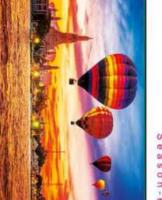


termined









S e a s o n -











**Basic LED TV** 

W24D19 Size : 610mm

WE396AFH-150 Size : 991mm

WD1-EF32-SV110 Size : 813mm

MRP : Excha

тк. 16,500

Price: TK. 14,300

тк.20,490

TK. 23,990

Exchange Price

큿

7

11,990

MRP



WEEKEND LIVING IN THE DIGITAL AGE

A publication of The Daily Star

WIIIII

# WOMEN IN BANGLADES



Self defence women tools for

里間

VOLUME 1, ISSUE 14 FRIDAY, MARCH 6, 2020, FALGUN 22, 1426 BS



## Two new cars this week from Uttara Motors

#### On the left...

What can you expect from a new car under 10 lacs? Usually not much other than an engine and four seats, really. The new Alto aims to be under that magic number while offering a few extras while skipping some others. You get driver's airbag, power windows for the front only and an optional radio. The Alto comes with a 5-speed manual gearbox, meaning it should be quite fun to push the car's 0.8-liter 35.3 hp three-cylinder engine to its limits. For all these cost-cutting

however, the car surprisingly comes with AC and two upmarket features, namely rear parking sensor and ABS with electronic brake distribution (EBD), so one can park and stop without much issue. At BDT 8.65 lacs, common sense dictates that quite a good amount of new cars are a far better option than the Tata Nano

And then on the right...

The old WagonR was quite popular in its own right, despite looking like a literal box on wheels.

The new car took account of this and went to a fitness instructor to work on its curves a bit more. The new Wagon R is a handsome car fitted with a 7-inch infotainment system, complete with android auto and apple play. Power comes in two flavours, one 1.0-liter four-cylinder making 67 hp and a 1.2-liter making 81 hp, mated to a CVT. Both models come standard with rear parking sensors along with ABS with EBD Prices range from 13.5 lacs to 14.25 lacs BDT. Full reviews incoming.

# Nissan testing a subscription service for their rental fleet

Nissan plans to launch a subscription service that will allow drivers to switch to a different car as often as every day.

The program, named "Nissan Switch," is scheduled to launch in the Houston area as a test run.

Under the program, a user has to pay a \$495 joining fee after which they can choose from two tiers, "Select" and "Premium," at \$699 and \$899 a month, respectively.

The Select tier will offer models like mid-sized sedans and crossovers,

## GDC 2020 and Facebook's F8 cancelled over coronavirus threat

Both Facebook's annual developer conference F8 and Game Developer's Conference have been cancelled with the latter being indefinitely postponed. Sony, Microsoft and Epic had pulled out earlier from GDC 2020, prompting the organisers to indefinitely postpone the annual event.

Facebook however stated that the "in-person component" of the event has been cancelled but there may still be a web-presentation and live video for the conference. It was only just a couple of weeks ago that Mobile World Congress 2020 was cancelled over coronavirus concerns.



while the Premium offering includes full-sized sedans and SUVs. The subscription includes "unlimited switches as often as a new vehicle each

Techbits

Trek.

day," along with delivery, cleaning, insurance, roadside assistance, and regular maintenance.

Andrew Tavi, Nissan's vice president of external affairs, said, "For those who want a sedan during the week and an SUV or sports car, like the GTR, on the weekends, Nissan Switch provides the solution."

He noted however, the GTR will be available for an extra \$100 per day for a maximum of seven days.

of the US Space Force, compares it with Star 'ES SP



joins TikTok as the platform gains more mainstream popularity.



**EDITOR'S NOTE** 

It's that time of the year again when all the entitled men around us will be crying about why there's a women's day but not a men's day. For those entitled men who keep blabbering about not having "equality" because there is apparently no separate day for them, we would like to say, "Please Google men's day and you'll find it's on November 19. Also, don't forget to Google the history of women's day."

In this issue of Toggle, we celebrate all the wonderful women around us, who are surpassing the benchmark every day, especially those women in our country who are excelling in the tech industry despite all the hurdles and difficulties they have to face. We dedicate this issue to all the women around us who are gracefully eroding all the limitations and boundaries that society imposes on them.

- Nahaly Nafisa Khan, The Boss

# TOGGLE

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Amazon continues

to lay off employees.

3000 drivers will lose

their jobs.

**Google Earth** now available on browsers other than Chrome.



**Elon Musk approves** 

UNICEF, EU, WHO



# Femvertising: Who benefits?

"Young women of the world, two things are lacking in your life: gender equality and shiny hair. And we can help you achieve at least one of those things." - Claimed a shampoo company in 2016 to sell more bottles of the same shampoo that failed to reach its sales target 3 months back. Some leading magazines have also parroted ideals of "feminism" and forgot how they themselves are reinforcing myths of conventional beauty through their cover pages that display only a certain kind of women and photoshoots that objectify them. Behold! The advertising agencies typically criticised for using sexist and racist means of publicity are now selling empowerment to women. Thanks to them, 'Femvertising' is now a word that needs attention. Hashtag Feminism

It all starts with a hashtag. In the age of social media posts dictating consumer decisions and heavily influencing their thoughts about a brand, all it takes is a marketing campaign with a powerful hashtag. Feminism and its implications were always difficult for a patriarchal society to fathom. But the advertising agencies with their faulty empowerment indicators made it impossible to distinguish it from the flawed ideas. Companies don't just run contradictory marketing campaigns, many promote ideas of feminism in marketing while embodying the opposite. In 2015, KPMG, one of the world's largest auditing companies, released a video titled "Glass Ceiling" with the slogan: Continuing our commitment to the next generation of women leaders. In August of 2019, KPMG became the subject of a \$400 million class-action lawsuit alleging a pattern of gender discrimination

— including denying promotions to women and penalizing them for taking maternity leave. Femvertising has no real impact on the fight for women's equality if the company isn't practicing feminist ideals. Instead, they're often dangerously redefining the meaning of feminism, diminishing it to a tagline and dumbing it down to a hashtag. **Commercializing a competitive** 

mindset

"Why should boys have all the fun?" is a tagline that clearly indicates a flawed concept of gender superiority

### NOMROTA SARKER

that indirectly promotes a competitive mindset. This clever attempt to turn the unconventional idea of femininity into an empowerment indicator has made scooties for girls very popular in the Southeast Asian region over the past decade. SO POPULAR that the scooty market in India alone generated a revenue of \$80.0 million in 2018.

Popular film actresses are likely to be role models for young women and adolescent girls. Decades ago movie stars used to portray cigarette smoking as an empowerment indicator on the screen. It influenced young girls' attitudes toward the habit; making lung cancer an equal opportunity disease. Again, a wrong course of empowerment disguised as feminism was sneakily injected into the market. The market kept growing while feminism was misinterpreted.



To be a little fair though, back in the 60-70s when this was popular, women often considered smoking as a rebellion against the societal norms. Virginia Slims used the tagline "You've come a long way, baby" to promote smoking while making a sly connect to women's liberation. They did go a long way with that till people realized smoking wasn't what liberated women.

**Opportunism over impact** In reality, these femvertisements have been rather using a watereddown, de-clawed idea of feminism that agitates little for actual social change. These companies actively convince that with the consumption of this product, we are supporting the feminist cause. Dove became the pioneer of femvertising in India in 2013 when they released "Real Beauty bottles". It targeted the vulnerabilities and insecurities of women regarding the shapes and

gel imitating different body types. The actual intention of this campaign might have been to support women's confidence about their bodies or to simply make money, but what they actually did was force women to seek self-confidence from a plastic bottle. The bottles, however, never went into production due to the major backlash it received from social media. Digital manipulation Femvertisements pop up on occasions like Mother's Day and International Women's Day. The brands appear to be participating in a race of 'pink-vertising' to put out their women-centric ads where they want their consumers to know that the brand believes in female empowerment. Companies don't just run contradictory marketing campaigns, many promote ideas of feminism in marketing while embodying the opposite. According to a report published last year in The Independent, UK, "Girl Power" charity t-shirts were being sold in the UK on the occasion of women's day. These t-shirts were made at an exploitative Bangladeshi factory with more than 100 impoverished workers, most of whom were women, claiming to have been sacked after striking in protest at their low wages.

sizes of their bodies by launching 6

differently shaped bottles of shower

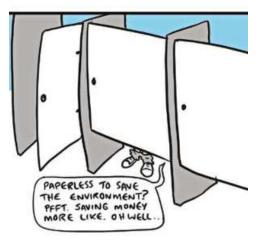
This has been indirectly doing more bad than good due to the commercial representation of the cause itself. The idea of what feminism is and what it stands for has been distorted over the years by the media, so much that it is now 'selling' a gender along with the products instead of actually empowering it.

However, the actual intention of any brand is primarily to generate sales with advertisements. But the problem lies within the extreme practices of 'what sells'. The tendency of the market to be more penetrable with the objectification of women is indicative of how society perceives a gender. Playing this card with femaledriven content, brands bank on the idea of a rather commercial aspect of feminism. This particularly benefits mostly the companies, not the demography that actually needs it.

# THE BOSSMAN

TOGGLE 3









# Auto Rebelion ঢাকা মেট্রো-গ 22:0805 underground meet 2020

If you don't love pop-ups, you've stopped living



Real bikes like these don't ac "not-not-not



Gloria Gaynor referred to these 90's Corollas in 1978 when she sang "I will survive



1:43 scale diorama celebration of Ford's greatest Victory against Ferrari



Man sees Evo, starts performing ballet out of iov



3 butts for all kinds of loving: sedan, hatch and liftback



Hate it or really, really love it like (80's rockstars love cocaine): Mercedes 500 SEC lives on with a Toyota heart

PHOTO: AHBAAR MOHAMMAD



These 80's Corolla wagons came with faux wood panelling on the outside disappointing many termite generation



All neonle are nink inside and all cars are rusty brown underneath



NOW YOU KNOW

## Regenerative braking – How does it work?

Regenerative braking system or regen is an energy conversion process where a car takes excess kinetic energy, usually generated by the momentums of its wheels, and stores it for later use. Electric vehicles and plug-in-hybrids vehicles use regen as a form of range extender, where it takes energy that is otherwise wasted and then uses it to recharge their battery. Mitsubishi Outlander PHEV uses such a system, which when used, allows the car to travel

up to 35 km using just its electric motors. This in Bangladesh's context means going from Dhanmondi to Uttara without using a single drop of petrol.



# COVER STORY VERONICA GOMES

advancements, available through Information and Communications Technology (ICT) and an overall digital so, more and more Subsequently, this Women's Day, we by the women of our tomorrow.

the past couple of years.

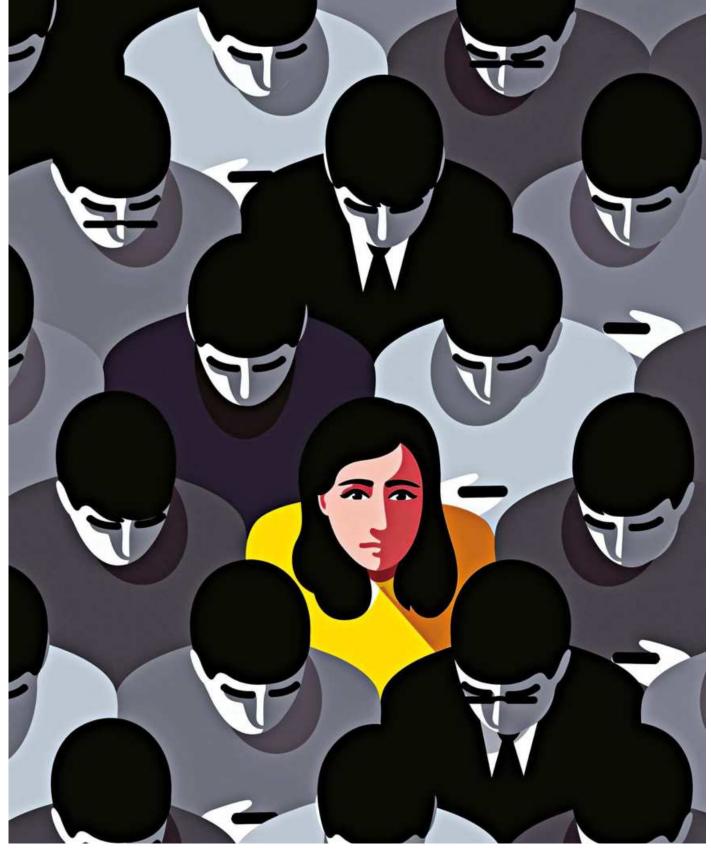
initiative by the Bangladesh Association

# How women are coming to the forefront of tech in Bangladesh

In the era of technological Bangladesh is keeping up with global trends in exploring the plethora of opportunities made transformation. In doing women are participating in this sector, a positive phenomenon formerly less seen in this field. explore the sector and the advancements and obstacles made and faced

While delving into the reasons behind the under-representation of women in tech, the sheer number of interested female students in this sector proved not to be a reason. Being a student of Bangladesh University of Engineering and Technology (BUET), Afsara Benazir said, "From my school days, I had a passion for Mathematics and Physics and my interest in these subjects pushed me to choose engineering and I aspire to be a professional in the ICT sector." While the interest was always there, the social cues which mark women unfit for the job, coupled with the lack of empowering and networking platforms proved to be a barrier for many who wanted to pursue a career in this sector. However, all of this has drastically changed for the better in

A growing number of organisations have emerged, helping women across Bangladesh in reaching their goals. The Bangladesh Women in Technology (BWIT) has a dedicated platform aimed at promoting women in the technology industry through training and a wide range of networking opportunities, with the members being women who are ICT entrepreneurs and professionals in the ICT, computer science, EEE, robotics and mechatronics sector. Moreover, BASIS Women's Forum (BWF), an



of Software and Information Services (BASIS), empowers women regardless of educational background to help them pursue a career in ICT. TechBeez, which connects aspiring female students in STEM with female leads in the industry, enables enhanced career opportunities while inspiring many. While women

have been under-represented in the ICT industry for years, these initiatives aim at bridging the gap and enforcing an era of superior ICT industry boom.

Moreover, there are countless government initiatives, aided further by the 'Digital Bangladesh' agenda which empowers women throughout. Institutes such as Bangladesh Korea Institute of Information and Communication Technology (BKIICT) and Bangladesh Computer Council have taken initiatives to provide opportunities and support for women in the country

### Hands-on Review

# Award winning piston, but do they work?

## 1More 1M301 in-ear headphones

SHAER REAZ

The market for in-ear headphones and entrylevel, pseudo-premium pistons are currently so saturated you'll come across new names almost every single day. 1More is a new name for almost anyone, and I had personally never come across the brand before a gadget-hoarding colleague got himself one and I naturally asked for...one more.

Silly puns aside, the initial design and packaging was what drew me to the single-driver in-ear piston. Right at the bottom end of 1More's lineup of headphones (both wired and not), the 1M301 comes with a triple layer metal composite diaphragm, dual resonant chambers, tangle-free cord and a standard three-button control that makes it compatible with all iOS and Android



devices that feature a 3.5mm jack. The packaging and product design of the 1M301 are top notch. The unboxing experience is a joyous occasion not because you're unwrapping something amazing and expensive, but because the surfaces you touch and the materials you look at are all fantastic. The headphones come encased in a plastic box with a clear lid and satin-finish surfaces on the bottom—remove the headphones wrapped around the soft rubber casing and you'll see the three sizes of buds that are included.

The headphones themselves are funkycool and sure to be a hit with people who like loud colours but understated design. The pistons look like the top half of a space capsule (the point end that ends



up in the ocean after re-entry), while the buttons, jack surround and cord itself all have nicely textured surfaces. Looking at it and feeling the surfaces, you'll instantly understand why the 1M301 got an iF Design award in 2016.

The problems start when you start using it for the first time. The OEM buds that are included are not very comfortable and slight movements of the head (left-right) cause them to slip out—an extremely annoying experience that just adds to the hassle of wired headphones. Unless you invest in proper aftermarket buds, you're not going to have a great experience in terms of fitment.

The sound quality is also not on par with the best in the segment—with competitors like Fiio providing a better



PHOTOS: ZARIF FAIAZ

sound space and a clearer separation of notes with similar specs in the FH3, the 1M301 suffers from a case of good design but sub-par performance. However, for the price of BDT 1800, there's not a lot you can expect from in-ear headphones, unless you're willing to go a bit higher for the sound quality you need.

For the price, the 1More 1M301 offers fantastic design and build quality that provides all the aesthetics without the superior performance that you'd expect from pricier, more premium headphones. They're cheap for audiophiles and decently priced for general users, and are, at most, an entry point to high-end audio gear. Enjoy the premium quality build and excuse the lack of premium performance.

# RAVPOWER for those who crave power

Power Banks are the cornerstone of any powerful on-the-go setup. Wall-plugs are a thing of the past, and like no one asks for wallplugs anyway. So the next time one of your friends ask you, 'Do you have a Power Bank, dost?" pull one of these out to show them the true meaning of power.

#### RP-PB005 10,000mAh

This chunky square won't unfortunately fit into your pocket but it is compact enough to snuggly fit into a corner of your



purse or backpack. It has two USB-A ports and one micro USB port. It can easily charge two devices at the same time but it does not however have Qualcomm Quick Charge 3.0. The price is BDT 1,750/-.

#### RP-PB169 6700mAh

Small and compact enough to become a mainstay of your left pocket, this tiny Power Bank has a lot more juice than its similarly sized counterparts. It comes

### ASIF AYON

with one USB-A port for charging and one micro USB port. There is overcharging and short circuit protection as well. The RP-PB169 also has iSmart fast charging meaning you can charge your iPhone up to twice as much on a single charge. The price is BDT 1,490/-.



#### PC029 Desktop charger 60Watt

While the PC029 isn't a Power Bank, it is really useful to have at home for charging multiple devices all at once. It has five USB-A ports with iSmart 2.0 technology and one extra USB-A port which supports Qualcomm Quick Charge 3.0. The device has 60W power and protection features against overheating, overcharging and short-circuiting. That and the long 1.5m cable that comes in the box makes the PC029 a reliable choice for computer and bedside tables. The price is BDT 2,400/-.



## TOGGLE

PCC

## **HEALTH**

#### From Page 5

Bangladesh Network Operators Group provides enhanced training workshops and conferences, with the World Bank aiding women entrepreneurs and professionals financially. Furthermore, government projects like the 'She Power Project' starting from 2018 under the ICT division and WiFi Program trained and provided internships and jobs to thousands. Moreover, there are countless workshops and training seminars held across the country to ensure women's participation in ICT.

Despite all the empowering platforms available, a certain degree of obstacles persists. "If I had one word to describe it, it would be 'prejudice'", said Mitrasree Deb, an IT consultant at Fujitsu Research Institute, Tokyo. She added, "Even in this era, people are full of judgement and even though we ignore it most times, it lingers as an underlying reason for being overly selfconscious as an individual. These can greatly affect mental health and overall personal and career growth in the long run if you let it get to you." Criticism and judgements entailing common questions like "Won't this job be tough for you as a woman?" from people all around sometimes become overwhelming regardless of how much you ignore the noise. Moreover, male dominance still persists to a certain degree as the addition of women professionals in IT is still a newly circulated phenomenon. The issue of the gender pay gap is an unfortunate reality in certain places with employment often being influenced by your gender.

It is true however that all advancements come with overcoming hardships and that's exactly what women have been doing successfully throughout the years, inspiring more and more young ones along the way. "The main solution was confidence and patience. As soon as I started to believe in myself, I started to enjoy my job. There were instances of lingering criticism. However, the support from my family and environment at the office helped me greatly", said Supriya Imon Swati, Principal Officer at the IT Division of

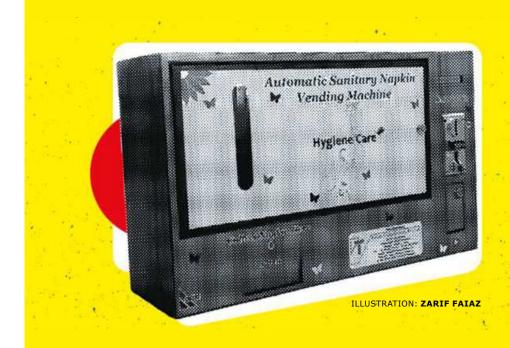
Dhaka Bank Limited. Newcomers should keep in mind that curiosity goes a long way and learning new things every day aid in their career advancement greatly. Moreover, there are hundreds of real-life success stories around us and taking inspiration from these female role models act as effective motivators in the long run. While there are years of internalised and

blatant patriarchy to fight, it is important to believe in yourself rather than in the noise of what people perceive your capabilities to be.

To summarise, with the emergence of women empowerment organisations and the right kind of shift towards a more open, equal and inclusive work environment in general, the future shows promise. Even though the current scenario shows a ratio of female to male personnel holding senior positions to



still be quite less, the increasing number of female students in ICT and STEM (science, engineering, technology, and mathematics) act as proponents of an emerging even ratio ahead. Hence, with the right kind of guidance and suitable environment, women can continue to change history through increased participation in IT with their hard work and determination, thereby becoming invaluable gems of the impending Fourth Industrial Revolution ahead.



# Importance of sanitary pad vending machines

### PARISA ISLAM

On 25th February 2020, the Scottish Parliament passed a bill to provide free sanitary products to women of all ages. With Scotland as the forerunner in the race to eradicate "period poverty", it is high time for other countries to follow suit. Bangladesh tried to step up its game by installing sanitary pad vending machines in some public and private universities, but it is a necessity across all educational institutes and workplaces.

Girls hit puberty at different ages and there is no crystal ball to help foresee their first period. Schools having vending machines will help panic-stricken young girls manoeuvre through their first underworld blood bath. There is enough pressure of studies in college, so tracking one's menstrual cycle and packing a pad is an added hassle. Having pads readily available in college means one less thing to stress about. Furthermore, in a somewhat conservative society like ours, where most people have not yet come to terms with a bleeding vagina, a girl carrying a pad to the washroom may be subjected to taunts.

University students spend a lengthy period (pun intended) of time on campus. A menstruating woman staying 6-8 hours on campus has to change her pad a few times to avoid getting Reproductive Tract Infection (RTI). She may not be carrying multiple, and her friends may not have spare pads either, posing the need for a vending machine.

Fortunately, ACI Group had installed Vending Machines providing Freedom sanitary pads at BDT 10/-, around Dhaka University campus in December 2019. Nowsheen Kamal, a 3rd-year student of IBA, has been a frequent user of the one placed at the TSC washroom at Dhaka University, and she considers it a blessing during emergencies. She opines, "These vending machines are a lot like water filters. Not everyone carries water/pad, but it is a basic need". However, complaints arose over the poor maintenance of these vending machines. Nusha and Holy, students of the Arts Faculty of the same university, tried to get a pad but the machine repeatedly rejected their money.

Earlier in 2019, Bangladesh University of Professionals also installed Sanitary Pad Vending Machines. Zerida Rahman, a fresher of International Relations of the university confides, "I've stopped buying pads from the store, and rely on this instead because it is convenient and the quality is good." However, she wishes that it cost less than BDT 15/- per pad.

Workplaces are no exception, because it is unfeasible to run to the pharmacy amidst a corporate meeting, and there may not be pharmacies nearby. Not everyone has a regular cycle; one may not know when the uterus will wreak havoc and stain the revolving chair. For the garment factories, these vending machines are a must, because over 80% of the workforce is women.

It goes on without saying that efficient vending machines providing pads at cheap or for free will be a game-changer for females stepping out of their homes while on their periods. If there are vending machines to combat junk food cravings, there should be one to combat bloody panties, period. **B TOGGLE** 

# Self-awareness and self-defence to prevent gender-based violence

OROBI BAKHTIAR

On average, nearly 13 women and girls are raped in Bangladesh every day. There is a widespread culture of impunity in this country since justice is delivered in only around 4% of cases. It's important to focus on raising better men so that they don't turn out to be predators. However, this is a lengthy process, and meanwhile, we must develop a better understanding of self-defence and awareness since every tool is worth having if it can protect you from gender-based violence. How to train to defend yourself? Among many martial art training programs in Bangladesh, a particular few have proven to be useful. Krav Maga is perhaps the most effective and

well-known self-defence system in the world, which provides the apt skills to fight against the perpetrators. If you want to take up the activity, Tactical Krav Maga Bangladesh, in Bashundhara R/A, might be the institution for you. They



have started their training program for adolescents as well, called "Krav Junior". Other contact fighting and self-defence techniques such as Kyokushin karate and Judo can help improve not only your selfdefence skills but also your reflexes and coordination.

## Which accessories should you carry for your safety?

Pepper spray is a popular choice since it is portable and has an immediate impact on the attacker. As far as inconvenience goes, carrying flashlights or emergency alarms may seem like a hassle but they can save you from getting assaulted. The last thing a perpetrator wants is to draw attention towards themselves from people around. Which hotlines you should contact when you feel threatened?

Always remember to carry your phone with you. Whenever you feel like you're being followed or threatened by anyone, take your phone out and dial 999. This is a toll-free national emergency helpline open round the clock. It's better to be safe and let the emergency call-taker help you in case of emergency assistance. Another helpline which is specifically catered to women and children's needs is the tollfree number, 109. Both these numbers provide immediate assistance for tackling

any sort of threat. **How to travel safely on a bus?** Almost 84% of women in Bangladesh have experienced staring, deliberate touching, groping and sexual comments while travelling in public buses. To cater to the needs of the capital's female commuters, a female-only bus service called Dolonchapa has been launched in 2018. It is specially designed to protect women from sexual harassment with the interior covered by CCTV. They currently have 4 buses running in different routes in Dhaka.

TO-DO LIST

## How to use ride-sharing apps while ensuring your safety

Most of us opt for ride-sharing services to escape all the struggle and harassment in public transportation. Uber, Pathao and other services are trying their level best to ensure passenger safety. These apps have in-app trip sharing features that allow you to share live updates of your trip with your trusted friends and family. Remember to verify the driver and the license plate of the car to what is listed in the app.



# Events to watch out for

