To whom it may concern,

Government of Bangladesh has shown outstanding results achieving its MDG goals, and has so far demonstrated exceptional reference of outputs achieving the SDG goals. This ongoing track of government’s success is dependent on all ministries working towards achieving these goals. As the representative of the Cabinet Division, who oversees all the ministries and their departments within the government, it is my pleasure to nominate Department of Fisheries, which is under the Ministry of Fisheries and Livestock for the prestigious United Nations Public Service Awards (UNPSA). As a part of Government of Bangladesh’s agenda to continuously put innovation at the forefront of public services, Department of Fisheries has been paving the way through exemplary work. The innovation in highlight for this award is “Fish Advice App”. The app was first implemented in one sub-district of Bangladesh and showed significant positive impact in the lives of the beneficiaries. Later, the Ministry of Fisheries and Livestock has replicated the initiative “Fish Advice App” all throughout the country. Now, the app has been downloaded over 25,000 times.

At present the Fisheries Sector in Bangladesh represents as one of the most productive and dynamic sectors of the country. About 1.25 million people are directly involved in Fisheries sector of Bangladesh. Over 12 million additional rural people indirectly bear their livelihoods from fisheries related activities. Among rural dwellers, four out of five are dependent to some extent on fisheries for livelihood and other resources. Department of Fisheries (DoF) thus 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. The fish advice app has made information on fish cultivation and disease prevention easily available to citizens. Previously, to get the services from Upazila fisheries office, which is often in a far-off location, a farmer had to spend considerable time and money. Now, the app contains pictures of every fish disease and advice on more severe issues like fish cultivation methods. This has significantly reduced travel time and costs of receiving services for these fish farmers and improved their earning.
Since the farmers now have information on disease prevention they are capable of producing more fish than before. Also, they have enhanced knowledge on fish farming from the advices that is available through the app. The advice they are getting simply through downloading the app is improving their catch to a great extent. Besides, the enhanced fish production is positively affecting the national economy of the country.

This innovative intervention is a perfect example, civil-servants of Bangladesh all across proactively taking on challenges and coming out with innovative solutions on their own and bringing services closer to the citizens. Cabinet Division is thus confident about the initiative and believes that this initiative is worthy of receiving this prestigious award that is contributing significantly for the general public of the country and helping to foster empathy driven innovation culture that is continuously focusing on improving public services.

For any further clarification, please contact with the division.

Yours Sincerely,

N M Zeaul Alam
Secretary
Coordination and Reforms
Cabinet Division