Visualizing Social Movements through Social Media:

The Case of a2i Programme in Bangladesh

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Abstract

From Tunisia to Arab Spring of Egypt, or from Jel Canal cleaning drive of Barisal to Lauhajang River cleaning drive of Tangail in Bangladesh, social media has been playing an important role in accelerating social movements on different issues in different forms in different countries. In this case, Facebook is the most popular. Understanding the strength of social media as a form of visuals and visualizing social movement are now considered very important for socio-economic development as well as for policy reform for the development agencies of the country. Visualizing how various development and social issues are discussed, placed and interpreted in different social media is also important for the government agencies so that they can address the issues and response to the citizens by creating a bridge between the government and citizens. It can also be one of the best tools to draw government attention for solving social problems, creating mass awareness, and motivating people. Access to Information (a2i) Programme of Prime Minister's Office in Dhaka has been playing a catalyst role in visualizing social movements accelerated through various social networks in Bangladesh. It acts as a mediator of encouraging social movements for addressing social problems and for ensuring better public services. In Bangladesh, social media is being used in more than 5000 government offices and about 2.5 million

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citizens are engaged in it. Also more than 11000 government officers are engaged through a Facebook group, 'Public Service Innovation Bangladesh' and more than 1000 'Citizens Journalists' are connected with District Administration. All Secretaries are involved in the 'Secretary' Facebook group. All 64 Deputy Commissioners' Offices are active in social media and they held Social Media Dialogue every alternative month. District Administrations have so far assisted to some successful social movements including Barisal Jel Canal cleaning drive, Tangail Lauhajang River cleaning drive, Green Trishal initiative. In this paper, analysis of the issues, contents, opinions and discussions done on the social network sites and in depth interviews with both central and field level government employees have been conducted to map out the strength of social media in creating social movements in Bangladesh. Also the paper identifies some way forward that would help better visualization of social movements which get momentums through various social media.

1. Introduction and Background

Social media is the invention of modern science, by which people can easily share their ideas, thoughts, feelings as well as social problems and solutions. Facebook as a very powerful form of social media has created thousands of social and virtual platforms for people who are very active on the site for creating movements on different issues. Understanding the potential of the social media platform like Facebook, the government of Bangladesh is using Facebook as a medium in the development of Bangladesh. At present, both government and citizens are involved in using social media to accelerate different social movements. If there is any inconsistency or social problem that is observed by any citizen, then they can share those problems on Facebook for asking solution from the authority. At present, the government sectors of Bangladesh are using their Facebook pages where citizens can share various information regarding the social problems and ask for help. a2i has been playing a catalytic role in visualizing these social movements to national and international audience. This paper highlights some important social movements mediated by a2i and how a2i encourage social movements for addressing social problems and for ensuring better public services. The paper also identifies some way forward that would help better visualization of social movements which get momentums through various social media.

At no point in human history, we had the ability to reach, engage and connect with so many people, globally, locally and in real time through using Social Media. It is playing as a vital role to create social movement to make a change in a community. Thus, Social movement is encouraging the citizens to have a voice against the social problems in the society. As a result, the Administration as well as the government is using the social media as a tool to carry out social movements.Social movements has taken a new turn with the power of social media.

Understanding the potentiality of social media the Government of Bangladesh has emphasized on using social media for the official purpose. As a result, almost all the government offices have opened a Facebook page (National Portal 2017). These Pages are working as a communication portal between the authority and the community people. These initiatives will accelerate the national decision making

process and implementation of the decisions, improved the performances of government functionaries at all levels and expanded peoples' involvement in social movements.

Access to Information (a2i) Programme of Prime Minister's Office in Dhaka has been playing a vital role as a mediator of encouraging social movements for addressing social problems and for ensuring better public services in Bangladesh (a2i Website 2017). It has been implementing diverse programs to establish "Digital Bangladesh" where the aim is to make public services more prompt, cheaper and hassle-free.a2i is the world's first Innovation Lab+. Its primary goal is to ensure easy, affordable and reliable access to quality public services for all citizens of Bangladesh. It works to empower civil servants with the tools, expertise, knowledge and resources they need for experimenting and innovating citizen-centric solutions in public service challenges; it establish both physical and online one-stop access points that scale innovative services and make them available to citizens easily, reliably and in an affordable manner and finally encourage and support non-government actors, including small entrepreneurs, teachers and the youth, to partner with government actors (a2i website, 2017).

Public Service Innovation Bangladesh is an open platform for government officers to discuss service innovation, policy issues, sharing new ideas and experiences. As of 3rd April 2017 this group has 12,685+ members (Public Service Innovation Facebook Group, 2017). The cabinet division and a2i programme from prime minister's office directs this page. Government officials are also involved in this page. In this group, reviews and discussion are given on innovation in citizen service, problem solving regarding citizen service, Citizen Journalism, Decision-making in official work through Facebook.

Different discussions can be seen in this post which adopts dynamic approach for engaging the users- top level government officers, such as, Principal Secretary, Cabinet secretary and selected officials from a2i. They play vital role as an advisor of the moderation team. It is noticeable in many posts that senior secretaries participated in the discussion, inspired and advised other users for their content, ideas, innovation, initiatives and welcomed them to make comment on their posts. Hence it has become a

recognized platform for the junior and mid-level government officers to communicate with the higher government officials without any hesitation which was really unbelievable for them earlier.

All 64 Deputy Commissioners' office has an open Facebook page where citizens as well as the government officials post many issues and the solution of these issues. Deputy Commissioner, Tangail is an open Facebook page, where the Deputy Commissioner of Tangail gave directions to recover the Tangail Lauhajang River. The Deputy Commissioner of Barisal posted and gave instructions in the "Deputy Commissioner, Barisal" Facebook page while "The Barisal Jel Canal Cleaning Drive" initiative (District Commissioner Barisal, 2017). Facebook is helping citizens in participatory decision-making process. It is a platform where the bottom to top approach can be seen. Every Department of Bangladesh such as: Social Service Department and Land Department and so on are having direct benefits from their social media pages.

2. Literature Review

Investopedia provides a definition on Social Media, where it is said that it is an "Internet-based software and interfaces that allow individuals to interact with one another, exchanging details about their lives such as biographical data, professional information, personal photos and up-to-the-minute thoughts." There are many social networking sites, such as, Facebook, Google+, blogs and Instagram, Twitter, YouTube, Flickr and so on. These channels are outlined for sharing and collaboration, participation, interaction, content generation, and feedback (Shabnam et al. 2013). However, social media has significance in solving social problem as most of the people are using social media for sharing their ideas and thoughts. In this regard, in the following some literatures regarding this issue have been stated:

S.n.	Author	Year	Title	Findings	Remark
1.	UNDESA	2016	UN E-Government Survey	Social media has made e-participation more wide-spread and	In this regard, people can share

				pervasive than ever before. It allows people to interact more frequently with officials on an increasing host of issues	their social problem through using social media.
2.	Roseland &Mark	20 00	Sustainable community development: integrating environmental, economic, and social objectives	The usage of social media was limited between social interactions and entertainment. The trend has changed as the time passed by. Now Social Media is working as a power tool for the government to mobilize the local and international community in the sustainable development of a country	As social media has become popular in recent time, therefore it is high time to this media for taking initiative to solve any social problem.
3.	Jeffrey Ghannam	20 11	Social Media in the Arab World - Center for International Media Assistance	Social media is gaining popularity between government and citizens regardless any issues. Social Media has encouraged thinking out of the box method in local and governmental issues. It is encouraging emerging government issues and trends, and innovative practices that are relevant to the national and international community throughout the world.	As social media is being popular in both government and citizen, it will be beneficial if the government take steps after analyzing the citizens' requirement.

| 4. | Shah Md. Safiul Hoque. K.M.Mahiuddin. S M ShafiulAlam | 2011 | E-Governance: A Way Forward to Digital Bangladesh | It is assumed that by 2021 Bangladesh will have a countrywide ICT network that will operate to ensure high speed information flow between the decision-centers where from instructions will be transmitted electronically to the action centers to make the intended actions happen. At the same time government is concerned with digital divide which could lead to shaping new classes of those who have access to ICT and those who have not. | As Bangladesh is being advanced in using ICT, it is easy to allocate people through using social media to solve any social problem. |
| 5. | Statista | 2017 | The Statistics Portal | According to one of the world's largest statistics portals which brings data from 18,000 sources, It is estimated that the social media users around the world will be expanded from 1.4 billion in 2012 to 2.13 billion in 2016 and 2.44 billion by 2018.While social media users are increasing, The quantity of platforms are also growing and new features on | From this information is clear that a large number of people are using social media. In this regard, it can be a best alternative to solve any social problem. |

				service are being added often introduced to deal with users demand	
6.	-	20 16	Bangladesh Telecommunication Regulatory Commission	According to the statistics, the number of social media users is significantly growing in Bangladesh. In one year 20, 183, 96 users have started to use internet. The citizens of Bangladesh are actively engaging in Social media Facebook. 80 percent of internet users of Bangladesh are on social networking website "Facebook"	In case of Bangladesh, the users of social media are increasing day by day. So, in Bangladesh, social media also has significance to solve social problems.
7.	Facebook Page	20 17	a2i FB TV	a2i Facebook TV is a platform where people can watch a program live on Facebook which is arranged by Access to Information Programme. Every district commissioner has FB TV page such as: "Tangail fb tv" where they broadcast their initiatives live (Tangail fb tv Facebook page, 2017). a2i FB TV also choses content	Though Facebook TV people can be motivated to be citizen journalist, which will help the society to take necessary

				from different FB TV pages and share their videos and broadcast them.	steps to solve social problems.
8.	-	20 16	UN E-Government Survey	The process to use social media in social movement goes through three steps: e-Information, e-Consultation and e-Decesion making. Innovative way to use social media is ensuring e-Participation. It promotes participatory policies. Participatory policies and practices have expanded all over the world thanks to the use of e-information provision-consultation and e-decision-making	Thus social media can be used to develop a community or to solve any problem of the community.
9.	-	20 16	UN E-Government Survey	Social media can be used to develop a community or to solve any problem of the community. The process to use social media in social movement goes through three steps: e-Information, e-Consultation and e-Decesion making. Innovative way to use social media is ensuring e-Participation. It promotes participatory policies. Participatory policies and practices have expanded all over the world thanks to the use of	

In Bangladesh, total number of Internet Subscribers has reached 62.248 million, at the end of August; 2016.According to International world stats Bangladesh has 53,941,000 internet users for November 2015 (Internet Live Stats, 2016).

Year	Internet Users**	Penetration (% of Pop)	Total Population	Non-Users (Internet less)	1Y User Change	1Y User Change	Population Change
2016*	21,439,070	13.2 %	162,910,864	141,471,794	10.4 %	2,018,395	1.19 %
2015*	19,420,674	12.1 %	160,995,642	141,574,968	27.2 %	4,149,233	1.21 %

Source: (http://www.internetlivestats.com/internet-users/bangladesh)

A new user of social networking site Facebook is being added in every 12 seconds in Bangladesh. This is more than the Birth rate of the country. Most of them are not engaged in any other online activities other than Facebook, Citizens take help from each other through using various social media such as Facebook, Viber, WhatsApp and so on. Bangladesh government has taken initiatives to utilize this platform in the sustainable development of the country. The government has provided a social media guideline for the officials so that they can use this platform to connect with the citizens to solve any community issues efficiently. Inclusive societies, environmental sustainability, and shared economic development depend critically on effective governance capacities at national, local and municipal levels, including political commitment and leadership; they also depend on the legal and economic empowerment of people, especially those most excluded, and of their civil society organizations, to participate effectively in national and local decision-making (UNDESA, 2012a).

Though, the topic has significance, but there is no significant studies have been regarding this issue in Bangladesh. In this regard, the study has been conducted for visualizing social movements accelerated

through various social networks in Bangladesh and how a2i encourage social movements for addressing social problems and for ensuring better public services.

3.   Study Objectives and Scope of Work

The overall objective of this study is to visualize social movements accelerated through various social networks in Bangladesh and how a2i encourage social movements for addressing social problems and for ensuring better public services. Other specific objectives are:

- to show various cases of social movements through social media happened across the country.

- to explore different scopes of social media uses in the development sectors in Bangladesh.

- to identify potential use of social media to accelerate social movements on different issues in different forms.

- to indicate the state of social media usage in the public sector in Bangladesh.

4. Methodology

The study is a qualitative research and the data is mainly collected from secondary sources. The secondary data has been collected from different tools including innovation briefs, blogs, social media posts, videos, dialogue and discussions and so on. In this paper, three social movements have been analyzed. These are: Barisal Jel canal cleaning drive, Tangail Lauhajang River cleaning drive, The Green Trishal initiative. Additionally, Social Media Shonglap; an important initiative has also been analyzed here. Also data were collected through FGD, In-depth interview and Key-Informant interview to incorporate findings on social media usage in social movements.

5. Findings

5.1 Barisal Jel Canal Cleaning Drive:

Barisal Jel Canal Cleaning drive is an important social movement through social media visualized by a2i, where citizens and the government came together to clean a canal of Barisal which was grabbed by the encroachers. This attempt was initiated by a single post of Momena Shifa Rumki, a citizen journalist who posted a comment on the Facebook group,**" Barisal-Problem & Prospect"** with some photos of Jel Khal (canal). About 17 group members posted their comments supporting her post. Following the Facebook group initiative, citizens have signed a petition in order to eradicate illegal structures from the Jel Khal (Canal) of Barisal city and handed over their illegal possession to the DC. DC Barisal directed the Barisal City Corporation to take necessary action in this regard and posted the copy of this letter to the Facebook Group. On the basis of above post and public support, the DC of Barisal took necessary steps on his behalf and invited citizens to come and take part on this cleaning initiative. This initiative has generated evidence that citizen and public administration can work together and bring success even if most of the directions were given on social media.

5.1.1. Uniqueness of this Initiative:

As a result of the post on Facebook, more than 30,000 of people from different professions and ages attended the cleaning drive by seeing the post on social media. Citizen Journalists contributed as a participatory role in a decision-making process by being active on social media. Citizen Journalists of Barisal communicated with the community people who didn't have access of internet. Citizens knew about the update of the canal cleaning drive from Facebook. These huge tasks have been done through social media by public-private partnership using social capital.

5.1.2. Impact:

Barisal Jel Canal cleaning Drive acted as a Role model for other districts to follow its footsteps in how to use social media in the community work. This Drive has increased harmony among people and united them for the development of Barisal. As a result, the youth has come forward towards the development

of Barisal. They were very enthusiastic for the development of Barisal. Social Media has worked as a bridge between government and the community people.

5.1.3 Role Of a2i:

a2i provided technical assistance through District Administration. It helped to disseminate this initiative in national and international level. A Facebook Group named "Public Service Innovation" directed by a2i communicated and co-ordinated with high level officials at central level as well as in the Field Administration. It also gave advices to the Deputy Commissioner of Barisal to use various media tools, such as, mass media, print media and also conferences. a2i facilitated a visit from UNDESA delegation to showcase this massive initiative and to share views with citizen journalists. Social Media Award is given in collaboration with a2i. This initiative was documented by a2i in innovation briefs, blogs and so on.

6.1 Tangail Lauhajang River Cleaning Drive:

Another successful social movement accelerated by a2i is Tangail Lauhajang River Cleaning Drive. Following the footsteps Barisal Jel Canal Cleaning Drive, The Deputy Commissioner (DC) of Tangail used the knowledge and experience of Barisal Jel Canal Cleaning Drive and decided to clean the Historical Lauhajang River of Tangail.a2i acted as a mediator of mobilizing the Tangail Lauhajang River Cleaning Drive initiative by using Social media. Through the District Administration, a2i encouraged community individuals, citizen journalists, different cultural groups and organizations to come together and stimulated a plan to carry out and evaluate activities on a participatory and sustained basis to clean the huge river run over the Tangail town. It fostered strong relationships between local governments, citizens and community members. The Tangail Lauhajang River Cleaning Drive had a mass get-together of nearly 8,000 people including Many governmental and non-governmental organizations who came together to recover 76 km long river in Tangail. The DC of Tangail supervised the Facebook pages "Tangail fb TV", "District Commissioner, Tangail". Everyone can have an access to these pages. Tangail FB TV gave live feedbacks of the procedure step by step. The Facebook page, "The public service

innovation Group" held the most important role among all of them. In this page the DC took advices from the higher Officials.

6.1.1 Uniqueness of this Initiative:

As a response of the Facebook post of the DC of Tangail, about 60 government organizations, 50 private organizations, including NGOs, environmental organizations, humanitarian workers, 200 print and electronic media workers, 300 PDC, UDC, Village Police , Students, UP Secretary, Scouts, all 12 Upazilla Administrations, workers from 11 different municipalities, people from owner-employee committee, Citizen Journalist Groups as well as people from every sphere of life has come together to clean the river . Tangail Lauhajang River Cleaning Drive Initiative has borrowed the idea of engaging citizens and using skills of citizen journalists from Barisal. Barisal Canal Cleaning Drive was a small initiative compared to Tangail Louhojong River Cleaning Drive in terms of engaging human resources, workload, Duration of the Cleaning Initiative. Barisal Canal Cleaning Drive consists only the task of cleaning the canal whereas Tangail Lauhajang River Cleaning Drive added two more components, these are: beautification of both sides of the River, digging the River to ensure navigability.

6.1.2 Impact:

This cleaning drive emphasized whole of the government approach. Thus engagement of the citizens and the officials were spontaneous and more unprecedented. Tangail Louhojong Cleaning Drive was more conceptualized, planned and managed. Everyone contributed regardless of their location and social status. This will surely ensure the normal flow of the Lauhajang River, enriching recreation facilities; accelerate socio-economic development as a result of this initiative.

6.1.3 Role of a2i

SDG co-coordinator advised in various post about this initiative in the "public service innovation group" which runs by a2i. It also went to the field to monitor and disseminate about this initiative in national and international level. a2i accelerated this initiative by being a medium to transfer knowledge and experiences from Barisal Jel Canal Cleaning Drive. a2i also helped to mobilize different government

and non-government organization to come forward in Tangail Lauhajang River Cleaning Drive. This initiative was documented by innovation briefs and Blogs and so on.

7.1 The Green Trishal Initiative:

The Green Trishal initiative is a unique social movement of involving youth, environment and social media. This initiative is separated into three parts. It has involved youths of Trishal, tree plantation to save the environment and positive usage of social media towards sustainable development of Trishal. The Upazilla Administration of Trishal used Facebook as a tool of advertisement and to involve the youth of Trishal to plant trees to protect the environment and the mother earth. 3,005,000 Plants were given to the youth of the Trishal with a health card and a hotline number. They were given fruit, wild and herbal trees each with a health card. This magnificent event was successful because of the strategic planning of the distribution of trees and the implementation of innovative ideas. They were: Social media has spread the information to the citizens of Trishal about this initiative at a running speed. It gained quick response from the residents. Citizens gave their opinion in Facebook. They shared the news in their social media accounts. Overwhelmingly, thousands of people gave their support and positive feedbacks in Facebook posts. Many other educational organizations also got interested by this initiative. As a result, Youth became more aware about their responsibilities towards protecting the environment. The overall environment of Trishal improved because of huge number of tree plantation. Social media worked as an advertisement tool in this initiative. Different information and updates were given in the page of the UNO of Trishal Facebook page.

7.1.1 Uniqueness of this initiative:

Uniqueness of The Green Trishal Initiatives are proper monitoring system from the authority, Health card to monitor the condition of the trees, monthly reporting to the teachers and a hotline number for any queries regarding taking care of the trees. This is an uncommon as well as innovative idea that will help for ensuring Sustainable Development Goals. This initiative is an example of engaging youth for ensuring environment development by planting trees. Innovative idea of monitoring intervention

activities were implemented in this initiative .This initiative also showed about an innovative idea implemented by a civil servant who thought beyond the box to save the environment through social media.

7.1.2 Impact:

The Green Trishal initiative is a visionary project. It has created gradual social action of development in Bangladesh. For example, it motivated the other district administration to come forward to take action in community work; youth power has been properly utilized and guided. It has created socio-environmental awareness. Green Trishal initiative has contributed in economic development in our country. This will impact on both social and natural environment. This will also be an exemplary initiative for others to follow.

7.1.3 Role of a2i:

a2i gave technical assistance through Field Administration. It assisted with knowledge and helped to advertise The Green Trishal Initiative throughout the country. The UNO of Trishal implemented this initiative and a2i promoted it through innovation briefs, Case studies, and blogs and so on. a2i has developed a brief, which conveyed the message of this initiative to other civil servants through public service innovation group. It is one kind of incentive for the initiator and the community people.

8.1 Social Media Shonglap (dialogue):

A new initiative named "Social Media Shonglap" has been introduced to encourage more social movements throughout the country. In this article a discussion has been stated on different development sectors of Bangladesh. Such as: "Workshop Organization: Innovation and Change" and on "medical college hospital management to have citizen-friendly and innovative Healthcare system".

"**Social Media Shonglap**" via a video conference was held at 31st may, 2016 by prime minister Office, Bangladesh. The subject was on "Workshop Organization: Innovation and Change". The video conference was held by the chief secretary Md. Abul Kalam Azad. Many high government officials,

such as, Dr. kamal Abdul Naser, Senior secretary, Public Administration Division, NM Jiaul Alam, Secretary (Co-ordination and Reformation), Cabinet Division and 28 directors of Government Training Institution and almost 83 other officials joined the conversation. National TV of Bangladesh broadcasted the programme. The objectives of this "Social Media Shonglap" were to organize "Course-curriculum review workshop" so that, All the short-term and long-term training courses should be updated according to the plan of Vision 2021.Every training course module should have add the contents of Digital Bangladesh, such as, National portal, e-Filing, Union Digital Center, Innovation in citizen services, Multi-media classroom and Sustainable Development Goal. MOU has been signed between all of the government training institutions and a2i, so that it can be implemented accordingly.

"**Social media shonglap**" was held on 22nd march 2017, arranged by Health and Family Welfare Ministry of Bangladesh, which was assisted by a2i. The objective of this dialogue was to make the management of the medical college hospital transparent, accountable and to ensure innovative practices to review the progress of the existing problems and solutions, and to take the necessary decisions on time. Chief co-coordinator (SDG), Secretary, Director General of the Ministry of Health and Family Welfare, Health Department, every director of existing medical college of Bangladesh, Caretaker/representative, Resident Physician, Resident Surgeon, Professors of medical colleges, Doctors, medical students of 4th and 5th year, Civil Surgeon, Citizen Journalists and Journalists attended and exchanged their views on existing problems on health care. A post was given on a Facebook group named "Public service innovation" about accommodation problem of medical students in Rangpur Medical College. They were suffering for 5 years. After posting it on the Facebook group 28th January 2017, a permanent solution was given on 9th February 2017 by creating a female hostel for the medical student in Rangpur.

8.1.1 *Uniqueness of this initiative:*

"Social Media Shonglap" is a new initiative of a2i using social media to accelerate more social movements. This initiative is between the government and the citizens. It's a challenging intervention

through social media of organizing a platform where government and citizens both get question and answers. This initiative has created unprecedented example of solving citizen related issues quickly using social media. It connected field administration with central level administration. It is ensuring accountability of every government organization to the public directly. It is sharing good practices of one organization to another, communicating with all the government organization to provide better services to the public. Although Social media Shonglap is a new concept which has been directed by a2i, the success stories are inspiring government officers as well as citizens to do more community work to make prosperous Bangladesh.

8.1.2 Impact:

Every government sector as well as the citizens is aware of the power of social media in making effective public services. Integrated services have been introduced, such as, SPS and so on. Government officials are sharing knowledge and experiences to one to another. Now-a-days Public services costs less because of the social media. Social harmony can be seen in the community to solve any existing problem. Proper monitoring system has been introduced in medical colleges across the country. Citizens as well as the doctors and administrator are also motivated to use social media to solve any further issues by using social media. Doctors can communicate with the patients directly on social media and gave them primary first-aid or advice regarding their issues.

8.1.3 Role Of a2i:

This initiative is organized and co-ordinated by a2i. It also assisted in this initiative by providing technical support. The Facebook page "Public Service Innovation" held many conversations and group discussion to hold this initiative. a2i is adopting many strategic plans to make more "social media shonglap" in the future. It is also hosting "Social Media Shonglap" in many sectors, which are community issue based.

9. Findings of FGD, In-depth Interview, Key Informant Interviews:

Findings of FGD revealed that social movements can be more accelerated through a planned organization and implementation of a particular programme. At the same time, patronization or support from Government-administration is critical to sensitize stakeholders and motivate community people.

In-depth interviews were conducted to incorporate the study findings on these cases. Questionnaires as well as conversations with the citizens gave an in-depth perspective in each case. In Barisal Jel Canal Cleaning Drive citizens were very enthusiastic about cleaning the canal. Citizens got more aware about a2i and how social media can be used to solve any community issues. In Addition, in Tangail Lauhajang River Cleaning Drive, Citizens of Tangail shared some information about many government and non-government organizations who took part in this initiative. This river was 76 km long. For that reason, responsibilities were distributed to many officials. Citizen journalists from Barisal came to participate in the Tangail Lauhajang River Cleaning Drive. The DC of Tangail used knowledge and experience of Barisal Jel Canal Cleaning Drive to make their initiative successful. In Trishal, Youths were utilized for making the environment pollutant free. Monitoring system was implemented to see the proper growth of the tree. According to the citizens "Social Media Shonglap" should be more advertised and making the usage of this initiative should be more transparent and accountable.

District Commissioners were the key-informants in these cases. The District Commissioner of Barisal Gazi Saifuzzaman stated that*: "Barisal has made an example of connecting citizen and government through the page of "Barisal-Problem & Prospect. Many problems of Barisal have been solved through social media. Barisal DC office also made an example of using social media in solving social problems. As recognition, we got national award on e-participation "*According to the DC of Barisal, the Barisal jel canal cleaning drive made a gradual impact throughout the country. The Advantages of social media were in this initiative to make an active community whom were known as citizen journalists. It transformed a social media user to a Citizen journalist.

The District Commissioner of Tangail, Mahbub Hossain said about the Tangail Lauhajang River Cleaning Drive that: *"To make Tangail Louhojong cleaning drive successful, our first priority was to*

create public acceptance. Every electronic and printed media was used for this purpose. Such as: Facebook, news on local newspaper and media, distributing leaflets, creating human chain on busy streets etc. We sought cooperation in Development Coordination Meeting, Law and Order Meeting Dialogue exchange between different union district commissions. The Lauhajang River cleaning Drive had more steps rather than the Barisal Jel canal cleaning Drive. These were: Cleaning and Digging the Lauhajang River, Demolishing the illegal structures, beautifying banks of the river. Last but not least, this enormous project wouldn't come to reality without the help of Facebook." Tangail Lauhajang River Cleaning Drive is an example of community mobilization.

The Uno of Trishal, Abu Jafar Ripon stated that: *"From June to October 2016, we have distributed 3,05,000 trees with a health card and a proper monitoring system. We have collaborated youth of Trishal to create awareness towards environment .This initiative has inspired the citizens of Trishal to create Greener Trishal"*. He also stated the necessity of using Facebook in this initiative because the youths are now more engaged in social media rather than other mass media.

10. Discussion

In Bangladesh, 5,000 government offices and about 2.5 million citizens are active users of social media. Furthermore, 'Public Service Innovation Bangladesh' Facebook group consists of more than 11,000 government officers and more than 1,000 'Citizens Journalists' are connected with The District Administration page. All Secretaries of the government of Bangladesh are involved in the 'Secretary' Facebook group. All 64 Deputy Commissioners' Offices plays active role in social media and they held Social Media Shonglap (Dialogue) every alternative month to discuss about different social movements. Access to Information (a2i) Programme of Prime Minister's Office in Dhaka has been playing a catalyst role in visualizing social movements accelerated through various social networks in Bangladesh. a2i has chosen Social Media for providing more accountable, transparent and integrated public services. The opportunities of social media are gradually increasing as innovative ideas are being given through it to solve social issues. Social media especially Facebook is an open and easy access platform to

communicate between citizen and local government. For instance, Citizen Journalists of Barisal chose to share their awareness on online because citizens can have access to contribute online rather than watching news on mass media. Citizens as well as government officials can post their views independently on social media whereas access to mass media is difficult for them. In a nutshell social media is an open, user-friendly platform which could reach the huge audience quickly and a2i has taken these advantages for the development of the country. The main contribution of a2i through social media is that:

a2i is advancing in fulfilling SDGs as the social movements are getting successful. It is promoting every citizen to work for the development of the country and to contribute to solve any kind of problem on online platform. The platform doesn't cost, easier to access and anyone can access from anywhere to participate or give advice on any issues. e-Participation and e-Government are mainly part of "Digital Bangladesh" concept, which is becoming a reality through social movements initially carried by a2i. a2i is working as a moderator between citizen and the government officials. a2i itself inspired the idea of citizen journalism all over the country.

The most successful co-ordination of citizen journalism and the government was in the Barisal Jel Canal Cleaning Drive.a2i also motivated the District Commissioner of Barisal to use Facebook as a mean of communication platform with the citizen of Barisal. The most important role of a2i was to assess the entire social movement of Barisal with information, tools and social networks and so on. It also encouraged the citizen journalists to contact with the community people who do not have access to internet. Citizen journalist of Barisal chose to share their awareness on online because citizens spend more time online than watching news on mass media. They also post their views independently whereas mass media often gets corrupted. Citizen journalists used Facebook as it is an open, user-friendly, low-cost and a platform which can reach audience quickly. Hence, social media fulfills all of the requirements; it was chosen for this cleaning drive purpose. Different article, briefs were published by a2i informing about this initiative. The mission of a2i citizen journalism initiative in Barisal were to-

Post problems and discuss about the solution, Draw attention of the Government to solve citizen problems, Raise voice and awareness on social problems and prospects.

a2i organized meetings where the knowledge and experience of Barisal were discussed. The DC of Tangail transferred this knowledge and experience and decided to clean the 76 km long Lauhajang River (a2i website, 2017). a2i collaborated with the DC of Tangail to mobilize the governmental and non-governmental organization in this initiative. Many posts were given in the Facebook group named "Public Service Innovation" directed by a2i. Many directions were given to the government officials in this Facebook group. a2i acted as a mediator of mobilizing the Tangail Lauhajang River Cleaning Drive initiative by using Social media. Through the District Administration, It encouraged community individuals, citizen journalists, different cultural groups and organizations to come together and was stimulated to plan, carry out and evaluate activities on a participatory and sustained basis to clean the huge river run over the Tangail town. As a result, the initiative increased the participatory decision-making processes by bringing diverse stakeholders to solve the process. It fostered strong relationships between local governments, citizens and community members.

a2i has been encouraging every government official to use innovative ideas for sustainable development. As a result, the UNO of Trishal used innovative ideas to give a health card with each of the trees so that; the condition of trees can be monitored on monthly basis. A hotline number was also given on the health card for any inquiries regarding trees. Youth of Trishal were inspired to work for the community and to save the environment by coming together through social media.a2i promoted the idea of using social media usage in any sectors or in any issues of the community. The youth of Trishal will work as a citizen journalists and a community worker with the knowledge of this initiative.

a2i encouraged to organize "Social Media Shonglap" in district and national level all over the country. At present social media shonglap has been organized in health sectors where a2i worked as a mediator. This initiative is encouraging government and citizens to use social media as a way of solving problems.a2i visualizes these 3 cases. They have similarities and dissimilarities. All of the cases followed

the index of e-Participation. It follows three steps. These are: e-Information– provision of information on the Internet, in all four cases a2i.e-Consultation–organizing public consultations online, e-Decision-making–involving citizens directly in decision processes.

Overall, the role of a2i in visualizing social movements through social media are:

- Technical Assistance to the Field Administration in social movements to achieve better results in solving community issues.

- Disseminating different types of social movements through innovation briefs, case studies and blogs.

- Introducing "Social Media Award" to the administration and to the citizens. So that it inspires and motivates to generate more innovation in services.

- Collaborating Government and non-government organizations through effective communication over social media in various social movements.

- Encouraging Government offices to use social media providing help in technical assistance, incentives and so on.

11.   Recommendations

Visualization of social movement through social media has been effective and successful; it can also accelerate all the other potential social movements. Some recommendation to improve the visualization of social movements can be shown in here:

- The concept of "citizen-journalism" should be spread out by social media as well as mass media all over the country. This would encourage the youth of our country to be more aware of the sustainable development of Bangladesh.

- Initiators of the social movements should be rewarded for their initiatives. It will encourage and motivate other people to take further initiative which will help to solve other social problems.

- More researches should be promoted to have effective social movements. Results of these researches could be disseminating through seminars, workshops so on.

- Field Administration should know the key factors of any issues which will help to achieve solutions for the targeted issues. For this reason, Ensuring support from field administration will benefit to create social movements tremendously.

- Reward system should be implemented, such as: Giving certificates, recognition to the active citizens or administration will motivate them immensely on using innovative ideas in the development on one country.

- A follow-up routine will help to monitor the social movements and the effectiveness of the aftermath of the social movements.

- New technologies should be introduced for visualizing social movements timely and effectively. Coping up with the advance technologies will help to have innovative solutions in public services.

- Proper communication works as a tool and a method in social movements. Thus, increase communication with social organization, social institution, and social administration will accelerate social harmony.

- Social movements should have a proper evaluation system. This will help to understand the significance of the visualization of the social movements through social media.

Conclusion

Visualizing social movements can have significant changes in the society to initiate new movements. It can also contribute to socio-economic development through effective social administration.Social movements encouraged by a2i through social media has made a huge impact on the communities of Bangladesh.a2i has been striving to disseminate outputs and outcome of social movements across the country. However, it needs an integrated and Whole-of-Government approach to get effective results. It is critical to visualize these movements to motivate and sensitize community as well as social

administration. Thus, it needs further research, appropriate policy reformation and administrative support to accelerate and visualize social movements through social media.

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