# PERSONAL FINANCE WISDOMS

## TAILORED banking solutions for all ages

**SYED MAHBUBUR RAHMAN**
Managing Director & CEO, Mutual Trust Bank

Mutual Trust Bank (MTB) consistently enhances investment offerings for individual customers by identifying their distinct requirements and delivering targeted service solutions to fulfill them. As part of this endeavor, we have designed and developed accounts serving different demographics of society, such as the MTB Junior A/C, dedicated to serving the needs of those below 18 years. The balance requirement for this A/C is as low as BDT 100. The MTB Graduate A/C is dedicated to those aged 18 to 28 years. There are no A/C maintenance fees or SMS charges for these accounts. The MTB Senior A/C is dedicated to individuals aged 60 years and above. We also have the MTB Angona product line, specially designed to serve the segmented needs of women customers. We offer the Privilege Savings A/C for customers maintaining higher balances with us, where we have dedicated Relationship Managers providing a personalized banking experience. There are also insurance-backed savings accounts like MTB Inspire and MTB Extreme. Apart from these, to support the banking needs of the masses, we offer regular savings A/Cs.

At MTB, we offer a comprehensive range of services to assist our customers in managing and consolidating their debt. We have Relationship Managers (RMs) stationed at both our head office and branch locations, dedicated

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to addressing customer needs through personalized service and financial counseling. By understanding customers' current debt conditions, the RMs suggest tailored repayment plans, combine multiple debts into a single loan by offering suitable loan products with top-ups or take-over loans.

Owning a home is a lifelong dream for many. Understanding this, MTB offers a range of home loan and home finance products with the market's best competitive interest rates. When processing a home loan application, we suggest a suitable tenure for the loan, provided that their DBR supports it, to keep EMI manageable and consistent with the customer's monthly income.

MTB has utilized digital platforms to greatly improve how our customers manage their personal finances. Our comprehensive online banking portal and application allow customers to open and manage their accounts, view account balances along with transaction histories, pay bills, transfer funds, manage cards, and monitor their spending patterns in real-time from the comfort of their home or on the go. We are working on offering customers end-to-end digital processing of loan applications without requiring any manual intervention. Through this application, customers can avail themselves of emergency funds as and when required to fulfill their personal needs.

## A RELIABLE FINANCIAL planning partner

**MD. OMAR FARUK KHAN**
Managing Director & CEO (CC), NRB Bank

NRB Bank Limited offers a comprehensive range of financial products and services including personal and commercial banking, Islamic banking, trade services, cash management, treasury functions, offshore banking, brokerage, and custodial services. The bank offers specialized deposit products like the Pearl Account for women, the Power Saver Account for savings, and the Amar Shopno Account for underprivileged individuals.

The bank offers an Investment Savings Account tailored for resident Bangladeshi investors interested in the capital market. These offerings reflect the bank's dedication to meeting diverse customer needs and promoting financial inclusivity.

The bank supports customers in improving their financial health by providing tailored solutions and resources for debt management. NRB Bank assists customers in managing and consolidating their debt through various services:

Debt Consolidation Loans: We offer loans that consolidate multiple debts into one with lower interest rates and manageable repayment schedules.

Financial Counseling: We guide our customers on effective debt management, including budgeting and negotiating with creditors.

Debt Management Plans: Relationship Managers are assigned to create personalized plans for borrowers to regain financial stability.

Debt Relief Programs: NRB Bank provides special incentives and restructuring plans to help borrowers struggling with loan repayments.

> **We empower our customers by providing personalized financial plans through consultations with experienced bankers.**

Online and Mobile Banking Tools: Provides tools for monitoring debts, tracking payments, and setting up automatic transfers through digital platforms.

Furthermore, the bank also plays a pivotal role in helping customers plan for major financial milestones such as home buying and retirement through a range of services:

Mortgages and Home Loans: We offer financing options with competitive rates and terms to assist customers in purchasing homes.

Retirement Planning Services: We provide specialized savings accounts for retired/senior citizens, deposit pension plans, investment products, and advisory services to ensure post-retirement financial security.

NRB Bank offers a wide range of investment opportunities including fixed deposits, government bonds through BP ID, and capital market investments through its subsidiaries (NRB Bank Securities Plc.) to help customers grow and preserve wealth over time.

We empower our customers by providing personalized financial plans through consultations with experienced bankers, taking into account individual financial goals and risk tolerance.

NRB Bank aims to promote financial literacy among our customers with educational workshops, seminars, and online tools to enhance financial literacy and decision-making.

All things considered, NRB Bank is a reliable financial planning partner that provides clients with the tools and resources they need to accomplish important life goals.

# Young and Money-Wise

NIHAD NOWSHER

Personal finance management is crucial for long-term financial stability, and starting early can set the foundation for a secure future. In Bangladesh, where economic growth is accompanied by evolving financial opportunities, it's essential for young people to understand and manage their finances from a young age.

**WHY START EARLY?**

**1. Building a Financial Foundation**
Early financial education helps young people develop a solid understanding of budgeting, saving, and investing. This foundation is crucial for managing expenses, avoiding debt, and making informed financial decisions. In Bangladesh, where the financial landscape is rapidly changing with the rise of digital banking and mobile financial services, having this knowledge early on can give young people a significant advantage.

**2. Avoiding Debt Traps**
Many young people are tempted by easy credit options and loans. Without proper financial education, they might fall into debt traps, leading to long-term financial instability. Teaching young people how to manage credit responsibly and avoid high-interest loans can prevent these issues.

**3.Maximizing Investment Opportunities**
With the growth of financial markets and investment options in Bangladesh, early education on investing can open doors to wealth-building opportunities. Understanding how to invest wisely in savings accounts, fixed deposits, or government bonds can lead to significant financial benefits over time.

**HOW TO START MANAGING PERSONAL FINANCES EARLY**

**1. Financial Literacy Programs**
Schools and educational institutions in Bangladesh should incorporate financial literacy into their curriculums. Programs that cover basic financial concepts, such as budgeting, saving, and investing, can equip students with the necessary skills. Financial institutions like Dhaka Bank and Mutual Trust Bank have initiated programs targeting youth to improve financial literacy, setting an example for others to follow.

Mustafizur Rahman, Head of Retail at Dhaka Bank shares, "In 2023, we visited several schools and conducted seminars and programs, organizing question-and-answer sessions. We introduced banking offers and showed informative videos to inspire young people to be more financially aware from an early age—a goal supported by Bangladesh Bank."

**2. Savings Accounts and Financial Products**
Banks in Bangladesh offer various savings accounts tailored for young people. Accounts like the EBL Junior Account or BRAC Bank's Agami Savers are designed to encourage saving from an early age. These accounts often come with minimal fees and attractive features, making them accessible and beneficial for young savers.

"There are schemes that allow young people to be financially included from an early age. Our EBL Junior account holders are contacted by our employees once they turn 18 and are shown options for different types of savings or bank accounts, helping them make financially literate decisions for their future," shares Al Mamun Ansar, Head of Liability Business, Liability Wealth Management, EBL.

**3. Use of Digital Banking Tools**
The rise of digital banking in Bangladesh provides young people with user-friendly tools to manage their finances. Mobile banking apps allow users to track spending, set budgets, and save money efficiently.

**4. Parental Involvement and Role Models**
Parents play a crucial role in shaping their children's financial habits. By involving young people in family budgeting, discussing financial decisions, and setting an example of responsible money management, parents can instill good financial habits. Educational institutions can also collaborate with parents to reinforce financial education at home.

**5. Government and Community Initiatives**
Government initiatives aimed at promoting financial literacy can make a significant impact. Campaigns and workshops designed to educate young people about personal finance can complement school programs.

Starting personal finance management from a young age is essential for securing a stable financial future. In Bangladesh, where financial opportunities and challenges are rapidly evolving, early education and responsible financial practices can pave the way for future success.