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.

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.

How empathy training catalysed an Innovation Pilot

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

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

**Commitments reached by DoF following the Outcome Sharing Session:**

- 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**

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