

TRUST IS THE REAL CURRENCY

Why People Trust an App More Than Cash



Notifications and transaction histories have become the new proof of payment.

Cash feels solid. You can hold it, count it, and tuck it away. Yet for millions of Bangladeshis, a small screen has quietly become more trustworthy than a hand-to-hand exchange. This trust didn't spring from technology alone; it's built on habit, repetition, and visibility.

A SOUND THAT REASSURES

The most powerful feature of mobile financial services isn't speed; it's confirmation. A vibration, a message, a timestamped notification, all these alerts signal

that a transaction is complete. This assurance does what cash cannot: it proves that something happened, and when it happened. Over time, these confirmations build confidence, one transaction at a time.

MEMORY THAT DOES NOT FORGET

Cash has no memory. Once it changes hands, the story fades away. Mobile wallets, on the other hand, keep a record. Transaction histories allow users to scroll back,

verify amounts, settle disputes, and confirm whether money was sent or received. In households and small businesses, that digital trail often becomes the final word. For many users, this record isn't just handy; it's calming.

WHEN SOMETHING GOES WRONG

Trust deepens when problems can be resolved. Options for transaction reversals, complaint numbers, and customer care lines matter more than flashy features. Knowing that a mistake can be reported, traced, and corrected makes digital money feel safer than cash lost to miscounting or misunderstanding. This is where formal systems quietly outperform informal ones.

THE FEAR OF SILENCE

However, panic sets in when networks go down. Transactions freeze. Notifications stop. Screens refuse to load. The absence of confirmation creates immediate anxiety, even if money isn't actually lost. This highlights how deeply users have come to rely on digital reassurance.

MORE THAN JUST MONEY

Ultimately, trust in MFS isn't about apps replacing people; it's about systems replacing uncertainty. Habit builds familiarity, and visibility builds confidence. Together, they transform invisible money into something people can believe in. As one regular user put it, "If there's a message, I relax."

In a world where cash feels tangible yet uncertain, the digital realm offers a new kind of security that resonates deeply with everyday users. Trust, after all, is the real currency.

Surviving the digital pickpockets of Bangladesh

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If we don't do it in 2 minutes, the money will leave your account permanently."

He continues, "I have sent a 6-digit verification code to your mobile. Please check your SMS and tell me the code quickly." In your panic to save your money, you give him the code. He assures you now your fund is safe.

Then you try to log in several times, but it's not working. Now it occurred to you that it wasn't a verification code. That was the OTP (One Time Password) to reset your PIN. He hung up, changed your PIN, and drained your account while you were still holding the phone, wondering why the line went dead. If only you remembered the messages, advertorials from bkash: "bkash will never ask for your PIN or OTP."

The "LUCKY Winner" trap

You are cooking the meal for the day.

You are rushing to turn it off because it's time to pick up the kids from school. Your phone rings. The person on the other side sounds super excited. "Madam! Assalamualaikum! Do your children study at XYZ School? Congratulations! The Government has selected them for a fully funded scholarship!" You pause. He knows the school's name perfectly. It must be real. "Madam, the fund is expiring in 30 seconds! I sent a code to your phone. Give me that quickly! Also, take your bkash PIN. Add 2025 to it. Now multiply the total by 2026. Tell me the final answer immediately!"

Your brain is scrambling. You do the math, read out the big number, and give the OTP he asked for earlier. "Thank you! Hang up now so the system can process the money!" You hang up. You check your App to see the stipend. And you are met with "Login Failed."

YOUR SAFETY GUIDE

The "Pin-Code" silence:
If anyone—literally anyone, even if they say they are from the Prime Minister's office—asks for a Code or OTP sent to your phone, hang up. Real employees are forbidden from asking for this.

Head office doesn't use personal SIMs:
bkash calls from 16247. Nagad calls from 16167. If "Head Office" is calling you from a standard number, it's not Head Office. It's likely a guy sitting in a field trying to steal your money.

Stay smart, stay suspicious, and keep your hard-earned money safe!

Gearing Bangladesh for a cashless tomorrow

TAGABUN TAHIRIM TITUN

Imagine falling in love with a gadget or expensive jewellery at a shop, and instead of digging into your pocket, you simply scan a QR code or tap a few buttons on your phone. Yes, you guessed it right, bkash is turning that moment into a tiny delight and a habit. With Bank to bkash and Card to bkash transfers available around the clock, funds move from banks or cards into their mobile application instantly when you need them. A nationwide network of over 350,000 agents brings essential financial services to villages and small towns, and almost 1 million merchant QR points have turned tiny shops into digital storefronts. As a result, millions of Bangladeshis now rely on it for everyday payments, mobile recharges, utility bill settlements, remittances, savings, loans, and more.

LOANS AT YOUR FINGERTIPS

bkash is more than a payment tool. It is an on-demand credit engine supporting entrepreneurs, small businesses, and households. In partnership with City Bank, it enables instant collateral-free loans through the bkash app. Over Tk 50 billion has been disbursed to nearly 2 million customers across more than 12 million transactions, with about 25 per cent of borrowers being women, indicating reach among underserved groups. Quick approvals help shop owners restock and families manage unexpected expenses, stabilising cash flows. Digital scoring and usage histories allow informal entrepreneurs without traditional bank records to access credit and build financial profiles for better services.

SAVINGS MADE SIMPLE

Saving is no longer limited to piggybanks. bkash's DPS lets users save weekly or monthly starting from only 250 taka per week, making disciplined saving realistic for low-income households. The platform partners with Mutual Trust Bank, Dhaka Bank, BRAC Bank, City Bank and IDLC Finance to let users move, hold and cash out savings easily through agent points without any change. More than 5 million DPS accounts have been opened, and about 30 percent are by women, reflecting rising financial participation among female savers. Friendly reminders, clear progress displays and agent coaching encourage long-term saving, helping families plan for school, festivals and medical expenses without relying on costly informal credit.

CASHLESS FOR EVERYONE

Inclusion is central to bkash's mission. Feature phone users can access services via USSD (*247#)

without internet, while smartphone users have a full app with Bangla language support and voice prompts. Trained agents act as local financial guides in marginalised areas. 64 MFIs, serving millions, accept loan repayments and deposits through bkash, reducing travel time and costs for rural borrowers. Community outreach and literacy drives build trust among senior citizens and new users, helping rural and urban customers join the cashless economy. To drive cashless behaviour, bkash integrates key financial products into one app, enabling personal finance management for millions.

BOOSTING THE ECONOMY AND PROTECTING USERS

Digital payments reduce theft risk and cut the high costs of printing, transporting, and securing cash, easing pressure on the national economy. Merchants digitise sales, consumers pay utility bills and education fees through apps, and businesses receive funds faster, enabling reinvestment, hiring, and expansion. Digital transaction records improve transparency, reduce leakage in public disbursements, and help small sellers, including local e-commerce merchants and startups, reach wider markets at lower transaction costs.

Reduced cash handling also means fewer trips, less paper use, and lower transport emissions. At the same time, security measures such as PINs, eKYC, one-time passwords (OTP), device biometrics, and round-the-clock monitoring protect users, while fraud detection teams and responsive support limit scams and losses, building trust across urban and rural customers alike.

EVERYDAY SCENES, NATIONAL CHANGE

The revolution appears in small scenes: a mother paying tuition from home, a man in Dubai sending remittance within minutes to cover his parents' treatment, an artisan turning social interest into a paid order overnight. By combining savings, loans, remittances, and a wide agent network, bkash has woven financial services into daily life and nudged Bangladesh toward inclusive prosperity. QR payments, small DPS accounts, and Bank to bkash transfers turn routine actions into financial security, support local businesses, and strengthen household stability. Each transaction contributes to a cashless future that is more secure and accessible. Every account, deposit, and digital sale expands inclusion, creates income, and reinforces communities across cities and villages, showing how everyday choices can shape a national economy.

CASHLESS FOR EVERYONE: INCLUSION AT THE HEART OF bkash's MISSION



FEATURE PHONE USERS

Access services even without internet.



RURAL BORROWERS

64 MFIs & MILLIONS OF CLIENTS

accept loan repayments & deposits through bkash



SMARTPHONE USERS

Enjoy a full app experience with Bangla language support and voice prompts.



URBAN CUSTOMERS

FASTER ADOPTION & BUILT TRUST

among senior citizens and new users through Community Outreach & Literacy Drives



SAVING TRAVEL TIME & REDUCING OPERATIONAL COSTS

HELPING RURAL & URBAN CUSTOMERS ALIKE JOIN THE CASHLESS ECONOMY

