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## Digital Shift: Pakistan Records Over \$16 Million in Eid Animal Sales Through Online Transactions

July 18, 2025

– Categories: Finance



Pakistan’s embrace of digital commerce saw a notable boost during Eid-ul-Azha 2025, with citizens spending over 4.7 billion Pakistani rupees (approximately USD \$16.3 million) on sacrificial animals via online transactions. The State Bank of Pakistan (SBP) announced the figures as part of its “Go Cashless in Cattle Markets Campaign 2025,” showcasing a cultural shift in one of the most traditionally cash-dependent sectors of the economy.

Eid-ul-Azha, also known as Eid Al-Adha, marks a major religious event during which millions of Pakistanis purchase animals such as goats, cows, and camels for sacrifice. Historically, this market has operated informally with high volumes of physical cash. However, this year's digital initiative executed in collaboration with 24 commercial banks brought financial technology to 54 of the nation's largest cattle markets. The central bank reported 64,553 digital transactions totaling Rs 4.656 billion during the three-day festival, beginning June 7.

The push toward digital payments is more than just a tech upgrade; it represents a deliberate strategy to expand financial inclusion, reduce the risks of cash handling, and bring greater transparency to economic activity. While the cultural significance of Eid remains deeply rooted, the method of transaction is entering a new era. The SBP's campaign highlights how targeted policy combined with public-private collaboration can begin to formalize informal markets without disrupting tradition. In doing so, it opens the door for better data collection, tax regulation, and ultimately, economic resilience.



This success sends a strong message to policymakers in developing nations: digital financial adoption can thrive even in sectors considered off-limits to modernization. At a time when economic efficiency and reduced leakage are critical, this shift in Pakistan offers a template for progress, one that balances cultural heritage with modern financial governance. As the country navigates tough economic waters, such innovations may offer a more sustainable path to growth, especially if supported by private sector leadership and responsible regulation. In a region often marred by bureaucratic inertia, Pakistan's digital leap during Eid serves as a refreshing example of forward momentum.