximum journalist who currently engaged in journalism has no professional degree. To ensure quality, reputed news agencies like TV Channel, Radio & Newspaper provide emphasize to the professional degree & Training. Because there is a shortage of trainers compared to the demand in this sector.

Journalist can join as editor of News agencies of Government non-Government organization, Columnist, News photographer, reporter, news presenter, news controller, printing publication, ad agency, and anchor. Not required the degree from journalism & mass communication to join as a journalist. To join as journalist, Graduate & post graduate takes the training from regional training center.

#### **4.3 Difficulties in Professional Career Due to Lack of Training**

Collecting news from various place is so much challenging. After that next challenge is preparing news report. New trend creation by come out from conventional style of native journalism is much more challenging. The quality is not guaranteed for Journalist who currently engaged in journalism as there is no certain educational background is required to work news media. There is shortage of competent & well-trained personnel in this sector. That's why nice pronunciation, Speech posture, maintain smartness along with suitable qualification have not maintained. Foreign news media & news agencies

have appointed local journalist & provided training regarding English language along with professionalism realizing the necessity of widely used international language English. To serve the objective of news, the importance of news & presenting the correct facts faced the challenges due to the lack of efficiency regarding widely used international language English, which might create the difficulties to the mass media workers in their professional career. Maximum media personnel do not get enough salary allowance. Appropriate salary allowance should be assured by respected authority. Some other difficulties faced.

- Objective oriented news presentation.
- Collecting & presenting news with honesty.
- Under the anger of the people for collecting reliable news
- Sometimes faced legal complexity.
- Political problem

#### **4.4 Demand for Mass Media Training Institute**

There is huge demand for establishing a government mass media training institute in divisional cities. Now people are getting more interest to join this occupation. It is definitely necessary to establish a government mass media training institute. Because the Universities in the divisions have department of Journalism, but there is no training institute in these divisions.

Such type of institute may increase the efficiencies of journalist. The mass media have become an inseparable part of society and the lives of citizens and that's why it is necessary to understand the mass media influence on people. From economy to entertainment and from politics to beauty, everything is now influenced by mass media. As per the media psychology, the effect of mass media on the actions, manner, and contemplations of individuals and audiences is called mass media influence. This influence can be negative or positive.

At present there are many opportunities for journalism at different levels in Bangladesh. Since it is large field, many people get attention to this. It is much more required to enhance efficiency for working field of Newspaper, Magazine, Radio, TV channel, Online news portal, ad agency, Publication agency & Research center.

#### **4.5 Possible Impact of New Branch of NIMC (Proposed)**

Increasing the productivity of journalist who is currently engaged in journalism. Many people will get interest to this sector. Since this region have many reputed government & non-Government

educational organization, many student can join to mass media considering as career goal. The purpose of journalism is to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments. Competent journalist can do this efficiently.

Young journalist can be competent through the professional training. NIMC training center might play this vital rule. To ensure the quality of journalism & develop the human resource, such type of training center is required. Through the media, people become aware of events and issues occurring around them. As a result, they make educated decisions. Therefore, the media serve as witnesses of the events happening within our society. Impact of establishing a NIMC training center:

- Increase standard of living
- Opportunity to earn
- Create new workplace
- Establish the career path
- Increase awareness of social issues and women empowerment
- Ensure good governance
- Reduce child marraige
- Upraise climate change adaptation
- Sustainable Development Goal (SDG) well be inclusive development
- Ensure the inclusion of all segment of the community including the ethnic community
- Revolution of newspaper

#### 4.6 SWOT analysis of new branch of NIMC (proposed)

**This SWOT analysis is on establishing new branch based on the public perception (according to the respondents).**

**Strength:** There is many mass media workers in the region who wants to participate in the training and workshops related to mass media. There are 2500/3000 mass media workers in each division. The journalist of Radio, TV & photo journalist all might express their interest to join training, seminar & workshop.

**Weakness:** There is no weakness for establishing a NIMC training center in the divisional cities. The respondents do not see any weakness in establishing such a training center, budget may be a factor but this is not the concern of the respondents.



**Opportunity:** There is shortage of trained media personnel, which is the main opportunity. Yes, some of mass media workers go to Dhaka for receiving training. But huge problem is faced by them. For example, they have to pay course fee, self-financing living, problem in travelling as the long time journey is required for attending training. On the other hand, leave can not be managed for long time in work place. Leave has to manage by status of without pay. Therefore financial & time management issue are the main problems.

**Threat:** There is no threats for establishing a NIMC training center in the divisional cities. The respondents affirmed that there is no group/community to create obstacle in establishing such a training center.

#### **4.7 Appropriate Facility for New Branch of NIMC (Proposed)**

Place can be selected at the entrance to the city so that everyone can be reached. Otherwise in the solitary area on the outskirts of the city can be selected where there is no traffic jam & sound pollution. Hostel facility is highly required, so that participants from different districts under the division can participate. It is also mandatory for female participants. Apart from mass media training, there is the demand for seminar, workshops and research related to media . There are 2500/3000 mass media workers in each division, majority of them want to do research related to media & library and participate in seminar and workshops. Some other facilities need to be ensured:

- Improve the quality of training
- Sufficient tenure of training
- Free training & honorarium for participant.
- Use tool for training program.
- Arrange own venue.
- With pay training from work place.

# 4

## CONCLUSION

Collecting news from various place is so much challenging. After that next challenge is preparing news report. New trend creation by come out from conventional style of native journalism is much more challenging. The quality is not guaranteed for Journalist who currently engaged in journalism as there is no certain educational background is required to work news media. There is shortage of competent & well-trained personnel in this sector.

The study reveals that there is less scope of media training in the divisional cities, only 39.3% respondents said that there is scope of media training in divisional cities. Regarding training participation, it is observed that among the respondents half (50%) have already participated in media related training in the regional level.

There is some short-term course offered by PIB & non-Government organization like MRDI, Somosti, News Network, CCD, British Council. The text schedule has arranged by printing, broadcasting, online activities, freedom of the press , freedom of expression , Reasonable rule with prohibition assurance, Correspondence, Theoretical and practical class in terms of reality which helps to develop an ideal journalist. Certificate is provided officially to successful student. The main purpose of this course is that the Journalism education has to be reached to the grassroots using modern IT.

It is found that majority (43.3%) of the media related training programs that has been organized at local level and participated by the respondents were organized by Press Club, One-third (33.3%) of the training programs were organized by Press institute of Bangladesh (PIB). Regarding satisfaction on the media training at the regional level nearly half (51.2%) of the training participants said that they are satisfied with the regional level training.

It is alarming that only 1.4% of the respondents participated in media related training in NIMC , Dhaka. This horrible situation is depicted in the table below. This happens due to the fact that due to the lack of money, communication gap and travel hazard the media workers at regional level are not eager to come Dhaka and participate in training in NIMC. Almost all (96.9%) of the respondents said that there is demand for mass media training among the mass media workers in the region. Nearly three-fourth (74.3%) of the respondents claimed that they are suffering in their professional life due to lack of

training. Not only among the media workers, but also among the students demand for mass media training is high. Almost all the respondents (97.4%), said that if a branch of NIMC is established in the region, they will participate in its program. Almost all (99.3%) of the respondents said that they want accommodation facilities in the newly established branch of NIMC. ***All the above findings justify the necessity of establishing branch of NIMC in the regional cities.***

There is huge demand for establishing a government mass media training institute in our division. Now people are getting more interest to join this occupation. Such type of institute may increase the efficiencies of journalist. The mass media have become an inseparable part of society and the lives of citizens and that's why it is necessary to understand the mass media influence on people. From economy to entertainment and from politics to beauty, everything is now influenced by mass media. As per the media psychology, the effect of mass media on the actions, manner, and contemplations of individuals and audiences is called mass media influence. This influence can be negative or positive. Young journalist can be competent through the professional training. NIMC training center might play this vital rule. To ensure the quality of journalism & develop the human resource, such type of training center is required. , there is many mass media workers in the region who wants to participate in the training and workshops related to mass media. There are 2500/3000 mass media workers in each division. The journalist of Radio, TV & photo journalist all might express their interest to join this seminar & workshop.

Considering the distance, hostel facility is required in divisional level of NIMC training center. So it is possible to offer training program to district & upazila level from the respective division. Place can be selected at the center of the city so that both trainer and trainee can be reached. Also there should be library and physical exercise facilities.

## Annex I

### Questionnaire

#### “Necessity & Scope for Expansion of NIMC Training at Divisional Levels in Bangladesh: Chattogram, Rajshahi & Khulna.”

You are invited to participate in the above study which is conducted by Institute of Social Business (ISB) with contractual agreement with National Institute of Mass Communication (NIMC). The purpose of this study is to assess the necessity and scope for expansion of NIMC training at divisional level in Bangladesh: Chattogram, Rajshahi & Khulna. There is no risk associated from your participation in this study. The information given by you will be used only for research purpose and will be kept completely confidential. Your participation is voluntary, you may choose to participate or not to participate in this research and you may withdraw your participation at any stage of the research.

#### SECTION 1: Participant Identity

Name of Participant:	Mobile No
Participant's Signature:	Date:
Area: District:	Division

#### SECTION 2: Demographic and socioeconomic condition

Sl#	Questions	Coding categories	Code
1.	Sex	1= Male 2=Female 3= Third Gender	<input type="checkbox"/>
2.	Age	Age (in completed years).....	
3.	Marital Status	1= Single 2= Married 3= Divorcee 4= Widow	<input type="checkbox"/>
4.	Educational Status	1=Illiterate 2=Non formal education 3= Class I to V 4=Class VI to X 5=SSC / Equivalent 6=HSC / Equivalent 7=Graduate / Equivalent 8=Postgraduate degree / Equivalent 9= Other	<input type="checkbox"/>
5.	Occupation	1=Student 2=Print Media Journalist 3=Electronic Media Journalist	<input type="checkbox"/>

Sl#	Questions	Coding categories	Code
		4=Social Media Journalist 5=Service Holder 6=Housewife 7= Frerlancher 8=Others	
6.	Monthly income	1=5000 to 10000 2=More than 10000 to less than 2000 3=More than 20000 to less than 40000 4=More than 40000 less than 60000 5=More than 60000	<input type="checkbox"/>
7.	Monthly expenditure	1=5000 to 10000 2=More than 10000 to less than 2000 3=More than 20000 to less than 40000 4=More than 40000 less than 60000 5=More than 60000	<input type="checkbox"/>

### SECTION 3: Present Situation of Mass Media Training

No.	Questions	Coding Categories
8	Do you know there are job opportunities in media sector by media related training	1=Yes 2=No
9	Do you have scope/facility of media training in this region (Division)	1=Yes 2=No
10	If yes, please mention the training organizer. (multiple answer acceptable)	1= Private training center 2= Training organized by Print Media 3= Training organized by Electronic Media 4= Training organized by Press Club 5= Others
11	Are there all types of media related training available ?	1= Yes 2=No
12	Did you participated in any mass media related training in your region/division?	1=Yes 2=No (if no, go to question number 19)
13	If yes, please mention the type of training that you got from your region/division (multiple response acceptable)	1=Writing, editing & communication skill 2=Photography 3=Producing video reports 4=Producing audio reports 5=Camera operation and lighting 6=News presentation 7=Basic training for broadcast technicians 8=Investigative journalism 9=Data journalism 10= Moder broadcast technology 11=Video editing techniques 12= Video camera operation techniques 13=Ethics & legal aspects of journalism (legislation) 14=Media management 15=Infographics 16=Analyzing media content 17=Verifying information and news 18= Others
14	Who organized the training?	1= Private training center 2= Training organized by Print Media 3= Training organized by Electronic Media 4= Training organized by Press Club

No.	Questions	Coding Categories					
		5= Others					
15	Are you satisfied with the quality of training?	1= Very satisfied 2= Satisfied 3= Neither satisfied nor dissatisfied 4= Dissatisfied 5= Very dissatisfied					
16	Do the training organizer/center have enough training equipment?	1= Yes 2=No					
17	Do the training organizer/center have enough qualified resource person (trainer)?	1= Yes 2=No					
18	On average, how much you have to spent for each training (including all costs)? (In taka)	<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>					
19	What was the source of funding your expense for this local training?	1= Self 2= My office 3=Donor 4=Government 5=Others					
20	Did you participated in any mass media related training in NIMC in Dhaka?	1=Yes 2=No ( <i>if no, go to question number 15</i> )					
21	If yes, please mention the type of training. (multiple response acceptable)	1=Writing,editing & cmmunication skill 2=Photography 3=Producing video reports 4=Producing audio reports 5=Camera operation and lighting 6=News presentation 7=Basic training for broadcast technicians 8=Investigative journalism 9=Data journalism 10= Moder broadcast technology 11=Video editing techniques 12= Video camera operation techniques 13=Ethics & legal aspects of journalism (legislation) 14=Media management 15=Infographics 16=Analyzing media content 17=Verifying information and news 18= Others					
22	Are you satisfied with the quality of training in NIMC?	1= Very satisfied 2= Satisfied 3= Neither satisfied nor dissatisfied 4= Dissatisfied 5= Very dissatisfied					
23	On average, how much you have to spent for travel for each training in NIMC (In taka)	<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>					
24	During training in NIMC at Dhaka, where do you stay?	1= In realtive's house 2= In friend's house 3= In hotel 4= In NIMC dormitory 5= Others					
25	Have you faced problem to get leave from office while participating in training in Dhaka at NIMC?	1= Yes 2=No 3=Not applicable					

No.	Questions	Coding Categories
26	On average, how much you have to spent for accommodation for each training in NIMC (In taka)	<input type="text"/>
27	On average, how much you have to pay NIMC for each training (In taka)	<input type="text"/>
28	What was the source of funding your expense for this training in NIMC?	1= Self 2= My office 3=Donor 4=Government 5=NIMC 6=Others

#### SECTION 4: Demand for Mass Media Training

No.	Questions	Coding Categories
29	Is there demand for mass media training among the mass media workers in this region/division?	1=Yes 2=No 3= Do not know
30	If yes, how you came to know about such demand	1= It is discussed among journalist community 2= I personally feel from my experience 3=Both
31	Do you suffer in your professional work due to lack of training?	1= Yes 2=No 3=Not applicable
32	Do you feel that proper training on mass media ill increase your professional efficiency?	1= Yes 2=No 3=Not applicable
33	If yes, please mention which training you need most at this moment. (multiple response acceptable)	1=Writing,editing & cmmunication skill 2=Photography 3=Producing video reports 4=Producing audio reports 5=Camera operation and lighting 6=News presentation 7=Basic training for broadcast technicians 8=Investigative journalism 9=Data journalism 10= Moder broadcast technology 11=Video editing techniques 12= Video camera operation techniques 13=Ethics & legal aspects of journalism (legislation) 14=Media management 15=Infographics 16=Analyzing media content 17=Verifying information and news 18= Others
34	Do your colleagues feel the lack of mass media training?	1= Yes 2=No 3= Do not know
35	Do they want to participate in mass media training?	1= Yes 2=No 3= Do not know
36	How many mass media workers are available in this Division? (approximately)	<input type="text"/>

No.	Questions	Coding Categories
37	How many mass media workers of this Division have profession training? (approximately)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
38	Is there demand for mass media training among the students of this region/division who wants to be a mass media worker in future?	1=Yes 2=No 3= Do not know
39	Do you think that a branch of NIMC should be established in this Division?	1= Yes 2=No 3= Do not know
40	If yes, Do you think that the newly established branch of NIMC (proposed) will get enough trainee/ participants in each year?	1= Yes 2=No 3= Do not know
41	Approximately how many trainee /participants that branch of NIMC (proposed) may get in each year?	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
42	Do you think that the branch of NIMC (proposed) will have positive impact on the professionalism of mass media workers?	1= Yes 2=No
43	If the proposed NIMC center is established in your region, will you participate in its different programs?	1= Yes 2=No
44	If yes, in which program of that proposed NIMC center will you participate? (multiple response acceptable)	1= Training 2= Workshop 3=Seminar 4=Research 5=Publications/News Letter 6=Library
45	Will the mass media workers welcome the branch of NIMC training (proposed) in your region/division?	1= Yes 2= No
46	What is the feelings of local community about mass media workers?	1= Positive 2=Negative 3=Neutral
47	Will the local community welcome the new branch of NIMC training center (proposed) in your region/division?	1= Yes 2=No 3= Do not know
48	Is there any chance of protesting by local community (the proposed branch of NIMC training center)?	1= Yes 2=No 3= Do not know
49	Do you want accommodation/hostel facility in the proposed NIMC center in your region/division?	1= Yes 2=No
50	Do you think that the proposed NIMC center should have collaboration facilities with international mass media agencies?	1= Yes 2=No 3= Do not know
51	Is there enough land space in your divisional town to establish such a center?	1= Yes 2=No 3= Do not know
52	Do you know what type of training institute are available in this region (Division). Please mention below:  1. 2. 3. 4.	

Thank you so much for your response



## Key Informant Interview Guide

### “Necessity & Scope for Expansion of NIMC Training at Divisional Levels in Bangladesh: Chattogram, Rajshahi & Khulna.”

Name of the Key Informant:

Designation of the Key Informant:

1. What is the situation of mass media training in this region (division)?
2. Is there enough training opportunities for the mass media workers and the new comer who wants to build career in the mass media?
3. Evaluate the quality of training facilities available in this region for the mass media worker.
4. Since there is no government mass media training center in this region, how the mass media workers overcome this problem? Do they go to Dhaka for training?
5. What difficulties do the mass media workers face in their professional career due to lack of mass media training?
6. Is there demand for establishing a government mass media training institute in your division?
7. What will be the impact of establishing a NIMC training center in your division?
8. Is hostel facility required with that NIMC training center?
9. What are the strengths for establishing a NIMC training center in your division?
10. What are the weakness for establishing a NIMC training center in your division?
11. What are the opportunities for establishing a NIMC training center in your division?
12. What are the threats for establishing a NIMC training center in your division?
13. Which place in your divisional city should be selected for establishing this NIMC training center? Why?
14. Are the available facilities enough for media personnel?
15. What kinds of facilities need to ensure?

## FGD Guide

### “Necessity & Scope for Expansion of NIMC Training at Divisional Levels in Bangladesh: Chattogram, Rajshahi & Khulna.”

Place/venue of FGD:

Number of Respondents Present:

1. Is there scope for mass media training in your division? Which organizations are providing such training?
2. What training courses are provided by those organizations? Are those sufficient for mass media workers?
3. What is the quality of the training provided by them?
4. What are the weakness of existing training centers?
5. Do the mass media workers of your division go to Dhaka for training? What problems they face in that case?
6. What difficulties do you face in your professional career due to lack of mass media training?
7. Is there necessity of establishing a government mass media training institute in your division?
8. Is there enough mass media workers in the region who wants to participate in the training and workshops related to mass media?
9. Is there enough demand for mass media training among the people/students who wants to be mass media worker in future?
10. Apart from mass media training, is there demand for seminar, workshops and research related to media?
11. What will be the impact of establishing a NIMC training center in your division?
12. Is hostel facility required with that NIMC training center?
13. Is there any threat to establishing such training center in your division?
14. Are the available facilities enough for media personnel?
15. What kinds of facilities need to ensure?

## Annex II

### FGDs are conducted with Student and Journalist

Sl.	Category of FGD Group	Number of Participants			Division
		Male	Female	Total	
1.	Rajshahi University Student, Dept. of Communication	6	2	8	Rajshahi
2.	Journalists and Members of Rajshahi Press Club	7	0	7	Rajshahi
3.	Student of Journalism Department of Chittagong University	4	3	7	Chittagong
4.	Journalists and members of Chittagong Press Club	9	0	9	Chattogram
5.	Student of Journalism Department of Khulna University	8	0	8	Khulna
6.	Journalists and Members of Khulna Press Club	6	0	6	Khulna
<b>Total 6 Nos. FGDs</b>		<b>40</b>	<b>5</b>	<b>45</b>	

### KII with stakeholders

Sl.	Name and Address of Key Informants	Division
1.	Mr. Saidur Rahman, President, Rajshahi Press Club, Rajshahi	Rajshahi
2.	Professor Dr. Prodip Kumar Panday, Dept. of Mass Communication, University of Rajshahi, Rajshahi	Rajshahi
3.	Mr. Touhiduzzaman, Deputy Principal Information Officer, Press Information Department, Ministry of Information and Broadcasting, Regional Information Office, Rajshahi.	Rajshahi
4.	Dr. Md. Hamidul Islam, Social Welfare Officer, District Social Welfare Office, Rajshahi.	Rajshahi
5.	Mr. G M Saiful Islam, Assistant Information Officer, Agrabad, Chittagong,	Chattogram
6.	Mr. Chowdhury Farid, General secretary, Chittagong Press Club & Divisional Head of Chanel- i	Chattogram
7.	Mr. Wahidul Alam, Deputy Director, Directorate of Social Welfare, Chattogram.	Chattogram
8.	Mr. Md. Shahidul Haque, Head of Department, Communication and Journalism dept. , University of Chittagong.	Chattogram
9.	Mr. Md. Moyan Uddin, Information Officer, Regional Information Office, Khulna.	Khulna
10.	Mr. Mahabubur Rahman Munna, Joint secretary, Khulna Press Club, Khulna.	Khulna
11.	Mr. Khan Mohammad Motahar Hossain, Deputy Director, District Social Welfare Office, Khulna,	Khulna
12.	Mr. Md. Shariful Islam, Asstt. Professor, Journalism Dept., University of Khulna.	Khulna
<b>Total 12 Nos. KII in 3 divisions</b>		

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