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Betar for Every people Everytime Everywhere




PRESIDENT
PEOPLE'S REPUBLIC OF BANGLADESH
DHAKA
Message

02 Poush 1421
16 December 2014

It gives me immense pleasure to learn that Bangladesh Betar is going to celebrate its Diamond Jubilee on December 16, 2014 in continuation of 75 years of broadcasting since 1939. On the occasion, I extend my sincere thanks and felicitations to the present and past artists, technicians, officials and listeners of this institution.

Bangladesh Betar is a traditional and important mass media. The organisation has been playing a very significant role for the practice and blooming of our own culture along with broadcasting different programmes for entertainment and education since its inception on December 16, 1939. Many talented artists started their career in this prestigious institution and later established themselves in their respective fields. The organisation also played an important role in our War of Liberation. The nation will remember its role in inspiring the people and freedom fighters to join the War of Liberation including broadcasting the historic speech of Father of the Nation Bangabandhu Sheikh Mujibur Rahman on March 07 in 1971. I am happy to learn that Bangladesh Betar has also been playing a remarkable role in presenting the true and authentic history of the War of Liberation among the new generation through broadcasting regular programs on the Liberation War. I praise the positive and distinct role of this esteemed institution.

The people of the country have a great expectation from Bangladesh Betar as the oldest mass media of the country. The people's demand has been changed with the change of time. So, diversity is needed in making programs keeping in mind the need and aspirations of the people. I believe that introducing modern technology is imperative in its broadcasting system.

The government has declared Vision 2021 to turn Bangladesh into a middle income country by the Golden Jubilee of Independence. We should play the role on our respective field to implement this plan. I believe that Bangladesh Betar will be active in upholding the spirit of Liberation among the young generation with broadcasting different programmes on our own culture and tradition. The countrymen hope that their expectation will be reflected in broadcasting programmes of Bangladesh Betar.

I am happy to know that on the eve of the Diamond Jubilee celebration, Bangladesh Betar is honouring ten valiant sons of the soil who were directly involved in establishing Swadhin Bangla Betar Kendra during the War of Liberation in 1971. I congratulate those organizers on their noble deeds and hope that this recognition will remain ever shining in their memories.

I wish Bangladesh Betar a continued success on the occasion of its 75th anniversary.

Khoda Hafez. May Bangladesh live forever.


Md. Abdul Hamid




MINISTER
Ministry of Information
Government of the People's Republic of Bangladesh
Message

02 Poush 1421
16 December 2014

Celebration of 'Diamond Jubilee-2014' on completion of 75 years of Bangladesh Betar is a milestone of Information sector service to people for knowledge and betterment.

Bangladesh Betar is the strongest and largest electronic media in terms of broadcasting area and broadcasting time. The door of Bangladesh Betar is always open for all. Since inception, Betar has been playing a remarkable role in rearing and nurturing artists of the nation.

In 1971 Shwadin Bangla Betar Kendra worked as the second front in the War of Liberation and demolished the morale of the enemy. Bangladesh Betar is now playing the leading role in spreading information throughout the country to implement Vision 2021 of Digital Bangladesh. I believe, Bangladesh Betar will play more effective role in future.

Many of the famous and renowned artists of the country started their career in Bangladesh Betar. Betar can reach a place where all the media fails to connect. Bangladesh Betar can reach news and necessary information easily to the remotest places of the country. It has been inspiring the whole nation to participate in the development activities of the government by making them aware through giving them information on different subjects. Bangladesh Betar has been working relentlessly to improve the living standard of people and the socio economic condition of the country through broadcasting different programs on education, health, agriculture, etc.

I wish every success of the Diamond Jubilee of Bangladesh Betar and greet all the staff, officers, artists and listeners of Bangladesh Betar on the occasion.

May Bangladesh Live Forever.


Hasanul Haq Inu, MP




CHAIRMAN
Parliamentary Standing Committee on
Ministry of Information
BANGLADESH PARLIAMENT
Message

02 Poush 1421
16 December 2014

I am very happy to learn that Bangladesh Betar is going to celebrate its 75th Anniversary Diamond Jubilee 2014. I extend my greetings to Betar family on this happy occasion.

Today I remember with pride the memorable role of Bangladesh Betar in our great War of Liberation. The freedom loving people of the land jumped into the War of Liberation soon after they had heard the Proclamation of Independence by the Father of the Nation Bangabandhu Sheikh Mujibur Rahman on Betar. Shwadin Bangla Betar Kendra had inspired the people with the spirit of Liberation by broadcasting different inspirational music programs during the days of the War of Liberation. So, Betar is an integral part of the history of Bangladesh.

I hope that Bangladesh Betar will continue its effort of building Bangabandhu's Golden Bengal and Digital Bangladesh and will go ahead keeping pace with the time.

I wish every success of Diamond Jubilee 2014 of Bangladesh Betar.


A K M RAHMATULLAH, MP

Bangladesh Betar: Challenges of 21st Century

Kazi Akhtar Uddin Ahmed
Director General, Bangladesh Betar

'Dhaka Dhoni Bistar Kendra' established on December 16, 1939 at Nazimuddin Road of capital Dhaka and later turned into 'All Indian Radio' was the foundation of 'Bangladesh Betar'. Therefore Betar crossed a long way taking different names as 'Radio Pakistan', 'Swadhin Bangla Betar Kendra', 'Bangladesh Betar', 'Radio Bangladesh' and finally 'Bangladesh Betar'. Currently, there have been booms of electronic media in Bangladesh on the context of worldwide boundless flow of information and immediate connectivity. Eventually Bangladesh Betar, as the country's largest electronic medium has now been facing fierce challenges. And to tackle these challenges this organization has taken plans to refurbish all its programs bringing systematic changes with state of the art technology and dynamic management to make all its output fit for the listeners keeping in mind that qualitative changes will bring Bangladesh Betar to every people, everywhere, everytime.

Bangladesh Betar has now taken elaborate programmes for the listeners. A number of pivotal programmes like 'Chetona Ekattor', 'Ohonkare Chirojagoto', 'Hridoye Muktijuddho', 'Juddhooparadhider Bichar Chai', 'Shamprodayek Shampiritir Bangladesh', 'Muktijuddho o Muktijoddhader Gonokobor', have increased people's acceptance to Bangladesh Betar. Besides, recently programmes like 'Bangabandhu o Bangladesh', 'Kobitay Bangabandhu' are being broadcast through all stations as national programmes. Along with the programme on our glorious war of independence, programme like 'Bangabandhu Sheikh Mujib: Tar Kotha', 'Mina', 'Bohirgon', 'Jolsha', 'Digital Bangladesh', 'Shapno Puroner Oviyatra', 'Unnoyoner Nobo Diganta', 'Din Bodoler Pala', 'Vision - 2021', 'Esho Desh Gori', 'Gourober Pochattor Bochor' etc are making Betar more popular day by day.

Bangladesh Betar always stands beside the people and ceaselessly broadcasts necessary programmes during natural calamity and any other disaster situation. Betar played crucial role in minimizing loss of lives and properties during devastating cyclones of 'Sidr' and 'Aila' with its relentless programs, weather forecasts and warnings. For the listeners of the External Service, it has been broadcasting programmes in six languages including Bangla, English, Hindi, Urdu, Arabic and Nepali.

Bangladesh Betar is ceaselessly working for more involvement of listeners in its 385 hours daily programmes. The organization keeps continue its efforts through broadcasting newer programmes like 'Live phone-in', 'sms based programmes' and 'facebook comment based listeners' participatory programmes'. Recently Betar has established listener's club 'Koishorer Agroduct' in 14 districts through its 10 regional centers for children and juveniles. These clubs, set up with the help of UNICEF and Dutch government are working for education, health and rights of children and juveniles. Besides Betar, under its long term plan is broadcasting programmes in different districts in collaboration with Shilpakola Academy. Digital registration has already been given to 425 listener's clubs across the country to organize them. The organization as part of its long term plan, has launched a programme to register country's latent competent singers through its 'talent hunting programme'.

Bangladesh Betar has also been working jointly with different international media like BBC, Radio China International (CRI) and Radio Japan NHK World. Besides, Betar along with other international media has been observing 'World Radio Day' on 14 February for the last couple of years. Betar has been elected back to back for two terms (2012-16) for the post of Vice President of Asia Pacific Institute for Broadcasting Development (AIBD). Moreover Betar has received a number of national and international prestigious prizes for making tremendous programmes. In 2006 Bangladesh Betar has been awarded 'Swadhinata Podok' for the gallantry role of 'Swadhin Bangla Betar Kendra' during war of independence in 1971. In total Betar has got 44 international awards.

Since its inception, Bangladesh Betar has been working as the main medium for broadcasting government's development activities. Rare speeches of the country's political leaders, presidents, prime ministers, collections of the songs of bygone days and very crucial programmes on our liberation war have been kept in the 'Transcription Service' of Bangladesh Betar - the largest audio archive of the country. This audio archive has been enormously contributing to introduce people with the country's history, culture and tradition which are not possible for any other media.

A new dimension has been brought to Bangladesh Betar broadcasting technique through the incorporation of modern FM band. Recently Betar has opened sms short code for the listeners in a number of regional stations on experimental basis. It has enabled the listeners of that particular center and unit to enjoy their requested music and express their reaction and opinion instantly. Currently all activities of this organization like programme dubbing, editing, recording and playback are being done by digital system.

At present programmes are being broadcast from the country's majority parts through 32 FM channels aiming to reach programmes to the door steps of the people. Betar has launched its website: www.betar.gov.bd and two channels (AM & FM) Live broadcasting/streaming. In future Betar will be able to broadcast four medium wave frequency and four FM band programmes as well as uplink shortwave programmes through utilizing 'Bangabandhu Satellite'. This will eventually open up windows to relay four medium wave, four FM band and one shortwave programmes from Dhaka through all regional stations. Bangladesh Betar has taken steps to set up country wide FM network on the backdrop of increasing popularity of FM band programmes among the new generation and as there is opportunity to listen to FM programmes by mobile phones. One ultra modern digital 250 KW short wave transmitter and one 2/2.5 Rotatable Antenna has been set up at Kabirpur station during past tenure of the present government. This Rotatable Antenna first of its kind in this sub-continent, alone can carryout works of past 12 fixed curtain Antennas and its broadcasting coverage radius is four thousand kilometers.

Decision has been taken to set up news automation software at General News Rooms of Bangladesh Betar to accomplish total news bulletin making process by computer software. Customized software will also be installed in future for Live reporting in news bulletins from remote areas through i-phone, 3G technology, audio codec and hybrid telephone. Daily Monitoring Report (DMR) being prepared on Bangladesh related news items from different international radios have been published in on line. While a special weekly bulletin 'Bishwa Betare Bangladesh' from Directorate of Monitoring is projecting positive reporting and comments on Bangladesh. Besides, Bangladesh Betar has been connected to a2i Innovation Team of the Prime Minister's Office.

500 employees of different categories of the organization have been given appointment during the last four years while recruitment process of another 100 employees is underway. Besides, 147 posts have been filled up by giving promotion to new officers during this time.

Bangladesh Betar is not only broadcasting news and programmes rather it is working as the bridge to reach government development activities to the doorsteps of the people. This state owned medium will continue to discharge its national duty in future incorporating modern technologies - will inspire people to join in the mainstream of development.




PRIME MINISTER
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH
Message

02 Poush 1421
16 December 2014

I congratulate all concerned, including the officers, staff, artistes, technicians and well wishers of Bangladesh Betar, marking the celebration of the 'Diamond Jubilee' of the country's premier and glorious mass medium.

Bangladesh Betar has been playing a crucial role of nurturing and preserving the heritage, culture and tradition of this land since its inception on 16 December in 1939. It has been turned into a hub of producing artistes and performers. The organization has become one of the important medium of disseminating information, education and entertainment through airing quality programmes and objective news for the general masses across the country, including the remotest areas. During any natural calamity or disaster, the workers of Bangladesh Betar engage themselves for the services of the distressed humanity.

During our great War of Liberation in 1971, the Shadhin Bangla Betar Kendra played a unique role of awakening the people of the country with the spirit of freedom. Betar has become an inseparable part of the glorious history of our independence through airing the historic speech of the 7th March of the Father of the Nation, Bangabandhu Sheikh Mujibur Rahman.

I hope that Bangladesh Betar will take up befitting programmes suited to uplift the living standard of the countrymen upholding the spirit of our liberation war. Modern and state of the art digital technology will have to be introduced in bringing dynamism in presenting news and programmes. Betar would have also to play a pivotal role in materialising the Vision-2021 and Vision-2041 of the government through bringing a positive change in the people's life.

I wish all out success of Bangladesh Betar and the programmes undertaken marking the completion of its 75 years.

Joi Bangla, Joi Bangabandhu
May Bangladesh Live Forever.


Sheikh Hasina




Media Adviser to the Prime Minister
Message

02 Poush 1421
16 December 2014

I am very happy to learn that Bangladesh Betar is going to celebrate its Diamond Jubilee. December, the month of Victory, is a month of joy for us. The celebration of Diamond Jubilee of Bangladesh Betar in this month has increased our joy and significance of the day.

Bangladesh Betar is one of the oldest and strongest mass media in the country. The role of Swadhin Bangla Betar Kendra during our War of Liberation was historic and outstanding. The war of Liberation in 1971 was launched at the call of our Father of the Nation Bangabandhu Sheikh Mujibur Rahman and led successfully by our exiled government. The songs and news of Swadhin Bangla Betar Kendra during that time inspired the freedom fighters and made us believe that we can win against the Pakistan occupation army and their collaborators Razakars, AL-Badr, AL-Shams.

The present government under Prime Minister Sheikh Hasina is pledged bound to transform Bangladesh Betar into a modern media keeping pace with the present time of information and technology to reflect the hopes and inspiration of the common people. I hope Bangladesh Betar will continue to broadcast different programs on agriculture, education and health to involve and inspire the people in the main stream of development activities.

I wish the success of the Diamond Jubilee-2014 of Bangladesh Betar and congratulate all concerned on this August occasion.


Iqbal Sobhan Chowdhury




SECRETARY
MINISTRY OF INFORMATION
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH
Message

02 Poush 1421
16 December 2014

Bangladesh Betar has been playing an important role of upgrading society and culture of Bangladesh. The strong role of Shwadin Bangla Betar Kendra in inspiring the people of the land in the War of Liberation is known to all. The organisation had accelerated the pace of achieving independence by boosting the morale of the freedom loving people. Bangladesh Betar is the proud legacy of Shwadin Bangla Betar Kendra. Betar has the strength of reaching the remote areas of the country.

Bangladesh Betar is a strong mass media. It is broadcasting throughout the country with 15 medium wave transmitters and 32 FM transmitters. Besides, Bangladesh Betar is broadcasting to different countries in six languages through its External Service. The programs of FM transmitters are now in the internet also. The process of broadcasting through satellite is now under process.

Bangladesh Betar is playing a vital role in rearing the culture of the country in passing long distance of 75 years. I believe that Bangladesh Betar will continue its endeavor of inspiring all to include in the process of socio economic development and building the country through raising awareness.

I wish every success of Bangladesh Betar on the occasion of its Diamond Jubilee 2014.


Martuza Ahmed