AmarMP.com: The Gateway to the Members of Parliament(MP) in Bangladesh

Amar MP Social Voluntary Organization

➢Company name: Amar MP Social Voluntary Organization

➢Company logo:

➢Tag line: AmarMP.com: The Gateway to the Members of Parliament(MP) in Bangladesh

Introduction

- Amar MP Social Voluntary Organization (Habi-724/2017) is a pioneering, non-profit making and non-partisan initiative created by a group of Bangladeshi online activists and spearheaded by Engr. Sushanta Das Gupta.

- **AmarMP.com** is bridging the gap between parliamentary representatives and the citizens of Bangladesh by creating a platform for them to connect.

- AmarMP.com has started a ground-breaking, social democratic movement by coordinating all the information about the members of parliament and all the different means for communication with them. The project will set up a clear and easy to follow mechanism for citizens to actively engage in the democratic processes and hold parliamentary representatives accountable.

- The organization was initiated by its **21 founder members** from various educational and   professional backgrounds. Few of them are living abroad and rest are living in Bangladesh.

- Amar MP Social Voluntary Organization is operated by an executive committee consists of **13(Thirteen Members)**: One Chairman, One Vice Chairman, One General Secretary, One Joint General Secretary, One Treasurer and Eight Executive Members.

Management Team

Mr. Gupta has extensive skills, qualifications **a**nd experience which he put to good use establishing businesses in the UK and Bangladesh. He came across different people in UK and Bangladesh while living for the last 11 years. He learnt the idea of establishing the ''Amar MP Social Voluntary Organization'' from the Westminister Politics. He founded Amarblog.com on April 2008 which is the largest Bengali community blog. It creates a huge bond around Bengali communities around the world. Sushanta Das Gupta is the founder and owner of www.amarblog.com, AmarMP.com, AmarProkashoni.com, EBangladesh.com etc.There are thousands of users all around the world on all of those platform. Sushanta Das Gupta has been a blogger since 2006 and published his writing through online. He has a verified page at Facebook with nearly 300K likes.

The Chairman:
Engr. Sushanta Das Gupta.
M.Sc Engineering from University of East London, UK.
B.Sc engineering degree from Shahjalal University of Science and Technology, Bangladesh.

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Management Team (Cont.)

Dr. Samir is now a UK government official for City of London, working as a Senior Development and Research Engineer. As part of his previous job as a Software Development Manager in KB Group UK, he has been working with government and corporate clients in UK on software and security since 2006. The blue chip clients include the Royal Collections (Buckingham palace, Windsor Castle, Holyroodhouse), Barbican centre (Europe's biggest cultural centre), Tate modern, Tate Britain, London Symphony Orchestra among many more. Samir is committed to creating a world class software and security infrastructure for Bangladesh in all sectors. Samir has got necessary skills and contacts both nationally and internationally to help Bangladesh facing the challenge in ICT sector.

The Vice Chairman:

Dr. Samir Uzzaman

PhD from Kings College London, UK

M.Sc University of Oxford, UK.

B.Sc in CSE from BUET.

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Management Team (Cont.)

Mr. Iftheker is the former CTO and Executive Director of Gonona Technologies Ltd. He is also a member of IEB (Institution of Engineers,Bangladesh). He has an experience as board of Director of few other successful ventures in the year 2007 till 2017. He had attended many seminars and workshops regarding CCNA, CentOSlinux, building Quality Web applications by PHPxperts Group. He is responsible to manage overall software development team along with different projects of AmarMP initiative. As an Expertise of Technology, he had successfully maintained and deployed many web applications for various reputed companies with software development process like Agile XP, Scrum etc. Mr. Iftheker knows various tools and languages for both desktop and web based applications such as C, C++, JAV S, JavaScript, PHP, Visual Basic, MS Visual Studio, JBuilder, Eclipse and many more.

The General Secretary:

Engr. Iftheker Mohammad

M.Sc in CSE from Stamford University Bangladesh

B.Sc in CSE from Brac University.

Management Team (Cont.)

Ms. Jasmin has worked in the public sector in the UK for over 15 years. Experienced in leading research in the fields of social justice and public health both nationally and internationally Jasmin has in-depth understanding and knowledge of engaging with communities at a grass-route level whilst working collaboratively with highly regarded academics and policy makers. Some examples of her work include contribution to developing a National Strategy for Ending Violence against Women in Wales; publications on developing health education and lifestyle changes for diabetics as well as the impacts of migration on ageing, health and social isolation. With proven ability to lead initiatives that involve people using participatory processes Jasmin has trained professionals from all different sectors including health, education and social justice on identifying and using most effective and sustainable way to bring about positive changes in communities and society as a whole. Jasmin has won two national awards for her contribution to humanity and social justice. She was also shortlisted for a parliamentary selection in 2013 (for UK General Election in 2015).

The Joint-General Secretary:
Ms. Jasmin Chowdhury
M.Sc in Public Health and Partnerships in Care from Swansea University
B.A (Honors) in Social Science from University of Glamorgan .
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Management Team (Cont.)

Mr. Kundu is passionate Web developer and IT consultant in Bangladesh. He likes to develop website and web application that is organic for the target audience. He likes R&D and build web tools with new ideas. He built several plugging for Wordpress, Drupal, Joomla and other CMS.

Chief Developer:
Sabuj Kumar Kundu
B.Sc in CSE from BUET.

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Aims and Objectives:

- Create a platform to bridge the communication gap between elected MPs as well as law makers and their constituents/ electorate/citizens of Bangladesh.

- Galvanize and coordinate data and information about elected representatives to support citizens to exercise their democratic rights and to enhance transparency and accountability.

- The volunteers at AmarMP are passionate about parliamentary democracy and will reach out to otherwise excluded citizens from some of the most remote areas.

- Create a dynamic role in building trust between elected representatives and the electorate my maximum utilization of information technology.

- Raise public awareness about civic engagement, responsible citizenship as well as the roles and responsibilities of the elected representatives.
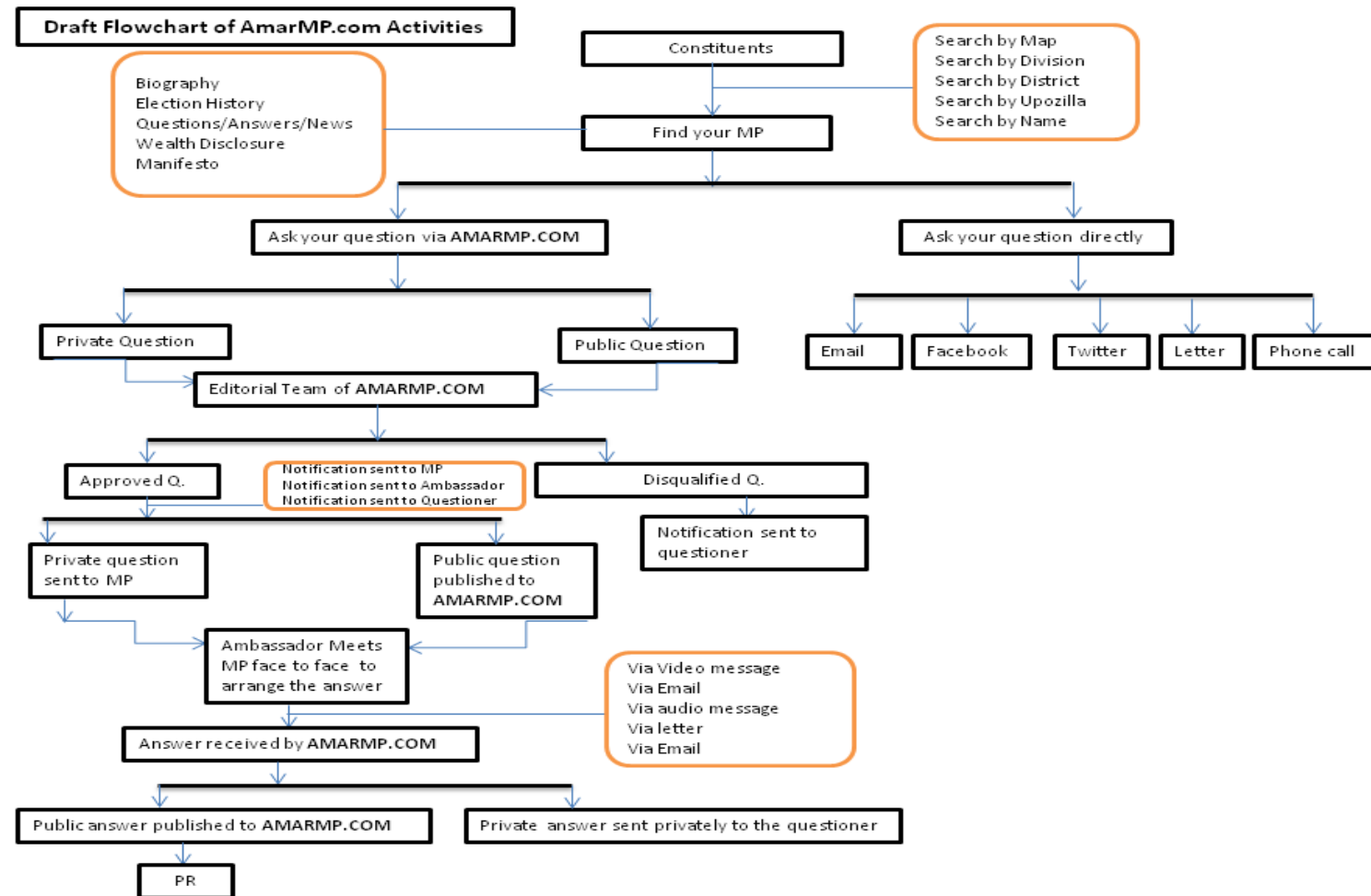
Aims and Objectives:

- Provide a structure to strengthen the democratic processes in holding elected representatives accountable and scrutinise policies and decisions being made

- To foster the development of submitting petitions, coordinating campaigns on issues that are pertinent to the electorate to influence party manifestos and also policy making

- Build confidence by developing new skills and knowledge for elected representatives which will not only help them to connect with their constituents but also enable them to manage their time better and prioritise their work and commitments.

- Explore the potential for developing partnerships and rolling this out to other parts of the world where there is democratic deficit and citizens lack access to democratic means and opportunities to exercise their democratic rights.

Activity Flowchart

Draft Flowchart of AmarMP.com Activities

Constituents

Search by Map
Search by Division
Search by District
Search by Upozilla
Search by Name

Biography
Election History
Questions/Answers/News
Wealth Disclosure
Manifesto

Find your MP

Ask your question via AMARMP.COM

Ask your question directly

Private Question

Public Question

Email · Facebook · Twitter · Letter · Phone call

Editorial Team of AMARMP.COM

Approved Q.

Notification sent to MP
Notification sent to Ambassador
Notification sent to Questioner

Disqualified Q.

Notification sent to questioner

Private question sent to MP

Public question published to AMARMP.COM

Ambassador Meets MP face to face to arrange the answer

Via Video message
Via Email
Via audio message
Via letter
Via Email

Answer received by AMARMP.COM

Public answer published to AMARMP.COM

Private answer sent privately to the questioner

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Current Scenario

After the 10th parliamentary election of Bangladesh, a research on social media for all 350 MP's was conducted by AmarMP team. According to the research findings published on The Daily Janakantha dated 29th Nov 2016, although many of the MPs have Facebook IDs or pages, they are not official, and are mostly run by fans. **Only seven Facebook profiles and two Twitter accounts belonging to MPs are verified**. Most MPs therefore are not active on popular social media platforms like Facebook or Twitter while many citizens complain that MPs are not reachable via the official contact phone or email provided on the Bangladesh Parliament website. **Only 15 MP's maintain their personal websites**. It is also found that almost all of the senior ministers have no social media presence.

What we doing new?

▪Amar MP Voluntary Social Organisation - has developed the website www.amarMP.com where any citizen can put questions to an elected representative about different developmental activities in their area and the elected representative is expected to respond through our designated ambassador.

▪Beyond the facilities of questioning their MPs and getting feedback/answers of their queries from their MPs citizens can access the information about all parliamentarian including their manifesto pledges and activities via this site. To ensuring the transparency of the parliamentarian this site includes income and property statement of all MPs. There are contact details of all MPs in the portal. Anyone can contact to any MPs directly.

▪In our website we have created a common platform for MP's and the general public. Here we have included details of the MP's profile – e.g, MP's facebook profile, twitter, wiki profile, linkedin, website, google+, mobile phone number, email and personal address etc., so that local constituents can easily find their local MP's, to express their opinion or put questions to MPs directly through the platform.

Market Profile

AmarMP.com is the product of ''Amar MP Social Voluntary Organization'' which is unique at nature in the social media market.

Market Adaptation/ Establishing Brand

- Already more than 150 MPs have been connected to the site through the representative/ambassadors.

- These include some well-known MPs including Obaidul Quader MP, A.H.M Mustafa Kamal MP, Ramesh Chandra Sen MP, Dipu Moni MP, Lt. Col. Muhammad Faruk Khan (Retd.) MP, Md. Abdur Rahman MP, A.F.M. Bahauddin (Nasim) MP, Tipu Munshi MP, Nasrul Hamid MP, Zunaid Ahmed Palak MP, M A Mannan, Mayeenuddin Khan Badal MP.

- Some representatives have already begun responding to public queries. We have received first reply from Advocate Abu Zahir MP, first VDO reply by Mayeenuddin Khan Badal MP, first written reply by Deputy Speaker, First Audio Reply from MD Abul Kamal MP.

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MPS QUESTIONS ANSWERS NEWS PETITIONS AMBASSADORS

564+ QUESTIONS   350 MPS   206+ ANSWERS   5500+ VOLUNTEERS
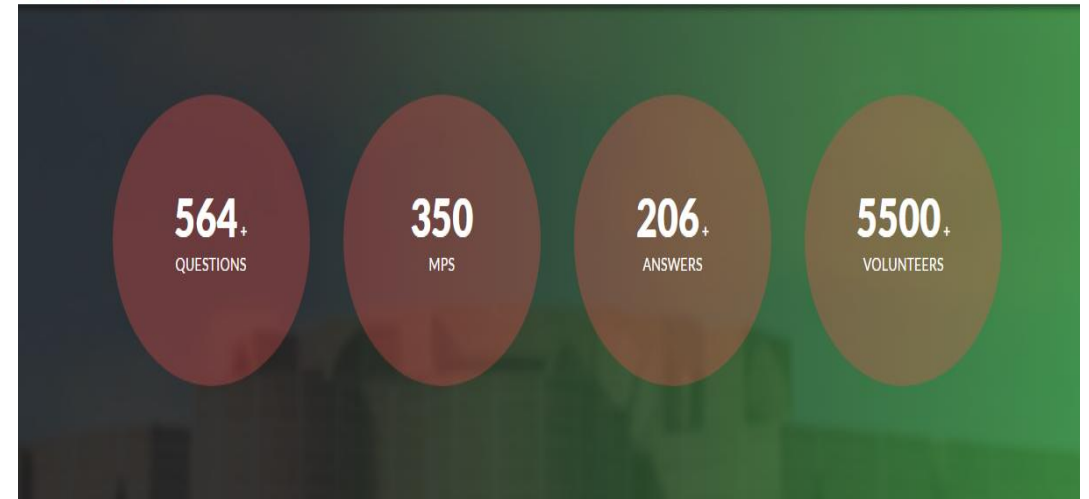
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Market Competitions

Direct Competitors: No

Indirect Competitors: Facebook, Twitter, Linkedin and other social media.

Technology Strategy :

- Product architecture overview: MVC Framework, Separate Logic, Database & Presentation layers.

- Key technologies & platforms: PHP, Laravel Framework, Apache, MySQL, Jquery, React JS, Linux.

- Scalability/Security/Interoperability/Deployment plan: Planned to use Bigdata for data storing and data science to study data pattern for further integration.

- Integration points with other products/services (if any): iOS & Android App coming soon. Public api will be opened soon for 3rd party integration and researcher.

Marketing Strategy

Partnerships with other companies:

ICT Ministry, Jatiya Samsad, Information Ministry, Political Parties, Any News Media can be a partner of this initiatives.

Marketing tools:

TVC, Social Media, Print and Electronic Media, Word of Mouth, Seminar, Round Table meeting etc

Target consumers:

All Citizen of Bangladesh.

Implementation Plan

- ## Our Performance Target:

  ➢ So far we have 150+ MPs connected directly at AmarMP.com. Our aim is to bring all 350 MPs by next 12 months.

  ➢ We have now 6000 Volunteers. Our aim is to get 20,000 Volunteers by next 12 months. `

  ➢ We have received 600+ Questions from the constituents. Our target is to reach 5000+ Questions by next 12 months.

  ➢ We have received 200+ Responses from the MPs. Our target to reach 2000+ responses by next 12 months.

  ➢ We have only 10+ Prospective MP candidates connected at the site. Our target is to reach 750 Prospective MP candidates by next 12 months.

Implementation Plan

Technical:

➤ Almost all of the initial features of the site has been implemented.

➤ We are working for developing the Apple App and Google App.

➤ Continuous improvement of the site.

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Implementation Plan

Financial:

➢ At this moment all the finances are carried my the Founder Members(21) and the Executive Members(13) of the organization.

➢ We are seeking Grants from National and International Donors.

➢ We shall bring few Life-time Members to our organization who would be contributing minimum 50,000 BDTK per year.

➢ We shall bring few sponsors to our organization who can contribute as much they afford.

Thank you so much for listening to us. Please spend more 30 sec to watch our TVC.