



bKash

GEOINFORMATICS

OPEN SOURCE JOURNEY

The bKash Story

'bKash' is a word that resonates with development, people's prosperity, and social growth. Since its inception in 2011, bKash has become an integral part of the lives of millions today through fast, easy, and secure digital transactions.

Over the years, bKash has built a robust network of nearly **350,000** agents and **750,000** merchants across the country.

bKash also integrated with banks, financial institutions and service providers to strengthen the cashless digital financial ecosystem of the country. As a result, bKash is now a trusted platform with a largest customer base of more than **78 million**.



Customer App

Business App

Merchant App

DSO App

USSD

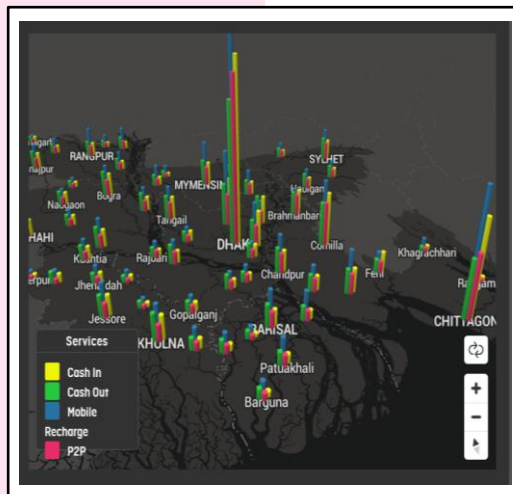
ONE PLATFORM FOR ALL FINANCIAL SOLUTION

GIS INTEGRATION FINANCIAL SECTOR PIONEER



Largest Sales Distribution Network

Helps to build the largest sales distribution network of Bangladesh leveraging the power of GIS



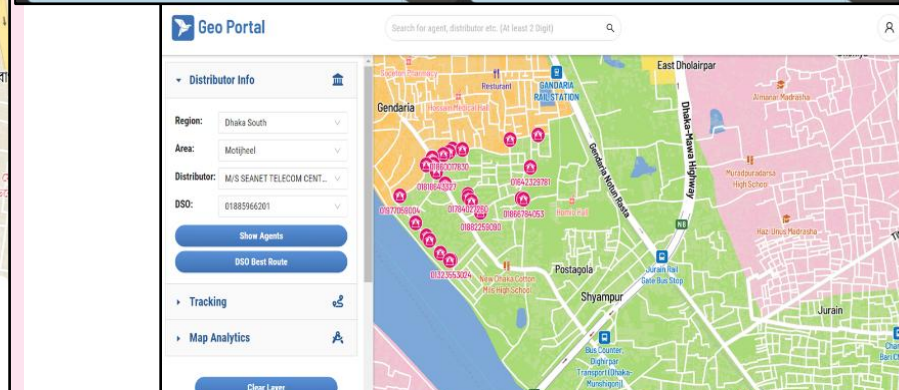
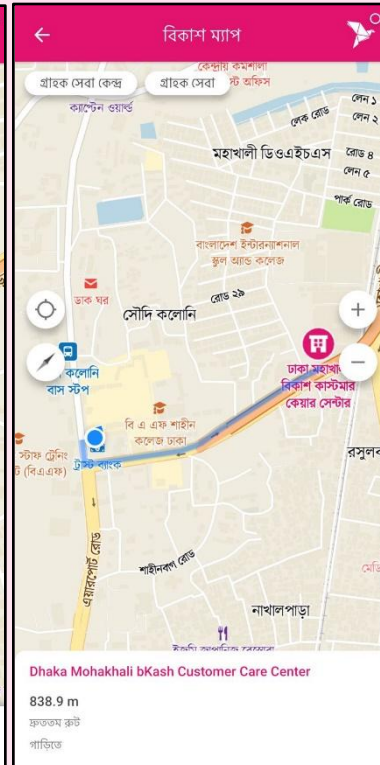
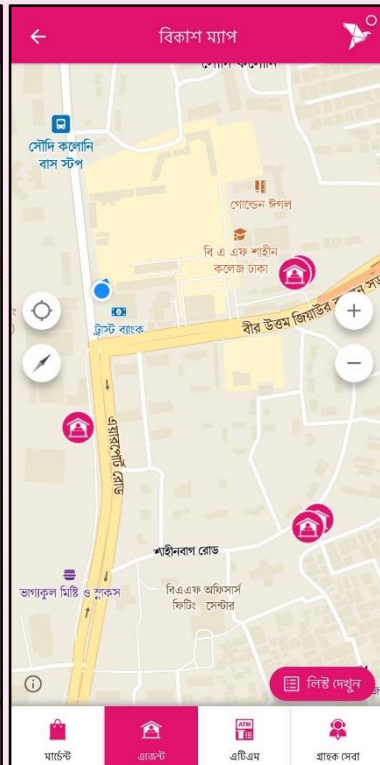
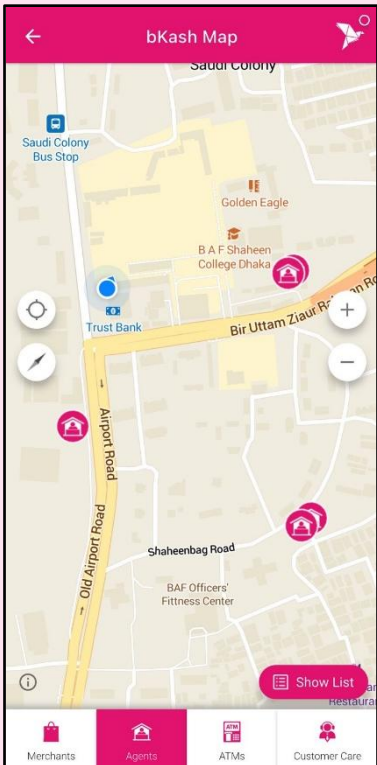
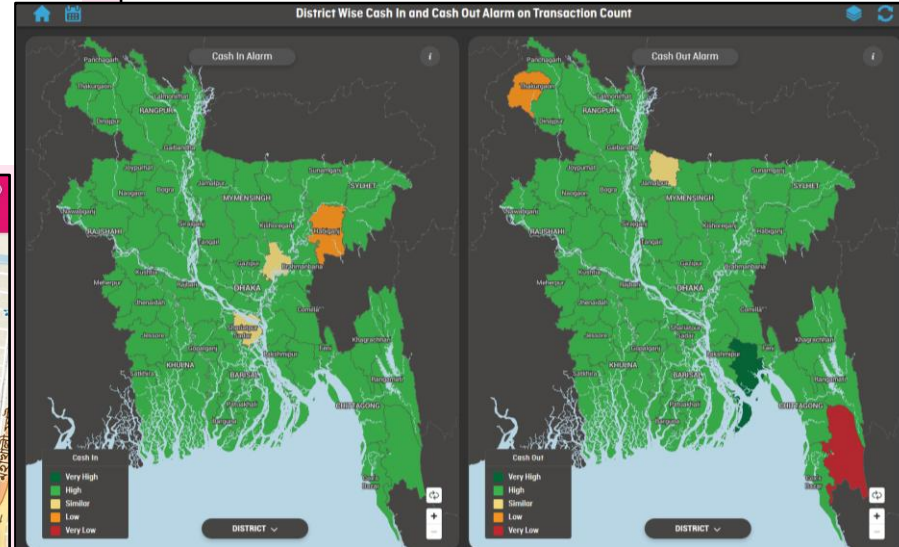
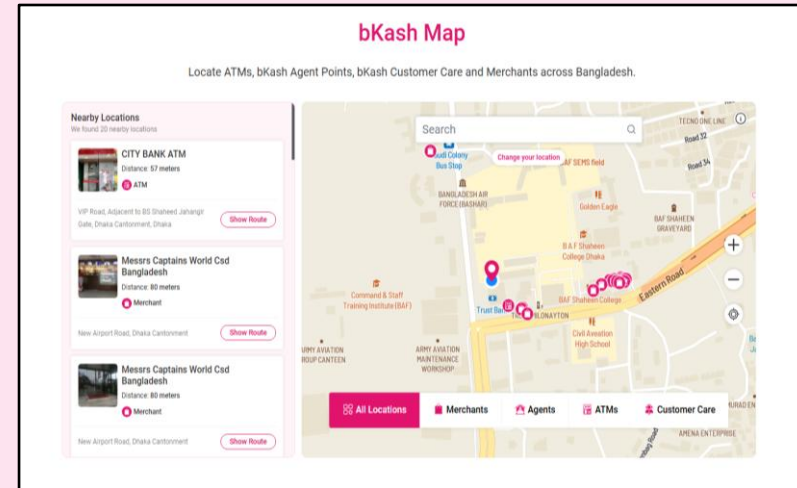
Support Business through Location Intelligence

The process of using geospatial data to identify trends and relationships, and to gain insights for decision-making. On top of that spatial data gives another dimension to the business.

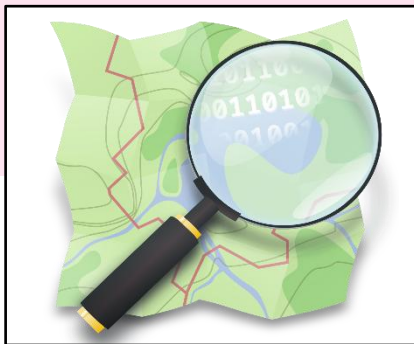


WHAT WE DO

- Make MAPS
- Enable Location Intelligence
- Establish Geo Platform
- Develop Geo Analytics
- Geo Product



OPEN SOURCE COLLABORATION



Open Source Data

OpenStreetMap data plays a vital role in building custom map and products. In bKash universe mostly building and bridge layers has been used.



Open Source Database

Open source object-relational database PostgreSQL has the key role for storing GIS data and also enables the power of database for the different GIS based portals.



Open Source Tool

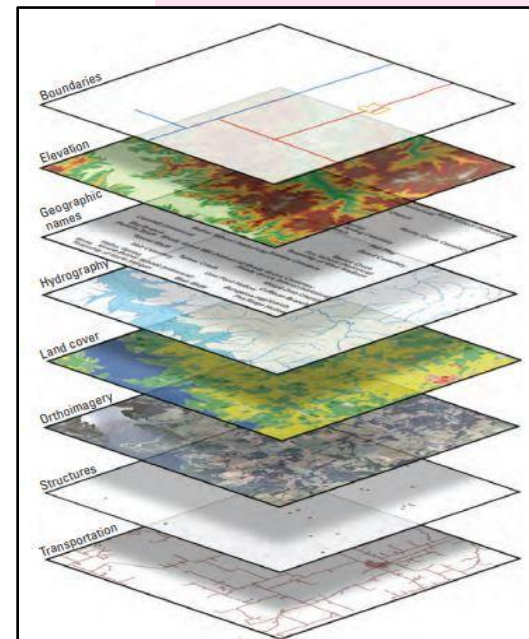
Built a robust Geo Platform in bKash leveraging the power of various open source tools like GDAL, QGIS, Leaflet, TileserverGL, Hasura, OSRM and so on.

CHALLENGES

- Lack of quality GIS data
- Data Cleaning Efforts
- Unavailability of Unique ID or Key for Geo Data
- Unavailability of proper attributes

PROSPECTS

- Cost Efficient
- Regular Data Updates
- Improve Community Collaboration & Engagement



THANKSGIVING

Thanks to the **SoTMA Asia 24** for welcoming **bKash Limited** and giving the opportunity to support the open source mapping community.





Thank You