

FESTIVEFINANCES

Embracing cashless payments for Eid

ILLUSTRATION: SOJIB ROY

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As the crescent moon marks the beginning of Ramadan, Bangladesh transforms into a bustling hub of spiritual devotion and celebratory preparations. The holy month is not just about fasting and prayer—it also brings a surge in shopping, as families eagerly prepare for Eid, the most anticipated festival of the year. From new clothing and festive gifts to lavish iftar feasts, the shopping frenzy reaches its peak, making Ramadan and Eid the biggest commercial seasons in the country.

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