

About Us

Maya Apa is a Bangladesh based technology company, trading as Mayalogy Ltd. In 2014, Maya Apa partnered with world renowned NGO, BRAC, through its Gender Justice and Diversity department, to further develop the platform and reach more users in need. Since then Maya Apa has resolved over 450,000+ user queries and launched the Maya Apa Android app in February 2015.

Our service has been committed to reinventing the way people in developing countries access expert advice and share knowledge. By eliminating the social, financial and geographic barriers to accessing expert advice on health, psychosocial and legal issues; Maya Apa aims to be everyone's personal digital wellbeing assistant.

'Maya Apa' is re-inventing the way people in developing countries access vetted expert advice. Maya Apa is a knowledge sharing/messaging platform available on Android, Web, and Free Basics.

We currently services 2000+ questions a day, encompassing a wide range of topics, primarily; Public Health, Psycho-social and Legal. With a MoM growth rate of 10%+ we're constantly on the edge of chaos and looking to grow further.

In countries like Bangladesh, where there are many barriers to accessing reliable advice (particularly for women), our service is easy-to-use and very user friendly. Both men and women can ask questions in English, Bangla, Banglish and or Voice. Questions are then routed to a vetted network of experts (doctors, therapists etc.) through a real-time, uber-like backend.

Background

Maya Apa started out as a blog called “Maya” in 2009 by our founder Ivy Huq Russell, before launching its current intelligent platform (available on Android, Web & Wap).

“I first started Maya in 2009, soon after I had my first child, as a blog to start gathering/creating/sharing female-oriented content in Bangladesh. I found there to be a massive gap between the information/knowledge women needed in a country like Bangladesh, and how they could access it. The goal then was to provide high quality, locally relevant content to women, mostly mothers. Our site was very bare bones, and on a whim, I added a very basic comments box on the homepage with the call to action, “ask Maya Apa anything”. We started to get a few queries every day, and this eventually led to us responding to 15-30 questions a day. I was routing these question to my friends who had relevant expertise. We realised quickly that this was the “killer feature” and in 2014, Maya pivoted to focus primarily on the “Maya Apa” service.”

- IVY HUQ RUSSELL, CEO & FOUNDER

BRAC and Maya Apa have recently signed a partnership (February 2017), making BRAC a core partner and advocate of its services.

Our Key Partners



Maya Apa In Media

The New York Times

“With the “Maya Apa” mobile app and website, empowerment in Bangladesh is now not only downloadable, but something that women and girls can literally carry with them” - Anushay

Hossain



“For women who are cut off from information, services like Maya Apa are a light in the dark.” -

Sheryl Sandberg, COO Facebook

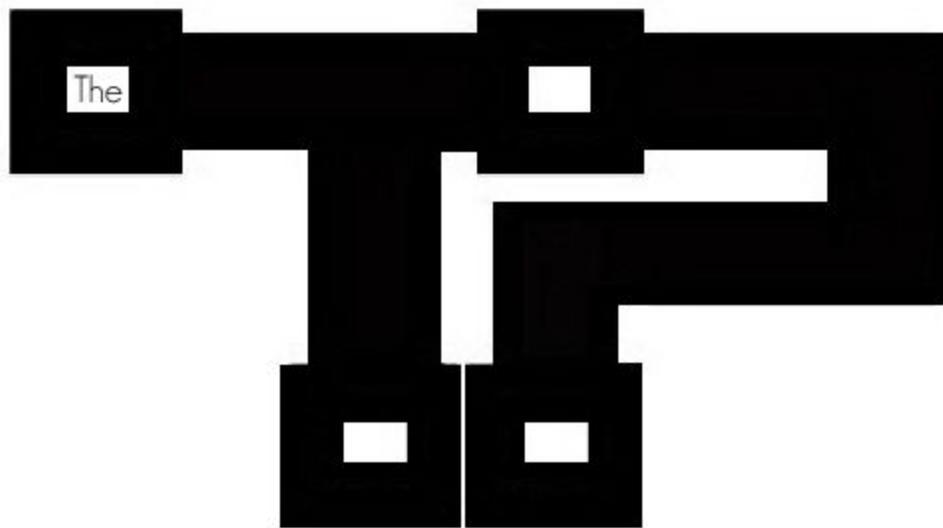
The Daily Star

"The Maya App is perhaps one of the biggest initiatives undertaken to create a virtual safe space for people from all walks of life in Bangladesh." - Osama Rahman

THE STRAITS TIMES

"No one in my family was willing to help me - they didn't want me to leave my abusive husband. They kept on telling me: What would people say about a divorced daughter! Learn to adjust..." -

Anonymous Maya Apa User



"In a country like Bangladesh where digitization is still an alien to the majority of the population, entrepreneurs don't accept defeat. Over the few recent years, Bangladeshis have been witnessing the execution of an array of unconventional ideas." - Joyonto Roy Chowdhury



"We realized quickly that this was the "killer feature" and in 2014, Maya pivoted to focus primarily on the "Maya Apa" service." - Ivy Huq Russell, Founder Maya Apa



“If you thought that addressing some of your most private concerns to an app that went by the name of ‘Maya Apa’ was slightly ‘too new age’ for you (or some may find it outright strange), the app’s presence at Digital World 2016 will help you to better understand Maya Apa – through a real life demonstration of what their digital service provides.” - Features Desk



“This truly adds the much sought after element of interactivity within the exhibition and lets the audience know what Maya Apa actually delivers: advice from experts, with a focus on providing users with convenience and ease of use.” - Staff Correspondent

THE ASIAN AGE

“Maya Apa has its ups and downs but it is solving a very critical problem in Bangladesh.” -
Ruhul Kader & Nezam Uddin



“It is also experimenting with few B2B service offerings which will be officially launched soon. For instance, if an organization wants to provide psychological counselling to its employees, where finding a psychologist is hard, Maya Apa plans to fill this gap.” - Samiul Alam



“Maya provides a platform where women can freely speak about their emotional, medical, legal, and social needs anonymously, without being judged.” - Shahana Siddiqui, Cofounder Maya Apa

ICE TODAY

“In a society, which is prescribed by stigma and socioeconomic constraints, most people in dire need of physical and mental health care end up being smothered by the taboo created as a result of the lack of awareness and knowledge? Maya.com.bd, in partnership with BRAC, has launched a unique android-based mobile app for women in Bangladesh called Maya Apa.” - Natasha Rahman



“This app will not only create a greater access to information and services for women all over the country but also a nationwide consensus for a supportive society.” - Sheepa Hafiza, Director Brac



“Interestingly, the app was developed by two women, Achia Khaleda Nila & Shubrami Moutushy Mou. In addition, a team of Bangladeshi female engineers, doctors and entrepreneurs helped put the app design and content together.” - Radhika Sharma



“Bangladesh Une application permet aux femmes du pays de trouver des réponses et des conseils à des problèmes que la société préfère ignorer.”



“Die App ist das Ergebnis einer Kooperation zwischen maya.com.bd und der nichtstaatlichen Entwicklungshilfeorganisation BRAC (abgeleitet von Bangladesh Rural Advancement Committee).”



“L'application Maya, qui gère plusieurs centaines de messages anonymes par jour, est la toute première application de service d'aide aux femmes au Bangladesh.”

Our Alliances :



ICT Division

