

# TOGGLE

WEEKEND LIVING IN THE DIGITAL AGE

A publication of *The Daily Star*



Parenting  
App  
– PG 7



● Bangladeshis in Fantasy  
● Premier League (FPL)  
– PG6

**12 MONTH WARRANTY**

**100% FREE DELIVERY**

Mr. Kazi Iqramul Hoque got 500% Cash Voucher buying Fridge from Walton Plaza Goalchamol, Faridpur

Father: Kazi Iqramul Hoque  
Kamarkhali, Madhukhali, Faridpur

**500% Cash Voucher**

Buy Fridge, Washing Machine & Microwave Oven, you may get Crores of Taka Cash Voucher and many more Walton Products

**Enjoy up to 500% Cash Voucher Free**

Buy Fridge, Washing Machine & Microwave Oven, you may get Crores of Taka Cash Voucher and many more Walton Products

Digital Campaign 2020  
Season-8

**WALTON**  
Smart Fridge

**Conditions:**

- Have to complete product registration through SMS after buying Walton Fridge, Washing Machine & Microwave Oven
- This campaign is conducted by Lily computerized system only
- Digital campaign tickets will be void in case of more than 3 registration of fridge from the same mobile number in a year
- The authority reserves the right to change the campaign anytime

This initiative is taken to ensure maximum customer facilities through research & development of products and digitalization

Return SMS may be delayed for the technical network problems

Conditions Apply

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ISO 14001

ISO 27001

ISO 45001

ISO 50001

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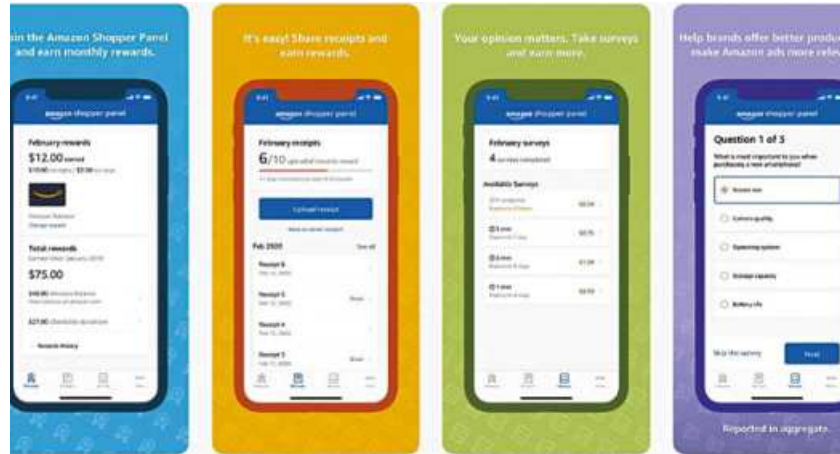
## NASA spacecraft successfully complete asteroid touch-and-go

NASA OSIRIS-REx probe has completed its mission to collect samples from asteroid Bennu and is currently on its way back.

OSIRIS-REx, short for Origins Spectral Interpretation Resource Identification Security — Regolith Explorer, was launched in September of 2016. Its mission was to briefly land and collect samples from the surface of 101955 Bennu, a B-type asteroid located three hundred and thirty-four million kilometers away from Earth. Scientists consider Bennu is to be a “time capsule” as it’s origin dates back to the earliest stages of our solar system and hopes the sample will give them valuable insights.

The spacecraft is expected to return at around September 24, 2023, whereupon it will eject its sample capsule toward a specific location in the Utah desert. Afterward, the vehicle will perform a final maneuver away from Earth and will begin its final journey toward deep space.

## Amazon will pay consumers for their non-platform purchases data



Amazon has introduced a new program that will pay its users for information about products purchased outside of Amazon.com.

Named the Amazon Shopper Panel, the program asks participants to send 10 receipts of any items purchased from non-Amazon retailers every month. Examples include grocery stores, entertainment outlets, drug stores, etc. The receipts can be sent through the company’s newly launched Amazon Shopper Panel app or can be forwarded to receipts@panel.amazon.com.

Successful completion will earn participants a \$10 reward that can they can apply to their Amazon account.

Additional rewards can be acquired by partaking in optional surveys about brands, products, as well as advertisements. The reward for each survey will vary.

The program is currently optional limited to the US. Amazon claims it will delete any sensitive information from the receipts but will store users’ personal information per its existing Privacy Policy.

### EDITOR’S NOTE

## I’m not a fan...

of writing these. They make me uncomfortable, worried and let loose a swarm of butterflies in my stomach. But as per my editor’s decree, I must complete this side quest to level up my skill tree. He puts it forward to me like a game and that makes it a little easier to manage. Level up, gain skill points, become a little better at what I do. And just like that, you can too by picking up one of the four online learning apps we featured in this issue.

While you take a break from upgrading skills, check out how the fantasy game industry is growing in Bangladesh. And if you’re a parent or know one, we have an app for someone to level up in that area also.

Rahbar Al Haq

*Roleplaying as a Human Trainee Reporter*

## New bikes this week

### Honda makes the Grom modular, Kawasaki brings back retro goodness

For those who are not in the know, the Honda Grom is an adorable 125cc city commuter that for some reason is not sold in Bangladesh. The 2021 model has bought in a plethora of new changes to the tiny bike, such as new headlights, relocated signal lights, and most importantly, quick-release body panels that can be swapped for easy customization. The update engine makes around 9.6 HP and 7.74 lb-ft of torque, which is sent to the rear wheel through a new five-speed transmission. Hopefully, Honda will now consider bringing it into the country, because I want one.

Moving from modern to Retro, we the Kawasaki W175. The styling of the bike is perfect, looking like a



perfectly preserved 80’s motorcycle at first glance. The attention to detail is amazing, with Kawasaki going as far as to add an analog gauge cluster and a small, vintage-style name plate. The 177cc engine makes around 16 HP and 10 lb-ft of torque, which is



sent to the rear wheel through a five-speed. Unfortunately, that extra 10cc is just enough to prevent the bike from coming to Bangladesh. So if you want to take this beauty out for a spin, better book a ticket to India after this pandemic is over.

## TOGGLE

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**TechBits**

Boston Dynamics’ Spot will get and arm and self-charging dock

Facebook rolls out new Messenger API with Instagram support

Video platform Quibi to shut down only six months after launch

PayPal partners Paxos to facilitate bitcoin transaction is US.

SpaceX deploys another 60 Starlink satellites, bringing the total to 800



# Four educational apps to provide the best of remote learning

REHENUMA RAYSA

Make yourself a little better every day. Utilize these excellent apps to upgrade different skill sets and learn about various subjects from the comfort of your home.

**LitCharts:** The importance of reading books cannot be emphasized enough, it shapes us as a person. However, only reading books does not suffice. What matters more is that you take up the teachings and apply those morals on yourself and your life. The app, LitCharts can help you understand the underlying meanings or connotations, conveyed messages, themes and analyses of hundreds of literary works that might have got overlooked while reading and expand your horizon about, well, everything.

**Duolingo:** Being multilingual can open many doors, and what better way to invest your time other than learning a new language? The app Duolingo can help you improve your linguistics skills to let you up your language game. Think about all the books and movies you will gain access to by learning a new language.

That is mindboggling, isn't it? In addition, there are other available options as well including Hello English, Lingodeer, Memrise, Drops to mention a few to help you learn a new language or even better, a whole new culture. How about that!

**Khan Academy:** This student-friendly app gives you access to lessons related to Science, History, Mathematics and many other branches of knowledge for free of cost. It presents you numerous videos and articles compiled by professionals simplifying complex educational concepts covering multiple subjects. They also have an app for the children offering some unique and noteworthy features.

**Grasshopper:** You can learn coding and programming for free with this interactive app. It helps you learn coding with fun, quick games on your device and lets you improve your skill by giving you challenging levels to help you progress and develop your ability to code. However, if you are looking for an alternative, we have got you covered;

you can try SoloLearn or Alison to learn computer programming as these work similarly excellent as this one.

Some honourable mentions for online platforms include YouTube, Udemy, Coursera, TED-Ed and EdX as they provide numerous teachings on various subjects from different educational fields right at your screen. YouTube's educational channels like CrashCourse or Vsauce make education just a single tap away. Meanwhile, TED-Ed is taking e-learning to a whole new dimension while Udemy, EdX and Coursera let you complete different courses to quench your thirst for knowledge.

The given list, by no means, covers all the available applications you can have access to; these are just recommended to embed the idea in your mind that you can learn about almost anything that you wish to learn with the help of technology. It is highly encouraged that you look for other applications or different educational sources to learn about various topics that spark your interest.



4-LANE DHAKA-BHANGA EXPRESS HIGHWAY BUILT WITH BS RM XTREME

COUNTRY'S NO. 1 STEEL EXPERT



# SO COOL, YET SO FAR

CC-compliant bikes not sold in Bangladesh

RAHBAR AL HAQ

The motorcyclists in Bangladesh are pretty starved for choice thanks to our 165cc limit. What makes this already bad situation worse is that there are plenty of cool bikes that do fall under the said limit but for one reason or another, not offered by their respective dealers. Here are a few bikes an avid motorhead should consider getting through the grey market, as long as they are willing to pay the premium and do not hope for a robust warranty.

#### Honda Super Cub C125

Remember that old, Vespa-like Honda everyone used to ride? The bike that made Honda synonymous with motorcycle? Well, Honda still makes that, as it's just as you remember it. The designers of the Honda Super Cub C125 have taken great care to preserve the iconic shape, adding only subtle but necessary changes such as ABS and fuel injection. Its 124.9cc engine won't take you anywhere fast, but speed is not the reason you buy such a bike. Unlike its older sisters, however, the new cub isn't cheap, being priced at a whopping \$3,999. Ouch.



#### Honda ADV 150

Rounding out the list with another one from the red team, we have the Honda ADV 150. Don't let its scooter-like appearance fool you, Honda made this to go on rough roads. The engine is shrouded to protect it from outside impact and the 5.1 inches of travel on its twin Showa shocks means it's pretty resistant to being bottomed out. If you're ever going to take a trip to our countryside; this will serve you well through our non-existent roads. That is if Honda bothered to sell it over here.



#### Aprilia Pagani 150

Moving from one Chinese retro to another, we have a reimagined classic track machine. The design of Aprilia Pagani 150 takes cues from the semi-faired sports bike of the '60s and '70s and does a decent job of bringing it to the modern era. The 150cc engine also makes decent power for its size, generating 18 HP and 10 lb-ft of torque. Sadly, Aprilia announced the bike will be exclusive to the Chinese market, so the rest of the world has no choice but to look on longingly and inhale some deep, deep breaths.



#### Lifan Hunter 125

Ever wanted a Ducati Scrambler 800 but couldn't because of our cc restriction? Lifan have you covered. The designer of the Hunter too more than few artistic inspirations from the Ducati, such as the trellis frame, tank shape, bench seat, and rear fender. Design is the only similarity the two bikes share though, as the 125cc engine and 14-inch wheels of the Hunter put it in a completely separate segment. On the bright side, the small size means it's also a heck of a lot cheaper, being priced at around \$1,730. Despite having its official debut in 2018, it never saw an official debut in Bangladesh, and now there are even rumors going around that Lifan is to discount its production. Oh well.



#### Yamaha Tricity 155

We have all seen those tricycle scooter conversions. They are crude, badly put together, and will likely flip over if you took a corner a bit too fast or sharp. But people buy them anyway, mainly because they do not know that is a better product out there. Yamaha Tricity is a tricycle whose Leaning Multi-Wheel technology can keep itself upright without any kind of outside support. It also has all the modern necessities such as ABS and LED light as well as a spacious trunk under the seat. But don't mistake this bike as a slow city commuter, because the 2020 model shares its engine with the R15. The 155cc makes 15 HP and 10.33 lb-ft of torque, meaning you can embarrass quite a lot of naked sports owners while commuting to work. Sadly it also shares the pricetag, being offered at around \$4,600



## How Covid era freelancers are making money through gigs

ISRAR HASAN

The onslaught of the deadly pandemic has sent the world economy, including ours, into a tailspin, leading to seismic changes that have rendered many people vulnerable and in a quagmire of uncertainty. In the new normal, job security has become a constant lingering question as lay-offs have been normalised, salary cuts have been instrumentalised, and eking out new modes of working have been standardised.

It is not uncommon to see people looking for work on LinkedIn as we see a wide array of people from professionals to graduates to young students to anybody in general who is affected by the pandemic and is willing to make a few bucks to keep things going it were before. In order to offset the changes in income, job security, and uncertainty thrust upon us by the pandemic, many people, regardless of backgrounds and age have taken to freelancing.

#### Boom from Bust

The pandemic has spurred a freelance boom in which any skill from digital marketing to illustration to ghostwriting to media management to multiple others have been seeing a spike in demand as remote working has replaced the traditional office space. With lay-offs and salary cuts, this provides a lifeline to bring out creativity and synergy to the job market and ensuring a level of unhindered job security. There are a plethora of services and skills for you to choose from. It is important that you work on a specific field and master most of the skills needed to serve in that field. As work becomes digitised and the gig

economy is put on focus, we see people turning to freelance for a more secure stream of income, autonomy, and creating a harmonized work-life balanced which has in many ways been jeopardised by the pandemic.

Bangladesh currently has an estimated 650,000 active freelancers who are working regularly and with the pandemic, countless more have been added, some of whom are working on a part-time basis as well to supplement incomes and widen experiences. While there have been some challenges to freelancing in the pandemic due to payment issues and fall in demand due to a number of factors such as readjustments in the industries and beyond, many young people, including students and graduates, see freelancing as a lifeline of hope.

Nazia Mahmud, a recent graduate, sees "freelancing as the best thing to do amidst the pandemic as it was an escape route from daily tribulations of life in an age of social distancing". Just like Nazia, the class of 2020, is engulfed in a storm of precariousness as future job prospects seem bleak. For someone who had to research and write articles on a varied number of topics, this presented her with a chance to get some work experience in a remote space, which seems to be the new office platform, as well as earn some cash. Either way, building up a CV with an opportunity of honing writing and research skills alongside earning cash seems like a good thing in a time of a socio-economic crisis such as ours.

For those starting out, there are many freelancing platforms for beginners

such as Freelancer, Upwork, Fiverr and to those on top of their game, there is Toptal. With good communication skills, professionalism and government IDs, freelancing is open to anyone to channel their energies to produce work as desired by the clients.

"It is easy to freelance now than it was before due to stronger systems of payment options and more versatility of clients who are willing to see what you do as a chance of proving your worth in the market", remarked Shubhomoy, who works as a head of design in an IT company and dabbles in illustration and website design in his free time. In the pandemic, as work from home has become official, he has more space on his hands to try out what he calls "riskier and challenging projects" that he feels will land him in a "better position in the future as he will have a stronger portfolio".

#### Breaking down assumptions

Being free agents of choice and masters of their own destiny, freelancing is never seen as a viable social option of employment in Bangladesh. Still, for many people, an ideal job projected onto people is of a doctor, engineer, or businessperson. Freelancing entails a wide variety of skills and many pay well, something many are not aware of.

Reidwanna, a recent graduate who has two and half years of experience freelancing sees freelancing as a tough job with a "stick and carrot policy". If you are not able to keep up your performance, it gets risky to get the next customer. Performance is duly tracked and noticed.

Freelancing is contingent upon experience mainly and patience is a major virtue when starting out.

A major assumption is that all freelancing is done in solitude. This is a false assumption, as collaboration is a frequent feature especially when working in projects with Zoom calls and multiple WhatsApp groups being made. When dealing with website design with a number of people from across the world, Riwanj, has to attend a late-night meeting in sync with this employer to discuss and make plans for the layout. "We often have to sound off our ideas and meetings often take hours as a group effort is needed otherwise a whole project falls apart", remarked Riwanj.

While it is true freelancing falls under remote work, freelancers also have to engage in legwork from time to time when it comes to constructing ideas and put them in action. A freelance writer on lifestyle and fashion, Tanisha says, "I often have to go to shops and observe the products, their prices, and qualities before I can go home and pen a piece which would be value for money for my client. Otherwise, I know I would not be able to earn my targeted amount". Sincerity and persuasion remain cornerstones of negotiation when landing good offers for working.

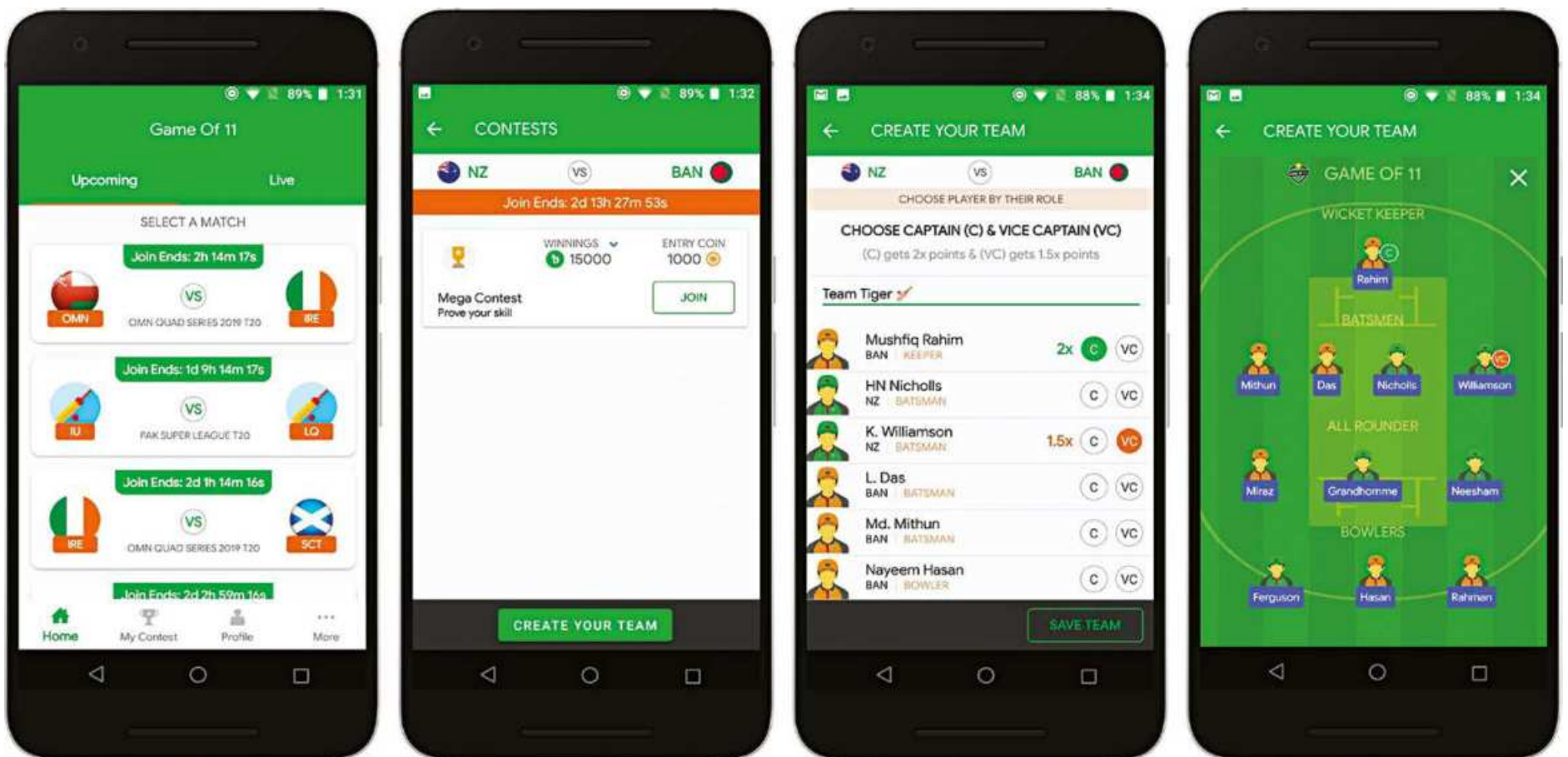
As everyone jumps on the freelancing bandwagon, we will see the emergence of a much robust informal economy as the pandemic plunges us in further anxiety. We might be seeing a malleable and digitization of labour and capital reallocation.



# Game of 11: A fantasy sports league of our own

SADMAN SAKIB PANTHO

Fantasy sports has been gaining popularity in Bangladesh for quite a few years now, especially Fantasy Premier League (FPL), which is the official fantasy league of the English Premier League football. Over the years, few Bangladeshis have won weekly rewards in FPL and two have even finished in the top 100 among millions of players across the world. Unfortunately, there are no other fantasy sports leagues in our country with established popularity. Cricket lovers particularly have felt a void in this category. Enter Game of 11.



## What are fantasy sports leagues?

Fantasy sports are online games where participants build imaginary teams consisting of real-life players of a franchise sports league. Participants compete with each other and when a match is taking place in the real world, players will earn points according to how they perform. Participants are ranked on the leaderboard based on their accumulated points and based on the fantasy league they are competing in, they can earn weekly rewards as well as huge prizes as the end of the season.

## The story behind Game of 11

Game of 11, commercially known as GO11, has been founded by Ashif Mujtoba and Tanvir Ahmed Palash, who are the CEO and CTO of the company respectively. The members of the core

team are all from Ahsanullah University o Science and Technology, who have been a part of GO11's journey from the very beginning in 2018. Ashif said, "The software and technical skills of our team members perfectly complemented our business model." The platform was already built by the end of 2018.

Participants can see the players list in each match and join contests. There are both free and paid contests. The paid ones range from BDT 10 to BDT 50 per match. Users get real-time updates. There's a separate prize pool in each game. The prize money is distributed among the winners of each game. For transparency, the platform will show the total number of winners and total prize money at the top of the game. The prize money is sent by bKash. In-game purchases can be made using

Rocket, cards, internet banking etc. GO11 have covered 630 cricket and 55 football matches till now. They even have a Facebook group to receive feedback from and to interact with the participants.

## The fantasy sports market

Co-founder Ashif Mujtoba said, "The youth of this country are crazy for sports right now, especially cricket and football. And they are very passionate. We want to capitalize on that." Game Plan, another Bangladeshi fantasy league startup, has also been featuring football and cricket fantasy matches. According to Ashif, there's a potential market of 1 million fantasy players in Bangladesh and the size of the market is \$420 million. GO11 already has 42,000 registered users. However,

being a fairly new business concept in Bangladesh, there are some grey areas regarding whether fantasy sports is a form of gambling by law. By no means is fantasy sports gambling since it requires understanding and analysis about a certain game. It doesn't depend on prediction. But the GO11 team has conversed with the cyber-crime unit of the police to be on the safer side of things.

GO11 is currently featuring IPL matches as a part of its fantasy cricket league. Ashif said that the team plans to increase the number of registered fantasy players in GO11 to 4 million by the 2033 ICC Cricket World Cup. Driven by the enthusiasm of local fantasy sports fanatics, the future of GO11 and the Bangladeshi fantasy sports scenario is promising.

# ToguMogu: App for hacking your way to better parenting

OROBİ BAKHTIAR

Bangladesh is home to over 160 million people. More than 64 million children make up around 40% of the population. Every day 10,000 children are born in Bangladesh of which almost half are born in first-parent families. About 10.5 million families have children between 0-5 years old. With families getting smaller and the rise of urban nuclear families, support from other family members during the pregnancy period and the post-natal period are less available. There are hundreds of myths and non-scientific ideologies that make the whole process difficult, especially for the new parents, who are expecting their firstborn. Lack of authentic Bengali contents for pregnant mothers is a serious problem when it comes to education and awareness.

First-time parents are super sensitive and careful about the products and the services that they will be using. The idea of ToguMogu was first born to fight these problems, where new and young parents will get all their support from one platform. The co-founders have faced similar challenges with their families that provoked the idea of a one-stop solution for parenting.

ToguMogu is a service platform to provide different types of support for expecting, new and young parents with children aged 0-5 years old in Bangladesh. It currently offers the following services: ToguMogu E-shop: expert-recommended newborn products, Baby Pixels by ToguMogu: Concept-based photography for baby and pregnancy photo sessions,



Education contents on various aspects of pregnancy, birth, and early childhood development for parents and expecting parents, and Doctor search and booking service from a large database of doctors.

The keys to ToguMogu's parenting services are authenticity and expert verified. Dr Nazmul Arefin, Co-founder of ToguMogu, answered, "From the beginning, our goal is to make sure parents can make a decision with complete trust from us and by using our platform. This means, all our articles or contents are taken from sources like UNICEF, Babycenter, and are contextualized for Bangladesh and checked by doctors. All our products starting from baby products to learning materials are all expert-verified and age-appropriate with the child's growth."

Upon asking about where the idea of ToguMogu kicked off, Anika Rahman, Co-founder of ToguMogu said, "I was an expecting parent at a loss on where to find prenatal education, support and fitness blogs and apps online. Most articles were in English which I realised should be difficult to follow for the majority of the people in Bangladesh. So I launched a website with a parenting blog to provide education, tips and tutorials about prenatal, intra-natal and post-natal care, an e-shop, a search platform, and a concept/theme based baby photography service."

Through the ToguMogu parenting app, pregnant couples can join from their first week of pregnancy, receiving a week-by-week pregnancy care series for both expecting mother and father. After the newborn is born, parents can purchase authentic and verified products, and then as the baby grows the parents can purchase other items like age-appropriate books, learning toys. Finding nanny, child specialist and special children consultants in Bangladesh has never been easier.

The app solves the problem of finding nearby best daycare, pre-school, after-school by a location-based search. These establishments are ToguMogu's expert verified based on the available

service. Moreover, clients can also rank the daycare, pre-school based on their own experience. Parents have the scope of booking their next photography session from ToguMogu – a raising trend among new parents. Offers for newborn packages, pregnancy photography, cakes mash, birthday photography etc. are available from Babypixel's theme and photographers.

New-mom Takmila said, "It helped me a lot during my pregnancy. And now I use the app to purchase baby products regularly. I'm impressed by their polite and prompt service." ToguMogu has a vast user range and another inspired dad added how he was pleasantly surprised by the app's services. He said, "Finally an app made in Bangladesh providing a 360-degree parenting solution. Never came across anything like this before, ToguMogu's initiative is just another step towards our own Silicon Valley!"

Since the start in 2017, as an F-commerce, ToguMogu has constantly added a new line of services to its portfolio. In 2019, it fully launched the website with different services. Now the ToguMogu parenting app is released. They believe that trust and reputation do not build overnight. Zillul Karim, Co-founder of ToguMogu shared, "Millennium parents are demanding and want the best services. That's why waited almost 3 years before launching the app. We wanted to go slow and steady to understand the parent demand and behaviour and offer appropriate services with the most reputed service providers. Our priority is to make parenting easy and fun for new parents and making their decision-making process easy by building trust."

Togumogu parenting app recently won the first runner up prize in Call for Nation organized by ICT Ministry and Startup Bangladesh. The startup is now working on upcoming services. The next steps will be to add parenting courses, edutainment for the children on the app, with partnership from different organizations.

# Streaming the whole world

ISRAR HASAN

The phrase – ‘Netflix and Chill’ has become deeply ingrained in our modern-day lexicon well enough that the phrase harkens to chilling with friends/family, giving time to oneself, or just eking out some moments of leisurely closure with loved ones amidst busy schedules. Netflix remains the go-to place for serialized content of all genres making it the perfect gateway destination for watching films, series, and documentaries from all around the world. This was something rather impossible for many of us as we relied on the power of internet downloads to watch them. Fast forward, Netflix has gotten traction here and so have the streaming wars.

Before it was Netflix vs Hulu, vs Amazon Prime, vs Disney +, it was simply Netflix vs the World in its scope and breadth in an epic David vs Goliath showdown. The documentary released this year, ‘Netflix



vs the World” charts the beginning of an obscure startup which started as a DVD rental service provider to a corporate behemoth that in today’s every awards season scoops up its fair share of laurels for both English and non-English language films.

Featuring interviews with several ex-employees of the company as its visionary co-founders, Reed Hastings and Marc Randolph, as well as those of its onetime rival Blockbuster that over the years has been reduced from a multinational entertainment service provider to a bankrupt sole store in Oregon. The film offers animation to display pivotal moments, misgivings, mistakes, and celebrations of the former staff as the small start-up begins to galvanize support for its initial DVD rental schemes.

Offering funny and rather perplexing

insights into the world of marketing and investments undertaken by small firms, the film charts the initial shots taken by the company all the way from its framing of the name to its mistakes in DVD packaging to even producing the testimony of the infamous Bill Clinton-Monica Lewinsky case and then mistakenly shipping tonnes of Chinese pornography to its nation-wide subscriber base. Lucky for us, they immediately apologized for their latter debacle.

One of the heart-wrenching scenes in the film is not on Netflix’s bumpy struggles, but on its erstwhile rival, Blockbuster, which despite being ahead of its competitor failed to make the right decision at the right time in the right place due to internal struggles from within. Going from a multinational entertainment rental service with stores

filled with film merchandises into complete obscurity as DVDs had become obsolete in the age of stream, we see the sad and tragic demise of a company not being able to keep in touch with the dynamism of the internet. The film highlights the best and worst decisions taken by both the firms without seeming overly biased although it is clear from the title and what we see around us that the winner is Netflix.

Hollywood has certainly changed and that’s what makes the film a worthwhile watch to understand the constant flux of change happening in the entertainment industry at large and the pitfalls which lay ahead of it. With Blockbuster long gone, and multiple new streaming services gearing up for the new frontier of the streaming wars, it is yet to be seen who wins the upcoming war.