

Report on

**The Facilitation of the Client or Customers Value Generation Through  
Digitalization: A Study on Mobile Financial Service Provider bKash**

By

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An Internship Report Presented to the BRAC Business School in Partial  
Fulfillment of the Requirements for the Degree of  
Bachelor of Business Administration

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing a degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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19104021

**Supervisor's Full Name & Signature:**

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**Dr. Mohammad Shahidul Islam**

Assistant Professor,  
BRAC Business School,  
BRAC University

## Letter of Transmittal

Dr. Mohammad Shahidul Islam

Assistant Professor

BRAC Business School,

BRAC University,

66 Mohakhali, Dhaka-1212.

Subject: Submission of Internship Report on Bangladesh Bank

Dear Sir,

I am delighted to present my internship report titled "The Facilitation of Client or Customer Value Generation Through Digitalization: A Study on Mobile Financial Service Provider bKash." This paper serves as evidence of the successful outcome of my internship with bKash. I would like to convey my genuine gratitude for your counsel and support over this duration.

Please find attached the report for your evaluation. I highly value your opinions and believe these will be advantageous to me.

Sincerely yours,

Nagib Mahfuz Alvi

ID: 19104021

BRAC Business School,

BRAC University

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between bKash and the undersigned student at Brac University, Nagib Mahfuz Alvi.

## **Acknowledgement**

I would like to convey my sincere appreciation to my influential academic supervisor, Dr. Mohammad Shahidul Islam Sir, for his consistent guidance and encouragement over the entire process of completing my report. His unique thoughts have not only advised me effectively but also played a crucial influence in the efficient completion of the report.

Furthermore, I would like to convey gratitude to the Department of Corporate Communications, bKash for providing me with significant guidelines and necessary resources which were highly important for the effective completion of my assignment. In addition, I would like to declare my admiration to all the personnel at bKash for their unwavering assistance during the entirety of this procedure.

Best Regards,

Nagib Mahfuz Alvi

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BRAC Business School,

BRAC University

## **Executive Summary**

This in-depth analysis looks at how bKash, the country's largest Fintech Company, is adding value to the people of Bangladesh. bKash is a really important factor for the nation's economy it has provided financial facilities to the people of Bangladesh where most are not under any bank thus giving them financial stability & security. The goal of this study is to evaluate how well the strategic policies of bKash are actually helping people. An overview of the study looks at the history of bKash and how their main focus has always been to give people financial inclusion. My internship was in the Communication Divisions under Corporate Communications Department as an intern. Here I got an opportunity to learn about bKash inside out & the golden opportunity for me there was to know about the goals and vision of bKash. So my objective and problem statement mainly focuses on these factors because after all this financial inclusion is all new for Bangladesh and as a third world country, the main focus of bKash was to make value and make people feel more confident on their financial stability. So my report focuses on these terms and to show how bKash is leaving up to its values.

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## Chapter 1: Overview of (MFS) Mobile Financial Services

### 1.1 Introduction

Mobile Financial Services (MFS) have emerged as a transformational force in today's fast-paced and interconnected world, transforming how individuals access financial services and undertake a wide range of financial transactions. MFS takes advantage of mobile phones' ubiquity and simplicity to provide consumers with a portal to financial empowerment, including fund transfers, bill payments, e-wallet cash out, access to critical financial information, and much more. Unlike typical banking services, which frequently cater to a banked demographic, MFS removes these boundaries. Its benefits are extended to both banked and unbanked people, thus democratizing access to financial services. This inclusivity is enabled through the smart deployment of agents in physical places and the seamless execution of electronic fund transfers, which ensures that financial empowerment reaches every corner of the country. The enormous scale and influence of MFS may be seen in the figures. From March to April 2023, the MFS industry experienced a spectacular 19.04% increase in average daily transactions. Government payments increased by 579.69%, demonstrating the government's acknowledgement of MFS's critical role in improving financial accessibility. Furthermore, inward remittances increased by 25.81%, demonstrating MFS's trust in secure cross-border operations. (From the Bangladesh Bank, 2023)

In Bangladesh, the MFS business is strongly aligned with the idea of a "Digital Bangladesh," a bold endeavor aimed at ushering the country into a digitally empowered future. The government has implemented a number of incentives aimed at encouraging the expansion of the MFS sector, with a special emphasis on increasing financial inclusion among vulnerable groups. These programmes have set lofty goals, such as opening nearly 18 million MFS accounts across the country as part of a larger push to realize "Digital Bangladesh." 2020 (Source: The Business Standard)

MFS in Bangladesh has experienced remarkable expansion and technological advancement. Bangladesh's mobile banking business has thrived since its establishment in 2011. There are currently 13 separate organizations functioning in this dynamic field, each of which contributes to the evolution of financial services in the country. (Source: Bangladesh Bank, 2023). In essence, this chapter establishes the groundwork for a comprehensive examination of the world of Mobile Financial Services (MFS) in Bangladesh. It demonstrates how this innovative technology is breaking down boundaries, promoting financial inclusion, and propelling the country towards a digitally empowered future. As we delve deeper into the world of MFS, we will discover many dimensions of this dynamic sector, as well as its significant impact on individuals, communities, and the country as a whole.

## 1.2 bKash-The Largest MFS Provider in Bangladesh

In the context of Bangladesh, a country with a diverse demographic in which over 60 million people are unbanked, accounting for a significant portion of the population (Source: The Business Standard, 2023), and a staggering 165 million mobile phone users form a thriving and digitally connected ecosystem (Source: Startup, 2023), the emergence of Mobile Financial Services (MFS) has heralded a transformative era. It's a watershed moment in the country's financial history, with unprecedented financial inclusion and technological innovation. In a vibrant & energetic sector like this the name that stands out the most as an unchallenged pioneer in the realm of finance; a instrumental in establishing a path for the nations financial development is bKash. bKash began its journey at 2011 the vision of bKash is focusing on financial inclusion of Bangladesh. The company started as a 51% owned subsidiary of BRAC Bank and marked a beginning of a successful joint venture between BRAC Bank & US based money in Motion LLC. bKash in the beginning focus mainly on facilitating fund transfer through mobile phones. However their vision soon broadened to include utility bill payments, merchant payments, mobile recharge & a huge range of robust financial tools. This enabled individuals from various backgrounds to easily access and use financial services. In the April of 2013, The international Finance Corporation, a prominent division of the World Bank Group started a strategic partnership relationship with bKash. This collaboration expanded bKashes market presence heavily and showed the people that bKash has a unwavering dedication to deliver top notch financial services to its fast growing and diversified community. And then in 2014 was bKashs turning point. bKash achieved a noteworthy major accomplishment by surpassing 15 million registered users, Confirming its position as a strong and inclusive player in the MFS industry. Also bKash was awarded prestigious awards like “ "The Global Brand Excellence Award" and the renowned "Manthan Award" in the "Digital Inclusion for Development" category by the Digital Empowerment Foundation (DEF). bKash also by doing so gained significant support from the Bill & Melinda foundation, strengthening its determination to transform the financial landscape and empower the people of Bangladesh.

In 2018, Ant Financial company, a major player in the financial technology industry and the founder of AliPay, Acknowledged the potential that bKash has & established a formal strategic partnership with bKash. This partnership accelerated the expansion of bKash and also solidified its position as a global leader in the fintech industry, enhancing its capacity to promote financial industry, innovation & economic empowerment. Right now bKash has a customer base of 70 million individuals who are totally validated, and these people are supported by a vast network of people altogether 330000 agents. bKash maintains its dedication to deliver secure financial service in a time when customers' e-wallet information security is continuously at risk from financial theft. This commitment comprises strict adherence to Bangladesh Bank's compliance and updates, guaranteeing that every user's financial transactions remain secure, trustworthy, and seamless. The history of bKash from its beginnings to its current position as a market leader demonstrates not just its unwavering pursuit of quality, but also its tremendous impact on

transforming Bangladesh's financial landscape. In the following chapters, we will dive deeper into bKash's vital role in revolutionizing the nation's financial ecosystem, investigating how it continues to foster financial inclusion, innovation, and empowerment while leaving an indelible stamp on the fabric of the country's financial history.

### **1.3 Values of bKash:**

bKash has 5 values that they are following as their core. these values are given below:

**Integrity in Business:** bKash main commitment is integrity in business. These values are honesty, transparency & adherence. Employees at bKash operate with all these values so their actions align with the laws of the land and the code of conduct.

**Empowerment:** this follows as the driving force behind the organization's success. it has been made by a set of clear expectations set by individuals of the organization. This responsibility falls under employees for creating a dynamic and empowering work environment.

**Innovation:** innovation is the main focus of bKash's identity. This commitment to innovation drives bKash to explore new ideas, embraces change & find creative solution challenges. This persuades employees to remain at the forefront in their technological fields.

**Respectful Dealing:** The main basis of open and effective communication with bKash falls under respectful dealing. This value of bKash falls under internal communication and external interaction that helps strong and respectful relationships between consumers and partners.

**Customer Centric:** bKash is always at the forefront of customer satisfaction. Our organization gives utmost priority to the needs of customers. That's why products of bKash are designed according to the preference of the customers.

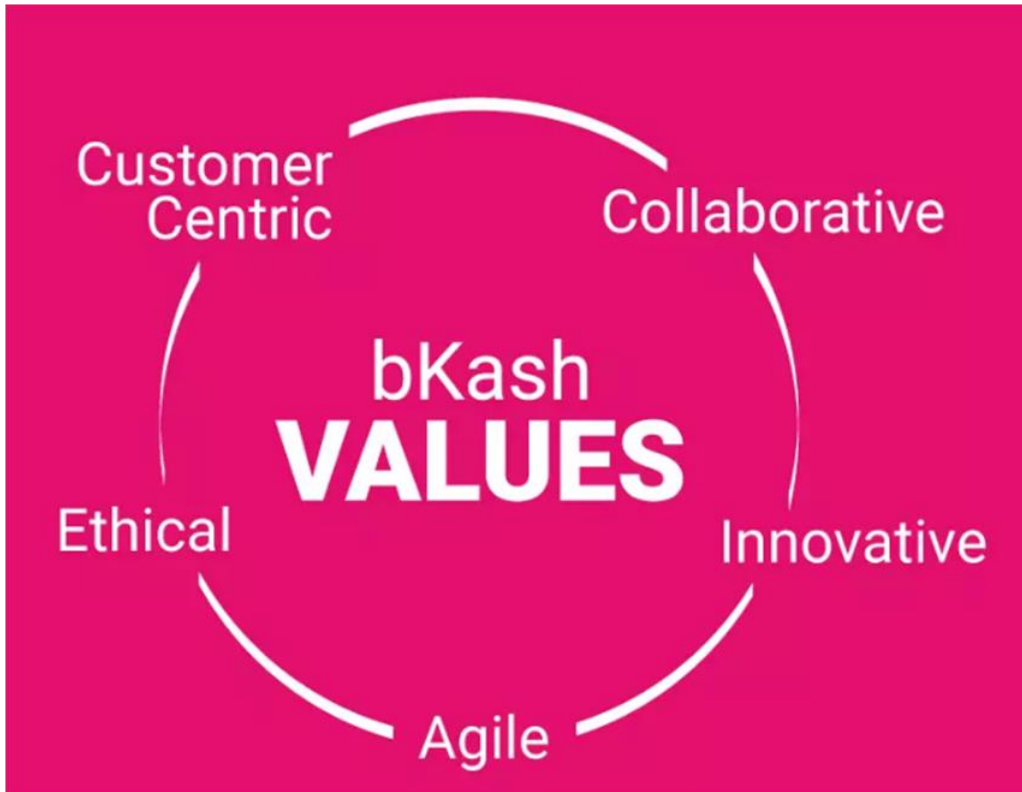


Fig 1: Values of bKash

#### **1.4 Organizational Structure:**

The concept of organizational structure refers to the framework that delineates the hierarchical arrangement of roles, responsibilities, and relationships within an organization.

bKash works based on a horizontal authority structure. Numerous rankings exist for the divisions. Nevertheless, each department abides by the overarching framework depicted in the subsequent diagram.



Fig 2: Authority Structure

bKash's operational activities are enabled by 10 major divisions that each split into various departments, with operations scattered between two corporate offices inside the Dhaka metropolitan area and numerous regional hubs. Teams formed within these departments then collaborate to build the greater bKash ecosystem.

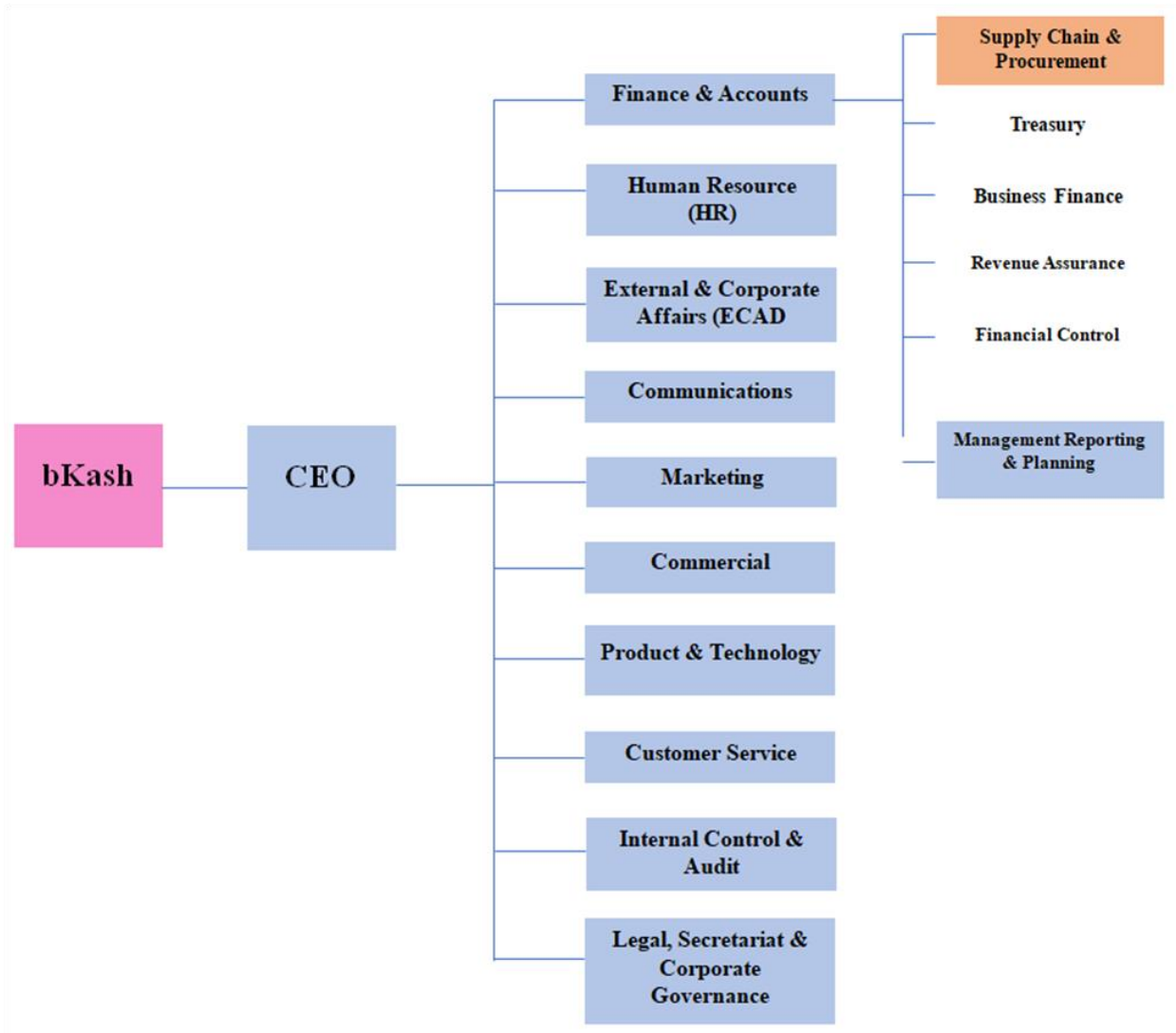


Fig 3: Organization Structure

## **1.5 Industry Analysis:**

### **1.5.1 Industry Size, Maturity & Growth Trends:**

The purpose of this analysis is to examine the current state of the industry and identify key trends, opportunities, and challenges. The dimensions of industry encompassing its size, maturity, and growth trends are of significant academic interest.

In light of the COVID-19 pandemic, individuals have increasingly turned to digital currency as a preferred means of transaction over real cash. Between the years 2020 and 2022, it was projected that the worldwide mobile financial services (MFS) industry would have a significant expansion, with its value increasing from \$20.4 trillion to \$22.5 trillion. This rise was anticipated to be driven by a compound annual growth rate (CAGR) of 9.9%. In addition, it is projected that the total sum would increase to \$28.5 trillion by the year 2025, with a compound annual growth rate (CAGR) of 6%. The primary catalyst for this upward trend can be attributed to the swift recuperation of the global economy following the adverse effects of the coronavirus pandemic.

In line with global trends, Bangladesh has also had favorable growth patterns. At present, digital financial services are being offered by a total of 13 banks in the country. Based on the report published by the Bangladesh Bank, the average daily transaction volume in the country amounted to Tk. 4405.84 crore in June 2023, exhibiting an increase from Tk. 3143.12 crore in June 2022. During the time period, the growth rate of Government Payments via MFS was the greatest, reaching an astonishing 40.1%. The aforementioned tendencies collectively suggest that Bangladesh is poised to experience substantial growth within this particular industry in the forthcoming years.

bKash now holds the leading position in the mobile financial services (MFS) sector of the country. The subsequent place is occupied in a shared manner by Nagad and Rocket.

### **1.6 Seasonality:**

The MFS sector in Bangladesh has had substantial growth, as evidenced by the notable increase in registered users of this service. There was a notable rise in the financial inclusion rate, which experienced a substantial increase from 20% to 55% during the period spanning from 2013 to 2019.

The banking industry is susceptible to the influence of seasonality, as stated by Investopedia. However, this effect is primarily linked to agricultural commodities and the retail sector. The digital financial services in the country currently provide a range of methods for conducting online or digital payments at retail establishments. An instance of an electronic commerce platform, such as Daraz, facilitates the acceptance of consumer payments through the utilization of bKash. The seasonality tendencies experienced by Daraz are equally applicable to bKash.

bKash has established partnerships with several prominent entities, including Robi, GP, BRAC, Banglalink, Airtel, TeleTalk, and numerous others.

The following is a concise summary of the principal stakeholders within the Mobile Financial Services (MFS) sector in Bangladesh, excluding bKash.

## 1.7 Industry Competitors

**1.7.1 Nagad:** a digital financial service, was introduced in March 2019 following an agreement between Third Wave Technology Limited and Bangladesh Post Office (BPO). This company has the position of being the second largest provider of Digital Financial Services (DFS) in the country. The ownership structure of Nagad consists of BPO holding a majority stake of 51%, with the remaining 49% held by Third Wave Technology Limited, which subsequently underwent a name change to Nagad Limited. The company initiated its operations by offering services such as Cash In, Cash Out, Mobile Recharge, and Send Money. However, it swiftly expanded its range of offerings to include other alternatives such as Bill Payment and E-commerce Payment Gateway (PGW), among others.



**1.7.2 Rocket:** The mobile banking service known as Rocket was first launched on March 31, 2011 by Dutch-Bangla Bank Limited, establishing itself as the pioneering platform of its kind in Bangladesh. In 2010, the parent bank implemented an internet payment service for its account holders. However, Rocket facilitated the provision of cheap financial services to unbanked populations. Rocket offers a range of fundamental services such as Cash In, Cash Out, Merchant



Payment, and Salary Disbursement. At present, Rocket is on level with Nagad, as it possesses a substantial share of the whole mobile financial services (MFS) business in the country.



**1.7.3 Upay:** the DFS brand of UCB Fintech Company Limited, has emerged as a prominent contender in Bangladesh's DFS ecosystem since its establishment in 2021. The range of offerings provided by the company encompasses Mobile Transactions, Airtime Recharge, Inward Remittance, Utility Bill Payment, and other related services.



### **1.8 Corporate Social Responsibility - bKash's Dedication to Sustainable Advancement:**

In its ongoing commitment to extending financial services to the unbanked people, bKash acknowledges its significant contribution to the overall progress of the financial sector in the nation. The broadened viewpoint entails a multitude of novel and noteworthy societal

obligations, in accordance with the notion that technological progress serves not only as a means to achieve economic well-being, but also as a driving force behind comprehensive societal progression. This section of the paragraph discusses various aspects of bKash's corporate social responsibility (CSR) and its unwavering commitment to fostering social changes. The journey of bKash is not just a story of financial success; it also demonstrates the significant influence of Mobile Financial Service (MFS). The advancement of Mobile Financial Service (MFS) is really crucial to address various pressing societal concerns along with numerical data and financial transactions.

The company actively engages in a diverse range of Corporate Social Responsibility (CSR) programmes. These endeavors include a wide array of social goals, including education, healthcare, environmental sustainability & community development. bKash leverages its resources and experience to provide a positive influence on persons and communities in need by establishing partnerships and collaborations with diverse organizations and charities.

In summary, the trajectory of bKash encompasses more than just transforming the financial sector; it also serves as a driving force for societal advancement and growth. bKash is actively working towards fostering a more inclusive, equitable, and successful society by means of its innovative Mobile Financial Services (MFS) solutions, dedication to gender equality, endeavors to alleviate poverty, and active engagement in Corporate Social Responsibility (CSR) initiatives. The acts of the organization align with the notion that genuine success should not be evaluated merely based on financial metrics, but rather on the constructive and enduring influence it has on individuals and the wider community. In the subsequent chapters, an exploration of bKash's operations and efforts will be undertaken to elucidate the precise methods via which bKash is effecting discernible positive outcomes in the lives of a substantial number of individuals, concurrently fostering sustainable advancement for the country.

### **1.8.1 The collaboration between bKash and Tasrif to generate funds for the floods in Sylhet:**

Following the occurrence of a catastrophic flood in Sylhet during May 2022, which resulted in the displacement of almost 7.2 million inhabitants, a noteworthy demonstration of empathy and unity materialized as a result of the collaborative endeavors undertaken by bKash and the valiant young vocalist, Tasrif Khan. Tasrif Khan leveraged his internet presence to draw attention to the extensive adversity experienced by flood victims in the region, in light of the grave circumstances they encountered. The individual's dedication extended beyond online lobbying, as they actively participated in on-site rescue and relief efforts.

bKash as an innovative company in the area of Mobile Financial Service (MFS) worked with Tasrif Khan's philanthropic endeavor to provide essential aid in light of urgent circumstances

and the enormous significance of his initiative. This cooperation demonstrates the use of technology to facilitate generous contribution towards food relief efforts in Bangladesh. It allows individuals from different places to donate securely and conveniently, without the requirement of physical currency. As such bKash and Tarif Khan joined together to mobilize the collective efforts and resources of multiple individuals, resulting in aid being sent to the flood-affected citizens of Sylhet. The funds collected played a pivotal role in addressing pressing needs such as the dissemination of food, provision of shelter, delivery of medical assistance and restoration of affected areas.

This case study showcases the effectiveness of collaboration between the business sector and individuals committed to creating positive change, highlighting the resilience and unity of communities in difficult situations. As bKash's wide-ranging humanitarian endeavors in greater depth, this partnership serves as a testament to the transformative impact that may arise from the convergence of empathy and creativity.

### **1.8.2 The Partnership between bKash and Provat in Promoting Sustainable Practices in Bangladesh:**

In response to the current global environmental concerns, bKash initiated a proactive cooperation with Provat, a well-known cycling enthusiast and internet influencer. Together, they embarked on a transformative expedition across rural areas of Bangladesh. The impetus behind this endeavor was rooted in a collective aspiration to advance an environmentally conscious way of life and demonstrate the potential for mitigating carbon emissions through the adoption of sustainable modes of transportation, with a specific emphasis on cycling.

Provat's extraordinary expedition, conducted wholly devoid of tangible currency, depended solely on the mobile financial services provided by bKash for all transactions throughout the rural regions of Bangladesh. The adoption of a cashless approach not only adhered to the principles of environmental sustainability but also emphasized the strong correlation between a cashless lifestyle and an environmentally responsible one. Through the elimination of paper currency, this project has showcased the potential for substantial positive effects on the overall welfare of the world. bKash, acknowledging the significance of promoting awareness regarding this environmentally conscious endeavor, utilized its power to get media coverage. The project garnered extensive attention on many social media platforms, newspapers, and television stations. The widespread media coverage not only disseminated information but also fostered enthusiasm among the general public on the feasibility of implementing low-carbon consumption practices across the entire nation.

The partnership between bKash and Provat exemplifies a noteworthy integration of technology, environmental awareness, and societal impact. The aforementioned entity functions as a symbol

of optimism for a future characterized by sustainability, wherein advancements in digital money and environmentally conscious ways of living can converge to facilitate constructive transformations. As we explore bKash's comprehensive dedication to corporate social responsibility, this programme serves as a prime illustration of firms' ability to set a precedent and make substantial contributions towards the worldwide necessity of environmental conservation.

### **1.8.3 Book distribution through Biswa Shahitta Kendra as it is the signature CSR program of bKash:**

bKash has demonstrated a strong dedication to social welfare by expanding its philanthropic efforts beyond the realm of financial services. The company actively engages in programs that make substantial contributions to both the local community and the nation as a whole. In continuation of their enduring commitment, bKash has recently made a contribution of 33,600 books to the Nationwide Enrichment (Book Reading) initiative initiated by Bishwo Shahitto Kendro (BSK), thereby signifying the culmination of a fruitful nine-year collaboration. The distribution of books, with the intention of cultivating a passion for reading among pupils, would encompass educational institutions around the country, accommodating both Bangla and English mediums.

The significant contribution made by bKash serves to strengthen their engagement in social activities, underscoring their dedication as a socially responsible corporate entity. Since 2014, bKash has been actively involved in BSK's book reading initiative, which is considered a crucial element of their Corporate Social Responsibility. Over the course of its existence, bKash has distributed roughly 300,000 books to nearly 4,000 educational institutions, thereby exerting a positive influence on the educational landscape and benefiting an estimated 3 million students throughout the nation.

Furthermore, bKash demonstrates its commitment to fostering literacy through a range of additional endeavors. bKash has played a significant role as an organizer of the Bangla Academy Ekushey Book Fair since 2018, showcasing their dedication to the literary community. In addition, bKash undertook the distribution of 20,000 copies of the graphic novel series titled 'Mujib' to 500 educational institutions in Bangladesh, encompassing both Bengali and English language schools. This initiative was carried out as a means of commemorating the birth centenary of Bangabandhu Sheikh Mujibur Rahman and the golden jubilee of Bangladesh's independence. The primary objective of this project was to disseminate the principles advocated by the esteemed leader among students, thereby enhancing their comprehension of the historical background and core principles of the nation.

Moreover, since 2019, bKash has played a pivotal role in extending vital assistance to PROYASH, an educational institution focused on special needs education located in Jessore. This partnership underscores bKash's unwavering commitment to promoting inclusive education. bKash's diverse endeavors serve as a prime example of the efficacy of public-private partnerships, demonstrating the profound influence that businesses can wield in fostering a deep appreciation for education and knowledge acquisition among the younger generation within the country.

#### **1.8.4 The many donation channels offered by bKash:**

bKash demonstrates a dedication to corporate social responsibility by actively promoting humanitarian help through several avenues for donations. The bKash ecosystem encompasses a wide range of 28 organizations, including prominent institutions like the Liberation War Museum, ICDDR, and BRAC. These organizations have built specialized channels inside the ecosystem to facilitate the seamless and paperless receipt of donations. This initiative exemplifies bKash's commitment to utilizing its mobile financial services platform in order to generate a beneficial influence throughout society. bKash has facilitated the democratization of philanthropy by offering users a convenient and effective platform to contribute to diverse causes.

#### **1.9 Conclusion:**

At the end of this I can easily say that bKash is a company with the perfect vision and mission. The reason I am saying that is quite simple: their focus on Bangladesh's people is really on a different level; they want to grow together with people while providing everyone with financial inclusion. Their customer centric approach with the empowerment of people is what makes bKash the best fintech in Bangladesh

## Chapter 2: Internship Experience

### 2.1 Introduction:

My internship journey started with an aptitude test online, then the FGD session and after that I worked on a written assessment. After that I was given a date where I gave my interview and was selected for my Internship. My internship at bKash's Corporate Communication Division gave me a broad and in-depth understanding of the dynamic sectors of corporate communication, marketing, and market research. In this comprehensive report, I will present an in-depth description of the important activities I completed during my internship, emphasizing their importance and impact within the division.



Fig 4: My Internship Team

### 2.2 Student Information:

I am Nagib Mahfuz Alvi from the BRAC Business School, BRAC University, ID: 19104021. I have completed my first major in Marketing and second major in Human Resource Management.

### **2.3 Internship Supervisor & My Works:**

My internship Supervisor was Rukhsana Mily who was Deputy General Manager, PR & Media Relations, Communications at bKash Limited. She was my direct supervisor. Under her I learned a lot about content creation & interviewing. I also worked under a senior named Shah Mohd Sadnan Sakib Assistant Manager - Digital Assets bKash Limited, for him I worked on a huge campaign of bKash. I learned a lot about Media Buying from him. The project I worked on was bKash er ek jug purti. My internship was from June 2023 to September 2023.



Fig 5: Corporate Communications Team in bKash.

### **2.4 Student Contribution to bKash:**

During my internship at bKash i worked in the Corporate Communication department at bKash. I used to give daily reports and articles to my supervisor and team mates. I also went to interview people at various places for content gathering. Another thing I worked on is bKashs wikipedia

page. By doing so my work will always be visible in bKash. Lastly, I worked on the campaign bKashs ek jug purti. These are the tasks that highlighted my time in bKash.

## **2.5 Benefits to the Students:**

I have learned a lot as an intern in bKash. It has helped a lot in my career and also helped me get a good understanding of the corporate field. The reason being bKash as a company doesn't give their intense minimalistic jobs. While working there I worked as a team member with the team in a lot of projects and many of my articles were directly published from bKash as a result & this gave me confidence that I can do what needs to be done and get my goals met without anyone's help. Another thing while working there I worked in other departments thus my portfolio or CV became very diverse and also got to learn a lot about many different segments of marketing. Marketing is so diverse but the main thing I learned from all of this is that whatever content I produce has to get people's attention and keep it in that's the whole purpose. So in a sense I gained a lot of experience, confidence and some very helpful mentors from bKash.

## **2.6 My Tasks:**

### **2.6.1 Task 1: Article Writing - Fostering Engaging and Informative Content**

My primary role as a significant contributor in bKash's Corporate Communication Division was to write articles for a variety of communication venues. These functions played a crucial role not only in captivating our diverse viewers, but also in efficiently conveying essential information to our stakeholders.

The importance of this project was numerous. It required a particular blend of artistry and skill that went beyond ordinary writing ability. My position entailed not only putting words on a page but also methodically adapting material to different audiences while maintaining a consistent brand tone and style. My themes varied from fundamentals like financial literacy to more intricate areas like product updates and in-depth industry insights.

The combination of informative substance and the craft of narrative set this responsibility aside. It wasn't just about presenting information; it was also about constructing fascinating narratives that enthralled but also educated our target audience. This storytelling exercise provided an opportunity for me to hone my skills to create content that engaged strongly with our readers.



This work was essentially a lesson in the art of content production. It pushed me to be a better communicator as well as a better writer. It enabled me to overcome the information-engagement divide by translating raw data into stories that our audience found not only informative but also captivating.

This experience sharpened my storytelling and communication skills, which I believe will be crucial tools in my future professional endeavors. The principles learnt by producing these compelling and instructive narratives will remain a cornerstone of my professional skill set, whether in corporate communication, marketing, or any other industry requiring successful communication.

The advertisement features a man in a light-colored jacket sitting on a pink sofa, giving a thumbs-up. To his left is a pink sign with Bengali text: 'মোবাইল রিচার্জ' (Mobile Recharge), 'সেভ ম্যানি' (Save Money), 'পে বিল' (Pay Bill), and 'অটো পে' (Auto Pay). In the center is a smartphone displaying the bKash app interface with a 'সেট করুন অটো পে' (Set up Auto Pay) notification. To the right is a large pink graphic with the text 'অটোমেটিক বিকাশ করতে সেট করুন অটো পে' (Set up Auto Pay to use automatic bKash). The top right corner has the slogan 'সবসময় সব প্রয়োজনে বিকাশ' (bKash for all needs, all the time) with a bird logo. A QR code is in the bottom right, with the text 'অটো পে চালু করতে স্ক্যান করুন' (Scan to activate Auto Pay). The bottom left corner has the copyright notice '©16247 | bkash.com' and the bottom right corner has the slogan 'বিকাশ, এটাই তুমি থাকতে চাও' (bKash, that's how you stay).

Fig 6: Article about Auto Pay of bKash

### **2.6.2 Task 2: Data Entry - Upholding Data Integrity and Organizational Excellence**

My work as a data entry emerged as a critical linchpin for ensuring the accuracy and integrity of information in the complicated tapestry of bKash's Corporate Communication Division. This work, frequently overlooked yet crucial, emphasized the importance of data correctness and served as a powerful tribute to the careful nature of effective business communication.

Updating and maintaining records was more than just an administrative burden; it was a serious duty. In a field where reliable data is the foundation of sound decision-making, my position was critical in ensuring that the information we relied on was nothing short of flawless.

However, this mission went beyond the sphere of data. It emphasized the bigger picture of organizational excellence. The precision necessary for data entry transformed into a larger set of organizational skills. In a dynamic and fast-paced corporate environment, the ability to manage information accurately and efficiently crosses departments and delivers value at all levels.

In conclusion, my time as a data entry specialist in bKash's Corporate Communication Division was about more than just precise record-keeping; it was about sustaining the accuracy standards that underpin modern business communication. The things I learned and the skills I gained and the effects I had on keeping data safe have all made my organizational skill much stronger. This makes me better prepared to do well in the ever changing world of business operations.

### **2.6.3 Task 3: Interviewing people and writing interesting content: how to transform conversations into stories**

Interviewing people was an important task and a life changing part of my job in bKash's Corporate communication division. These interviews with people inside and outside of the organization as well as outside experts in the fields formed the basis for a lot of different type of content material, and also they were really important for press releases to interesting feature stories and helpful educational pieces.

This job was nothing less than a work of art. It was never enough to just set up conversations, we had to also write stories that really touched people's heart and mind. More importantly each interview was a treasure trove of raw information, full of ideas and points of view that were just begging to be turned into interesting tales to touch people's hearts. The main goal was to close the gap between knowledge and engagement. And by this process I learned a lot and grew a lot.

The main thing that this job was a chance to build me a better version of myself at doing interviews. It was an opportunity to speak with people who were knowledgeable and experienced. I learnt to probe them with probing questions, go deeply into their insights, and

extract the most prominent components that would fascinate our audience. These dialogues were the furnace in which I formed and honed my interview skills.

But it did not end there. The essential essence of this endeavor was the alchemy of translating conversations into narratives that both informed and enthralled. I learned the art of identifying the most important components, arranging material in a clear and entertaining manner, and incorporating narrative techniques into the content generation process. I realized that facts alone do not inspire; it is the stories that bring information to life.

To summarize, my involvement in conducting interviews and creating interesting content for bKash's Corporate Communication Division was more than just having talks; it was about transforming raw facts into tales that resonated with depth. The abilities I learned and developed during this process attest to my development as a communicator and storyteller. They are abilities that I eagerly carry forward, ready to continue writing narratives that inform, engage, and captivate.

#### **2.6.4 Task 4: Active Participation in Marketing Projects - Unveiling the Dynamics of Strategic Marketing**

A crucial role was embedded at the heart of my internship experience at bKash's Corporate Communication Division: active engagement in sophisticated digital marketing projects like “bKash er ek jug purti”. This all-encompassing involvement included content creation, market analysis, and thorough campaign monitoring. This work was more than a chore; it was an immersion into the subtle art and science of strategic marketing.

The profound trip into campaign monitoring, however, lit up this task. It was an odyssey of measuring the impact of our efforts, determining how our messages were received, and making dynamic adjustments to achieve maximum engagement. This real-time modification exemplified the dynamic nature of marketing in the digital age, where agility is not only an asset but a requirement.

Finally, my absorption in marketing projects inside bKash's Corporate Communication Division was a fascinating voyage into the core of strategic marketing. It wasn't just about creating material; it was also about understanding our audience, crafting messages that resonated with them, and constantly altering our approach depending on real-time response. These abilities aren't simply useful for my internship; they're assets I'll take with me, ready to flourish in the ever-changing environment of marketing and communication.



Fig 7: Campaign on “bKash er Ek Jug Purti”

### 2.6.5 Task 5: Comprehensive Market Research - Illuminating Consumer Insights

A significant and intellectually enriching aspect of my internship at bKash's Corporate Communication Division was the rigorous skill of market research. This was no ordinary endeavor; it was a deep dive into the realms of identifying client trends and preferences, an investigation into the very pulse of our target audience. Another main thing why I did market research was to work on a big project of bKash's Wikipedia.

The scope of this assignment was broad, necessitating a multi-dimensional approach to data acquisition, collation, and analysis. It was a symphony of research approaches, not a one-size-fits-all endeavor. Surveys were my tool for getting personal insights from our audience, data analysis my tool for extracting important trends, and industry studies my compass for navigating the financial industry's complex landscape.

The transformational journey of analyzing findings distinguished this role. It wasn't only a matter of gathering information; it was also a matter of comprehending its consequences, creating narratives from numbers, and distilling complex insights into workable tactics. This method not only improved my analytical skills, but it also taught me the value of data-driven decision-making. All this was used to add value in my Wikipedia work.

In essence, my position in comprehensive market research within bKash's Corporate Communication Division was about understanding the ever-shifting sands of customer behavior. It was all about decoding the messages hidden in data and turning them into useful insights to drive our strategic decisions.



Fig 8: Worked on Wikipedia Page.

## 2.7 Conclusion:

As I close this contemplation, I have a strong appreciation for the art and science of understanding client trends and preferences, in addition to knowledge of market research techniques. These abilities are not only applicable to my internship; they are the compass guiding me towards a future in which data-driven decision-making reigns supreme, where market dynamics and customer mood serve as the North Star in navigating the complex world of fintech.

Finally, my internship with bKash's Corporate Communication Division was a rewarding and transforming experience that allowed me to develop, improve, and synthesize a wide range of talents. These abilities, which included writing, data management, interviewing, marketing strategy formulation, and market research, not only broadened my professional knowledge but also provided practical insights for future endeavors in corporate communication, marketing, and market analysis.

## **Chapter 3: Client or Consumer value generation through digitalization; a study on mobile financial service provider bKash**

### **3.1 Abstract:**

This in-depth study looks at how bKash, Bangladesh's biggest digital financial service provider, has changed things by focusing on its main services: Cash In, Cash Out, Mobile Recharge, Savings, Donation, Payment, Remittance, Send Money, Add Money, and Loan. The study looks into how committed bKash is to financial inclusion, women's development, and Bangladesh's economic growth in a sense the overall value generation for the people.

The study looks into how bKash's new services change the way people can receive and use money. "Cash In" and "Cash Out" are like lifelines because they connect underserved areas to the digital economy and stress human-centered design and financial freedom. "Mobile Recharge" gives you unlimited top-up choices and improves your mobile experience with special deals and bundles. The study looks into bKash's innovative "Savings" feature, which makes savings accessible to everyone by requiring small starting deposits and automating the process. "Donation" is a form of social responsibility that lets people help different causes in a safe and effective way. "Payment" changes the way digital commerce works by making purchases easier with QR codes and a large network of merchants. bKash's "Remittance" service also helps families around the world stay in touch, which is good for economic growth and financial inclusion. "Send Money" and "Add Money" break down traditional financial barriers by focusing on speed, security, and openness. This gives people more control over their money and connects people who don't have bank accounts to digital finance. Lastly, bKash's new "Loan" service offers nano-loans, which give people the freedom to follow their dreams and show that lack of access to money shouldn't stop people from reaching their goals. This study shows how bKash's services can change things, and it sets the stage for customer-centered digital finance not only in Bangladesh but around the world as a model for new, empowering, creating value and open financial solutions for everyone.

### **3.2 Introduction:**

This paper aims to provide a comprehensive review of the key services offered by bKash. This analysis evaluates the tactics employed, the outcomes achieved, and the future potential of these endeavors. In addition to this, it delves into all facets of bKash, ranging from its managerial approach to its financial achievements, offering a full examination of the company's entire value generation.

### 3.3 Problem Statement:

bKash's mission statement is to deliver convenient, accessible, and secure mobile financial services to all, empowering individuals and businesses to succeed in the digital economy, supporting financial inclusion, and contributing to Bangladesh's socioeconomic growth. bKash's Vision Statement is to be the premier digital financial service provider in Bangladesh, improving the lives of millions of people by providing innovative and user-friendly financial solutions, fostering financial literacy, and establishing a seamless digital ecosystem for our consumers. So One of bKash's primary challenges is effectively conveying its policies, aims, and financial literacy initiatives to these many stakeholders. Communication is essential for informing people about the objective of bKash. This extensive study report digs into bKash's multiple offerings, providing a detailed examination of the company's core features and their influence on users and the larger community. The study looks at bKash's services from a variety of perspectives, including its managerial strategy, financial achievements, and total value generation. This paper addresses key questions about the accessibility, effectiveness, and impact of bKash's core services on individuals and communities by investigating Cash In, Cash Out, Mobile Recharge, Savings, Donation, Payment, Remittance, Send Money, Add Money, and Loan.

In this study we answer the following questions:

- **Access and Financial Inclusion:** the paper looks at how bKash services like Cash In & Cash Out, connects people of low income areas with the traditional banking services. The idea behind this service is that it gives people in places with limited banking infrastructure more control and power.
- **Empowerment and Economic Growth:** The paper focuses on how bKash's services give users financial freedom by letting them save, buy things & take part in the digital market with confidence. The paragraph talks about how important bKash is for encouraging people to start their own business, growing their economy, and making their neighborhood livelier.

The paper tells you everything one needs to know about the services bKash offers and how these services have changed people's lives, communities and the world banking system. It answers basic questions about how easy, convenient and socially beneficial bKash's services are, it also brings attention to the company's commitment to financial inclusion, innovation and freedom.

### 3.4 Research Question:

The main research question for this project is:

- How does the comparative range of innovative financial services provided by bKash contribute to the progress and strengthening of financial inclusion and economic growth in Bangladesh?
- What is the impact of these services on the socioeconomic welfare of individuals? , their ability to financial resources, and their ability to engage in digital finance?

### 3.5 Research Objectives:

The object of this research paper is to comprehensively analyze bKash's primary services and emphasizing on understanding the mechanism through which services are benefiting the consumers. The study aims to reach the following objectives, all of which are related to value creation:

- To research and understand the multiple ways bKash services are adding value to the consumers. Understanding the features, functions, and unique propositions of each service is essential, with a focus on how they improve consumers' financial experiences and choices.
- To evaluate the success of bKash's services in empowering clients, including people and enterprises, through the provision of convenient, accessible, and secure financial solutions. This evaluation will concentrate on how these services help users achieve financial independence, ease, and empowerment.
- To investigate the user experience and satisfaction levels connected with bKash's services, with a focus on the areas of usability, accessibility, dependability, and security that directly contribute to perceived value. It is critical to understand the aspects that increase client happiness and loyalty.
- To assess the social and economic impact of bKash's services on customers, specifically how these services contribute to financial literacy, poverty reduction, and community



development on an individual level. This entails comprehending the transforming influence of bKash on the lives of clients.

- In the framework of customer-centric innovation, investigate the future possibilities of bKash's services. Understanding emerging trends, technical improvements, and customer habits, as well as how bKash may innovate its services to continuously improve client value, are all part of this. Identifying obstacles and offering ways for addressing these challenges, as well as ensuring long-term customer value development.
- Incorporate relevant case studies and user tales highlighting real-life examples of how bKash's services have added substantial value to clients. These client success stories will serve as actual examples, demonstrating the practical benefits and positive influence on their lives and enterprises.
- Based on the findings, give strategic recommendations to bKash, legislators, and other stakeholders on how to improve the effectiveness, accessibility, and impact of digital financial services from the standpoint of consumer value. These suggestions will emphasize client-centered methods and innovations that will result in a more financially inclusive, empowered, and satisfied customer base.

The study intends to provide a comprehensive understanding of how bKash's services create value for its consumers through this research, providing insights that can guide the company and regulators in developing a customer-centric approach to digital finance in Bangladesh.

### **3.6 Literature Review:**

#### **3.6.1 Cash In:**

The "Cash In" feature, which allows customers to deposit money into their bKash accounts with the crucial aid of bKash agents, is one of the core foundations of bKash's services. This function is more than a convenience; it is a critical component of financial inclusion, allowing consumers to easily engage the digital financial ecosystem regardless of their access to traditional banking services. (Uddin, 2018)

**Accessible Financial Inclusion:**For many people in areas where traditional banking infrastructure is limited, if not non-existent, bKash agents provide an essential link to the world of digital finance. These agents are carefully placed across communities, allowing financial services to reach even the most remote locations. Users don't have to go to a real bank branch to put cash into their accounts, they can directly submit it to the local bKash agents. (Uddin) 2018

**Design with people in mind:** The fact that there are bKash agents adds a very human touch to the organizations digital banking service. People in the community trust agents , they are not only service providers. They work as a very important part of the users by helping them with their transaction, giving them advice, and making people trust bKash totally. This trust on people is very important because people who are new in this sector of digital money make them worry free. 2017

**Transaction process without any breaks:**It means that the cash in process be as easy and clear as possible. The user gives the bKash agent the cash deposit amount, and then the agent then starts the transaction on their user's phone. The amount paid is added right away and then immediately a message on confirmation is sent. This process makes it easier for people to start using the system and makes sure that all financial transactions are quick, safe and clear.

**Financial freedom through empowerment:**Cash in helps their financial life in order. This gives them a peace of mind that their money is safe and easy to use when they need by the use of the digital economy. By this one will get financial freedom by putting cash into a bKash account. From sending money to family and friend to pay bills all can be done through bKash,

**An Engine of Economic Growth:**As more money flows into the bKash environment cash in helps the regions economy grow as a hole.It promotes savings, pushes commerce, and provides credit, all of which are necessary components of a successful economy. Furthermore, it encourages entrepreneurship by allowing people to utilize their bKash accounts to create and build enterprises. Accounting for 40.07 percent or 5,39,68,418 account holders in the MFS industry

Finally, "Cash In" is more than a function; it's a lifeline that connects people to the transformational power of digital finance. It represents financial inclusion, humanity, simplicity, and empowerment. Users may confidently embrace the digital financial landscape, begin on a road towards financial independence, and contribute to the economic vibrancy of their communities and the nation at large with bKash agents as trusted partners.(Uddin, 2018)



Fig 9: Article on Cash In

### 3.6.2 Cash Out:

In the ever-changing field of digital money, bKash's "Cash Out" function stands out as a beacon of simplicity and accessibility. This service allows bKash users to withdraw money from their accounts quickly and easily with the help of bKash agents. It's more than just a transaction; it's a path to financial freedom with a clear and reasonable price structure.(Uddin, 2018) In terms of monthly cash out bKash has 78.08 percent market share

**Unlocking Financial Accessibility:** Accessing cash can be difficult for many people, particularly those who live in places with minimal banking infrastructure. "Cash Out" changes the landscape by putting a network of bKash agents within users' grasp. These agents make it possible for everyone to get access to money by helping users turn their digital wealth into real bucks.

**Reliable Agents Reliable Deals:**Members of the community trust bKash workers as a key part of Cash out process the trust comes naturally. For this users can trust that their money will be handled properly and with care when they go to their local agents. It gives digital money related matters a human touch.

**Giving people financial freedom:**Cash out lets people get their money whenever they need it. Users have power over their money because they can withdraw their cash through bKash agents.

This is useful for everyday use, financial emergencies and any other financial need. It is a step that makes you financially free and living on your own.

An important factor in promoting financial inclusion: Cash out is a key part of making banking services more accessible by letting people withdraw cash easily. People can easily move their money between digital and real world. This is very important because there are not many standard banks because it is a key way to connect to the wider financial system.



Fig 10: Article on Cash Out

### 3.6.3 Mobile Recharge:

The mobile top up feature on bKash is one of the most useful and important tools in the world of digital money. It makes it incredibly easy to fill any mobile sim operators account. This feature isn't just for charging it is also a way to access useful, cheap and valuable mobile services, such as a bunch of discounts and bundle goods.

Mobile recharge without limits: When people use bKash mobile top up they are not limited to any rules that some cell phone companies put in place. It lets you easily add money to the account of any mobile sim provider, so it's a good choice for people who need a wide range of services to avail them easily.

Bundles and special deals: The mobile top up tools use more than just recharge your phone. It also gives users access to special deals and packages. These value-added services aim to improve

the mobile experience rather than save money. Reduced call rates, data packages, and special discounts are available to users in order to maximize the value of their mobile recharges.(2017)



Fig 11: Article on Mobile Recharge.

### 3.6.4 Savings:

"Savings through bKash App from Banks and Financial Institutions" function is a game-changing tool that allows users to go on a financial growth journey from the comfort of their bKash account. This feature removes barriers to saving by allowing users to begin with a low principle value. Furthermore, it provides a wide selection of savings accounts, including Islamic and conventional options, to meet users' individual tastes and financial goals.(Yesmin et al., 2018)

Redefining Accessibility:Savings should be available to everyone, and bKash makes this a reality rather than a pipe dream. Users can begin their savings journey with a nominal principal amount using the "Savings" tool, removing the requirement for large initial deposits. This openness demonstrates bKash's dedication to democratizing financial services.(Report, 2022)

Automated Savings: The "Savings" function automates and simplifies the savings procedure. Users can specify their preferred savings interval, and the required amount is automatically deducted from their bKash account at each interval. This automation takes the guessing out of saving, making it a smooth and easy process. (Report, 2022)

Finally, "Savings" with bKash is more than a feature; it's a route to financial empowerment. It reimagines savings accessibility, provides a variety of account options, automates the savings process, and fosters financial development and stability. It is a tool that encourages financial literacy and allows users to go on a financial growth journey regardless of where they begin. Everyone now has the ability to save and ensure their financial future thanks to bKash's "Savings" function.



Fig 12: Article on Savings

### 3.6.5 Donation:

In terms of social responsibility and compassion, bKash's "Donation" service is a powerful conduit, enabling users to have a deep and long-lasting impact on the globe. This service goes above and beyond the ordinary by allowing users to donate to organizations dedicated to raising funds for essential social, humanitarian, and environmental problems. It is more than just a service; it is a road to genuine change and demonstrates bKash's commitment to corporate citizenship.(Yesmin et al., 2018)

**Enabling Change at Your Fingertips:**The "Donation" service gives people direct control over the power of change. It breaks down barriers, allowing people from various walks of life to support causes that are close to their hearts. It exemplifies the democratization of philanthropy, making charity contributions available to everyone, regardless of background or financial situation.(Dieleman et al., 2017)

**Funding for Social, Humanitarian, and Environmental Purposes:**With "Donation," users can match their values to their activities. They can help organizations that work hard to address critical concerns, such as assisting disaster-stricken people, supporting education efforts, or protecting our planet's vulnerable ecosystems.People can help the causes that are most important to them because there are many of them. This makes people feel like they're connected to the greater good.

**Safe & Effective Donation:**The donation service is not just for giving money it is also responsible for making doccation easy and safe. bKash confirms that it is a safe and easy to use transaction so people use it for easy donations. This streamline process makes sure every gift gets to the right person which builds trust and openness.

**Working together to make the world a greater place:**When people use bKashs donation option they join a bigger force for good. It's a place where people can share their ideas with others who have the same ones, which makes their efforts more powerful. It reminds us that small acts of kindness can make a big impact in this world.

In short, donation is more than just a service, it's a way to make the world a better place. In a sense bKash gives people the tools they need to make the world a better place. By this with a click of a button people can use bKash to give donations and make a difference in people's lives. Everyone can make change, that's what this shows us.



Fig 13: Article on Donation

### 3.6.6 Payment:

When it comes to the world of online shopping bKash's Payment feature is a game changer here. It helps users pay retailers quickly and safely while they browse. This feature goes beyond normal payment methods; it lets users connect with a large network of bKash affiliated stores that accept QR code payment. It's not just a way to pay, it's a new era of easy shopping and smart money management. People from 18 & above, Meanwhile, 72.31% of the total population aged 18 and above use mobile phones which is 66612609.0945.

**Effortless Shopping:** The "Make Payment" function transforms the shopping experience by eliminating the need for cash or time-consuming card transactions. Users may quickly settle their bills and make purchases by scanning a QR code, making every shopping excursion a hassle-free adventure. (Sayad & Diab, 2022)

**Quick and Easy Transactions with QR Codes:** QR codes are the currency of convenience, and bKash has used them to create a frictionless payment experience. Users can easily scan QR codes shown by affiliated merchants with their smartphones to initiate secure and lightning-fast transactions. (Dieleman et al., 2017)



A Broad Network of bKash-Affiliated Merchants: One of the most notable aspects of "Make Payment" is the extensive network of bKash-affiliated retailers. These companies from all industries embrace the digital age and welcome bKash users with open arms. The network of participating merchants continues to develop, guaranteeing that customers can use this tool in all facets of their everyday life, whether it's dining at a restaurant, purchasing at a retail store, or paying for services. (Sayad & Diab, 2022)

To summarize, "Make Payment" is more than simply a tool; it is a catalyst for change in the world of business. It represents convenience, speed, and security. Every transaction becomes a breeze, every shopping journey an adventure, and every user an empowered participant in the digital economy using bKash's "Make Payment" function. It demonstrates technology's transformational impact in simplifying our lives and altering how we connect with the world.

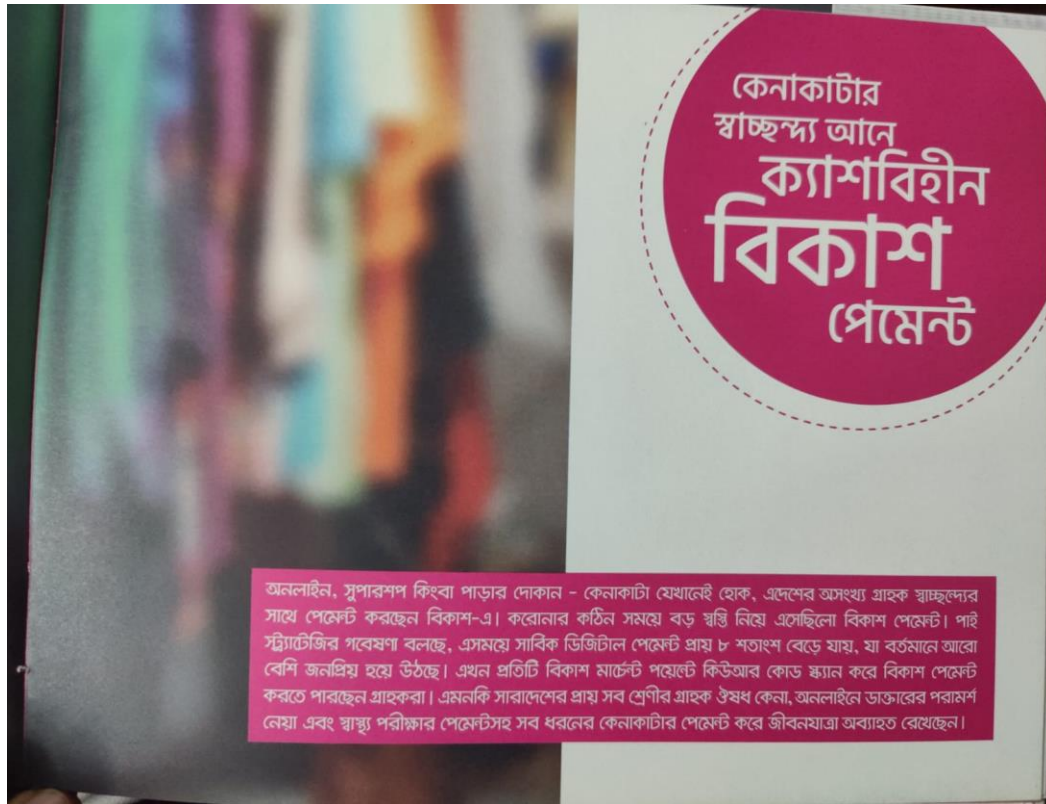


Fig 14: Article on Payment

### 3.6.8 Remittance:

In the world of global banking and familial relationships, bKash's "Remittance" service shines as a beacon of hope, allowing customers to send money to Bangladesh with remarkable ease and efficiency. This service is more than just a way to send money. bKash's partnership with global giants like Western Union & Mastercard show how powerful it can be to work together. Sending money back to Bangladesh is now possible from more than 200 countries. This has created a global web of financial inclusion and family support that knows no boundaries.

Bringing people together with no borders: Remittance is more than just a service, it's how people all over the world stay in touch. It lets people who work in faraway places help their family members back home with all their needs, schooling, health care and a better future. It's a tribute to how strong family ties are and how much people care about making the lives of people who mean the most better.

Helping the economy grow: Remittance helps Bangladesh grow not just by helping one's family but by contributing to the whole economy of the country. It infuses capital into communities, drives spending, and promotes financial inclusion. It is a driver of economic advancement with ramifications that go far beyond individual transactions. (Report, 2020)

Finally, "Remittance" is a lifeline that unites hearts, bridges miles, and empowers families. It demonstrates bKash's dedication to financial inclusion and its philosophy that financial services should transcend borders. Individuals may support their loved ones from all over the world with bKash's "Remittance" service, ensuring that dreams are fostered, aspirations are realized, and families are strengthened. It represents the enduring power of love as well as financial empowerment in our linked society. (Report, 2020)



Fig 15: Article on Remittance

### 3.6.9 Send Money:

In the world of digital finance, bKash's "Send Money" function is unrivaled, providing users with the unrivaled ability to transfer payments quickly and securely from one bKash account to another. This function breaks down traditional financial barriers by allowing users to send money even to non-bKash users, who are given the unique option to open a bKash account within 24 hours to get their funds. It's more than simply a transaction; it's a step towards financial empowerment and a manifestation of bKash's dedication to frictionless, inclusive finance. In terms of daily transactions bKash has 66.46 percent of the market.

Transactions that are quick, secure, and transparent: Every "Send Money" transaction is supported by speed, security, and transparency. Users may send money with confidence, knowing that their financial information is secure. Because digital transactions are transparent, every step can be tracked, providing peace of mind to both senders and recipients. (Imran, 2023)

A Financial Inclusion Commitment: "Send Money" embodies bKash's unwavering dedication to financial inclusivity. It recognises that everyone deserves easy access to safe financial services. It serves as a reminder that financial connectivity knows no bounds and that digital banking is a potent tool for empowering individuals and communities. (Imran, 2023)

To summarize, "Send Money" is more than just a choice; it is a catalyst for financial empowerment and inclusivity. It's a platform that allows users to help each other, promote financial well-being, and bridge the gap between the unbanked and the digital financial world. Individuals may contribute more than simply money using bKash's "Send Money" option; they can send hope, opportunity, and a brighter financial future. It demonstrates the transformational power of digital banking in today's interconnected world.



Fig 16: Article on Send Money

### 3.6.10 Add Money:

bKash's "Add Money" feature stands out as a beacon of financial freedom and accessibility in the world of digital banking. Users can use this adaptable tool to easily transfer virtual monies from banks and major credit card issuers such as Visa and MasterCard into their bKash accounts. It's more than simply a transaction; it's a portal to seamless financial management and a manifestation of bKash's unwavering dedication to making financial services available to everyone. Number of people using phones, total population of Bangladesh was 152,518,015 & 60.40% of total population use mobile phones, which is 92120881.06 people.

**Streamlined Virtual Money Transfers:**The "Add Money" tool completely changes how consumers handle their funds. It makes transferring virtual funds easier by allowing users to transfer money from their bank accounts or credit cards into their bKash wallets. It's a link between regular banking and the ease of digital money transfer.

**Transactions that are quick and safe & clear:**Every add money exchange is unique in how fast, safe and clear it is. Users can feel safe sending money because their banking information is safe.

Every move of money can be tracked because digital transactions are clear. This build trust and responsibility

Giving people more power over their finances:Add money isn't just a function it's a way for customers to take charge of their money. This feature lets them add money wherever they need to so they can take charge of their financial situation more well. It provides you with a starting point for managing your money.

A Promise to Make Money Easy to Get:Add money shows how committed bKash is to making money available to everyone. It agrees that everyone should be able to use financial services no matter where they live or what bank they use. It shows the belief that everyone should be able to gain the power that comes with managing money in an easy and effective way.

In conclusion add money is not only a tool it's also a way to help everyone get access to money, with bKash's add money users can do more than just keep track of their money they can open a world of financial options.It is a symbol of digital finance's transformational capacity in building a better financial future for everybody.



Fig 17: Article on Add Money

### **3.6.11 Loan:**

In a world where financial aspirations are limitless, bKash's "Loan" service emerges as a revolutionary force, allowing customers to make their ideas into reality via the novel "nano-loan" product. This service is about more than simply loans; it is about providing individuals with the financial resources they need to fulfill their goals. bKash is reinventing the narrative of credit access by making loans available to anyone, one tiny, impactful step at a time, in collaboration with City Bank.(Tasnim, 2021)

**The Power of Small Investments: Nano-Loans:**At the heart of this ground-breaking business is the concept of "nano-loans." These loans are more than just financial transactions; they are catalysts that enable individuals to take the critical initial steps towards their aspirations, whether they are starting a small business, pursuing higher education, or meeting an urgent financial need.

**Innovative Partnership with City Bank:**The combination of bKash and City Bank demonstrates the power of teamwork in producing financial opportunities. Users receive access to a plethora of financial resources and expertise as a result of this collaboration, guaranteeing that the lending experience is not just convenient but also extremely trustworthy.(Tasnim, 2021)

**Simplified and Safe Loan Process:**Every stage of the lending procedure is intended to be quick and secure. Users may participate with confidence throughout the application process, from fund disbursement to repayment, knowing that their financial data is secure.(Tasnim, 2021)

Finally, "Loan" is more than a service; it is a doorway to opportunity and financial empowerment. It serves as a reminder that everyone's ambitions are important, and that access to financing should not be a barrier to attaining those dreams. Users can embark on journeys of financial growth and bring their ambitions to life, one step at a time, with bKash's "Loan" service and the power of nano-loans. It is a symbol of finance's revolutionary potential in forging brighter and more wealthy futures.



Fig 18: Article on Loan

### 3.7 Methodology:

Methodology - For the purpose of this report, I gathered the information from secondary sources. Because there had been previous research carried out in the area, there was a significant amount of journal and article content available online. Due to the comparative character of the research, it was only logical to head in the direction of a quantitative and qualitative research approach. In-depth interviews, carried out as a component of a wider study, constitute the most important method of data collection. Therefore, the data was utilized in a quantitative as well as a qualitative fashion. We used the articles and the data in accordance with one another.

### 3.8 Data Analysis:

The study mainly aims to find out how bKash's financial services are really helping people and making them more financially stable. Hence the data was collected and sorted to find out the objectives of this study. For that reason this data analysis process is directed towards content data analysis. For that reason the articles and journals are read and analyzed many times to find the answers to these questions which will help us get to the exact observations or theories that we need.

### 3.9 Result & Discussion:

This study's main goal was to show how bKash is generating value to the consumers & if its possible to generate value in a nation where most of the people are not under the Banking system. Secondary research was done and much of the data was collected that shows how people are getting benefited by bKash. As throughout my internship I have worked on a number of projects and thus have seen how bKash's products generate value for their consumers. I have worked on a campaign "bKash er 12 Bochor Purti " from here I have learned a lot about people's life & how bKash has helped people throughout the year, but for confidentiality I cannot share them here. So here I am going to talk about the increase in bKash's popularity over the years and their overall growth. As we can see from the above discussion that bKash has grown quite a lot over these years. It has given people hope of stability on financial strength and the reason behind all of this is bKash's MFS support system. This system includes Regulatory and Compliance, Distribution, Communication, Customer Service, Risk and Fraud management. These are the things that have given people all the support they need and provided them the services that have provided them with all the values they need. This whole setup falls under the Mobile financial service setup. From this Set up people get all their needs fulfilled and thus value for people are generated, This MFS support system is given below.

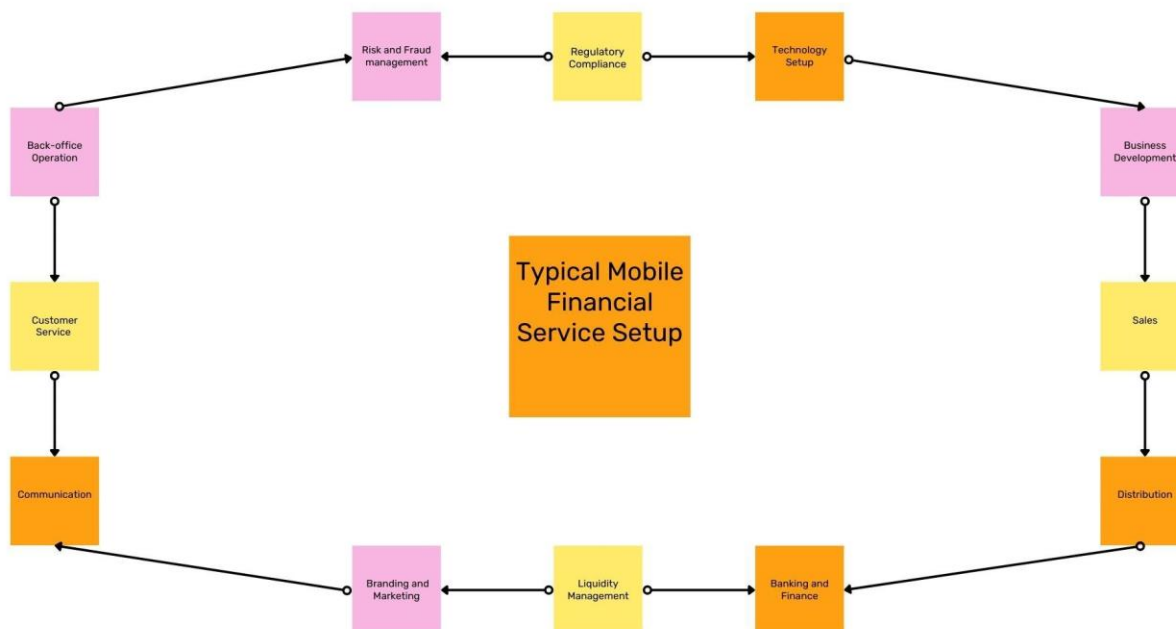


Fig 19: MFS Support System

As we can see according to this system bKash actually provides all their services to their customers & by doing so they provide value to their consumers. And thus their popularity and profit both has grown. And the reason behind their success are that bKash with their Support



System Model are Fast, Trustworthy, Cost Effective, Available & Convenient. This has been helping bKash to provide value to their consumers. like it shows in the chart below.

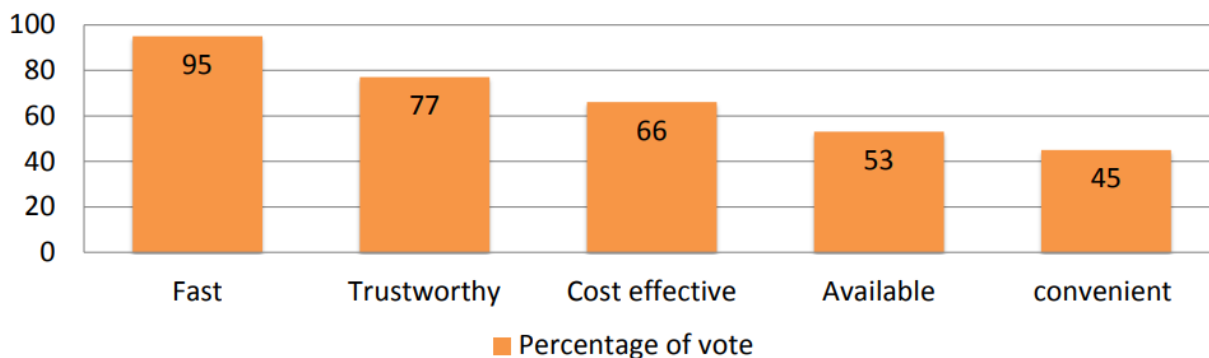


Fig 20: Vote of Consumers.

From this Chart we can clearly see that bKash consumers favor Fast, Trustworthy, Cost Effective, Available & Convenient & because all these criterias are met bKash consumers are happy and they are able to get what they want from bKash. Lastly, With losses of Tk 67 crore in 2020 and Tk 62.51 crore in 2019, the top MFS provider has been losing money steadily since 2019. Due to the company's ongoing investments in capacity-building and infrastructure development to maintain its leadership in the nation's mobile financial services sector, its cash books remained negative during those years. In the meantime, the company's income increased from Tk 2,794 crore to Tk 3,430 crore in 2022—a 22.77 percent increase. So bkash is now currently generating value as well as being profitable.

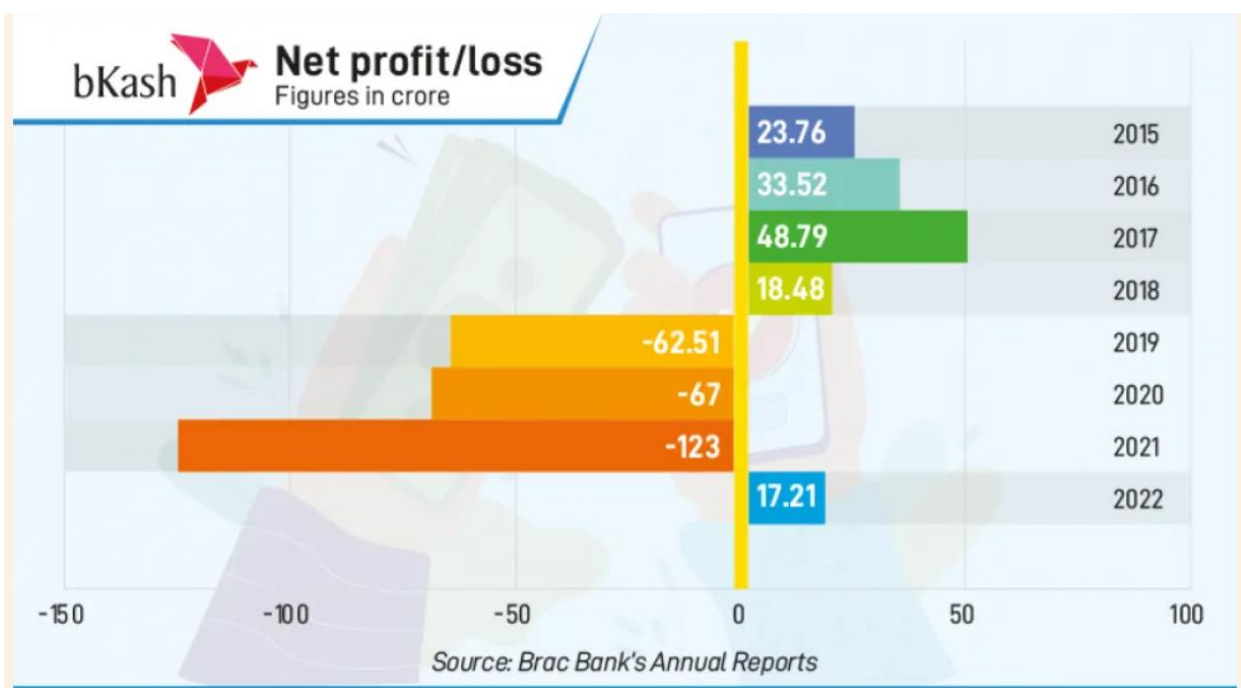


Fig 21: bKash's Annual Report.

So bKash in a sense has done all to generate value to their consumers. And for that people as well as bKash Employees have together achieved this success.

### **3.10 Conclusion & Future Study:**

#### **3.10.1 Thesis Overview:**

In a word, bKash's digital financial services have revolutionized the way people in Bangladesh acquire access to money. bKash has been effective in its mission to promote variety, openness, and social responsibility as means to increase personal and communal agency. This is accomplished by introducing previously underprivileged populations to the digital economy through mechanisms like "Cash In" and "Cash Out," thereby increasing their capacity to take charge of their own financial well-being. Through the "Loan" service, "nano-loans" have been implemented, making credit more accessible to users and enabling them to pursue their goals. bKash's commitment to innovation and user-centric design represents a paradigm shift towards a more inclusive and powerful digital financial future, not just in Bangladesh, but globally. The repercussions of this decision will be felt far beyond Bangladesh.



Fig 22: My certificate from bKash

### 3.10.2 Theoretical implications:

The theoretical implication that this study will have is very noteworthy. The study shows that using perfect products with the right intention and for the right target group will lead to various positive outcomes for the organization. For example, our literature review indicates that bKash's products that they offer with the right genre of people and with the right combination produces results in a positive way for the Consumers and the Company. In addition it also shows how people choose products which add value to their daily life. Thus this study advances the extent that shows how consumers should be targeted to achieve sustainable satisfaction to the consumers.

### 3.10.3 Limitations and suggestions for future research:

#### Limitation of the Study:

As we can see that this study provides valuable insight on how bKash's products are actually helping people in gaining monetary value. First, the study is done on the basis of secondary research. Although I did my internship there, some data from the company was not allowed to be shown in public. Secondly, much more information altogether a bigger sample size could be used for more indepth research. After that, the time given for the completion of research was not enough . Lastly, the response of the full time workers could not be added for the reason being they could not give enough time. Lastly, some real stories from bKash's 12 Bochor Purti from where I took inspiration from were, also could not be added for confidentiality reasons.

### **Suggestions for Future Research:**

The study has made a lot of progression on its own. But a mixed method of research will help us make a clear picture of our objectives. For this reason mixed research will help us go towards the future. One of the main things that we should look after is making sure to do more primary research to make the data more specific. So by doing more surveys physically or online will help us make the future research more perfect and potent. So the study should be done theoretically in a quantitative dimension in the future.

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