

# A STORY OF CASH (AND INCONVENIENCE)

This infographic tells the story of cash transactions within Social Marketing Company's (SMC) Blue Star Provider (BSP) training program in Bangladesh from the perspective of their Program Officers-Field Operations (PO-FO)—and how it distracts from their primary job responsibilities.

## Responsibilities of a BSP PO-FO

Visit at least five BSPs per day 

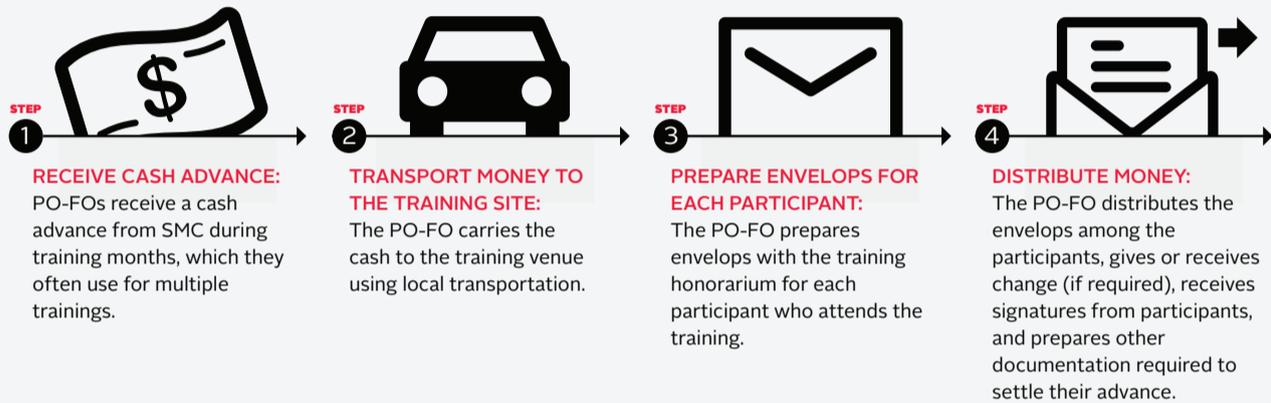
Conduct at least six batches of BSP trainings per year 

Monitor the service delivery records of BSPs 

Observe service deliveries 

+ Transport & distribute cash 

## Overall Steps



## Cash Disbursed

Per Training  
BDT 175,000  
(USD \$2,240)



## # of BSPs covered

Per PO-FO  
(in 3 districts)



## Words of a PO-FO

"If we adopt mobile money, I hope I will have sound sleep."

"If we deposit the cash in our personal accounts, it's a compliance issue. So, I don't have any other choice but to carry cash."

"I have to carry a bag with me during the training period. I am afraid to leave it in the hotel room also. Carrying cash hampers my job responsibilities."

### DISCLAIMER

This infographic was developed as part of the Mobile Solutions Technical Assistance and Research (mSTAR) project (Award #: AID-OAA-A-12-00073). The views expressed here do not necessarily reflect the views of the U.S. Agency for International Development or the U.S. Government

