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EDITOR'S NOTE

Get up,

stand up

The past week has been a weary

one. From being overwhelmed with

news of violence against women to

against the ongoing rape pandemic

realising that the conversation is not

reaching it's intended mass, the week

and disappointed. But above all we

are determined. Determined to do whatever we can to contribute to

this movement. So, we do what we do best-we write. We try to help our

readers-especially womenby listing out options for them to prepare themselves in cases emergencies.

But we don't. And we hope this

week's Toggle helps out, even if it's

We wish we lived in a better world.

-Zarif Fajaz, Sub-editor

We, at Toggle, are terrified, enraged

a nationwide eruption of protest

and utter the disappointment of

has taken a toll on all of us.

Virgin Hyperloop to build a hyperloop certification center

American transportation company Virgin Hyperloop announced its plans to build a hyperloop safety certification testing facility at West Virginia.

Virgin hopes the facility will play a crucial rule in the creation of a national hyperloop safety certification framework for the U.S, a process that will require direct involvement of the U.S. Department of Transportation (DOT). Fortunately for Hyperloop, the DOT has already taken the first

step through the issuance of guidance documentation in advance of a framework in July of this year.

So far, the company has been developing its hyperloop technology at its proving ground in North Las Vegas. The new facility will be used specifically for certification but will involve similar large-scale testing.

Virgin hopes to fully safety certify its hyperloop system by 2025, followed by commercial operation by 2030.



New cars this week



Honda's midsize pickup truck got an update, and it looks tougher. Gone is the Ridgeline's soft, crossover-like front end of the last generation, replaced by a much more tough squire looking grille with matching front fenders. The rear end also received some touch-ups, with a beefy new bumper and exposed twin exhaust. The changes to the interior are minimal though the new infotainment system has a physical volume knob, a feature that was unexplainedly removed in the previous iteration. The drivetrain is also left untouched, meaning the car is still powered by the 3.5-litre V6 engine making a respectable 280 Hp and 262 lb-ft of torque. Can someone



please import one of these already?

Moving from the land of Green tea to the country that conquered half the planet for it, we have the newly refreshed Jaguar XF. Exterior remains mostly the same, though the slimmed LED headlight and new grille give the car an amused judgemental look worthy of a Jag. The interior has been given a major touch up, in the sense of a new 11.4-inch infotainment screen with Apple CarPlay and Android Auto connectivity. A convention gear lever replaced the rotary knob, probably to save future users thousands in repairs. The base power comes from a 2.0-litre turbo four-cylinder making 246 Hp with a 0-100 of 6.5 seconds. Classy.

Amazon debuts its first custom fully electric delivery vehicle

US online shopping giant Amazon has received their first custom-built EV delivery van.

Built through its partnership with Rivian, the vehicle externally shares many similarities with its internal combustion counterparts. The main difference, however, lies under its skin.

In a blog post detailing the vehicle, Amazon laid out some of its unique features. The van is fitted with sensorbased highway driving and traffic assist systems, exterior 360-degree cameras, larger than the usual driving compartment, integrated three-level shelving with a bulkhead cargo compartment separating door, and a built-in Alexa voice assistant.

Amazon aims to massively expand its all-electric fleet by 2030, starting with 10,000 of these vans on roads globally within the next two years. With the final production goal being 100,000 units.

TOGGLE

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just a little bit.

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Voice of Business BRANDrill 2020 will be held virtually

Voice of Business (VoB), the student-run business club and publication house of the University of Dhaka, is to host their third BRANDrill 2020 competition virtually in light of the pandemic.

Sponsored by IPDC and hosted under the slogan "the ultimate branding showdown", the month-long

branding competition is going to be held nationally and with expected participation from the students of universities all around Bangladesh.

A total of three rounds will be held to assess and find out the ultimate branding masters, as well as insightful workshops to provide the tricks and tactics to facilitate their performance. The grand finale will presumably be held on November 6.

Keeping in mind the threats of Covid-19, all the spheres of this event will be performed virtually. VoB organizers claim to make this online event significantly outstanding.

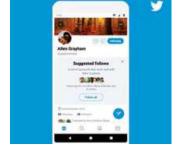




Waymo to begun a public driverless taxi service in the US

Instagram celebrates its 10th birthday with Stories Map, custom icons





Twitter is testing a "Suggested Follows" feature on Android

Google renames G Suite to Google Workspace







Microsoft to add a price comparison engine in its Edge browser

How to make workplaces safe for employees

REHENUMA RAYSA

Violence and harassment are threatening and pervasive reality causing trouble to all, especially women. Although a safe working environment is a fundamental human right, it has long been treated as a privilege where women have been facing so many safety concerns for ages working in hostile workplaces.

According to a study conducted by Karmojibi Nari and CARE Bangladesh, a significant proportion of women employees (about 12.7%) face sexual harassment at workplace in Bangladesh whereas various surveys conducted globally show that over 70% women and 25% men (on average) have encountered some form of sexual misconduct in their respective workplaces while at work, work-related events or looking for work; such statistics are staggering.

Sexual harassment is a universal problem. However, only 54% of victims report experiencing unwanted sexual attention, sexual coercion, sexually crude conduct, sexist treatments or comments in the workplace due to the fear of being subject to retaliation.

There are some ways, recommended by experts, employers can take to ensure safe workplaces for all irrespective of gender to support gender diversity and inclusion to accelerate productivity and success in the long term. If you hold the authoritative position, put the following into action to end genderbased violence:

Adopt a strict zero-tolerance policy for harassment at work

Organisational efforts enforcing a welldefined zero-tolerance policy can have a remarkable impact on tackling the scourge of sexual harassment as it can be prevented by implementing correct law infrastructure. Hence, you must review your organisation's "workplace safety policy" to promote a comfortable workplace culture. The policy should define all kinds of sexual harassments and outline the consequences as well. You need to make sure everyone has access to the company's rules and regulations. Put up the guidelines on the company's website and posters on the walls along with attaching emergency contact numbers or circulate them among all employees regularly. Everyone needs to know the repercussion of this to help make it feasible to call

out inappropriate, questionable and unwelcoming sexual-advances and acts so that no perpetrator can feel entitled to practice exertion of power and domination.

Set up a credible Internal Complaint Committee

Every company should have a reliable and sensitive ICC, assuring a wellenforcing approach against all sorts of abuses and indecencies. The committee should consist of both men and women because sexual harassment is not just a woman's issue; it is a violation of the law against humans where one goes to the extent of assaulting and oppressing another. The authoritative figures need to pass unbiased judgment analysing the timeline, inquire or investigate the allegation thoroughly, protect the appellant and take necessary disciplinary actions. Complaint and redressal

arrangements covering the entire workplace. Install CCTV cameras to monitor the whole area to enhance the surveillance system for up-to-the-mark security and make sure the system is operational round-the-clock without intruding on the privacy of anyone. It can help gather evidence in determining who was at fault if such an unfortunate incident occurs. You can provide other basic amenities according to employees' needs too. Collect valid identification documents from everyone working and maintain a record of the visitors. Also, hire well-trained security guards to improve the overall working condition. Organise weekly/monthly seminars Workshops, innovative skits, interactive and open group discussions on the "intent vs impact debate" or speeches by professionals can help spread awareness among all. Conduct



mechanisms must be established to ensure every complaint received is acknowledged preserving a safe space for the victim. Sexual harassment at work can happen in verbal, visual or physical ways. Upon the findings, the guilty predator or fake accuser alike can receive a range of punishment - from a warning to termination from the job. Develop a better and viable security system

You need to take measures to counteract and eradicate this issue to foster a secure environment. The workplace's design needs to be considered for that. Glass walls can be used in the private and communal spaces striking a perfect balance where one is not too isolated. neither is left to feel trapped, which benefits everyone. You can ensure a well-lit workplace with suitable lighting

educational sessions to teach workers right from wrong and the importance of being respectful towards others regardless of individual gender identity. Demonstration programs can help them understand what constitutes as harassment so that there will not be any ambiguity as to what appropriate workplace behavioural ethics is which can help reduce dreadful instances Arrange mandatory conventional anti-sexual harassment training to help them learn about electronic safety options or basic self-defence techniques to make it easy to combat this menace. You can try to go the extra mile by conducting regular surveys asking for everyone's feedback and opinion on this matter and keep up, observe, and evaluate annual reports on the outcomes.



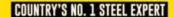
















At the end of world war II and after the reconstruction of Japan, the land of the rising sun began to find its economic footing as a manufacturer of consumer devices, electronics, and most notably, (at least for petrolheads) cars.

Following a directive by the Japanese government in 1955 for a "people's car", a cheap 150,000 yen (918,000 yen in today's money) four-seater with a top speed of a brisk 100 kmh, the auto industry had their work cut out for them. Subaru rolled out the 360, Suzuki unveiled the Suzulight. Honda, a feeble motorcycle company at the time, seemed to have missed the memo in the most glorious fashion and debuted the Honda S360 almost a decade later, follow in succession by the s500 and s800.

Turns out, a drop-dead 360cc chaindriven roadster was exactly the genesis Honda looked-for, as the S moniker was revived again in 1999, and thanks to movies like the fast and furious, the S2000 has a cult classic following.

The AP1 S2000 boasted the highest specific power output per litre of anv naturally aspirated car, only to be dethroned by some red Ferrari a decade later. The facelifted AP2 with and extra 200ccs displacement up to 2200cc took over the dealership floors from 2003 to 2009.

And with my rotten luck of bringing rain to a shoot, feast your eyes upon this 2005 Berlina black AP2 S2000 Type S, or a CR (Club Racer) if you're a Yankee. The AP2 modernized a car penned in the late

The revised bumpers and lights are noticeably sleeker than before. However, the type S kit combined with the spoiler turns its demeanour and stance up to eleven. Think Johnny Tran's black Veilside s2000 from FnF but with RTX on. The prettier Type S wheels were replaced with a set of gold RPF1's housed in fatter and wider Advan Neova AD08 R's, with a tread pattern so bewitching, I might just name my firstborn after it. One peek at the engine bay quickly tells you that the previous owner in japan clearly went nuts in a Toda racing garage, installing everything from their parts catalogue.



From a Toda high power exhaust system to a bright pink Toda pulley kit, which sticks out amidst the engine as one would imagine. Watching the bars in the digital speedo climb up to 8000 rpm is a treat to one's sensory organs. The bright red bucket-like seats will cradle you as the ohlins racing coilovers coupled with the Veovas keep the darty s2000 planted, rain

One major difference between the AP2 cars was the engine powerband.

Where the previous-gen redlined at an ear ringing 9000 rpm, the longer piston travel owed to the of the bored and stroked F22 took it down a notch at 8200 with a noticeable increase in low-end

They say you shouldn't meet your heroes. However, if your hero is a Honda S2000, you should scratch that. It does not disappoint.

Although Honda killed off the \$2000 in 2009 evidently to a growing demand for crossovers, the mid-engine, baby NSXesque (JDM only) S660 kei car carries on the S legacy. Only by name though, as it traces a chunk of its DNA with the Honda Beat Kei car from the early nineties

This is your last chance. After this, there is no turning back. You take the blue pill - the story ends, you wake up in your bed and believe whatever you want to believe. You take the red pill - you stay in Wonderland, and I show you how buyers of the Honda Vezel have the blood of the S2000 on their hands. Remember, all I'm offering is the truth – nothing more."

Special thanks to Saikat Saha for braving the rain in his \$2000 on the day

Photos by Ahbar Milky



NOW YOU KNOW

Why crossovers are dominating the car market

Modern crossovers are slowly replacing the classic family sedan. They are larger, offer more cargo space, have more legroom, and a commanding driving position. However, what held back older crossover from becoming more popular was their high fuel economy and instability at higher speeds. Modern crossovers such as the Mitsubishi Eclipse Cross employs Active Stability Control to keep the car balanced at high speed and fuel-efficient turbocharged engine to achieve favorable fuel economy.





Helpline numbers, location sharing apps and services that you may need in an emergency

JINAT JAHAN KHAN

Following the disturbing crimes and sexual harassment cases against women and children, it has become more important to know the emergency helpline numbers and to learn how to share location or notify close ones in an emergency state. Here is a list of some national helpline numbers, apps to share location and a guideline how to activate emergency SOS system.

National helpline numbers to prevent violence against women and children in Bangladesh

109: An emergency helpline, maintained by the National Helpline Service for Violence against Women and Children. This has been set up to combat violence against women and children and to prevent all sorts of sexual harassment. For any kind of harassment and abuse on the roads or at home, one can seek help here.

999: This national emergency service connects a person with Police. Fire and Ambulance emergency responding teams directly. People can ask for emergency aid, according to their state or need.

333: A national helpline to seek help to prevent violence against women, to stop child marriages and to save women from other social issues and problems.

All these numbers are toll-free and available 24 hours a day, 7 days a week.

How to activate the Emergency SOS System in Androids and iPhone

Depending on your Android phone, you can find 'Emergency SOS' in Settings directly or you need to go to 'Privacy', 'Security', 'Password and Security', 'Privacy and Emergency', or 'Privacy and Safety' submenu. To activate this system, vou have to add at least one emergency number of your friend or relative. You can even add a local helpline number for emergency. After activating the SOS system, you can make emergency calls by pressing the power button three or five times consecutively. The one that is suitable for your mobile phone will be mentioned just on the top of the 'Emergency SOS' option. In addition, you can send an SOS message, pictures and audio recordings of surroundings by activating other default options of this system. For iPhone, 'Emergency SOS' is either in 'Settings' directly or in 'General submenu. If it's iPhone 7 or older, then press the side button for 5 times. For iPhone 8 or newer, press the side button and one of the volume buttons until it gets activated. Open the Health app of this system to add emergency contacts and some basic medical information of yours

such as blood group and any disease that you have.

Common apps that can help share location in an emergency Facebook Messenger: Open the

Messenger conversation of a friend with whom you want to share your location. Tap the four-dot icon on the left side of the text box to open up the Options menu. You'll get the 'Location' button. Click on it and then tap on 'Share Live Location' for 60 minutes. Turn on your device's Location Service and allow your Messenger to access your device's location And for the iPhone, give Messenger

'Always' location access. **Snapchat:** To share location on Snapchat, you need to go to your profile and tap on 'My friends'. Click on the friend's name with whom you want to share your location. Go to their profile and select 'Send My Location'. And your friend will get your location information Remember to do some edits beforehand to avoid hustles in an emergency state. Go to your Snapchat profile, then to the Settings option, and select 'See My Location'. Turn off the 'Ghost Mode' and select who can see your location. You also need to turn on the location of your device. Note that it only works for bidirectional friends

Google Maps: Open the app and tap the blue dot that represents your current location. You'll find a 'Share Your Location' button. You can send your location to your friends via Facebook Messenger, WhatsApp, text message or

email. Before sending the link or sharing vour location, vou can customize the time limit. In general, it's for 1 hour, but through + and - signs you can increase or decrease this time. You can even share your location indefinitely by choosing 'Until you turn this off'. Again, turning on 'Location' or 'Location Service' of a device is a must.

Location sharing apps

Glympse

Glympse is a simple location sharing app. It's very easy to handle. There is no need to log in or create any account to use this app. Just copy the Glympse link of your location and send it via text message, email, or any third-party apps such as Facebook, WhatsApp etc. Recipients can see your location on a map in realtime only if they have any web-enabled device. Note that it may not be useful for you if you don't have a good internet connection.

My GPS Location

This is another location sharing app which can easily check your current address using a GPS. Just like Glympse, there is no need to create an account and you can send your location via text messages, email or any third-party apps. This app even shows the latitude and longitude of your current location. In an emergency, you can send the link of your location via SMS, even if there is no data connection.

Illustration-Zarif Faiaz

BUTES

Blockchain in energising the economy during and after Covid-19

SHAMS RAHMAN AND ASWINI YADLAPALLI

As Covid-19 ravaged the livelihoods of the country's poor, restarting the economy became an imperative for the Bangladesh government with a projected decline of 3.0 percent GDP growth in the financial year 2020. Now, the question is--how to rebuild the economy while saving lives.

Technology can play a pivotal role in managing the health crisis while accelerating the economic recovery. Blockchain is one such technology. Its ability to provide secure transactions globally--both in services and manufacturing sectors--highlights the opportunities for Bangladesh government and companies to implement blockchain technology to energise the economy.

Blockchain applications in Bangladesh Economy

Blockchain is a disruptive technology that has the potential to revolutionise the way transactions are recorded and stored on a decentralised network using cryptographic tokens. As the information is stored in multiple locations with no one holding ownership, all parties within the network have access to each transaction and associated data.

Use of cryptographic tokens eliminates intermediate central authorities that reduces associated transaction costs and prevents anyone from altering the recorded data. Smart contract feature of blockchain technology facilitates parties in the contract to follow the rules and trust each other even when they are not well known to each other.

In Bangladesh, blockchain technology can be deployed in several industry sectors that have the potential to rejuvenate the economy and play a significant role towards attaining the middle-income nation status.

Readymade Garment Industry

During the pandemic, garment factories have experienced a decline in orders by 45.8 percent over the first quarter of 2020, with an 81 percent contraction in April alone.

As consumers across the world become more conscious about the society and environment during the pandemic, in the post covid era there will be an increased demand on retailers such as Nike, Inditex and Next to source products from suppliers who adopt sustainability practices. Being transparent on green practices, safety and compliance and providing such information by the garment manufacturers will be imperative for triumphant recovery of the industry.

In this context, blockchain technology can be used to monitor factory safety in its global supply chains. It can provide an interface between overseas buyers and factory workers through a self-reporting infrastructure.

It means that the system provides an opportunity to the workers to record and



post their experiences, thus giving them a real voice. As this system will record the worker experiences on a blockchain which are timestamped, the results could never be manipulated.

Remittance

In 2019, remittance accounted for 5.8 percent of Bangladesh's GDP with expatriate Bangladeshis sending \$18.3 billion. Legal channels such as banks and money transfer organisations and illegal channels through personal connections are the two means that expats transfer money to Bangladesh.

Use of foreign currency exchange organisations such as Western Union, PayPal, Skrill, etc and banks involve hefty transaction costs, while the second form of currency exchange is risky due to lack of trust among the members involved in currency exchange.

Meanwhile, the informal currency exchange also results in the government to lose revenue and imposes challenges to track the remittance. For example, it's been reported that in 2018, the Bangladesh government has lost \$4.7 billion in revenues due to the informal remittance.

Blockchain technology can eliminate the middleman and their associated costs in the remittance supply chain. Promoting the use of digital currency underlined by the blockchain technology will remove the risks associated with currency fluctuations.

By developing policy guidelines on digital currency and the use of blockchain for money transfers, a government facilitated remittance process would enable to track the remittance which would assist in addressing broader issues related to tax aversion by expats working in Bangladesh and capital flight by Bangladeshis.

Pharmaceutical

Counterfeit medicines are a major concern for the \$3 billion pharmaceutical market in Bangladesh. Over the past five years, licenses of several pharmaceutical companies were cancelled over the allegations of producing counterfeit medicines of substandard quality. All the distribution channels from drug stores to hospitals such as Evercare and United are accused of selling substandard drugs. In the first 6 months of 2019, a total of 370 cases of fake medicines were filed.

To limit the circulation of counterfeit drugs in Bangladesh, drug testing facilities will be critical. However, current facilities can only test 5% of the total produce, as it is expensive and not possible to test each drug circulating in the market, the pharmaceutical industry is seeking other innovative alternatives.

One such initiative that gained much attention is the use of blockchain technology in pharmaceutical supply chains. A blockchain-based platform that tracks pharmaceutical products throughout the supply chain from the point of origin of raw materials/ingredients across the manufacturing sites, and then to larger healthcare ecosystems ensures only authentic products reach the consumer.

The creation of immutable records of traceability makes it easier to respond to product recalls, holds, and new releases in the market. Ultimately by eliminating the circulation of counterfeit drugs and streamlining the reverse supply chain with the use of the blockchain technology, community health will be improved. This will also be a key driver for the Bangladesh pharmaceutical industry sector to achieve the objective of capturing 10 percent of the global generic market.

Halal food

The global halal product market was

valued at \$2.7 trillion in 2015 and forecasted to increase to \$10.51 trillion by the year 2024.

To grab a portion of the global halal market share, Bangladeshi entrepreneurs in this sector are seeking the help of the government to develop policy guidelines including establishment of international halal certification and creation of a special economic zone for manufacturing halal products.

To assure the integrity of halal certified products and build public confidence, an application of blockchain will be invaluable. The inherited characteristics of the blockchain technology enhances trust through transparency from "paddock-to-plate" in supply chains.

Particularly, smart contracts of blockchain technology could digitally prescribe processes and requirements according to a halal standard, verify halal compliance and enforce the performance of halal supply chains.

In addition to these industries, blockchain technology has the potential to be deployed across a range of applications, industries and use cases. The more novel the application is, the more effort will be required to ensure that all the users understand what problems the blockchain solves.

Regardless of the use cases, blockchain technology implementation does come with challenges varying from technological to organisational, external environment, and supply chain related that an organisation needs to overcome.

Visit www.thedailystar.net/toggle for a more detailed read along with a second part of the article.

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Self-defence training against gender-based violence

NAHALY NAFISA KHAN

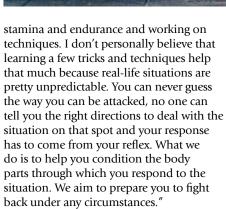
The entire country was shaken to the core after three consecutive cases of rape and sexual violence came to light very recently. According to the records of Ain O Shalish Kendro, even amidst the ongoing corona pandemic, 975 rape cases were reported, among which 43 of were victims to femicide, while 12 survivors committed suicide between January to September. There were around 204 reported cases of a rape attempt. The epidemic of this unspeakable violence hits hard every time we think about it.



There is a lot to be done to reach a long-term solution to the problem. This includes law reform, stricter implementation, introducing sex education as a part of the national curriculum and many more. While these should be on top of the priority list, it is also necessary to develop a better understanding of selfdefence and awareness since every tool is worth having if it can protect you from violence. Today we talk about a couple of programmes that can help you to find the right direction to go about it.

Warrior Woman Bangladesh by KO Fight

KO Fight Studio was one of the firsts to have launched a course particularly dedicated to self-defence back in September, 2017. This two-month-long course is specially designed for women who are unable to commit to long term training. Abdullah Mohammad Hossain, founder of KO Fight Studio said, "In this programme, we mainly focus on strength building of women, increasing



Warrior Woman Bangladesh will be starting the course with its tenth batch from November 2020. Interested ones can go to KO Fight Studio's Facebook page to get enrolled by paying the fees via bKash. All the necessary instructions are given before the classes via a group messenger thread with all enrollees. Classes are held on Friday and Saturday, followup instructions for the rest of the week are also given via the messenger thread.

"Usually we don't admit more than 20 people in each batch. We want to expand this project and make it accessible to schools and colleges, RMG workers and women in the most remote areas of the country.

WW Academy: Online self-defence

Wander Woman is a community exclusively dedicated to female travel enthusiasts from Bangladesh, which formed the WW Academy in October 2019 intending to train women with the crucial

skills (self-defence, swimming and such) needed while travelling. "In 2019, we made a trip to Tanguar Haor with a group of girls from Wander Woman and were harassed by an NGO worker. Locals urged us to take file complaints to the police, but we were outnumbered by the NGO team and so didn't want to take the risk. When we got back to Dhaka, I took legal actions against the perpetrator. However, this made me wonder how women feel unsafe in any part of the country, and I decided to launch a self-defence programme under WW Academy", said Sabira Mehrin, founder of

WW Academy launched a self-defence course partnering with Titans Academy, and trained 10 girls by December 2019. Later on, in 2020, the response for this project wasn't as expected, so the WW team started rethinking the model they designed. "Meanwhile, the pandemic took over, so we put the programme on hold because we weren't sure how many people would sign up for online workshops. When I came across the Begumgunj incident earlier this month, it shook me to the core. That's when it occurred to me that we could offer free self-defence classes online via WW Academy. We created a basic registration form that requires the name of the enrollee and her contact information. By the end of the day, we had around seven thousand women who registered for the course", said Sabira.

"Self-defence is not just about fighting, it's about learning techniques and tactics

to avoid certain situations, and that is something I wanted to make the women understand. I believe this a survival tactic that all of us need, regardless of our genders and ages", she added.

Titans Academy is partnering with WW Academy on this project, along with three more instructors. Every weekend there is going to be an orientation session by different instructors, with five hundred enrollees per session. WW Academy will be keeping in touch with them by launching a newsletter to get them connected with any programmes that the instructors launch in the future. To manage this huge capacity, the organisation has partnered with Adorn&Co, Alpha Catering, Edith, Romoni and Luminous Artisity by Lazina Elma.

When asked about the future plans of the WW Academy, Sabira said, "We are also planning to launch some exclusive programmes if enough people are interested and are continuously working with our partners for that. Apart from that, we want to work with pre-teens and sex education under parental supervision. We also want to work with RMG workers, slum-dwellers and people living in the rural remote areas of the country by building a community hub partnering with different NGOs. We aim to do something sustainable and reach out to more women across the country.

Organisations like Black Belt Academy, Bangladesh Karate Do and others are also offering different self-defence courses that are worth checking out.



POP CUITURE

THE WAR THAT DEFINED A GENERATION

ISRAR HASAN

For many of us born in the 90s and in the early 2000s, it is very possible that our first exposure to any kind of gaming was either through a Nintendo or Sega gaming console. It was an exposure to something entirely different than our young minds could only be awed as the games would proceed. The gaming consoles at that time, be it the NES or Sega Genesis or Nintendo 64 or Sega Mega Drive, offered a whole new world: castles, spells, action, fights, racing, bloodshed, all presented in 8 bit or 16-bit graphic design bursting in a cacophony of colours. Slowly, these gaming consoles alongside their mascot games, Mario and Sonic, became our gateway drugs right after coming from schools.



The newly released film, "Console Wars" looks at the battle waged between two giants of the gaming industry, Nintendo and Sega, at a time when the video gaming industry was starting to be established. From executive producers, Seth Rogen and Evan Goldberg, the film takes you to the settings of the battles for console supremacy from the boardroom to the conventions to intra-company feuds to the upper echelons of the US Congress highlighting a tour de force of the making of the battle that in many ways defined a generation, including ours.

Nintendo and Sega are both Japanese companies supplanted onto US soil and that is what drove their overarching international success. The documentary starts by showcasing Nintendo being the monopolistic gaming console in the market using their power to buy off retailers to sell their produce only making them the most conspicuous name

in the world of gaming in the 1980s. Sega, a struggling company, was highly understaffed and in a mess run from directions set out all the way from Japan. A cataclysmic battle ensues when one man is known for his shrewd marketing tactics: Tom Kalinske enters the picture launching an epic David vs Goliath battle that would herald the transformation of the gaming scene forever.

Like all documentaries, Console Wars is saturated with interviews and archival footage. Whatever stands out as aesthetically pleasing is the use of video game-inspired reenactments of the various events, which took place behind the boardrooms and the conventions. Colourful pixel-filled sequences of the major events and steps taken by those on the forefront of the battle were demonstrated with clarity.

The film does not only stop at interviewing the top heads of Nintendo

and Sega, but it also looks at their colourful advertising tactics including Sega's iconic "SEGA" chants commercial which catapulted it to fame. Using archival imagery from conventions and congressional hearings, the documentary also tackles the age-old problem that has bugged the gaming industry: do video games make children prone to violence? The film highlights the necessity of innovation in a rapidly changing and dynamic industry providing insightful footage into Sega's making of their iconic mascot, Sonic the hedgehog as a counterpart to Nintendo's Mario.

As the battle of 2020's console war between Sony's Play Station 5 and Microsoft's X Box Series heats up online and offline, this documentary is a well-designed nostalgic ridden throwback to a generation of games and a battle that paved way for what is today a 150 billion dollar industry.

