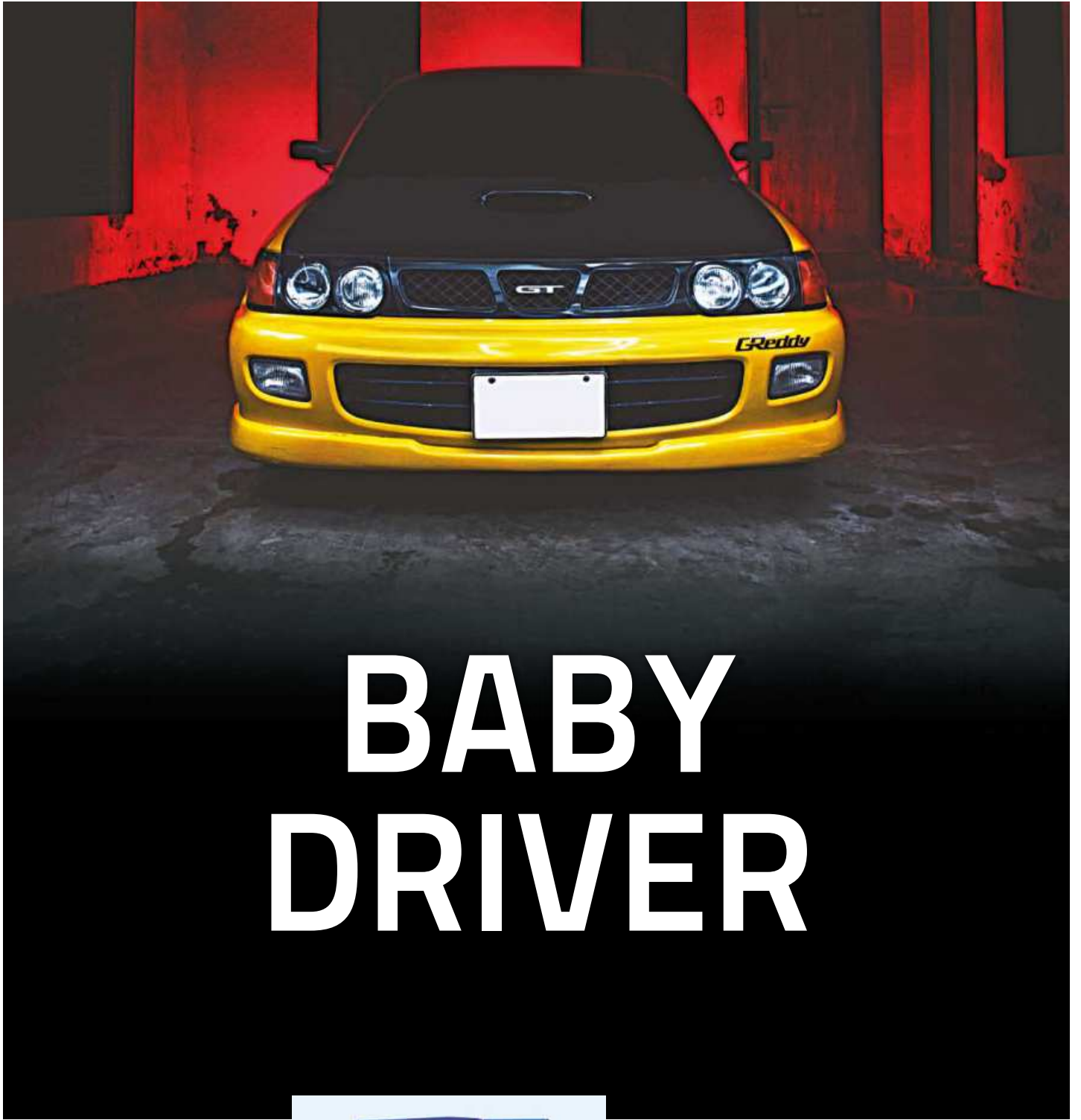


TOGGLE

A publication of *The Daily Star*

WEEKEND LIVING IN THE DIGITAL AGE



BABY DRIVER

Tech for keeping your children safe - PG 7



The current regrowth of online businesses - PG 5

Mr. Kobir Ahammod got 500% Cash Voucher buying Fridge from M/S. Khan Electronics, Brahmanbaria

Father: Ali Hossain Malihata, Budhal, Brahmanbaria

WALTON Smart Fridge

Digital Campaign 2020 Season-8

Enjoy up to 500% Cash Voucher Free

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Conditions:

- Have to complete product registration through SMS after buying Walton Fridge, Washing Machine & Microwave Oven
- This campaign is conducted by fully computerized system fairly
- Digital campaign facilities 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

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NANO REACTOR Prevents Bacteria

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BanglaCAT debuts trivia-based Facebook game about Bangladesh

Local company BanglaCAT has launched Bangladesh Unlocked, a trivia-based Facebook Instant game which aims to educate Bangladesh citizens about their own history.

The game will ask players a set of 15 questions, examples include who designed our national flag, when our constitution came into existence, or which Bangladeshi poet is called "Polli Kobi"? Correctly answering all the questions will reward the player with the title of "Deshpremik".

The game is new grounds for this fortune 100 Company, which is best known for being the authorized local



dealer of Caterpillar Inc. USA. The self-proclaimed largest provider to the energy, power and infrastructure development sectors in Bangladesh, the companies generators account for almost 40% of the national grid's electricity production.

But with over 33 million Bangladeshis on Facebook – 20% of the population – the company believes Bangladesh Unlocked provides a highly accessible avenue for education. They claim their goal has always been to contribute to this nation in sustainable ways, and the interesting and unique learning experience of the game will encourage Bangladeshis to learn more about the country they call home. Not only this will create a more informed generation, but it may also create a generation that is inspired to lead this country into a better and brighter future.

EDITOR'S NOTE

"Winter is here"

Like the disappointing 8th season of Game of Thrones, winter is finally upon us, bringing the scare of a second wave of Covid-19 along with it.

Winter will be very different this year. There will be no roadside *pitha*-hopping, no BBQ hangouts, no winter trips. As our lifestyle adjusts to new normal, so does our businesses. And this week, we take an in-depth look at how businesses have adjusted during and post covid crisis.

From Bytes, we pay a homage to Lee Kun-hee, the man behind Samsung's rise, whom the world has recently lost.

-Zarif Faiaz, Sub-editor

HR-tech start-up Kalke organizing Growing Careers by Kalke.co webinar series

Kalke is an HR technology start-up working towards HR innovation with a vision of helping the youth grow their careers and revolutionizing the recruitment industry of Bangladesh. In line with this vision, the company is organizing Growing Careers by Kalke.co – a 4-episode webinar series with the biggest experts from the industry.

The event will lead up to the launch of the website Kalke.co. All the webinars will be streamed through Facebook Live.

Use the event link <https://fb.me/e/32Aq2Jszl>

Or scan the following QR code to join the event!



New car this week

Bugatti made yet another crazy hypercar, cause why not?



The Italian immigrants French boutique car company has made some pretty crazy wheels under German tutelage, but none are as crazy as this one. Meet the Bugatti Bolide, a cyberpunk looking, morphable outer skin equipped track monster that can theoretically hit 500 km/h in 20.16 seconds. The 8.0 liter quad-turbocharged W16 engine has been fed 110-octane racing fuel, boosting its power output to a frankly

terrifying 1,825 HP and 1,365 pound-feet of torque. All this wild power has been packed in a body that weighs only 1,240 kilograms, meaning active aero is the only thing preventing this French monstrosity from achieving flight status. Bugatti has yet to decide if they will put this "absolute pinnacle in terms of combustion engines" into production, but if they do, you can bet it will be their most expensive car to date.

SpaceX's Starlink app to enter public beta

With 800 satellites already in orbit, SpaceX has begun testing the beta app for its official Starlink broadband internet service.

Part of the "Better Than Nothing Beta Program," the initial public rollout of the app across the U.S. and Canada will begin soon, according to emails SpaceX sent to potential beta testers this week.

The Starlink app allows users to manage their connection, on how to install the Starlink receiver dish, as connection status, a device overview for seeing what's connected to the

user's network as well as a speed test tool. The app will be available on both iOS and Android devices.

SpaceX is hoping to set expectations with these early tests, with expected speeds ranging from 50Mb/s to 150Mb/s, and latency of 20ms to 40ms. In terms of pricing, the emails say the cost for participants will be \$99 per month, plus a one-time cost of \$499 to pay for the hardware, which includes the mounting kit and receiver dish, as well as a router with WiFi networking capabilities.

TOGGLE

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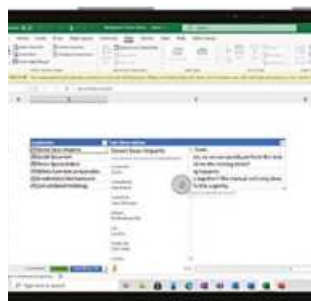
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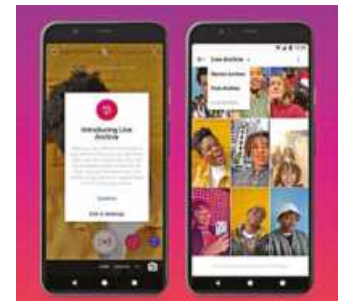
Microsoft will let users import third-party data types to Excel

Corsair acquires EposCam, a webcam phone app



Spotify reach 320 million monthly users

Zoom adds limited end-to-end encryption to free calls



Instagram extends livestream limit to 4 hours, adds archive



Are we ready for virtual reality in corporate training?

OROBI BAKHTIAR

Corporate training and development programs have long followed traditional paths, generally with some combination of written materials, videos, e-learning courses, in-classroom workshops, and hands-on observation of an instructor. But as companies transform their businesses to be more digital, the emergence of virtual reality (VR) technology provides an opportunity to rethink traditional training to better serve a more digitally connected and diverse workforce.

So, how is virtual reality being used in corporate training?

Recruitment

VR can be used to train HR professionals and managers to better interview candidates that apply to their organization. Once a candidate has been selected, they can be onboarded

using VR. The onboarding training may include an intro to the organization, its origin, its locations worldwide, important personalities of the organization, and the like, making for an onboarding experience which is sure to leave a mark on the new recruit.

Diversity, Inclusion and Harassment training

Diversity and inclusion training has become a focus area for many companies over the last couple of years so it naturally follows that there are VR simulations that replicate these scenarios too. These are usually mandatory trainings that would otherwise bore the living daylights out of employees. Thankfully, VR is very engaging, and thus puts the user in the middle of all the action, thus helping them learn what to do and what not to

do. As VR is simulated reality, it leads to actual behavioural change in employees, rather than them behaving in the way the organization wants just for the sake of it.

Improving Business and Soft skills

Many business skills require practice to become good at them and VR provides employees with a safe space to practice and scope to learn from their experiences. Skills such as public speaking, sales, negotiation, and networking are rarely taught at school so are not embedded in our minds in the same way that remembering facts and figures for a test are. Yet it's these enterprise skills that keep businesses running and are what managers demand in new candidates and employees. VR enables companies to fill these skills gap and instil transferable, enterprise skills within their employees.

Enhancing Customer Handling and Experience

This is perhaps one of the best and easiest uses of VR, as it is perfect to train customer experience executives on how to handle customers. The training simulation is (or at least should be) made up of branching scenarios all based on how a customer would react in real life. Retail stores are also starting to use VR training to improve customer experience.

VR is becoming a valuable tool for employee learning and development. As more businesses get comfortable with the technology, they will find that employees are more engaged and focused, and therefore can learn faster and more effectively than traditional training approaches.



4-LANE DHAKA-BHANGA
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BUILT WITH BS RM XTREME

COUNTRY'S NO. 1 STEEL EXPERT

BSRM
building a safer nation



Moderately mild to hot

AHBAR MILKY

Toyota, the mild, timid, rational brand is going through a bit of a renaissance, or if you ask me, puberty. The company started adulting ever since they killed off anything and everything with a tiny bit of semblance to being sporty. Then came the revival of the 86 moniker, a hot Yaris, and the much contentious and conspicuously badge-engineered (don't be fooled I'm a Zupra person) Supra. They've also been on a winning streak at WRC this season with their relatively recent Gazoo Racing department and WRC presence with rally legend Tommi Makinen as Team Principal, keeping Ford and Hyundai at bay.



With the world acquiring a knack for anything and everything retro, we turn back the clock to 1995, with Johnny Shah's EP82 starlet GT. If you're wondering if the name sounds familiar, then you're probably right. We featured a ZZGE swapped corolla aeons ago belonging to Johnny's older brother, Omar Shah, a veteran in the car community. Like all project cars, this little starlet has had its own phases, just like a teenager. And the tuner bug bit.

During one of Johnny's dad's trips to Japan back when import year rules were not so restricted, the bug-eyed hatch caught his attention, and onto a boat, it went. And then the tuner bug hit. A plethora of quintessential aftermarket parts including,

and not limited to —genuine Momo steering and gear knob, Cusco coilovers, HKS hi-power exhaust system— started piling up the mod list. The comparatively standard bony seats were replaced with much sturdier ones from a seventh-gen Celica. The outside got a set of genuine Enkei RPF1's, and last but not least, a Livesport body kit which transformed the moderately warm hatch to a proper hot hatch. It spent years donning the almost deep purple-esque blue, until earlier this year.

Now, if you are a petrolhead not living under a rock, you will be familiar with the liquid yellow craze Dhaka's cars went through a few years back, namely with a handful of Evo's and SIT's. Allow me to explain why this Starlet GT is the most

deserving to be draped in the holy liquid. Liquid Yellow is a factory Renault colour, once a special rare option on their Sport Clio V6, now found in the ballistic Clio RS200 as a factory option. Now, what else is a hatchback, like a Renault 5 Turbo, with a relatively small turbocharged



displacement but a neatly packaged front-wheel-drive instead? The 1.3 4-EFTE Starlet GT of course. Japan's version of the Renault 5 Turbo but more reliable. I'll let the pictures do the talking now.

Photos: Akif Hamid



Never Back Down: Recovering From Covid Financial Crises Through Online Businesses

REHENUMA RAYSA

The pandemic has changed the world, or to a large extent, the business world. Covid-19 has devastated and decimated many businesses across different sectors and no one anticipated the economic downturn and the extra hurdle that Covid-19 created. The impact of Covid-19 has come as an exogenous shock to many business owners leaving their businesses in a precarious position.

However, many business owners refused to succumb to the crisis and the virus's grip on the economy by forging ahead, taking concrete steps and trying to make it work. They are scrambling to figure out how to use digital tools correctly for their benefits.

Covid-19 has changed customer behaviour, spending priorities and habits almost overnight as they ditch the in-person shopping and switch to online shopping. Majority of the customers are preferring online shopping over regular traditional shopping. Hence, business owners are tapping into online businesses keeping the Covid-19 requirements in mind; even Facebook and Instagram accelerated the rollout of e-commerce features allowing businesses to replicate digital storefronts on social networking sites.

Sumaiya Sultana Nisha, a student at

the University of Dhaka said, "Though I was not habituated to online shopping, I chose it anyway due to the lockdown situation. I ordered foods, dresses, and necessary commodities using online platforms to avoid unnecessary crowds since many of us are not concerned about coronavirus and even roaming around without any mask. Also, I found online services fairly quick and affordable, and if we think from the societal point of view, it is a radical solution for the unemployment crisis. So, I think I will continue shopping online in the future as it is a great way to support local businesses".

As business owners are moving their businesses online trying to find their way through the pandemic and by availing online facilities and services to the customers, creative entrepreneurs are stepping in harnessing the power of innovation and technology conveniently.

"The advantages of online business include reaching a larger base of customers easily as most of the people are now online. Moreover, the flextime and flexible workplace make it all the easier for me to keep it going. During these trying times, when it is difficult to go out for work or start a business from scratch without a significant amount of money, starting up online seems like a

feasible option even if one has limited resources. All these make online business an opportunity to showcase talents and a great source of income or a perfect side-hustle for many, especially students. However, online business is not without its problems or host of complaints. The adversities startups face for being online is that since all the transaction are executed online, customers sometimes tend to delay the payment. I've started taking advance payment recently, which made a change for the better for sure", remarked Abdullah Al Maruf, owner of Marutoonz.

E-commerce was booming previously in the pre-Covid time too; but, now that physical stores have to operate at limited capacity, aspiring retailers or entrepreneurs began to test the water by trying out the best of the online business world. People, being furloughed, now have all these newfound free time and a solid chance to put their passion in good use and earn some extra bucks while capitalizing on this upsurge trend. Independent businesses are expanding despite pandemic, or perhaps it can be said that they are thriving because of this pandemic. The economic pandemonium surrounding Covid-19 became a call to action for prospective entrepreneurs or first-time business owners to finally

launch their business- a desire that was put on hold for so long.

Many people are getting started on new ventures across multiple online platforms. According to Naiem Ahmed, who has recently launched his own clothing business Trend Apparels, "Covid-19 has spread so rapidly that people can not go outside like they used to. However, we are all trying to live in-between this situation. So, now that no one can go shopping and buy anything from physical shops, I decided to start this online business to help people and, in the process, help myself as well. Moreover, since my business is quite new, it now does not have that much of an online customer base yet, but I am trying my best to find ways to promote it to the consumers. I plan on continuing this business post-pandemic; I am determined not to quit hoping the services will be beneficial to all."

It is safe to say that Covid-19 will have lasting implications in the coming years. The trend of online business became the "new normal", and although the brick-and-mortar businesses or retail shops prominently remain in the picture representing significant retail sales, e-commerce or the trend of online business is not temporary either. These businesses are here to stay.



NOW YOU KNOW

How a Turbocharger Works

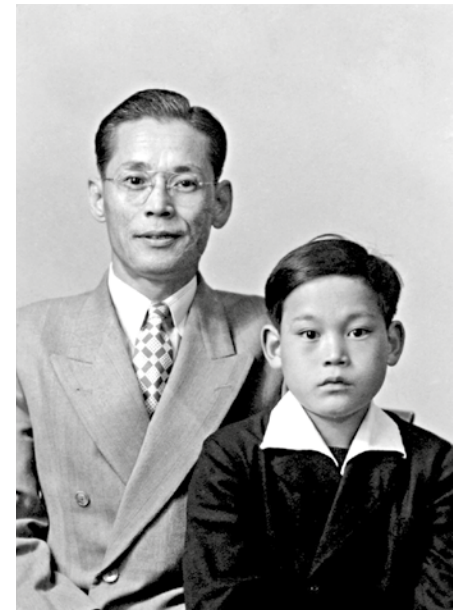
Turbochargers or "turbos," are devices used to increase the overall efficiency and performance of an engine. The device uses a turbine to force more air into an engine's combustion chamber, resulting in a higher fuel-air mixture. When ignited, the mixture produces significantly more energy while simultaneously burning less fuel than its naturally aspirated counterpart. Although initially limited to racing, turbochargers are now used in modern road cars —such as the Mitsubishi Eclipse Cross— to make efficient power from a compact engine.



The man who built Samsung: A tale of strategy, controversy & success

ZARIF FAIAZ

Lee Kun-hee, Chairman of Samsung Electronics and the man widely credited for transforming Samsung into a global giant, breathed his last on Sunday in Seoul, South Korea. He was 78 at the time of his demise and was admitted in a hospital for the last six years following a heart attack, according to a statement released by Samsung.



The prodigal son

In 1965, Lee Kun-hee, the third son of Samsung's founder Lee Byung-chul, graduated from the Waseda University in Tokyo with a degree in Economics and one year later, started his career at Tongyang Broadcasting Company, a Samsung affiliate at that time.

In 1987, he took over the chairmanship of Samsung group, two weeks after his father's death. Lee had a grand vision in mind and plotted radical changes in the way Samsung conducted its businesses. He believed that Samsung, at that time, was focused heavily on producing "second-rate" electronic components—a belief held equally by its Western counterparts.

"We are in a very important transition. If we don't move into more capital and technology-intensive industries, our very survival may be at stake," said Lee in a Forbes interview shortly after taking charge at the helm of the company.

In 1993, he called on his executives in a meeting at Frankfurt, Germany and famously said, "Change everything except your wife and children," urging the company to bring a radical shift from the old ways of working and thinking.

As an assertive Chief Executive, Lee launched a dramatic revolution against the authoritarian style of operating family business in South Korea, in what he termed as the "New Management" concept where sub-ordinates would point out errors to their bosses, women would come to the executive fore-fronts and talent would be brought in from overseas, among other innovative drives in the business model.

Along with a complete overhaul of the traditional ways of business operations, Lee emphasised heavily on increasing the quality of Samsung's products, even if it meant lower market shares. In 1995, as a part of his emphasis on quality, he visited a Samsung plant in the town of Gumi,

South Korea and oversaw the destruction of \$50million worth electronics products as they were found to be defective and low-grade.

Lee Kun-hee's revolution paid off in a grand manner. By 1996, Samsung was the world's leading exporter of memory chips and by 2006, Samsung overtook Sony as the world's largest manufacturer of televisions with a market share of over 20%. In the late '90s, Lee steered Samsung safely through the Asian Financial Crisis to become one of the largest conglomerates in the world at the beginning of the 21st century.

Today, Samsung is one of the world's largest producers of electronic devices, one of the world's top corporate spenders in R&D and effectively the cornerstone of South Korea's economy with producing about a fifth of the country's total exports.

The web of controversies

In 1996, Lee Kun-hee was among 11 prominent South Korean businessmen who found themselves in a political scandal over "corporate contributions" to the then-president Roh Tae-woo. Lee was sentenced to two years in prison by a court, although the punishment was suspended for three years. He was then pardoned by President Kim Young-sam.

The 1996 probe opened a fissure into the scandalous ways family businesses operate in South Korea, customarily known as "Chaebol", where the family uses the unilateral power of ownership to exert influence over key management decisions. It was made clear that although Lee Kun-hee brought an overwhelming change in the traditional ways of business inside Samsung, he still reigned over as the grand strategic leader.

More than a decade later, in 2008, Lee was again found guilty of tax evasion and financial wrongdoings. Although prosecutors requested a seven years term,

the court decided to go for three years suspended sentence along with \$98 million in fines. He was pardoned in December 29, 2009 by the then-president Lee Myung-bak stating that the pardon was made effective so that he could lobby to bring the Winter Olympics to Pyeongchang in 2018.

However, Lee Myung-bak would later be sentenced to 15 years in prison after it was revealed that he accepted \$5.4 million as bribes from Samsung to pardon Lee Kun-hee.

In a 2010 book titled, *Think Samsung*, Kim Yong-chul, former legal counsel for Samsung, claimed that Lee Kun-hee stole up to \$8.9 million from Samsung subsidiaries, tampered with evidence and even bribed government officials to ensure that his son succeeds him.

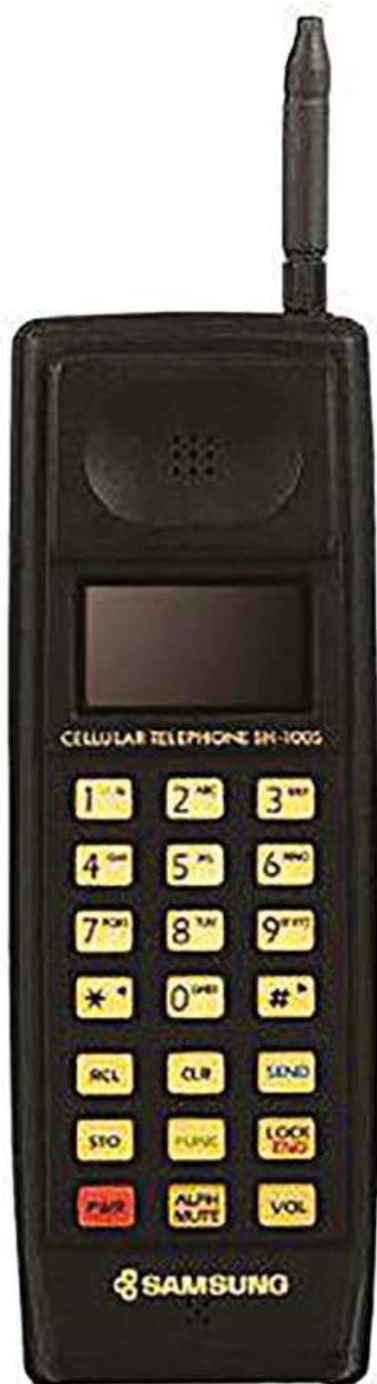
In 2012, Lee's older brother and older sister sought legal action against him claiming that their father had willed \$850 million in Samsung shares to them which Lee was withholding. In 2014, a South Korean court dismissed the case.

A lasting legacy

Despite a web of scandals and controversies, Lee Kun-hee remains known largely as the man who transformed Samsung from a humble grocery trading store to one of the biggest corporations in the world and a major competitor in the electronic goods market.

Despite being found guilty in 2008 of tax evasions, and later pardoned, he was made Samsung's chairman again in 2010. In 2014, he suffered a heart attack and his son, Lee Jae-yon, Vice Chairman of Samsung electronics became the de facto leader and the public face of the company ever since.

It is assumed that Lee Jae-yon will officially succeed his father as the chairman of Samsung and continue the legacy.





Child safety: GPS trackers and wearables

JINAT JAHAN KHAN

The on-going cases of harassments and kidnappings force us to think about the safety of children in our family. Nowadays there are many GPS trackers and wearables with special benefits that can ensure their safety and keep you free from tension. All you need to do is explore these according to your preference or need.

These 4 gadgets have some unique and different functions, but their main purpose is to safeguard the children.

Jiobit

You may not allow your children to use a smart device or they can be too young to handle it. But tracking them might be a good idea sometimes to know about

their whereabouts, especially for young children.

Jiobit, a small and subtle tracking device might be just what you're looking for. It's roughly 50mm in length and 18 grams in weight. This tracker has a loop on it that helps to attach itself to straps, belt loops, shoelaces, buttonholes, and tags. A fully charged Jiobit can serve for almost a week using Wifi, cellular, WiFi and GPS data for tracking purpose.

Besides real-time location information, it provides geofencing tools that allow you to set up a 'mobile fence' around your phone and get alerts if the kid is outside a certain perimeter. The price depends on monitoring plans.

GizmoWatch

GizmoWatch is a sleek and modern child-tracking smartwatch for children 3 to 11. This smart gadget will not only keep your children but also encourage them in sports activities. It allows you to enter up to 10 contacts in this device for 2-way voice calls and messaging capabilities.

This waterproof smartwatch lets you track the child in real-time and helps you to create mobile or geofences like Jiobit to get notifications when the child crosses

a boundary. Step tracker, a function of GizmoWatch turns physical exercises into sheer fun.

GizmoWatch is easy to wear and it can't be broken and damaged easily. It has a tough and waterproof design. Remember to download the GizmoHub app in your smartphone to track without having any problem.

Relay children's smartphone

This innovative smartphone for children has a GPS tracker and one-touch communication system. It delivers almost all the convenience and reassurance of a smartphone except one major thing, the screen. And this is the reason that parents do not need to monitor their children's screen time for this smartphone.

This screenless smartphone uses a combination of cellular networks and Wi-Fi callings like a normal cell phone. Parents can talk, see the real-time location and locate their children in the event of an emergency.

On the contrary, children can even send emergency alerts through this simple device and parents will get a notification on their smartphone. Relay is simple, durable and water-resistant. However,

setting up this device and the monthly packages are a little complicated.

AngelSense

AngelSense is basically a small smartphone. It is more expensive than other tracking options and the price of it will depend on the subscription plan you'll choose. But it has a unique feature that is mainly designed for children with special needs. The black sleeve and 3 fasteners that are in the package of this device are used to form a lockable mechanism. It allows the device to be attached to clothing or backpack so that the child with a special need or any intruder can't remove this. Only the parents will have the access to open this device.

AngelSense comes with voice-monitoring features. Clicking a button, parents can hear what is happening around their children. Parents can save them from bullying and other harassments and can talk with them if they get tensed.

Note that all of these gadgets may not be available in local gadget shops. You may have to order them on their websites or through online sellers who deliver to Bangladesh.

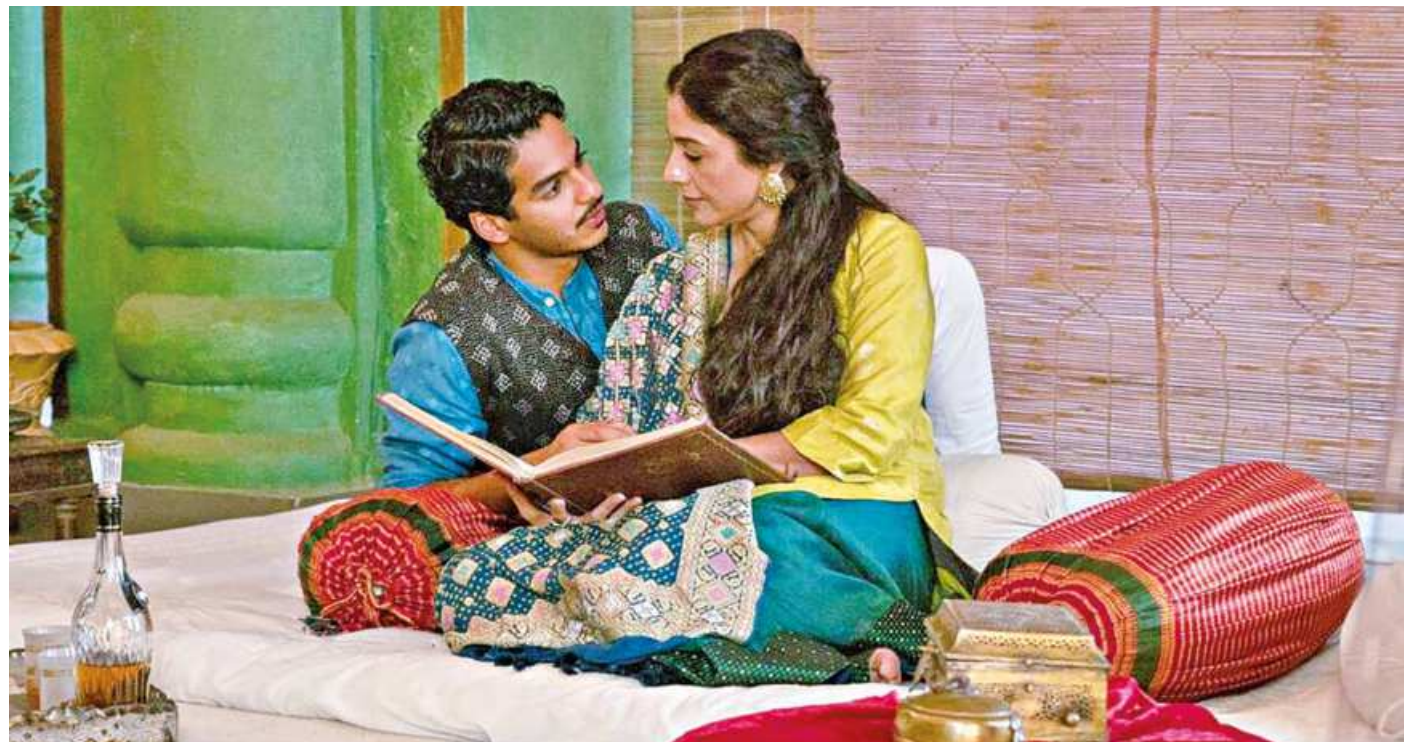
The not-so suitable adaptation of A Suitable Boy

ISRAR HASAN

Vikram Seth's monumental gigantic 1,488 pages galloping novel, *A Suitable Boy* finally got its adaptation produced by the BBC and is now streaming on Netflix. Written by Andrew Davis and directed by the famed maestro, Mira Nair, who has produced iconic India and diaspora-centric films like *The Namesake*, *Monsoon Wedding*, and *Mississippi Masala*, the film brings to us an all South Asian cast that we seldom see with English being the film's medium of language with snippets of Urdu and Hindi thrown in between.

The film, set in a fictional North Indian town, showcases the modern Indian republic in its initial years of independence as it is thrust into the valleys of secularism and Hindu majoritarianism, tradition and modernity, elections and dictatorships, land reforms and class struggles, and the moulding of the idea of India. All this happens in the backdrop as Lata, a young Indian girl, frantically pursues suitors on her mother's request as well as navigating her own pathways of love across religious, class, and linguistic lines. Associated with Lata's eccentric family are the lives of numerous others, all hailing from different parts of India, woven intricately into the fabric of mini-series. Interlinked and interchanged as the story unfolds, the series consists of 6 episodes.

Concurrently with Lata's mother search for a desirable suitor for her daughter, we also see a beguiling and rather provocative affair of an ageing Muslim courtesan played by the legendary actress, Tabu and the hotheaded son of a local Congress minister, Maan Kapoor played by Ishaan Khatter. The



film plays out as the nascent republic tries to extinguish religious sectarianism boiled up by the building of a temple on the site of a mosque, the ongoing land reform movements, the persistence of the Anglophile elites of India, and the notion of marriage lingering in the heads of Lata. Introducing a brand new fresh cast, the film's most notable actors are Tabu and Ram Kapoor.

In many ways, the story is relatable with melodramatic Bollywood dialogue without significant character development for many of the characters.

While the film does make it a great point to introduce the various nuances, complexities, and paradoxes associated with life in India as multiple fault lines are exposed, it does little to give space and breadth to the characters. Lata's relationships with a Muslim, an Anglicized Bengali poet, and a self-made man from the masses, are not explored in-depth as one might have. Given the vastness and scope offered by Vikram's beguiling character development, it would be perhaps better to allow the mini-series to be perhaps more than 6

episodes, as after watching it, the viewer is left dizzy with multiple questions narrowing into how what, and why.

The plus points for the film is the film's introduction to India as an independent nation and the various discrepancies the young republic is compelled to face, some of which it is forced to be indifferent to. In many ways, the series strikes modern parallels and perhaps, that is the reason why Mira Nair's mini-series must still be given a watch, it will force you to think and ponder on the greatness and the idea of the world's largest democracy.

us on [f/Sandalina](#)

ঐতিহ্যের আর এক নাম আধুনিকতা
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

স্যান্ডালিনা
সোপ

রূপচর্চায় আভিজাত্য...

KOHINOOR CHEMICAL