



"I have been using this app for almost 3 years now. Before, if I ever had a question about my fishery business, I had to travel over 4kms to just talk to an officer. Now, I have the answers to all my questions right at my fingertips! I went from generating around 500,000 BDT annually, to double that, with my production going up to 800 kgs, thanks to the revolutionary innovation called, "Fish Advice"! My business has been booming!"

But you can't put a price tag on the time I get to spend with my family now, relieved from the mental and physical stress of traveling miles for simple assistance, thanks to this app. Now, I train young locals on fish cultivation, guiding them towards their own success stories. Knowing that I am contributing to the development of my community, just the way the app did for me? That feeling cannot be put in words."

Sarwar Azom Majumder (48), Local fish farmer, Laksam, Cumilla



Fish Advice Application

to Improve Livelihood of Fish Farmers

Department of Fisheries (DoF) focuses on the development and sustainable utilization of the country's fishery resources to ensure bolstering the sector's long history of playing a significant role within the socio-economic context of Bangladesh. While the efforts to improve the sector remains strong, so does the challenges it faces in the process. Lack of awareness and unavailability of easily accessible government fishery offices, make it difficult for fish farmers to find solutions to issues like diseases, fish culture methods, and other problems leading to pejorative fish productions.



4TH LARGEST FISH PRODUCER
FOR INLAND FISH PRODUCTION
*Source: World Fisheries and Aquaculture, 2014

17M+ CITIZENS DEPEND ON FISHERIES SECTOR
Including 3.4M women
*Source: Bangladesh Delta Plan 21.00

7% OF THE WORLD'S TOTAL INLAND FISH PRODUCTION

RESULTS achieved through using Fish Advice Application

32 TIME SAVED
MINUTES
90% Saved

53 COST REDUCED
BDT
80% Reduced

6.83 KM TRAVEL VISITS REDUCED
98% Reduced

21 PLAYED ROLES AS MOTIVATORS
78% Word of Mouth Branding

94% SATISFACTION AMONG USERS
94% Satisfied

How empathy training catalysed an Innovation Pilot

Inspired by a2i's Empathy Training, a senior sub-district fisheries officer Sadhan Chandra Sarker initiated an innovation pilot to develop a user-friendly mobile application for fish farmers to easily receive information on fish cultivation and disease prevention (top 2 needs as determined by outcome study). Upon piloting success, the app has been launched nationwide by the directorate.

What did this outcome study intend to measure

Objectives



- ASSESS BENEFITS of using Fish Advice Application
- MEASURE CHANGE in Time, Cost, Visits (TCV) and other indicators
- HIGHLIGHT SATISFACTION level of service users
- PROPOSE prospective future program and policy strategies



Study Methodology



Location
10 DISTRICTS where the app has been tested



Target Group
118 RESPONDENTS including fish farmers and other principal stakeholders



Primary Data
SNOWBALL SAMPLING followed by PHONE & ONLINE SURVEYS, and DATA VALIDATION WORKSHOP with fish farmers, DoF officers, UDC representatives, and innovators.

Going Beyond TCV

The introduction of the application has created a domino effect where farmers who do not use the app or never heard of it are being motivated to use it by the ones who do. This is creating more awareness and also user involvement. One of the driving factors for this is due to the fact that users of the Fish Advice App has seen not only an increase in their income but has also achieved surplus time from being able to efficiently manage their fish cultivation that they can now dedicate to other aspects of life.

Recommendations reached from this Outcome Study

- A free helpline for users may be introduced to deliver instant services
- Create a nationwide fish-farmer database and disseminate the relevant information by SMS
- A Feed Conversion Ratio (FCR) can be added to the app, so that the fish farmers can assess the actual feeding of the fishes
- A central online monitoring platform can be introduced to better track the user behavior for future analytics
- The number of printed materials for the farmers can be increased in order to complement the app.
- Develop a PC-version of the app with audio & video features.
- Strengthening the app database with more visual guidelines so that it is more easily comprehensible for the rural fish farmers

COMMITMENTS reached by DOF following the OUTCOME SHARING SESSION



This innovation aligns with SDG goals 2 & 14

- A dedicated toll-free number will be established under DOF to provide steadfast 24x7 public service.
- A special session (for the officers) about the application's features and usage will be conducted in each training under DoF starting immediately.
- The app's content information and dynamic systems will be updated both for Android and iOS systems by November 2018.
- Additional printing materials e.g. posters, flyers will be produced and electronic media involvement e.g. TVC (Television Commercial) will be initiated within November 2018 to increase the awareness regarding the app.

Catalysing Public Service Innovation by a2i

"Access to Information (a2i) is a special program of the ICT Division of Bangladesh that catalyzes citizen-friendly public service innovations, simplifying government services and bringing it closer to the people. As a part of its agenda, a2i through its innovative mediation "Empathy Training", works to empower civil servants with the tools, expertise, knowledge, and resources they need for experimenting and innovating citizen-centric solutions for public service challenges.

As of July 2018, over 5,000 civil servants have taken part in the Empathy Training, leading to successful launching of more than 1,200 pilots, of which 99 of them have been replicated and scaled-up, reaching over 16.6 million citizens.

A2i will continue promoting innovation, service process simplification, and empathy for citizens' need within both public and private sectors, with the inherent belief that if fostered properly, local innovations have the capacity to improve citizens' lives. a2i will remain committed to creating a culture of innovation within civil societies that can empower each individual public servant to cultivate a bilateral relationship with its citizens, enabling a creative collaborative process, whereby both parties evaluate challenges and constraints together, leading to a long-term improvement cycle for citizen-centric services and beyond."



Department of Fisheries (DoF)
Government of People's Republic of Bangladesh

