NBC Board faces tough challenges

Kaapanda wants ‘money-making, not loss-making’ entity
Chairman promises ‘ruthless implementation’ of turnaround strategy

NBC’s salary bill hits nearly N$108 million per year
Govt subsidy this year stands at N$103 million

By Staff Reporter

The new Board of the cash-strapped Namibian Broadcasting Corporation, NBC, has taken over the Corporation’s administrative responsibility, an occasion which Information and Communication Technology Minister, Joel Kaapanda, described “as smooth transition and handover.”

The new Board was inaugurated on Thursday at the Ministry of Information and Communication Technology, and none among those who spoke had any illusion about the tough challenges that lay ahead.

While the Minister politely thanked the outgoing Board for a job well done during its tenure of office, he was quick to point out that the NBC had experienced management problems, misuse of resources and lack of strategic direction.

“Hence the task of the new Board will be to restructure and revamp the administration structures and procedures, staff recruitment and promotion, financial management system, procurement and asset management,” said Minister Kaapanda. “This means that the new Board will require developing a turnaround strategy that will streamline the operations of the NBC. Despite the fact that the NBC has a well-established infrastructure that would enable it to generate adequate revenue for self-sufficiency, it continued to rely on Government funding.”

Therefore, he added, through restructuring process, the new Board was tasked to improve efficiency and service delivery as well as to ensure that NBC became a profitable organization by strengthening its marketing unit.

Outgoing Chairperson of the NBC Board, Frieda Shimbuli, appealed to the new Board to ensure stability at the Corporation, high morale and conducive working environment that would improve individual performance of all staff members.

“I have no doubt in my mind that the Board I present to you today will deliver because it is comprised of eminent personalities with excellent business records behind them. They will run the NBC on business principles by turning it around from a loss-making into a profitable corporation,” he said.

Outgoing Chairperson of the Board, Frieda Shimbuli, right, handing over to the new Chairperson, Nestor Tobias, left, while Information and Communications Technology Minister Joel Kaapanda, looks on. Photo by Levu Upuda.

NBC has a well-established infrastructure that would enable it to generate adequate revenue for self-sufficiency, if continued to rely on Government funding.

Outgoing Chairperson of the NBC Board, Frieda Shimbuli, right, handing over to the new Chairperson, Nestor Tobias, left, while Information and Communications Technology Minister Joel Kaapanda, looks on. Photo by Levu Upuda.

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