Agrani Doer Banking: Agent Banking Business in Bangladesh

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Abstract
Agent banking involves the provision of banking services through non-conventional means such as retail outlets with the use of technology. In developing countries like Bangladesh, agent banking can channel a medium between the rural unbanked majorities to banking services that they would not receive otherwise. The case analyses how innovation in the banking sector can aid poor people to gain access to financial institutions through the Agrani Doer Banking business model. It elaborates on the rules and regulations of agent banking and how the first state bank of Bangladesh, Agrani Bank, establishes coverage to places not deemed possible before. The concept of agent banking, in an illustrative case, is linked to Ansoff’s Growth Matrix as Agrani Bank uses technology and innovation in its business strategies to achieve its desired growth goals.

Keywords
Bangladesh, Agent Banking, Ansoff’s Growth Matrix, Agrani Doer Banking

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