

ShareTrip launches 'GiveBack' social welfare donation feature

- A Monitor Desk Report

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Dhaka: Online travel platform ShareTrip has introduced a new feature called "GiveBack" that allows users to donate to social welfare directly while booking flights through its app or website.

The feature is embedded into the flight booking and payment process, enabling users to contribute to selected initiatives without leaving the platform.

ShareTrip has established long-term partnerships with leading organizations, including Give Bangladesh, SAJIDA Foundation, SOS Children's Villages, ActionAid, and Youth Worldwide Foundation, to support programs on education, healthcare, women's empowerment, and climate resilience.

Nafiz Chowdhury, Head of Marketing at ShareTrip, said the company

aims to use the platform as a catalyst to highlight the work of these NGOs and amplify the impact of the programs they lead.

The GiveBack feature builds on ShareTrip's "Share the Joy" campaign, which has been running since 2023 in collaboration with partner organizations.

ShareTrip, one of the leading travel platforms of the country, offers flight bookings, hotel reservations, holiday packages, visa assistance, and a range of digital services, including mobile recharge and online shopping.

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