



Cashless is the future

The food delivery man rings the doorbell. “Apa, here’s the naga momo that you ordered.” A bit muffled and more so happy that something appetising has been ordered by the teen in the house, I begin to look for my wallet, only to discover that the delivery boy had disappeared in a jiffy, setting the realisation that it’s no longer

the era of the paper note, but of the cashless society, which relies heavily on fintech companies and online banking; meaning the money had already been paid in advance!

“People find cashless transactions more convenient,” said Nahid Farzana, Head of Cards, Eastern Bank Ltd. (EBL), adding “The pandemic has made the

transition even more convenient.”

So, how can this fact be translated into the future of consumerism?

ONLINE SHOPPING

Many stores have turned to the e-commerce market during the pandemic. Many of the retail fashion brands had to close down their

physical outlets due to the rising cost of operations compared to the lack of direct sales. This is the time when most outlets took up space in the world wide web or only continued to work with their online existence.

Sabera Anwar, owner of Panache Hub and Sabera Anwar Designs, created the Go Deshi platform back in

2020, with a single ideology in mind; to help local brands survive through tough times.

“What started as a purely online brand with cashless payments and fintech support has grown to include a physical store after the pandemic.

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POND'S

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