



Digital-insurance startup Bimafy gets BDT 1 Crore funding

Bimafy, a digital insurance platform in Bangladesh recently received an investment worth BDT 1 Crore from Startup Bangladesh Limited.

Bimafy enables customers to avail insurance services through an online platform in Bangladesh. Since 2019, Bimafy has been

working on digitalisation of insurance service facilities to ensure global standard customer service in the insurance sector.

Customers can choose and buy health insurance, accident insurance, travel insurance and motor insurance from insurance companies of their choice through the Bimafy app and

website. Bimafy also works closely with multiple companies to provide a variety of corporate solutions.

In addition to providing digital insurance services to more than 400,000 customers, Bimafy settles health insurance claims with innovative micro-insurance products.



Swisscontact joins SWAP to improve Bangladeshi RMG workers access to technology

Swisscontact Bangladesh and re-commerce platform SWAP recently agreed to work together in order to increase RMG workers' access to digital financial solutions through smartphone penetration.

Currently, around 2.5 million

ready-made garment (RMG) workers of Bangladesh have been reported to use smartphones in a recent baseline study conducted by 'Sarathi - Improving Financial Health', a flagship financial inclusion project of Swisscontact Bangladesh.

As of now, most RMG workers use feature phones due to lack of access to affordable smartphones, usability barriers from lack of digital literacy, and lack of awareness regarding the benefits of smartphones.

Swisscontact Bangladesh will be

collaborating with SWAP to address this digital divide and increase RMG workers' access to digital financial solutions through smartphone penetration with SWAP's re-commerce model using 'Livewire' outlets and SWAP agent shops.