A Case Study Showing the Impact of Fintech on Women and Marginal Communities
Exploration during Covid-19 Pandemic in Bangladesh

Nova Ahmed[1], Md. Sabbir Ahmed[1,2], Rahat Jahangir Rony[1,3], Anik Saha[1], Anik Sinha[1], Syeda Shabnam Khan[1,4], Shajnush Amir[1,5], Ifti Azad Abeer[1], Salma Begum[6]

[1]North South University, Bangladesh [2]University of Virginia, USA [3]Cardiff University,UK, [4]RMIT University, Australia, [5]University of Twente, Netherlands, [6]BRAC University, Bangladesh
nova.ahmed@northsouth.edu

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Abstract
The study presents case studies of women and marginal communities from Bangladesh who have benefited greatly from fintech during the COVID-19 pandemic. The study presents an overall picture of the pandemic time conditions and usage of mobile financial services (MFS) that were mostly used in this region. The study uses qualitative methodology over 313 participants (female = 203, male = 108, and transgender = 2) from all eight divisions of Bangladesh and conducts some statistical analysis from the numeric data from qualitative interviews. The study shows the current challenges women and marginalized communities face in fintech and technology access using qualitative and quantitative data. It further showed how the pandemic restrictions created opportunities for contactless cash transactions. There is a positive reflection of how fintech allowed women and marginal ones to take conscious steps towards making changes and supporting themselves or others outside society-imposed barriers. Few case studies conducted on persona created from various groups are presented for a deeper understanding. The study findings are analyzed using the amplification theory from technology access and usage lenses.

1. Introduction
The COVID-19 pandemic impacted health as well as the economy worldwide (Jadoo, 2020, Bowleg, 2020, Tatar et al., 2021, Wells et al., 2020, Chaplyuk et al., 2021). The pandemic required nations to maintain social distancing, and there was a series of lockdown periods where mobility was restricted, and contactless financial transactions such as fintech played an important role (Fu et al., 2020). Fintech was equally important in regions that were economically or technologically behind, as can be seen in various South Asian regions (Nair et al., 2021, Ahmed et al., 2022). Bangladesh, the country of our interest, where the majority of the population relies on informal earnings, faced a direct economic impact during the pandemic (Mottaleb et al., 2020). Here, fintech added positive value, allowing continued financial transaction abilities. There was a heavy reliance on mobile wallets across urban, rural, and semi-urban communities. There were other forms of financial transactions, such as Internet banking, mobile banking, etc., mostly among educated personnel in urban regions. Among all the ongoing financial challenges going on through the pandemic, the role of fintech was noticeable, particularly among socially and economically marginal communities that struggled more during the pandemic (Van et al., 2020), a community that traditionally face technology access and inclusion barriers (Sambasivan et al., 2019). This work focuses on case studies focusing on the positive impact of fintech from the technology access point of view, on women and marginal communities in Bangladesh.

In the South Asian region, women and marginal communities face technology access barriers, which contributes to a higher number of abuse and harassment in technology spaces, as contemporary studies have shown (Sambasivan et al., 2018, Sambasivan et al., 2019, Nova et al., 2019, January). The negative experiences on technology platforms create fear among them, where women and marginal ones do not feel confident in the online sphere, as many have shared feelings of discomfort sharing their identities (Das et al., 2022) or feelings online (Nova et al., 2019, November). The problem increases when finance is associated with technology since the community feels fearful about the possibility of making a mistake, often seeking help from male members to help them out (Ibtasam et al., 2018), keeping the gender-based technology familiarity and access gap alive. There are social barriers, such as patriarchal practices, that impact women and marginalize one's technology access. Existing work has shown how

rural women need to seek permission of their in-laws or husbands for technology access, mainly impacting women in non-urban regions (Sultana et al., 2019).

In the presence of all the social and access barriers, technology access increased in Bangladesh during the Covid-19 pandemic period across communities, including women and marginal ones (Jahangir et al., 2021). Technological usage increased mainly for online teaching and financial transactions. Fintech had a positive impact on women across the country, as has been studied during the pandemic (Ahmed et al., 2022). This work explores the cases of women and marginal communities, specifically in case studies presented from a broader study.

The work considers Amplification theory to analyze the impact of fintech during the Covid-19 pandemic period, as defined by Kentaro Toyama (Toyama, 2011). The theory dissects the utopian belief of how technology can solve many problems specifically related to development. The theory shows that amplification does take place using technology which takes place in multiplicative factors rather than additive ones. However, the amplification using technology is not applicable for all - it actually amplifies the access to technology that already exists. Thus the ones who are familiar with technology, have access to learn and use it benefit greatly from technological interventions. On the other hand, people who do not have such access get further away from the advantage of technology. Thus, the amplification theory shows how technology actually amplifies the existing social inequalities. Our work shows how fintech, the financial technology has been amplified during the pandemic period. However, the marginal communities, communities that are not generally familiar with technology, actively took actions to ensure access and familiarity of fintech unlike the case mentioned in the amplification theory.

This work considers 313 participants (female = 203, male = 108, and transgender = 2) from all eight divisions of Bangladesh, trying to understand the technology barriers for women and marginal communities using a qualitative study approach. The study allowed researchers to explore the opportunities fintech created in various formats. The work took place from December 2020 to January 2022 and captured the conditions of individuals and communities during the ongoing pandemic. It presents general fintech usage across a diverse range of people in Bangladesh and shows how fintech has amplified opportunities for women and marginal ones.

2. Methodology

The details of the study are presented in the following subsections.

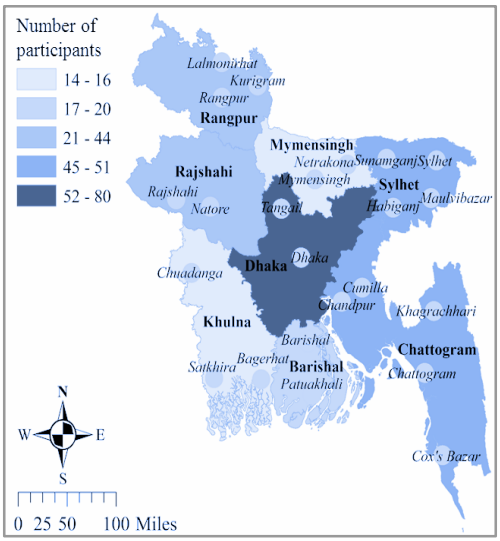


Figure 1. Map of Bangladesh presenting participants' living divisions (in bold) and districts (in italic).

2.1 Outreach, Study, and Area-Specific Distribution

The qualitative study considers N = 313 participants (female = 203, male = 108, and transgender = 2) from all eight divisions covering urban, suburban, and rural areas of Bangladesh, as shown in Figure 1. It took place between December 2020 and January 2022. The study used focus group discussion sessions in a semi-structured format. Each session lasted over an hour on average and took place in Bengali. All Covid-19 safety protocols were strictly followed.

2.2 Participant Requirement

The participants were approached through a known contact, assuring that each focus group included people from similar professions and socioeconomic backgrounds. The participants were considered based on profession, economic category, and geographic location. Figure 2 depicts participant diversity and variation in terms of geography, age range, and income level on the Left, Middle, and Right, respectively.

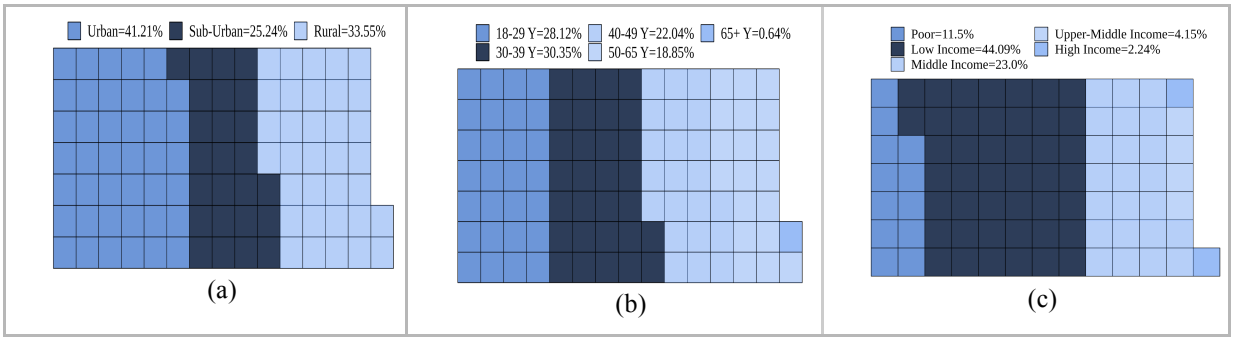


Figure 2. (a) Variation of region (b) Variation of age range (c)Variation of income level

2.3Discussion Method and Study Moderation

The focus group discussion (FGD) took place in person except for three online FGDs and one hybrid FGD as preferred by the participants and key informants. The discussions were undertaken in locations where the participants felt at ease.

Researchers described the topic to participants and asked about their choices, worries, or reservations regarding the issue of interest during the discussion. One researcher conducted the discussion while the others took notes and assisted with the follow-up questions. All of the discussions and study analyses were conducted by the same group of researchers. A semi-structured questionnaire was used to guide the discussion.

2.4 Qualitative Content Analysis

For coding analysis, all Bengali conversations were transcribed and translated into English. Atlas.Ti software (atlas.ti, 2022) was used to conduct thematic content analysis. After the first discussion of this study project, the content analysis began since it gave a stronger context-based knowledge that was also mutually informed with the necessary data (Glaser, 2017). All of our conversations followed the same format. To determine our significant results, we reviewed the transcripts several times. We collaborated on the initial coding of transcriptions throughout the analytical phase. The inductive content analysis approach (Braun, 2006; Elo, 2008) was used to uncover significant themes from participant conversations. The researchers began their inductive investigation by open-coding the transcripts. Some of the codes labeled during open coding included: *technology usage, Covid-19, finance* etc. After that, we created a coding sheet in shared Excel by compiling all of the codes. We collaborated to refine the codes and later grouped related codes. We utilized affinity diagrams to search for and generate significant categories. The principal themes of the findings were created through conversation among the researchers (both agreement and disagreement) about the codebook.

2.5 Research Ethics and Incentives

The study was approved by the Institutional Review Board (IRB). All the participants were adults and provided informed consent in written as well as verbal form. The participants were explained with the research aims, principles,

discussion techniques, guidelines, and permissions. The participant data is kept safely based on the IRB guidelines. Each participant received a gesture of gratitude worth BDT 1000, which is almost equivalent to 12 USD.

2.6 Safety Protocol

The research followed the World Health Organization's (World Health Organization, 2022) and Bangladesh's (Ministry of Health and Family Welfare, 2022) criteria for Covid-19 time social distancing and safety during meetings. The participants were provided with face masks and hand sanitizers.

2.7 Self Disclosure

The researchers are local, born and raised in Bangladesh from urban, rural, and suburban families who can speak Bangla and dialects of the Bangla language. The self-disclosure is based on Ruth Franekber's theme, referring to the essential for readers to understand the perspectives utilized (Frankenberg, 2004).

3. Findings

The study takes a close look at clusters of women based on their financial conditions, regional location, and technology proficiency explores the fintech access challenges and opportunities of each group, followed by a few case studies that represent different groups.

3.1 Exploration of Current Status on Fintech Access and Usage

This research shows the amplified impact of fintech through the lens of gender.the study considered a total of N= 313 participants, Where female= 203, male=108, transgender=2.

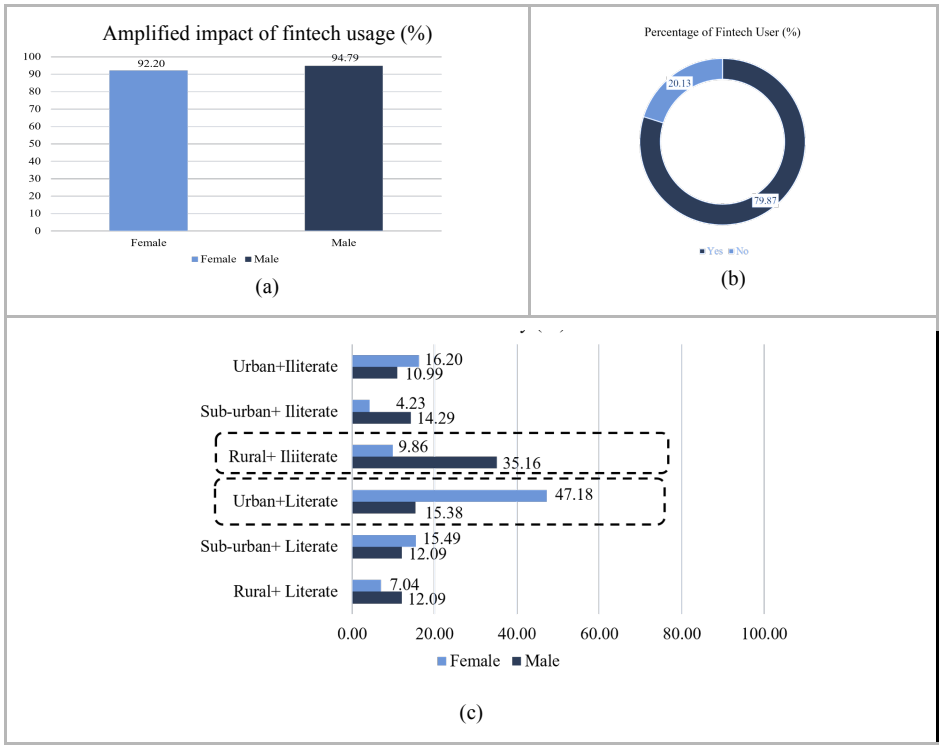


Figure 3: (a)Amplified Impact of Fintech (b) Percentage of Fintech Users (n=313) among genders (c) Impact of Fintech based on Genders and Area and Literacy (n=250)

Among 313 participants in this study, 79.87% of participants use fintech directly or indirectly, which is illustrated in Figure 3-(b), while Figure 3-(a) presented that among the fintech users, 94.79% of male

participants, 92.20% of female participants, and 100% of transgender participants get the amplified impact of fintech (e.g., mobile recharge, emergency economic help from others, bill payments, salary, allowance and scholarship, etc.) in their life, which makes their life easy. Fintech has reached almost all the regions and both male and female participants have the amplified impact of fintech in their daily life. In urban regions, 100% of male users have amplified impact in their everyday life on the other hand, it's lower for the rural region, which is 78.18%. Only 50% of rural female participants have a positive impact of fintech in their everyday life, in the urban region, the number is much higher. 88.24% of female participants who lived in the urban region had a positive fintech impact. In the sub-urban region, 85.71% of male participants have positive impacts of fintech in their life for females, the percentage is 65.12%. A close look at Figure 3-(c) shows that urban literate women get the maximum benefits of fintech. 47.18% of female participants from urban regions who are literate have amplified impact of fintech in their life, which is higher among the female participants. On the other hand, male participants from rural areas who are illiterate have more impact of fintech than others. 35.16% of rural illiterate male participants have the impact of fintech whereas 10.99% of urban illiterate male participants have a positive impact, which is the lowest among male participants. For female participants, only 4.23 % of sub-urban participants have amplified the impact of fintech, which is lowest among female participants.

Before doing the regression analysis to understand how different demographic characteristics relate to mobile financial services (MFS), we calculated the Variance Inflation Factor (VIF). The VIF ranged from 1.18 to 7.16 having an average VIF of 3.39 (standard deviation=2.13) which presents that the analysis is free from multicollinearity concerns (James et al., 2021). Our analysis shows that the participants of the urban areas are more likely (P<.05) to use MFS compared to the participants of sub-urban and rural areas (Table 1). We also find that the older, higher educated participants, participants having higher income, participants using button phones, and smartphones are more likely (P<.05) to use MFS. Apart from this, the participants who learn technology themselves and who are literate are also more likely (P<.05) to use MFS.

Table 1: Relation of different variables with use of MFS during COVID in case of all participants.

Independent Variable	Sample Size	Coefficient	Standard Error	P Value	95% Confidence Interval
Region	294	1.01	0.12	.000	[0.77, 1.25]
Age	294	0.51	0.1	.000	[0.32, 0.7]
Education	274	0.58	0.08	.000	[0.43, 0.73]
Income level (Pew Research Center)	248	0.96	0.13	.000	[0.71, 1.22]
Use of button phone	294	1.12	0.23	.000	[0.67, 1.58]
Use of smartphone	294	2.15	0.25	.000	[1.67, 2.64]
Technology learning	274	2.68	0.46	.000	[1.78, 3.59]
Literacy	294	2.13	0.27	.000	[1.59, 2.66]

To understand whether there is any difference in the associations based on gender, the study also explored the relation of the variables with the use of fintech after dividing the participants based on gender. In the case of male participants, since the VIF was higher than 10, the variable use_of_button phone, which showed a VIF larger than 10, was excluded. After the exclusion of the variable, the range of the VIF was 1.47 to 2.99 having an average VIF of 2.03 (Standard Deviation: 0.55), which presents there is not a

considerable amount of collinearity among the independent variables. . We find a statistically significant (P<.05) positive association of region (Rural, Semi-urban, and Urban), age, education, income level, use of smartphones, technology learning (learning with help and self-learning), and literacy (illiterate and literate) with use of fintech (Table 2). However, compared to the female participants, the coefficient is higher in the case of the male participants except for the technology_learning variable. This indicates that compared to the female, male participants are more likely to use fintech.The plausible reasons can include male participants are from the urban, older, use smartphones, and are literate.

Table 2: Relation of different variables with use of fintech during COVID in case of female participants.

Gender	Independent Variable	Sample Size	Coefficient	Standard Error	P Value	95% Confidence Interval
Female	Region	187	0.87	0.13	.000	[0.62, 1.12]
	Age	187	0.47	0.13	.000	[0.21, 73]
	Education	182	0.51	0.078	.000	[0.35, 0.66]
	Income level (Pew Research Center)	146	0.77	0.16	.000	[0.47, 1.07]
	Use of button phone	187	1.01	0.29	.001	[0.44, 1.58]
	Use of smartphone	187	1.85	0.28	.000	[1.30, 2.39]
	Technology learning	170	2.75	0.6	.000	[1.58, 3.9]
	Literacy	187	1.93	0.3	.000	[1.35, 2.52]
Male	Region	105	2.04	0.42	.000	[1.21, 2.88]
	Age	105	0.55	0.14	.000	[0.28, 0.83]
	Education	90	0.90	0.25	.000	[0.41, 1.39]
	Income level (Pew Research Center)	100	1.30	0.23	.000	[0.85, 1.75]
	Use of smartphone	105	2.996	0.59	.000	[1.84, 4.16]
	Technology learning	103	2.56	0.73	.000	[1.13, 4.00]
	Literacy	105	2.89	0.73	.000	[1.47, 4.31]

3.2 Barriers towards Fintech Usage

The study explored three major barriers consisting of access barriers, and exposure barriers as was explored through the study and presented here.

The study shows as presented in Figure 4(a) that many of the participants received training to use technology which was conducted disproportionately in non-urban regions. The lack of exposure was related to exposure to technology and its possible negative impacts. The participants from all across the country received fraud calls and lost money as can be seen in Figure 4(b) and Figure 4(c) respectively. The participants in urban, semi-urban and rural regions experienced fraud calls related to fintech and many of them lost money. It was interesting to see that urban and more educated people experienced money loss at a higher rate than the others possibly for higher number of usage of fintech.

3.3 Exploring Amplified Impact of Fintech

Apart from the overall increase in fintech usage during the Covid-19 pandemic, there was an increase in fintech usage among general people since there were authority-imposed restrictions to ensure social distancing. Most offices, garment factories, and informal businesses switched to mobile wallet-based payment systems. There was an increase in internet and mobile phone usage since many interactions, including education, moved to online platforms.

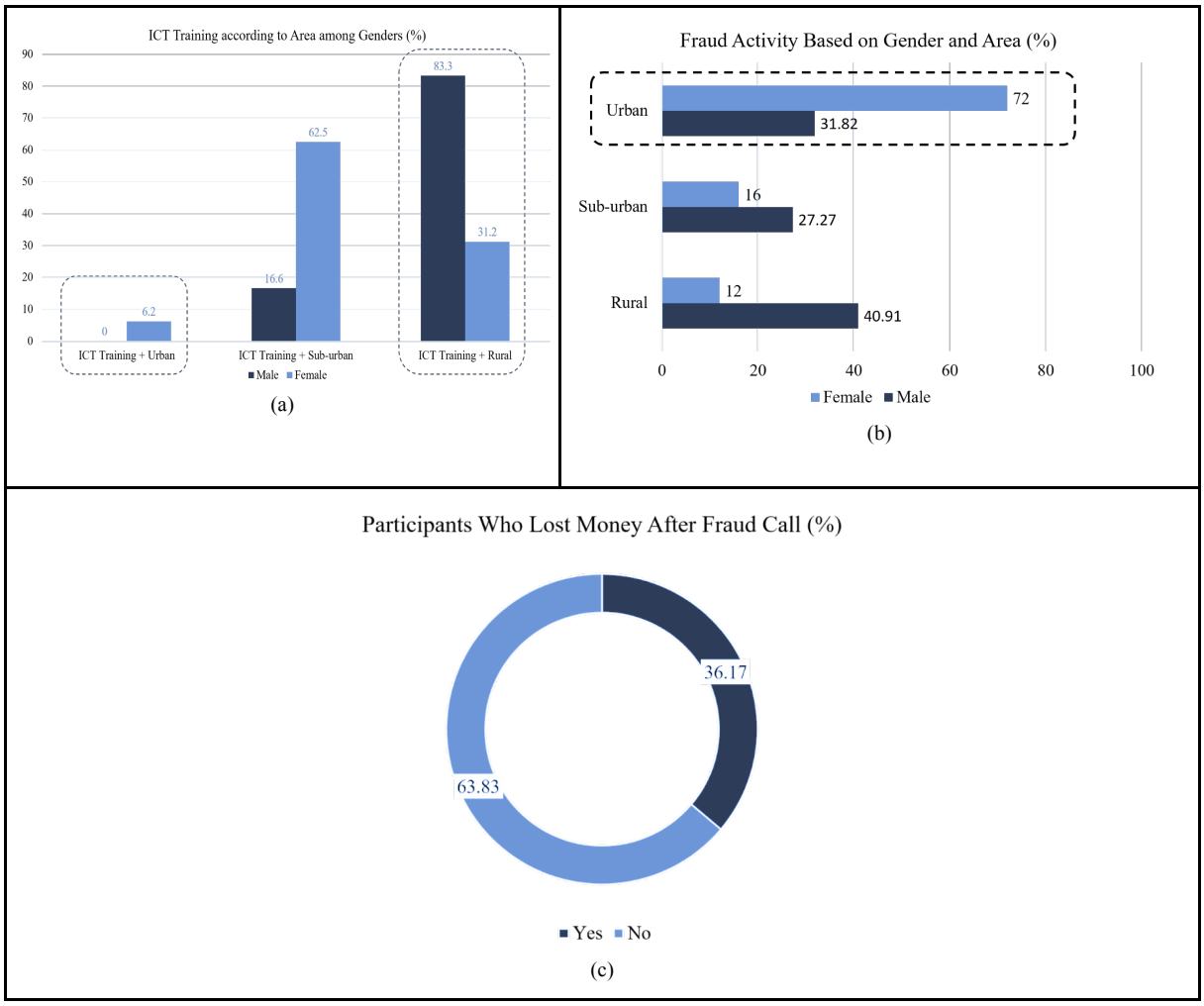


Figure 4: (a)Participants receiving ICT training (b) Participants experiencing fraud activity in Fintech (c) Participants who lost money from fraud activities

A significant shift came from salary format shifting from cash-based systems to fintech-based ones during the pandemic; the shopping and other transactions moved towards fintech-based ones in many cases, as our study showed. The fintech usage increased organically among communities that had technology access and familiarity with economic independence.

However, it was interesting to see how fintech usage amplified among marginalized groups who had difficulty in learning or accessing technology. The marginalized groups vary in socio-economic statuses, It included social marginalization among participants consisting of transgender people, people with disabilities (PWD), indigenous community members, elderly community members; economically

disadvantaged people in urban and rural regions and among all the participant groups, women were further marginalized from technology usage and ability to make financial decisions. The participants who were desperate to make financial changes during the pandemic benefitted from fintech, and many of them came out of their comfort zone to enhance their technology skills. A few case studies are presented here:

Case Study 1: Sonia, An Urban Elderly Woman Learned Fintech during Pandemic

Sonia lived in her own house, which her daughter lives close by. She had a smartphone and internet which she mostly used to call her friends and family members. During the pandemic, she faced problems in doing her grocery shopping since the local helping staff had moved to the village area. Her daughter wanted to minimize the visits to meet Sonia, considering her increased vulnerability from older age during the pandemic time. Thus, Sonia's daughter and granddaughter showed her ways of doing online shopping using fintech. Sonia did not have to use fintech before, so she created her account during this period. She found her mobile wallet to be very helpful. She also liked the use of online access to different options to pick from. She used her fintech account to send financial support to her support staff in the village. Sonia shared that fintech has amplified her abilities in many ways she was not aware of. She was hesitant about learning about technology, but she received full support from her daughter. She made a few mistakes by sending the money to the wrong number once, which she was not able to retrieve. However, she considered the advantages of fintech beyond its problems. The access to technology and finance together enhanced her confidence level as well. Sonia initiated her technology learning during the pandemic, which is not common for elderly women in the current setting. She also received support from her family regarding the technology learning process.

Case Study 2: Nasima, a Woman with Disability, Acquired Technology Familiarity

Nasima grew up with the love of her parents, while many others often humiliated her for her physical disabilities that hampered her mobility. She needed another person's support in childhood and later used a wheelchair to move. She continued her studies with support from her family. She received technology training right before the Covid-19 pandemic through an NGO. The technology training was given through online sessions and Nasima considered it as a window to connect to the outer world. She has mobility problems and faces social prejudice against her when she visits public places. The possibilities to use fintech in particular, appeared to her as *amplified* as she explained it to the researchers. It enabled her to conduct transactions without being noticed by the public. She has faced social humiliation growing up, and any opportunity to avoid that feels important. She felt lucky to be in touch with the NGO that supports people with disabilities (PWD) and thought it would help many other PWD to achieve the same support if they had the opportunity to learn about technology usage. She faced an incident of fraud using her mobile wallet but was able to avoid the money loss as she was aware of these possibilities during the training sessions.

Case Study 3: Semi-urban Indigenous woman, Familiar with Technology

The Indigenous community locked themselves down in a very strict manner restricting mobility to and from their community during the pandemic period. The community leaders considered themselves vulnerable and did not receive much support from authorities. They reminded everyone that they had to care for themselves during difficult situations. Promi, an Indigenous young adult, just got married and settled in a new city with her in-laws and has started a tailoring business. She used the pandemic time to explore her tailoring skills from YouTube channels on diverse tailoring designs, and she experimented with them. She got a hold on her tailoring orders once the authority and her community leaders removed the restrictions on

mobility. Most of her customers are local Bengali people. Her business expanded as she is always trying out the latest fashion trends. She is fluent with mobile wallets, as the Bengali agents nearby were not nice to the indigenous people. She knows that she has to be advanced in learning if she needs to survive. She received fraud calls but absolutely ignored them all. She wishes that mobile wallet authorities look into the matter to ensure fair behavior for marginal people.

Case Study 4: Rural Widow Sangita, Started Fintech Usage in a Difficult Situation

Sangita is a widow living in a rural village. She was living with her two sons and had a stable income from some ongoing businesses that stopped during the pandemic. Sangita was devastated and was ashamed to seek support from her parents since they were also struggling financially. Sangita's aunt called her up and asked her to create a mobile wallet account. Then her aunt sent her an amount that was enough for her to navigate this difficult situation. Her business earnings also started after the first six months. She said that the fintech account she created that day was a lifesaver for her. Sangita did not study very far and was not very familiar with technology. She only operated the very basic features of her mobile wallet. She did not tell her in-laws that she learned to use technology as she was worried it would be considered as crossing her boundaries as a woman. This incident remained a secret between her and her aunt.

Case Study 5: Remote Small Businessman Karim, Saved by Fintech Usage

Karim used to sell dry fish near a remote seashore that is well-known as a tourist attraction. He used to earn well before the pandemic hit. He totally lost his earnings when all the tourist spots were closed by the authorities. He was devastated without his regular earnings. He had his mobile wallet account and had contacts of his customers. He started reaching out to them desperately. He was relieved to find out that his customers were willing to support him. He then started sending out dry fish using the food trucks and was getting paid through his mobile wallet account. He was almost in tears, explaining the hardship he had to go through for a short period of time. He said you will never understand this situation unless you are absolutely isolated. He had very basic literacy, which was needed for him to operate his phone and fintech operations. He used the fintech features without the internet since he thinks internet usage increases expenditures.

Case Study 6: Ready-Made Garment Worker Having Access to Technology but Struggling to Learn

Mira, a ready-made garment (RMG) worker, has her own mobile phone and internet connection. She listens to movies and songs on her own phone. However, she does not get enough time to learn and explore technology features since she is not allowed to use her phone in the factory, where she spends the majority of her time considering regular hours and overtime. She gets only one day off every week when she has household work to manage. She gets minimal time to engage with her phone and newer technology that could be helpful. During Covid, Mira needed to send money to her village on an emergency basis, and she realized she did not get the chance to learn how to send money using fintech. She asked a few others living in the same house, but she got nervous about making a mistake with monetary issues. She wished she could independently handle her financial transactions using fintech.

Case Study 7: Not enough support to access technology

Mahira, Nasima, Roma, Shima - all worked and earned money. They worked in Rice Mills, Silk Mills, Tea Gardens, or as day laborers earning day-to-day living. They all struggled to earn enough money to manage their own mobile phone. This lack of personal mobile phones restricted them from getting financial aid

during the pandemic, which was mainly disseminated through mobile wallets requiring individual accounts on their personal phones.

5. Discussion

The technology amplification theory mentions that technology only amplifies the current conditions regarding technology access and usage - *it does not substitute missing resource problems, it amplifies social inequalities, and technology is more successful where development has taken place positively* (Toyama, 2011). Thus, a person or community that is familiar with technology will receive the most benefit from it, while the ones without such access will have amplification of the technology disconnect. The Covid-19 time situation showed how the technology-familiar community and individuals could use fintech, among many other technology platforms and devices. However, fintech usage was amplified among many who faced social, economic, or technological marginalization, although their technology access was not favorable. There were various reasons behind such positive amplification of technology usage, which is discussed here.

Community-Centered Support System: Hofstede presented the close-knit collectivistic social structure practiced in Bangladesh (Hofstede, 2011). played an important role here. The Covid-19 pandemic time difficulty required communities to support each other for support which was evident among transgender communities, indigenous communities, and informal small business communities that worked under strong leadership (Sinha et al., 2024). Strong social bonding played a role in technology skill acquisition and dissemination within families. The grandparents learned new technologies from their grandchildren, and the parents learned many new skills from their children, causing the traditional power hierarchy of families to be altered based on seniority. The younger generation speeds up the time to show their elderly family members technology skills with patience and care. The pandemic time lockdown forced family members to stay under the same roof, and it worked for collaborative learning in many cases (Saha et al., 2024). Thus, a community-centered approach is able to ensure marginal communities receive support that can add value to their daily lives. On a larger scale, the support system was expanded in several cases. The fisherman received support from a customer community that spread far from his workplace. A larger community supported his business to make sure he survived his financial difficulties. Our study presents a a male fisherman as a case study since the large circles were maintained and supported by the male participants, as our study showed. The women in business had smaller locality-based circles who were engaged in physical small businesses. The online businesses, on the other hand, had a wider community regardless of the gender of the owner. The connected community and awareness around the importance of networking can be useful to ensure greater participation of women.

Technology Access, Familiarity, and Learning: The participants who had easy access to technology and had a basic familiarity with it were able to adopt fintech faster and use it in innovative ways, as the study has shown. The existing social barriers and gendered perception about technology and its possible negative impacts on women have created gender-based restrictions towards women, as has been seen in South Asian regions, including Bangladesh (Sambasivan et al., 2018, Sambasivan et al., 2019, Nova et al., 2019, January). Ensuring approachable and easy-to-access learning options is essential for women to learn new technologies. This study showed how an RMG worker faced barriers during the pandemic to learn fintech features while eager to send money to her family living in the village. Another woman working in a domestic household waits till she visits her brother in the village to learn about new technology features

since she does not trust others with her own devices. The negative experiences from technology create a long-term impact on women and often push them further away from it, similar to the existing studies (Sambasivan et al., 2018, Sambasivan et al., 2019, Nova et al., 2019, January). The problem is harder for communities or individuals who do not have direct access to technology devices or do not have trusted or close family members, friends, or community members to support them with technology familiarity. Community-centered collaboration can play a role in ensuring collaborative learning within a community and the sharing of devices in case of emergencies.

Although the study shows amplified impact of fintech usages, it is clear that there is still an ongoing digital divide that exists among extremely marginalized population. The community centered values can be used to reduce such gaps in the future to ensure these communities are reachable.

6. Conclusion

The research works explores the impact of fintech through a study that took place during the Covid-19 pandemic time. It focused on technology access and usage of women and revealed how fintech played an important role for all who had technology access, making significant contributions to the technologically marginalized communities. Women and socially or economically marginal communities face access barriers which impact familiarity with technology which increases when financial technology referred to as fintech is covered. In this case the fear of technology usage is paired with the possibility of making a financial mistake. However, the pandemic time restrictions required communities to shift towards contactless financial transaction options where mobile wallets, mobile banking, internet banking etc. were used among various fintech services. This work shows through several case studies how fintech played an important role on various communities. It showed how the trend of fintech access did not follow the amplification theory exactly, here the marginal ones benefited significantly from fintech unlike other technology artifacts. This work is expected to contribute in policy design to ensure increased and continued tech familiarity among marginal population.

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