

## PRI, Star to co-create content

Thursday, Jan 23, 2020

12:00 AM, January 23, 2020 / LAST MODIFIED: 12:03 AM, January 23, 2020

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Star Business Desk

The Policy Research Institute of Bangladesh (PRI) has recently signed a memorandum of understanding (MoU) with The Daily Star to co-create content and explore multiple media avenues.

The PRI states to be a private, non-profit and nonpartisan research organisation dedicated to promoting a greater understanding of the Bangladesh economy.

The collaboration “hopes to shed light on the work, progress and future endeavours of the PRI’s Policy Advocacy Initiative (PAI) on Digital Financial Service (DFS) in Bangladesh,” said Ahsan H Mansur, executive director of the PRI.

“Through this partnership, the PRI will extend the engagement with stakeholders at a broader level so that the key messages of the Policy Advocacy Initiative can be communicated to a wider audience for public awareness,” according to a statement.

Although Bangladesh has shown a steady rise in income level and impressive macroeconomic performance, financial inclusion is still relatively low while there exists a gender gap in accessing financial services.

The DFS has emerged as an innovative means of promoting inclusive economic development.

By lowering costs for consumers and service providers, the DFS can reach out to poor and low-income households.

It holds enormous prospects in enabling achievement of universal financial inclusion and resolving the last mile banking challenges for the poor.

<https://www.thedailystar.net/business/news/pri-star-co-create-content-1857832>

<http://epaper.thedailystar.net/index.php?opt=view&page=19&date=2020-01-23>