



Message From BJFCI Chairman

Digital Finance is a monthly special of The Bangladesh Express and a product of BJFCI under its Learn & Earn Project being implemented in collaboration with The Bangladesh Express. The main objective of this project is to empower journalists providing extra money as honorarium and encourage them to learn about the fast-changing digital finance world to play their due roles in financial inclusion and technology advancement through their pens in line with the objectives of BJFCI.

BJFCI is a platform of senior journalists who are working with consumers and investors with the view to build a fair financial society. Our idea is simple: need a fair financial society where social justice, consumer rights protection and inclusive investment are indispensable for peaceful and prosperous coexistence. So, journalism should not be silent, but should be an immediate short-term weapon. And media should evolve into highly adaptive learning organizations and undertake the job of consumer education and fighting against exploitations.

With this idea, Bangladesh Journalists' Foundation For Consumers & Investors (BJFCI), has stood out from the crowd as a unique platform of senior journalists, serious consumers and inclusive investors of Bangladesh. With an approach of collaboration and innovation, BJFCI seeks to lead journalism in a judicious manner to create a media ecosystem that will build journalists as an "independent monitor of powers" and a "voice to the voiceless".

Our strategy is fostering consumer rights movements and promoting inclusive investments through effective media interventions. The power of media is great but a free and responsible journalism is essential to push up inclusive growth, help cement social values and protect consumer rights. So, we at BJFCI didn't take journalism merely as a profession; we rather take it as our responsibility towards society.

And last but not least, we want our journalists to have a cosmopolitan and liberal worldview. We want to make the BJFCI as a knowledge centre, a market watch-dog body and a sweet home for all. Alone we can do so little; together we can do so much. So, collaboration is part of our culture. We believe that collaboration and innovation could be potential drivers of market income inequalities to build a fair financial society to drive inclusive growth.

This monthly special Digital Finance is our first initiative. I am very excited about the future.

With regards,
 Faruk Ahmed