

Development of an Internet Based Mobile Application for Department of Livestock Services

Concept

Department of Livestock Services (DLS) is under the Ministry of Fisheries and Livestock (MoFL), Government of the people`s Republic of Bangladesh. This government department is responsible for providing veterinary coverage, development and extension services to meet protein requirements as well as to create employment opportunities through rearing livestock and poultry, and the marketing and processing of their products.

Department of Livestock Services (DLS) is liable for:

- a. providing veterinary coverage, development and extension services to meet protein requirements
- b. creating employment opportunities through rearing livestock and poultry
- c. marketing and processing of their products.

The role of livestock sector is vital for the economic development of agriculture-based Bangladesh. The government has set strategic targets for meeting protein demand, employment generation, up-scaling export earnings and women`s empowerment through the Livestock sector. Poverty reduction, gender equity and empowerment of women are amongst eight set targets of millennium development goals (MDG). To achieve the goals, Bangladesh government has identified livestock as one of the key players of Poverty Reduction Strategy.

Department of Livestock Services has been working relentlessly for long time to support the farmers and livestock breeders of Bangladesh with minimum recognition and

maximum effort. Hence, we believe that it is time for the Department to have a direct channel with the mass people of Bangladesh through a Mobile Application, which will help the Department showcase their activities as well as support the community in a upgraded and digitized way.

The specific purposes of the proposal are:

- a. To make a mobile android based app through which users can:
 - Get informative information on livestock breeding and other related issues like cost and benefit, health problems, best practices etc.
 - Watch and learn about livestock related information through videos and audios as well as texts
 - Interact with the lessons from the app and comment in videos
- b. To provide a way to DLS to have an early alert system through which they can monitor and identify any spread of diseases in any part of Bangladesh. This will include:
 - Early detection of disease with the help of livestock breeders
 - Early response from the DLS team in the related areas
 - App-based monitoring of the spread of disease and maladies
 - Bringing transparency and accountability from DLS end for the people of Bangladesh
- c. To share the success stories of livestock breeders of different zones of Bangladesh
 - Interviews with breeders and farmers
 - Good practices shared by the farmers to succeed in livestock breeding

The major features of the DLS android app will be:

- **User friendly** and intuitive (easy for farmers to use) – UX & UI tested with real pilot
- **Video eLearning:**

- Farmer can learn from this app through video on different type of animals and topics.
- Farmer can comment on video and share their thoughts about the videos
- **Animal health problem and solution:**
 - Farmer can submit their animal health problem through this app with audio and/or video attachment.
 - After submitting animal health problem they will see their union DLS concern employee list with priority level to communicate with them.
 - DLS union responsible employee will see the farmer's submitted problem list from his union.
 - DLS concern employee can response through this app after seing farmer posted problem.
 - After seing farmer problem he can response with solution
- DLS union responsible employee will see union farmer list and DLSupazila farmer list to identify outbreak of any malady or disease.
- Success Stories:
 - Farmer can submit their success story through this app
 - User can comment on this video
- Farmers need registration and login for some modules on this app.
- Web Backend:
 - Admin can add location (division,district,upazila,union) of Bangladesh from dashboard.
 - Admin can set role and permissions on role from dashboard..
 - Admin can create user from dashboard.
 - Edit/Delete option for admin.
- Reporting:
 - Based on farmer problem and solution module of diseases, statistical report will generate automatically.
 - Admin can filter report based on area and disease type.

- Success Story Moderation Panel:
 - Admin will approve and publish any farmer success story after a farmer posts it in the mobile/portal
 - Admin can also publish DLS success story through this module
- Content Management:
 - Admin can upload learning video based on livestock genre and category with video details, animal type, tag or can put authorized YouTube video URL.
 - Admin can approve/disapprove comment of videos.
 - Admin can upload FAQ, farmer will see FAQ when they will be logged in the system and mobile application.