

# Apps to ease your lifestyle

**MEHRIN MUBDI CHOWDHURY**

*The new technology age, if shaped in a responsive and responsible way, could catalyse a new cultural renaissance that will enable us to feel part of something much larger than ourselves — a true global civilisation.*

— Professor Klaus Schwab, Founder and Chairman World Economic Forum

Artificial Intelligence. Drones. Light speed global connectivity! The substantiation is clear; we are entering the era of the Fourth Industrial Revolution. Everything around us is changing at a mounting speed, and we are bound to keep up with the pace, otherwise, we can expect to fall back massively.

A lesson through time will teach us

a bridge between the physical and digital worlds, impacting all forms of economies and industries in the process.

A very good example would be the emergence of digital applications, increasingly connecting each of us to others, as individuals or groups, developing a collective frame to society, fostering new friendships and building new interest groups, transcending traditional boundaries of interaction in unbelievable ways.

There are always two sides to the coin; here, we are hoping to explore the good side of the escalating digital connectivity — the wonderful world of apps.

**SOCIAL MEDIA AND CONNECTIVITY SERVICES**

There are perhaps not many people in the world left who have not heard or used these sites to connect with friends or strangers. Even a close-knit farming community, living in the remotest parts of Bangladesh, knows how to engage with their customers, contact the middlemen, build relationships, and even sell directly to the retailers through WhatsApp, Viber, and Imo. Thanks to the emergence of these services, millions have been able to connect to 'almost everyone' directly, even though they were thousands of miles apart, like their children's first walk, to their graduations, to watching their siblings win an award. While the list is now far and many, platforms like Facebook, Twitter, Snapchat, LinkedIn, Pinterest, Instagram, Tumblr, WeChat, Tinder, and Flickr have forged the trail and changed the landscape of connectivity.

**RIDE-HAILING**

There are many ride hailing apps all over the world, but when speaking from the Bangladeshi context, special mentions must

go to Uber and Pathao for helping to change the transport aspect of our country. The best thing about Uber, an international app, is that it automatically adapts to the local scenario, effectuating a zero-hassle policy. For example, a rider using the app in Dhaka is able to get an Uber in Abu Dhabi or Bosnia — all with the same app. Other prominent alternatives to Uber and Pathao in Bangladesh are OBHAI, Shohoz Ride, Garivara, JoBike, Amarbike and Taxiwala.

The existent ride-hailing services ensure that people from middle-income backgrounds are not compelled to buy a brand-new car, plus the mobility around town and in the outskirts become so much easier. The easy to download apps are available on most Android and iPhone devices, and can be accessed from anywhere as long as there is internet connectivity.

**FOOD DELIVERY APPS**

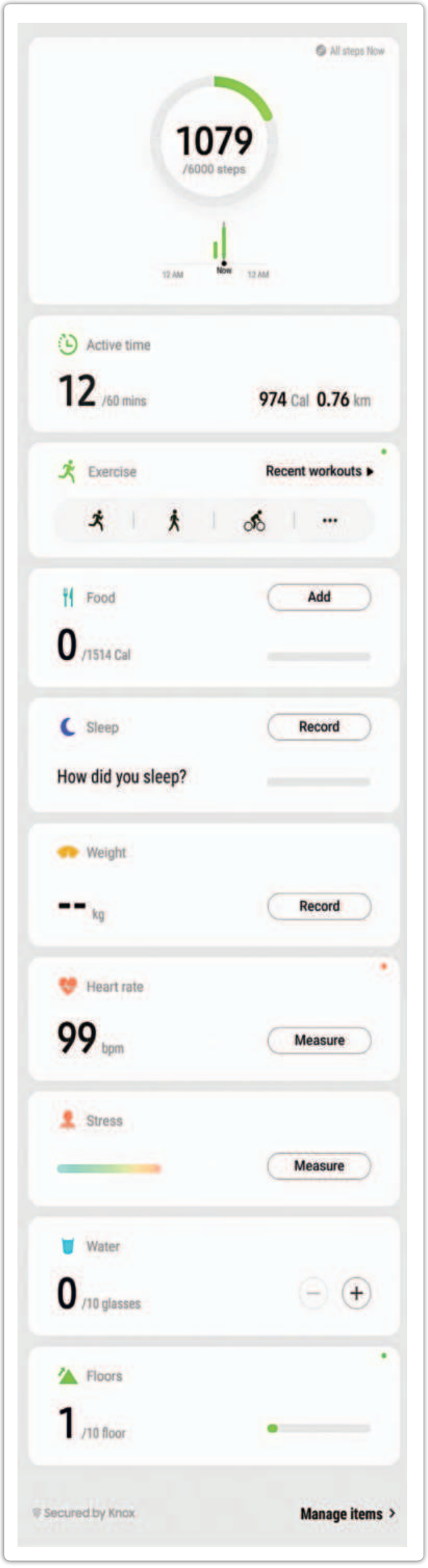
It's already 8:30PM in the evening and you are bogged down with work, doing overtime at the office. Somehow, you know that this workload of yours will cause you to pull an all-nighter, again. Does it mean you go without dinner?

Not anymore! With just one tap on your smartphone, you could order just about any kind of food you want, be it sushi or pizza, may be even kachchi. You name it, and it will be delivered to your doorstep within 30 to 40 minutes.

Some notable names when it comes to food delivery apps in Bangladesh are Foodpanda, HungryNaki, Pathao Food, Sheba Food, Uber Eats, Food Mart, Shohoz etc.

**FITNESS APPS**

You almost certainly do not have the time to commute to a gym, especially because you are the mother of two.



CONTINUED TO PAGE 6

<b>Editor &amp; Publisher</b> Mahfuz Anam	<b>Photographer</b> Sazzad Ibne Sayed	<b>Graphic Artist</b> Niaz Makhdum Md Mamunur Rashid Debashis Kumar Day Prosanto Kumar Sutradhar	<b>Senior Manager – Advertisement</b> Siddiquir Rahman	<b>Graphics (Business Development)</b> Md Kamrul Hasan Bhuiyan Md Abu Sayed Bhuiyan Madhabi Karmaker	<b>Pre-Press</b> Saidur Rahman Shoyeb Emdud Hussain Md Azmir Hossen Md. Minhaj Uddin Md Yousuf Ali Md Zahid Choudhury Md Athir Rahman Md Arifur Rahman
<b>Supplement In-charge</b> Brig Gen Shahedul Anam Khan ndc, psc (Retd)	<b>Graphics Editor</b> Hasan Imam	<b>GM – Business Development</b> Sher Ali	<b>Advertisement Coordination</b> Md. Anwar Hossain	<b>Deputy Manager – Production</b> Shamim Chowdhury	
<b>Supplement Team</b> Raffat Binte Rashid Mannan Mashhur Zarif Intisab Shahriyar	<b>Senior Graphic Artist</b> Chinmay Devorsi	<b>Head of Marketing</b> Md Tajdin Hasan	<b>Circulation Manager</b> Masud Bulbul		

ADVERTISERS							
Polar P-4	ACI Motors Ltd P-11	Dhaka Bank P-16	Premier Bank P-21	Mercantile Bank P-27	AB Bank P-31	Quasem Industries Ltd P-36	KFC P-40
Transcom Electronics P-5	IDC P-13	Unilever Pure it P-17	SK+F P-23	Saco Watch Company P-27	Ensure P-32	AIUB P-37	EBL P-40
City Bank P-7	LG Butterfly P-13	MTB P-19	Square Food & Beverage Ltd P-24	Spark Gear P-29	Garnier P-32	Transcraft Ltd P-38	
Orion Gas P-8	Nestle BD Ltd P-15	DHS Motors Ltd P-19	Berger P-25	Electromart Ltd P-29	Square Toiletries Ltd P-33	Bellissimo P-38	
Prime Bank P-9	Bay Development P-15	Bangladesh Edible Oil Ltd P-20	Pran milk P-25	Pan Pacific Sonargaon P-29	Padma Bank P-35	Hero motorcycle P-39	
Guardian Life Insurance P-9	Arlinks Group P-16	Reedisha Food & Beverage Ltd P-21	Ispahani Group P-27	Asian University for Women P-30	BGMEA P-35	Executive Motors P-39	