

Smart Sathi — Bangladesh's AI Chatbot Layer on the National 333 Helpline

AI in the Public Sector · Good practice · Bangladesh

Quality score: 53/100

Evidence strength: Observational / pre–post

Summary

Bangladesh's a2i unit added an AI layer, Smart Sathi, to its national 333 helpline in October 2023. The helpline logged 84 million calls and served 40 million citizens over five years (UNDP), but no independent data yet isolates the AI layer's own performance.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	1/3
Transferability / demonstrated replication	1/3
Scalability beyond pilot	2/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-08-08

Aspire to Innovate (a2i), ICT Division, Government of Bangladesh — accessed 2026-08-08

UNDP — 5 years of national helpline 333 — accessed 2026-08-08

a2i — National Helpline 333 — accessed 2026-08-08

Dhaka Tribune — Smart Bangladesh: Bangla virtual assistant Sathi in the offing — accessed 2026-08-08

Cite this — Evidoria. *Smart Sathi — Bangladesh's AI Chatbot Layer on the National 333 Helpline*. Persistent ID: f2a66b7a-66d0-409f-b8b6-f7c2958ffc3.