

333- the short code for accessing public service in Digital Bangladesh

333 serves as the National Information Centre for the citizens of Bangladesh. In partnership with Access to Information (a2i) of Government's ICT Division, Robi Axiata Limited had set it up with technical support from Genex Infosys Ltd. to keep the call centre operational. This is one of Robi's flagship corporate responsibility initiatives.



Thanks to the visionary thinking of the Government, 333 came into being with the mission of modernising public service delivery. It has emerged as the epicenter of managing the pandemic crisis by creating a window to engage with the citizens directly cutting all bureaucratic red tapes. As soon as the Corona pandemic came upon us, 333 repurposed itself to serve the nation in distress.

333 is equipped to provide any government service-related information any time to citizens from anywhere in Bangladesh. The citizens can also notify and complain against different social problems and get response from the Deputy Commissioners (DCs) and Upazila Nirbahi Officers (UNOs). Being a key component of Digital Bangladesh, Sajeeb Ahmed Wazed Joy- the ICT Affairs Advisor to the Hon'ble Prime Minister had inaugurated the 333 service at the Prime Minister's Office in April, 2018. The service had been operating on pilot basis since 2017.

In relation to the Corona pandemic, 333 has handled around 2.4 crore calls between March and December, 2020, of citizens from all walks of life. Starting from raising awareness on the Corona pandemic, to quarantine rules, to providing vital information

on testing for the virus, 333 has emerged as the epicenter for managing the pandemic in the country. Just as the pandemic worsened starting from April, 2021, 333 has handled close to 4.5 lakh calls from citizens for food support between 5th April and 8th May'21, close to 4 lakh requests in this regard have been forwarded to the field administration.

Since its inception, 333 has helped to stop 5,547 cases of child marriage, 2,094 cases related to Government property misappropriation, 1,867 cases of illegal drugs distribution, 1,370 cases of women persecution and dowry, 1,269 cases of environmental pollution, 707 gambling related cases, etc. Besides, 41,833 number of calls regarding

disaster were answered since inception of 333. The success story of 333 here are literally too many to acknowledge in full at a time.

"333- the short code for accessing public service in Digital Bangladesh" by Robi Axiata has been awarded as Honourable Mention Best innovation Public Service-Innovation in Service Delivery at the 3rd edition of the Bangladesh Innovation Award 2021. It has also won National Basis ICT Awards 2019, international award from GovInsider Awards 2019, and APICTA Awards 2019.

Calling the 333 National Helpline, citizens can access 600 types of services that includes-Government services and procedures (Passport, NID, E-tin info, birth certificate, BRTA related info etc.), contact information of public representatives and Government officials, Grievances channel-where citizens can complain and get remedy for various social issues, such as- early marriage, dowry, drug dealing, gambling, environmental pollution, food adulteration, etc., tourism related information, e-Tin information & solution of all e-Tin related problems, weather information, medicine authenticity checks, etc.