

# TOGGLE

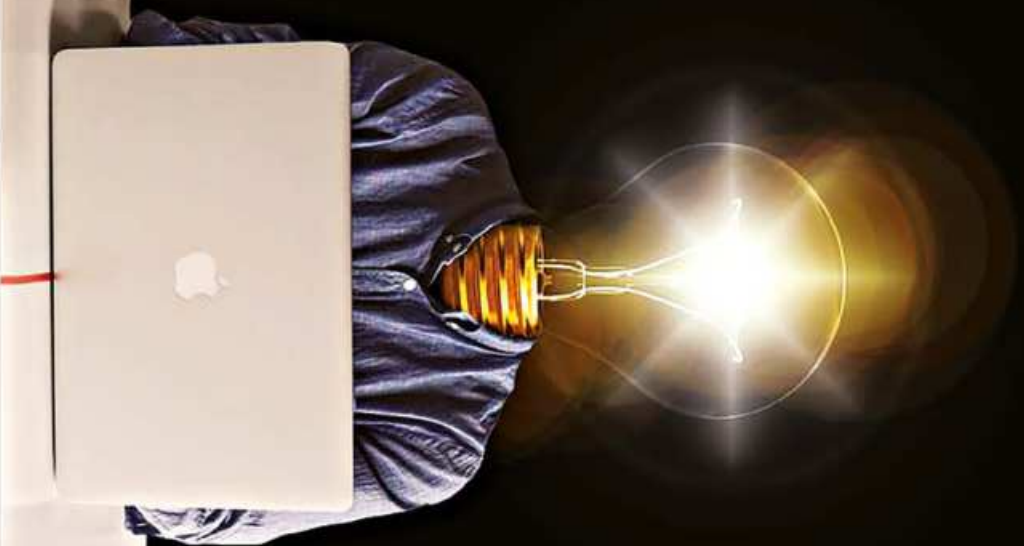
WEEKEND LIVING IN THE DIGITAL AGE

A publication of *The Daily Star*



Glossy Shift  
magazine out  
this month - PG4

Covid  
vaccine  
FAQ - PG7



**GET FRIDGE FREE EVERY HOUR**

**Special Campaign 2021 Season-9**

**Buying Walton Fridge & Washing Machine, you may get Fridge Free; Crores of Taka Cash Voucher also.**

Getting Fridge Free every hour may vary depending on Sales

**Conditions:**

- Have to complete product registration through SMS after buying Walton Fridge & Washing Machine.
- This campaign is conducted by fully computerized system fully.
- 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 digitization.

Return SMS may be delayed for the technical network problems.

**WALTON Smart Fridge**

**get FRIDGE FREE**

From Walton Plaza  
Kulaura, Moulvibazar

**Najim Akter**  
Fahim Sheikh Niam Usdin  
Kulaura, Moulvibazar  
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**NUSDPAT-LTS**  
National Union of Students of Bangladesh

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**CB CE**

**12** Years Warranty Guarantee

**100%** After Sales Service

Monthly Achieved Safety, Energy & Quality Emancipatory Certificates





## Apple Maps to report road hazards, speed traps

Apple Maps is working on an update that will give users the ability to report road hazards, accidents, or even speed traps.

The new features are being tested in the iOS 14.5 beta, by public beta testers as well as developers.

With the new features, drivers will be able to report road issues and incidents by using Siri on their iPhone or through Apple's CarPlay, the company claims. Commands such as "there's a crash up ahead," or "there's a speed trap here," will let Siri mark a location, while a user can remove an icon by issuing commands such as "the hazard is gone" or the "incident is no longer here."

Apple is planning to release the update to the general public later this spring.

## NASA to equip astronauts and employees with Fitbits

NASA will provide 1,000 of its employees Fitbit wearables to help prevent the spread of Covid-19

The pilot program — which also includes 150 astronauts — is designed to see if the devices can help keep these mission-critical personnel healthy ahead of key space missions. The wearables will feature a daily check-in app that can log potential symptoms, body temperature and other key

health metrics that have been linked to Covid-19.

The program is designed to supplement NASA's existing measures to isolate astronauts and to limit or prevent the spread of Covid-19 across its facilities. The Agency hopes the app will provide individuals in the program with guidance about whether they should go to work, or stay home and take additional measures to find out if they have Covid-19.



## NEW CAR THIS WEEK The Audi E-tron GT makes its electrified debut

With the debut of the Porsche Taycan, it was only a matter of time before the other brands under the Volkswagen group will have their own take on the electric luxury sedan. And surely enough, here is Audi with their new E-tron GT. Outwardly, the car looks like any



other Auto Union's big boats, with only the blocked-off front grille reminding you that it has no gasoline engine.

In terms of power, the performance-focused RS trim generates 590 hp and 612 lb-ft of torque, with a 0-100 of 3.1 seconds.

In terms of range, Audi claims the 93.4kilowatt-hour lithium-ion battery pack will give the RS a range of 373 km, though expect that number to change after the official EPA estimates come out.

The interior of the car is typically Audi, meaning there are screens everywhere. The sports seats on the RS are aggressive, with the upholstery being backed up by an ample amount of carbon fiber and red stitching.

Overall, a great addition to the EV market, even though the \$139,900 sticker price for the RS is a bit too much for most people.

## EDITOR'S NOTE

### Kabab rolls and Shift magazines are the new normal

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Same time, last year, it all seemed normal. It has been exactly one year when we last felt oblivious to anything changing so drastically. We were bored, jaded, tired. And then the world went upside down to let us know that bored, jaded, tired wasn't so bad.

We persevered. This year Daily Star completed 30 years of journalism, seeing leaders rise and topple, but more importantly, seeing the change in menu in our canteen. Oh yeah, because nibbling on food keeps us going. From the humble 'puri' we have gone on to kachchi, chicken kabab roll and assorted veggies that only two people in our office like. Yes, Nahaly Nafisa and Zyma, I'm looking at you.

In keeping with that change and all that good stuff, we have a new magazine of Shift out this week. Watch online for details.

Ehsanur Raza Ronny, Editor

## TOGGLE

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**TechBits**

Facebook to downrank political content in News Feed

TikTok puts its U.S. operations sale on hold

Spotify expands its live lyrics feature test in the US

Webcam app Adorcam left thousands of user information exposed

Chinese regulators summons Tesla over quality concerns

# The art of lying: Job interview edition

OROBİ BAKHTIAR

It's no wonder, really. Even as children we were socialised to tell white lies about the gifts that grandma brings or how dinner tastes. Job interviews are simply a high-stakes extension of that dynamic. It is a situation almost designed to encourage lying. Candidates must put their best foot forward, and managers need to sell the job. Some companies say they want radical honesty, but do they? It is part of being a well-socialized person in our society to use

Just how far are you willing to go to land your dream job?

## The education lies

"I have all the credits, I just didn't graduate."

If you lie about a degree, you will probably get caught or worse, because some of these background checks take time, the truth might not turn up until after you have been hired, and then you will lose your new job. And if you do not have a degree, it's not the end of the world; several jobs out there do not



require a college education, and even the jobs that list a degree as a necessity are willing to overlook it for the right candidate. When job listings include a specific college major is one of their preferences, candidates will often lie about what they studied just to give themselves a supposed leg-up in the interview process.

However, your experience says much more than your degree does, and any company worth working for will overlook the semantics of a college major for a truly qualified candidate.

## The experience lies

"When you said Java, I thought you meant experience making coffee."

People lie about having sought-after technical and professional skills all the time in job interviews. However, these lies are pointless, seeing as even if you get the job, you won't actually be able to do it. You certainly should not lie about abilities that you don't have. There is no point in being hired for a job that you can't do.

As much as hiring managers might try to find them, the perfect candidates just don't exist — and if they did, they definitely would not talk about how perfect they are. So instead of blurting

out this exaggeration during your job interview, focus on highlighting the duties of the role that you can perform with near perfection, backing up your claims with anecdotal evidence and former or current job functions.

## The no-show interview lies

"I couldn't find your location." (So, your answer to this dilemma was to turn around and go home, and not call and let them know that you got lost?)

Being late to an interview is never a good look. And, if for some reason you are tardy, the last thing you want to do is lie about the cause of your delay. Most hiring managers will be sympathetic to uncontrollable circumstances like traffic or delayed subways—but if they somehow find out that the real reason you were late is that you overslept or were simply too engrossed in a Netflix marathon to get off the couch, then you can say goodbye to whatever position it was you were pining after.

## The termination lies

"I (or any family member) was in a bad accident and the hospital, so they fired me for not showing up to work." (No they didn't — there are some bad companies out there, but no company does this.)

There is a huge stigma surrounding the idea of being fired, which is why so many prospective job candidates will lie about it both on their resumes and in an interview. However, a simple background check by a hiring manager will unveil this information, and it is always better to give yourself a chance to explain what happened than it is to be caught in yet another unnecessary lie. Because nobody wants to talk badly about their former employer to the person who could be their future employer, this is a lie that comes up quite often in a job interview setting. And thankfully, this is a falsehood that typically works in your favour, saying negative things about your last boss or company is one of the worst things you can do in an interview.

## THE BOSSMAN

BY E. RAZA RONNY



# New Shift Magazine is out!

This time though we did it all without anyone from our team getting slightly mutilated. No one got run over. No photographer got hit by tree branches. No reviewer got stuck in a dealership washroom. All this happened before but no one speaks about it because we keep everything hush with bribes of free octane. This year, people just put on weight because for one of our test drives, we bought pizzas. Lots of pizzas. And we ate it all in the name of science. All because we are very 'sciency'. Can't believe it took this long to get another magazine out though. Much like the 0-100kmph times of a Tata Nano. But it happened. And we have a treat for you. But not pizza. Because we ate all of it.



Suzuki Vitara Brezza

The new "Urban Cruiser" from Suzuki is loaded with features. From an actively cooled glove compartment to hooks for your grocery bags, it is a very practical family car. You'll need all that to tackle getting stuck in traffic wondering if you'll ever get home for dinner.

2018 Honda Civic Type R

We take the Honda's newest red nose hot hatch and see if it's up for the Dhaka life. We also deliver a few boxes of pizza along the way.



2020 Honda City RS

The Civics' little brother is growing up, and we're starting to see the family resemblance. The 8-speaker sound system will entertain, provided you run HD audio.



TVS Apache RTR 160 4V SmartXconnect

A powerful motorcycle with built-in navigation that greets you by name.



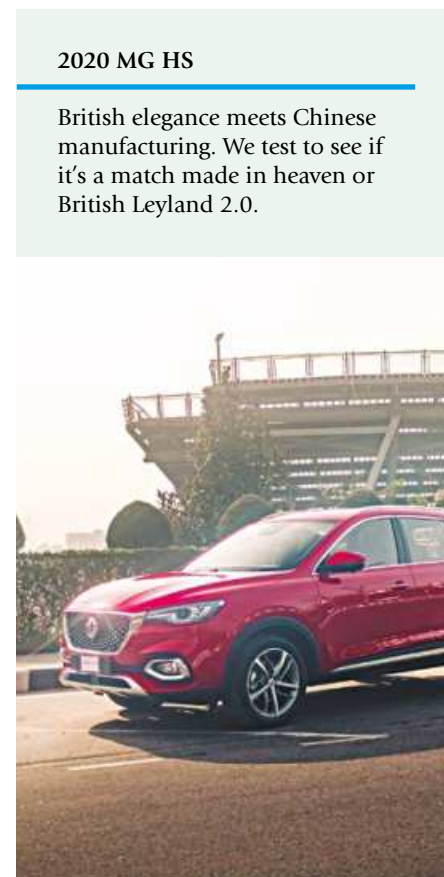
2020 MG HS

British elegance meets Chinese manufacturing. We test to see if it's a match made in heaven or British Leyland 2.0.



Audi Q3 35 TFSI

What looks like a shrunken down Q8 that is good for Dhaka roads and the wallet. Premium upholstery and triple-zone cooling will keep your buttocks soft and head cool in traffic.



Kawasaki Ninja 125

The smallest sibling has a dual identity. Driven clumsily, it's an average commuter. A bit of downshifting and rematching, and the monster awakes.

Hero Thriller 160R

The newest motorcycle from Hero offers premium features for a mid-range price.



# Scaling up your startup

## How incubators play a crucial role in the growth of early-stage startups

NOMROTA SARKER



Considering we have now been able to distinguish between a startup and a SME, the next thing we should ideally talk about is how they have different growth strategies. Startups are high risk, high return. Since they are expected to win markets and scale, there's definitely a need for strong foundations in its early-stages. Early-stage startups usually focus on product development, establishing a customer base, market research and eventually ensuring a way to create defensible value.

Apart from the business, finding the right people and building a team that believes in the idea is crucial for its growth. There is no doubt that a startup needs access to more resources and networks at this stage. Incubators work on bridging the gap between founders and resources by providing founders with opportunities to grow their business. But how does an incubator work?

### The types and roles of an incubator

There are two types of incubators; early stage incubators and accelerators. Early stage incubators usually work with early-stage startups to help them attain a level of self-sustainability. They help them access resources such as, funding, talents, connections and knowledge. Startups can receive coaching, mentorship, legal support, collaboration, office space and networking with industry experts and successful founders through their program. Mentorship through experts in areas such as financial strategy, business plan, marketing strategy, operations and management as well as pitching to investors are the key benefits provided by an early stage incubator.

Accelerators on the other hand, become of help to startups when they have achieved initial market traction. These are a fixed term program that help startups access investors by guiding them to perfect their pitches each day. They also help startups build crucial networks for partnership and financing prospects. YCombinator is one of the top global accelerators that has incubated companies like Airbnb, Stripe, Twitch, Reddit, Dropbox etc. In its entirety, both of these ultimately work closely with the startups with the objective of maximizing their overall success.

"For an early-stage startup, day 100 is never a reflection of day 1. If the execution didn't differ from the original idea, it was never a startup to begin with. The undisputed logic behind it is that once you get into execution, you will be exposed to new information and new challenges. A well-designed incubation program with proper mentors helps startups not only learn the fundamentals of establishing a business, but also to streamline their service. For us, NSU Startups Next has been that vessel of navigation," says Co-founder and CEO of

Reshop Ventures Limited, that has recently graduated from NSU Startups Next, an incubation program by North South University.

### Key benefits of an incubator

**Access to funding:** Incubators offer funding opportunities for startups through investor relations. Some incubators have partners to assist the startups using the incubator. These partners will often provide startups with funding and other invaluable resources. There are incubators that offer investing offers like angel networks. These programs bring together investors looking to provide funding for startups they believe can succeed.

**Exposure to industry leaders and mentors:** Incubators arrange mentorship sessions with industry leaders and experts for nascent startups which would both be exclusive and educational. Founders get to have one on one interaction with these mentors as required and get valuable feedback on their business. They might also challenge in a manner that assists a startup in refining its vision and goals.

**Structure and curriculum to maintain focus:** Incubators maintain a curriculum that is followed throughout the incubation period. All startups must allocate time for the sessions, workshops and KPI meetings to assess their progress. It is almost like enrolling in a college where a startup has to go through a rigorous process to develop their business by the day. Incubators help keep their

focus steady while a startup completes all its business goals and objectives set for growth.

**Networking opportunities:** Incubators generally enrol a batch of startups from where they need to graduate after completing the program. The program duration generally ranges from 4 months to even 5 years depending on the type of incubator. All the companies participating in it collaborate with each other on different tasks and build a network with like-minded people. Networking is essential for early-stage startups because a solid foundation of professional relationships is needed for them to succeed in their respective industries. Incubators provide a professional environment where people coming from different backgrounds and expertise can network with each other and benefit from the relationships.

### Why do we need more incubators in Bangladesh?

Early-stage startups are in a unique position where they can reach success on a massive scale when provided with the right direction and support. Reddit, Airbnb, and Dropbox were startups that used incubators to grow their business in the initial stages. Each of them is now valued at greater than \$1 billion.

Pathao was also born out of an incubator called HackHouse Dhaka. Pathao has been able to raise more than 12.8 million USD from four rounds of funding and it is currently valued at

over 100 million USD. The Bangladeshi startup ecosystem has picked up pace with investments in 2020 and early 2021. According to Lightcastle Partners, The Bangladesh Entrepreneurship Ecosystem is at an inflection point with an excess of USD 200 million in international investments from big-name corporate investors and venture capitals over the last 4 years. The ecosystem is diverse and operating in multiple sectors. Homegrown startups have raised more than 200 million USD of foreign investment over the last decade. Startups like ShopUp, Paperfly, SOLshare, iFarmer, Maya, Loop, Gaze, TruckLagbe have raised significant investment amounts amid the pandemic, paving the way for more startups to grow. This also signals the rising interest of foreign investors in Bangladeshi startups that are showing promising growth.

The emergence of both local and international venture capital firms like IDLC, Anchorless Bangladesh, active Angel Investment Networks like Bangladesh Angels and the government's VC fund, Startup Bangladesh Limited are facilitating the development of an entrepreneurial ecosystem. A host of local and international operating accelerators and incubators propelled more than 1000 active startups in Bangladesh, generating



over 1.5 million employment, embracing products and services of startups as part of the country's everyday life.

Currently, finding the right talents and access to financing are considered severe bottlenecks for emerging startups in Bangladesh. While it is a great time to found a startup in Bangladesh according to experts, opportunities should be optimized for both companies and investors. Incubators can help form and sustain startups while giving them access to funds and investors, keeping both ends functional.

Ultimately, the success of incubators is measured through the success of their startups, eventually building a successful ecosystem for the next generation of founders in Bangladesh.



# Poco M3 reviewed

ZARIF FAIAZ

Xiaomi's spinoff brand POCO is back with yet another M series device. Last year's POCO M2 was a hit with the users. This year's M3 made a big jump in the design section, which fails to impress, but is a bold move nonetheless. We got our hands on a review unit; read on to find out details about the device.

## The looks

First things first, the M3 features a drastic different look and build. It features an impressive polycarbonate back and bright colours with a large slab at the back to house the camera and the POCO logo.

Despite the bold new look, the phone fails to impress in the design department. The thick bezel with dewdrop notch and a sturdy look makes for a decent looking smartphone altogether.

## The performance

Under the hood, the POCO M3 packs a Snapdragon 662 chipset. It's no Qualcomm but the chipset supplies enough power for smoothness for day-to-day use. On animation-heavy websites, we found a few frame drops, but other than that, we found it pretty impressive for rough use.

With 6GB RAM, we could easily multitask between multiple apps before killing them in the background.

Performance wise, we found no issues with the M3 and the phone was pleasant to use.



## The camera

With a 48-megapixel main camera, a 2-megapixel macro camera, and a 2-megapixel depth sensor, the POCO M3 features a triple camera setup on the rear. It has an 8-megapixel shooter in the

dewdrop notch to make selfies.

The images taken on the POCO M3 turned out to be fine. The phone managed decent shots during daytime. In brighter areas, objects at a distance had good detail, but the shadows lacked definition.



Close-up shots were average, and often we had to wait for the phone to lock up the focus.

The performance of the low-light camera was below average and images were grainy. There was better detail in Night Mode, but looked oversharpened.

Overall, the camera department is good but could have been better.

## The battery

The POCO M3 has a big 6,000mAh battery and this makes it easy for you to use over a day. To destroy this phone in under two days, you'd have to be a moderate-to-heavy user. The phone can easily be charged three or four times per week for light use.

The 18W fast charging was a big plus.

## The verdict

The POCO M3, for the price you pay, is a great budget unit. Poco M3 gets several main elements right and is a perfect phone for those looking for a decent budget smartphone with unique looks and a large battery.

Words and photos: Zarif Faiaz

# Everything you need to know about the Covid-19 vaccination program

The vaccination process against Covid-19 has started in Bangladesh very recently, and people have questions. While there are a lot of confusions, rumours and even propaganda regarding the vaccines, we present to you the most frequently asked questions on vaccines, with answers.

## Is it effective? Does it involve any substantial amount of risk?

The AstraZeneca (AZD1222) vaccine, locally known as Covishield has an efficacy of 63.09% against symptomatic Covid-19 infection. Longer dose intervals within the 8 to 12 weeks range are associated with greater vaccine efficacy.

The ones received by Bangladesh have been manufactured by the Serum Institute of India, which is one of the topmost vaccine manufacturers in the world. The Covishield vaccine produced in the Serum Institute of India has been sent to many other countries around the world and has been adopted globally so far.

## Does the vaccine protect against new variants?

The South Africa study, based on about 2,000 young people who had the vaccine, suggests the Oxford-AstraZeneca vaccine offers limited protection against mild and moderate disease caused by the South Africa variant. There is no evidence to suggest it would not be effective at preventing more severe cases that need hospital treatment.

## What are the common adverse events post-vaccination?

A person can experience injection site tenderness and pain, headache, muscle pain and nausea after being immunised, but the chances are odd, and the effects are minor. Once you're inoculated, you'll be taken into an observation room at the site, where your general parameters are monitored for 30 minutes, for any possible Adverse Event Following Immunisation (AEFI) before you can leave the site of vaccination. All vaccinators and supervisors at the site are trained to provide primary treatment of all AEFIs.

## Who are being advised to not get vaccinated?

Pregnant and lactating mothers, those with allergic reactions to vaccines in general, those with active symptoms of Covid-19 or Covid-19 patients currently undergoing plasma or antibody therapy,



acutely unwell and hospitalised patients due to any illness. You should consult your physician before taking the vaccine considering any medical history that you might have.

## Should a person, who has recovered from Covid-19, get vaccinated?

Yes, it is recommended that a survivor receive the complete schedule of Covid vaccination, irrespective of a history of information.

## Can someone get and transmit Covid-19 after taking the vaccine?

Even if someone gets infected after

taking the vaccine, the virus will not replicate or become severe. However, they may still transmit it, so it's important to maintain the precautions as before. Wearing masks and sanitising are absolutely mandatory even after taking the vaccine.

# Effective ways to detect a hidden camera in secret hiding places

JINAT JAHAN KHAN

Have you ever been in any public washroom, dressing room or in any hotel room and had a feeling that you are being watched? Well, sometimes you may not be wrong in this regard. In many incidents around the world, privacy has been breached using hidden cameras, which is both illegal and unethical. To be on the safe side, here is a list of some useful approaches to spot a hidden camera in the mirror or in any other sneaky hiding spots.

## Scan your surroundings for suspicious objects

Whenever you are in a public restroom, dressing room or a hotel room, look around to find out questionable objects. Always check for small pinholes and other vents and openings in the wall or ceiling after entering a close space. Hidden cameras are often placed behind or above those objects that are not typically picked up or moved around. Some common objects where cameras can be installed secretly are- mirror, wall clock, alarm clock, AC power adapter, tissue boxes, desk lamp, toothbrush holder, DVD player or other set-up boxes etc. If you see suspicious wires or power outlets and adapters, unplug those immediately.



## Try to detect a hidden camera lens in a low-light environment

Every camera has a lens which reflects light to some degree. One way to find out a hidden camera lens is to use your phone's flashlight. As it requires a low-light or dark environment, turn off lights and close the curtains to look for telltale reflections in suspicious places. However, this approach may not always work. Since the light needs to hit the lens with a proper angle, you'll need to scan your surroundings carefully and thoroughly. And it may not work with a camera hidden inside a mirror or in any other highly-reflective surface.

Another point is that many cameras turn on their blink and solid lights automatically in a dark surrounding. So creating this kind of low-light

environment may help you without much hassle. Some hidden cameras also have an indicator light on their camera panel, which can lead you to spot the place of the camera.

## False mirror test

You can find out whether the mirror placed in any washroom or hotel room is genuine or not by conducting a simple fingertip test. Just place your finger on the surface of the mirror. If there is a gap between your fingertip and the reflective surface in question, it is highly likely to be a real mirror. The gap you are seeing is basically the thickness of the mirror between your finger and the orange reflecting coating. If there is no gap, then there might be a hidden camera and you should be alert instantly and investigate further.

## Further ways to examine a two-way mirror

First, observe carefully how the mirror is installed on the wall. If it seems to be hanging on the wall and you can look behind it to find out the wall, then it is a genuine mirror. But if it appears to be a part of the wall itself, there is a possibility that it is a two-way glass. Also, check if the light around the mirror seems to be brighter than normal. Because the light on the mirrored side of a two-way mirror needs 10 times brighter light to be effective. It is likely to be an ordinary mirror if the light of the room is relatively dim. You can also try to peer through the mirror by creating a dark tunnel with your hands. Press your face up to the reflective surface and cup your hands around it to see if there is something beyond the mirror. If you are still not convinced, tap on the mirror surface with your knuckle. An ordinary mirror produces a dull and flat sound as it is just placed on the wall. But a two-way mirror will produce an open, reverberating and hollow sound as there is a free and open space behind the observation glass.

## Use hidden camera detecting apps

You can also try to use some apps to spot suspicious networks and cams such as Fing or Hidden Camera Detector. These are available for both android and iOS. These apps will help you detect intruders, hidden spy cams and listening devices. Analyzing the magnetic activities around your phone, it assists you to find out the questionable connections or devices.

Whenever you are almost or totally sure about any hidden camera, it is better to ask for help from officials than to tamper with it. Call local police immediately to seek support.

us on f /Sandalina

ঐতিহ্যের আর এক নাম আধুনিকতা  
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

**স্যান্ডালিনা**  
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