



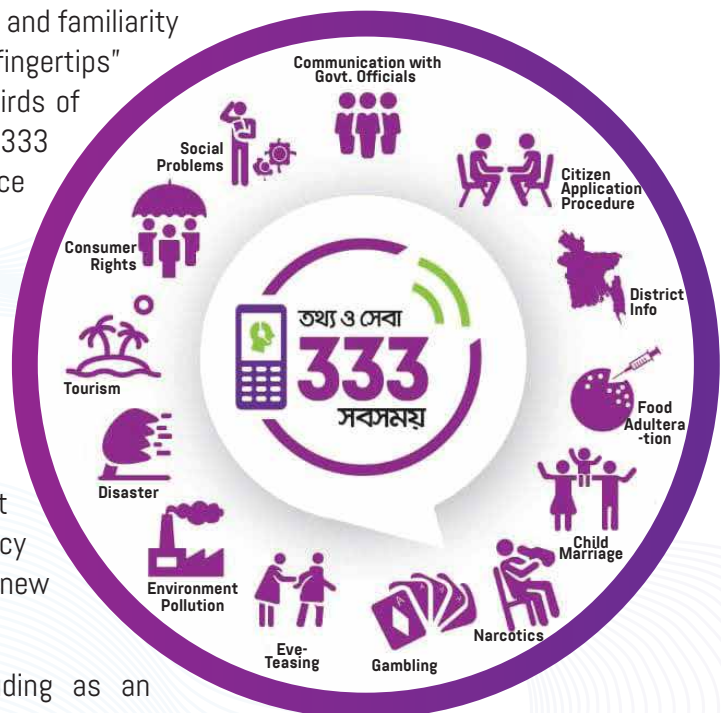
'333' is a voice-enabled platform for citizens with low literacy and familiarity with technology. It is designed to take "services at citizens' fingertips" by enabling millions of people without smartphones (two-thirds of the Bangladeshi population) like poor farmers to simply dial 333 from even a low-priced feature phone and ask for assistance from trained 'citizen service agents'.

It also serves as a means for reporting social issues such as child marriage and grievances regarding public services, to appropriate government authorities to take necessary action.

Since its inception in April 2018, this citizen-centric service has democratized access to vital information and government assistance. 333 is an example of a pre-existing, digital policy Lego-a building block that enables the construction of new innovations.

The platform was repurposed several times more including as an emergency response to curb instances of child marriage and domestic violence which also shot up during the pandemic. In an organic way, 333 evolved into a telemedicine line that enabled over half a million COVID patients and 24 million pregnant women to receive medical advice.

It also formed the basis for a national, collective data intelligence system that enabled secure sharing of anonymized data between telcos and government to launch syndromic surveillance to track disease progression 7-10 days before RT-PCR testing, helping save lives.



[333.gov.bd](https://333.gov.bd)

## JOURNEY MAP



# 2018

The 333 National Helpline inaugurated by Sajeed Wazed, Hon'ble Advisor on ICT to the Prime Minister

# 2019

Repurposed as an essential emergency response tool to address a variety of issues during natural calamities and pandemics



# 2020

- Integrated Telemedicine service (introduced 333 voluntary Doctors Pool app.)
- Provided emergency food aid during the COVID-19 pandemic
- Citizens' request for daily commodities and medicines



## SUCCESS STORY

### LIVES SAVED. SOCIETIES TRANSFORMED

It is Friday. Hima, a 15-year-old girl from Chandpur wakes up early in the morning to help her mother with household chores, just as she always does. However, on this Friday morning, she quickly realizes that not all appears to be as per usual.

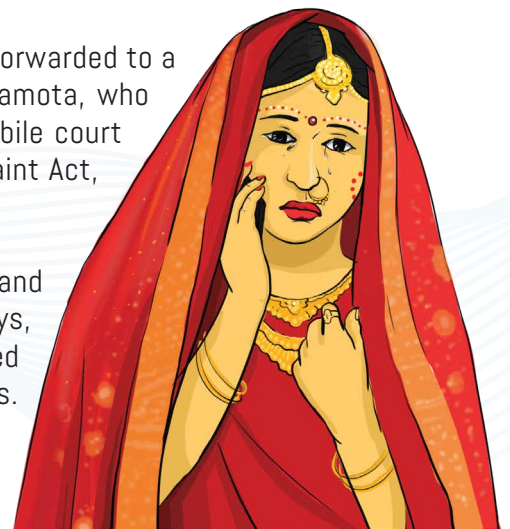
Today, she is not required to work at all. She is elated. But her mother is being unusually nice to her. Something feels off. She is given a bright red sari and jewelry. Though a bit confused at first, Hima is a smart girl.

She realizes what it is that is about to happen – she is about to be married off. She wants to flee but cannot muster the courage. Where could a 15-year-old girl go on her own?

She remembers an awareness ad on TV for the national helpline: 333. Desperate and hysterical, she somehow manages to get hold of her father's mobile phone, which he left behind while going to the mosque to offer the Friday prayers, and promptly calls the number.

To her utter surprise, not only does the call go through, but is immediately forwarded to a human being, the Sub-district Nirbahi Officer and Executive Magistrate Mamota, who shows up at her house within the hour. Hima's marriage is stopped. A mobile court fines her father Tk. 30,000 for violating the country's Child Marriage Restraint Act, 2017.

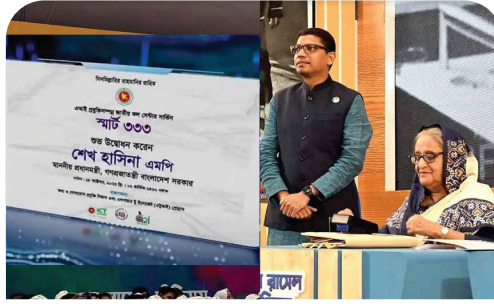
Hima is one of thousands of young girls whose marriages were stopped and whose lives have been saved by these three dialed digits – 333. In many ways, Hima's story is the story of Digital Bangladesh. A story of unprecedented development and innovation of Bangladesh, for Bangladesh, by Bangladeshis.





# 2021

Integrated with National Grievance Redress System (GRS) to enhance its effectiveness and improve government service delivery



# 2024

The 333 helpline offers information on over 2000 government services



# 2023

Hon'ble Prime Minister Sheikh Hasina inaugurated the Artificial Intelligence (AI) - supported voice assistant 'Smart 333'



## HIGHLIGHTS

- 📞 Largest telemedicine service during COVID-19 pandemic with over **4,500 DOCTORS**
- 📞 **100 MILLION** calls related to government information and service assistance
- 📞 **164 MILLION** calls for food and relief assistance
- 📞 **10,000 CALLS** related to the prevention of child marriage
- 📞 **40,000 CALLS** (approx.) related to the prevention of other social issues
- 📞 **1.273 MILLION** calls related to digital commerce
- 📞 **9.845 MILLION** calls related to the purchase of medicines and daily commodities
- 📞 **100 MILLION** health inquiry calls
- 📞 **448,000** natural disaster assistance calls
- 📞 **2 MILLION** calls received from persons with disabilities
- 📞 **2.2 MILLION** land service related calls
- 📞 **660,000** women and child support calls
- 📞 **1.062 MILLION** calls related to cyber security assistance

The National Helpline 333 serves as a cornerstone in addressing a wide array of social issues, embodying the spirit of the United Nations Global Digital Compact, and supporting the attainment of the Sustainable Development Goals (SDGs).

## 333-ONE STOP INFORMATION & SERVICES



# IMPACTS

## EMPOWERING CITIZENS



Through the '333' service, rural communities are empowered with knowledge and access to essential services, fostering greater civic engagement and participation.

## ADDRESSING SOCIAL CHALLENGES



The '333' service offers assistance in tackling various societal issues such as child marriage, gender-based violence, substance abuse, food safety, healthcare, and land matters.

## GRIEVANCE RESOLUTION



অভিযোগ প্রতিকার ব্যবস্থা  
GRIEVANCE REDRESS SYSTEM

Rural individuals can promptly report grievances regarding government services via the '333' helpline and receive timely redressal.

## INNOVATION



- Unlike internet-based platforms, the 333-platform provides access to government services and information through a simple phone call, to the citizens who do not use or have access to the internet.
- 24/7 accessibility and availability of transparent government information (including procedures for accessing government services, contact details of government officers, tourist spots, health, agriculture, education, emergency phone numbers, etc.) in a simplified manner for all people, regardless of location, literacy, or disability.
- 333 is a single voice platform that enables citizens to lodge complaints about various social problems such as child marriage, food adulteration, narcotics sale and consumption, environmental pollution, and issues with citizen services.
- The platform's versatility is highlighted by its ability to be repurposed during emergencies, such as the pandemic or natural disasters, where it functions as an essential emergency response tool to address a variety of issues.
- The system automatically redirects reported issues to the relevant authorities for immediate action, ensuring timely response and resolution, while also including a dashboard for continuous monitoring of unresolved issues, thereby holding government employees accountable for their performance in addressing citizen concerns.
- By streamlining the process of reporting and resolving issues, the 333-platform improves the efficiency of government services, leading to faster response times and better outcomes for citizens.
- The national helpline now integrates AI technology, accessible via 'Smart 333'. Citizens can now dial the toll-free number 333 to interact with the AI voice assistant to access services related to passports, national identity cards, birth registration, driving licenses, etc.

# GLOBAL AWARDS & CERTIFICATIONS



### a2i - innovate for all

ICT Tower, Agargaon, Sher-e-Bangla Nagar, Dhaka, Bangladesh  
88 02 55006931-34 info@a2i.gov.bd a2i.gov.bd  
a2iBangladesh a2ibangladesh a2i-bd a2i\_bd a2iBangladesh

