

**MOST IMMEDIATE**

**By E-mail/Fax Message/Bag**

To : All Bangladesh Missions Abroad  
From : PAMA, Dhaka  
No : AD-P1-8201/৭২৩  
Date : 02 July 2020

**Sub: 'Ek Desh' – the first online crowdfunding platform in Bangladesh.**

**Heads of Missions from Director General (Administration)**

On 15 May 2020, Government of Bangladesh has launched 'Ek Desh' – the first online crowdfunding platform in Bangladesh. This platform aims to bring together individual donors and social and non-profit organizations together with the government for efficient management of relief funds operated by the government as well as other charitable organizations.

02. Under the umbrella of ICT Division of the Government, the Prime Minister's Emergency Relief Fund for Covid-19, Islamic Foundation, BRAC, Bidyanondo Foundation, Center for Zakat Management, CRP and Sajeda Foundation are included in the said platform. Funds intended for the purpose of food assistance, medical assistance, cash assistance etc. can be donated to the organization of choice using this platform both from home and abroad. Detailed information on 'Ek Desh' is available at following website: <https://ekdesh.ekpay.gov.bd/>

03. You are requested to kindly disseminate this information among Bangladesh Diaspora abroad to encourage them for participation.

With respectful  
regards

(Salahuddin Noman Chowdhury)