

Chief Adviser
Non-Party Caretaker Government
of the People's Republic of Bangladesh

MESSAGE

I am happy to learn that the satellite television channel- Channel-i is stepping into the 9th year of its operation.

The importance of mass media and free flow of information in the present world can hardly be over-emphasized. The role of mass media in creating public awareness, shaping up the destiny of the nation through nourishing of democratic practice, good governance, development of Bengali culture and socio-economic progress is immensely important.

I hope Channel-i will contribute to the development of the country and the nation as a whole through professionalism, patriotism and presentation of news and views with strict impartiality and objective analysis.

I wish Channel-i success in the coming days.

ফখরুদ্দিন আহমেদ
Dr. Fakhruddin Ahmed



President
People's Republic of Bangladesh

MESSAGE

I congratulate the private satellite television channel- Channel-i and all associated with it on its 8th anniversary.

The role of television channels is very important for free flow of information, freedom of speech and flourishing of democracy. As television is a very popular and powerful media, it can depict our socio-economic and cultural development to the viewers at home and abroad and can also play a vital role in building public opinion. Channel-i's track record in presenting objective news, pleasing entertainment and focusing on the growth of rural economy is commendable. I firmly believe that Channel-i would continue to march forward with its ethical journalism and deep patriotism and thereby boost up the image of the country at home and abroad in the days to come.

I wish Channel-i continued growth and prosperity.
Allah Hafez. Bangladesh Zindabad.

প্রফেসর ড. তাজুদ্দিন আহমেদ
Professor Dr. Tajuddin Ahmed



Adviser
Ministry of Information
Government of the Peoples
Republic of Bangladesh

MESSAGE

In the present context, the role of mass media is immensely significant than ever before. The flow of information has become a part of life without which no man in this modern age can survive. There is a fierce competition to reach the people with the latest news and views and Channel-i is there in the frontline, engaged in telecasting nation-building and development programmes along with presentation of objective news.

We often forget that the freedom of journalism is meant to uphold the interest of the people and the country as a whole. That is why, Journalists should discharge their duties with patriotism and professionalism.

Only media can play the most important and crucial role in translating the reforms, which the government has undertaken into a reality, thereby reshaping the democratic culture of the people.

I am immensely happy to learn that Channel-i, the first digital Bengali channel, has stepped into the 9th year of its operation, strictly adhering to the ethics of professional and objective journalism.

On this memorable occasion, I congratulate Channel-i and everyone associated with it. I wish Channel-i continued progress.

বাস্তুর মাইনুল হোসেন
Barrister Mainul Hossain

Good wishes for Channel-i

Sirajul Islam Chowdhury

On the memorable occasion of Channel-i's stepping into 9 years of its successful operation, Channel-i is congratulating and greeting us; we, too convey the same to them and hope that the coming years will be even more successful and blissful for them.

Channel-i has its distinctiveness on many aspects and it is specially different, because of its youthfulness. A few young men started the journey. They were courageous, creative, devoted and most importantly, committed. When they started, we never thought that they would expand their horizon so fast and with so much of success in their endeavours. What we see today is due to their evergreen youthfulness, which is reflected in every step. The organization is getting old but still its pilots are young and vibrant. We are sure, they won't change.

Television is a powerful media. There is no doubt in it, but there are two serious risk elements involved with it. One is, it confines the people into the box and make them prisoner in their own home, thereby detaching them from the social life and depriving the joy of viewing the warmth of blue sky, social interaction and thus create a sense of loneliness.

Channel-i has beautifully handled these two limitations. It has made so much diverse and innovative programmes that viewers are also now participants in most of its programmes. Whether it is a political talk show, health programme or an agro-based documentary, viewers are seen participating. No wonder, people remain awake upto midnight to see the next day's daily newspaper's headlines through its midnight talk show. This has made Channel-i different and that is why the viewers have spontaneously organized Channel-i Viewer's Forum in every part of the country.

Population-wise, Bengalis are fourth in the world and Channel-i has already reached the millions of hearts of Bengalis in the six continents, thereby, expanding the horizon of Bengali culture, economy, and politics into the six continents with a sense of patriotism. On the top of all, Channel-i never misses to remind its viewers the special days or the songs of monsoon rain or the warmth of spring!

Channel-i has not confined itself into the flourishing of Bengali culture only. Imbued with a sense of patriotism, Channel-i has its eye on the economy also and more importantly, rural economy. That is why we find Channel-i has brought agriculture right in front of viewer's eyes, depicting its immense possibilities, identifying problems in production, marketing and distribution. Even, this channel has brought the people who run the country down to the farmer's doorsteps to listen to their grievances, suggest remedies and provide instant solutions. This is really unique in the media world and not a mean achievement by any yardstick.

What is the reason of such success in its diverse and innovative programmes? The answer is plain and simple. Channel-i has

made itself accountable to its own conscience, own commitment and more importantly, commitment to the people. On the top of all, the hidden source is patriotism, which is directing all its endeavours.

Besides, this channel has another serious commitment to translate the dreams of the people into reality. This dream is of liberation—of liberated people, which we commonly call "The spirit of liberation". Channel-i has never forgotten for a moment to divorce itself from this noble cause.

This channel is enriched with dream and that is why it can strongly claim that it emphasizes more to the acceptability rather than cheap popularity. These two are also co-related. Acceptability augments popularity, but the popularity is proven temporary only when there is a lack in the acceptability. Channel-i's acceptability is increasing day by day due to its commitment to the viewers and itself. Vulgarism has polluted some special arenas of culture now a days— specially in film, drama and music. The most affected are full-length Bengali films. There, the business interest is so dominating that the general audience find it impossible to go to the cinema halls. Channel-i is coming to rescue the audience by making decent films and screening it. The serials and live dramas of this channel keep the audience spellbound. Channel-i has also created history in the field of music. And, Channel-i's role is not con-

finied to art only, it also concentrates on discovering artists at the same time. Bengalis are now spread all over the world. As it's important to present the world before them, it is equally important to place them before the world. Or else, we would be going backward. We want to spread our hands towards the world. We will take the light, knowledge, technology ... everything. We will not only be consumers, we will be providers as well. And, the most important is the need of our own platform and that ground is our culture, which is deeply rooted to our mother tongue, Bengali Language. The level at which this language should be practiced and the way it should be implemented, is not happening. This is a very sad story. Television could play a very significant and effective role in this regard. I find that Channel-i has come forward for this cause. Channel-i has realized that we will be global only by being local, or else we will be lost, having no roots at all.

Channel-i is a 24 hrs. complete television channel. The screen opens with songs and in the midnight it ends up with the headlines from the reputed national newspapers of the country. It's spirit of youth is controlled by its sense of responsibility and is stimulated by patriotism.

The blending of energy, taste and commitment is very much necessary for Bangladesh.

Congratulations and greetings to Channel-i once again.

Message from the Managing Director

Impress Telefilm Ltd., Channel-i

Channel-i has spread its wings into six continents of the world, thereby engulfing the whole world with the enchanting programmes from the heart of Bangladesh. These programmes truly reflect the Bengali culture, tradition and a flavour of patriotism together with the current affairs. The viewers have enriched us with tremendous support and also made us more conscious and responsible because of their unflinching faith and confidence on us. This feeling has also prompted us to make lively programmes for the Channel-i family, now spreading over the entire Bengali speaking population around the world. As a humble member of this family, I take this liberty on its 8th anniversary to express my profound gratitude to all viewers, artists, well-wishers, patrons, advertisers and cable operators and sing together the immortal song,

"Channel-i's Birthday,
A day of unending joy."

ফারিদুর রেজা সগর
Faridur Reza Sagor

I belong to you...

Humayun Ahmed

I had been working in an audio studio, named Sustain. Recording of a song for a drama was in progress. The tune was neither upto my liking nor even the singer. Hells of annoyance engulfed me. I was in a great dilemma.

An employee of Sustain informed that a gentleman wants to talk to me for five minutes. I was going to say, Not now, but by this time, the visitor already entered into the room. He was in a white panjabi. Fair complexion. Smiling face. He said, "Sir, I am Sagor."

Hiding my annoyance, I asked, "Yes, tell me, what do you want?"

Very modestly Sagor said, "Impress is our production house. You make lots of dramas. Would you please make a drama for us with our technical support? It will help us greatly. We have camera and editing facilities."

I replied, "OK, I will."

I made *Shobuj Shathi* from Impress. In one sense, I fell in love with a charismatic person like Sagor. Still, I am hypnotized. Sagor has not left me nor I.

Impress has grown into a colossal tree in front of me. The whole world is watching Channel-i. I feel so good that somehow I am involved with the gradual growth of this organization. One day, Sagor will not be there, but his immortal creation Channel-i will remain in the hearts of the people for time immemorial.

What more a mortal man can achieve?

Message from the Director and Head of News

Impress Telefilm Ltd., Channel-i

A group of energetic young men, with their creativity, hard labour and tremendous efforts has taken Channel-i to the hearts of all the Bengali-speaking communities around the world. Now, Channel-i is all over the 6 continents. The main strength of Channel-i is support, inspiration and participation of people of all walks of life and professions. On the occasion of stepping into the 9th year of its operation, I convey my warm wishes to all the viewers at home and abroad, friends, patrons and well wishers. I gratefully acknowledge the contribution of the renowned intellectuals of the country who have supported Channel-i wholeheartedly as their own mass media to make it a popular one.

I firmly believe that television is a very powerful mass media. Immense good could be achieved for the mass people through this media by being professional and not by running after money. In many countries of the world, there are examples of successful and effective role of mass media in building the country and changing the society.

We have many examples of glorious success of the media in Bangladesh. But, people expect much more positive role from the media which will take the nation to the peak of glory.

Let the slogan- "Hridoye Bangladesh, Probasheo Bangladesh" (Bangladesh in the heart and abroad) reach all corners of the world.

Good wishes for all.

শ্যখ সেরাজ
Shykh Seraj

Board of Director's Impress Telefilm Ltd. Channel i



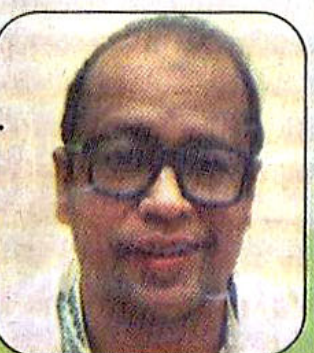
A. Rasid Majumder



A. Muqeed Majumder



Enayetur Raheem Siraj



Faridur Reza Sagor



Reza Ahmed Khan



Rafiqul Islam



Z. Mahmud Maman



Shykh Seraj