





WEEKEND LIVING IN THE DIGITAL AGE

A publication of The Paily Star



Google to invest US\$1 billion in Airtel

Google will invest up to \$1 billion in India's second-largest mobile operator, Airtel, the companies said on 28 Ianuary.

The global tech giant will buy a \$700 million stake in billionaire Sunil Mittal's Bharti Airtel, giving it 1.28 per cent ownership, the firms said in a joint statement.

Up to \$300 million more will be invested in "mutually agreeable" commercial projects over the next five years, including exploring opportunities to "bring down the barriers of owning a smartphone" in the price-conscious market.

"We are proud to partner on a shared vision for expanding connectivity and ensuring equitable access to the internet for more Indians," Sundar Pichai, the Indianborn chief executive of Google parent Alphabet said in a statement.

Google already holds a 7.7-per cent stake in Indian market leader



Reliance Jio, owned by Asia's richest man, Mukesh Ambani, following a \$4.5-billion investment in 2020. The two companies collaborated on a 4G-enabled, low-cost smartphone that launched in November last year.

Jio has been locked in fierce competition with Airtel and British telecoms giant Vodafone's local unit Vi since it kicked off a price war in 2016 by offering dirt-cheap internet and free calls.

Facebook parent Meta announces massive Al supercomputer



Facebook parent Meta Platforms Inc said on Monday that its research team has built a new artificial intelligence supercomputer that it thinks will be the fastest in the world when completed in mid-2022.

Meta said in a blog post that its new AI Research SuperCluster (RSC) would help the company build better AI models that can learn from trillions of examples, work across hundreds of languages, and analyze text, images and video together to determine if the content was harmful.

"This research will not only help keep people safe on our services today but also in the future, as we build for the metaverse," the company said in a blog post. The social media company changed its name in October to Meta to reflect its focus on the metaverse, which it thinks will be the successor to the mobile internet.

The metaverse, a broad term that has generated a lot of Silicon Valley buzz in recent months, refers to the idea of shared virtual environments which people can access through different devices and where they can work, play and socialise.

"The experiences we're building for the metaverse require enormous compute power (quintillions of operations/second!) and RSC will enable new AI models that can learn from trillions of examples, understand hundreds of languages, and more," Meta Chief Executive Officer Mark Zuckerberg wrote in a Facebook post on Monday.

Meta said it believed the RSC was currently among the fastest AI supercomputers running. A Meta spokesperson said the company had partnered with teams from Nvidia Corp, Pure Storage Inc and Penguin Computing Inc to build the supercomputer.

Walton launches laptops with 11th Gen Intel processors

Walton Digi-Tech Industries has recently launched three new laptops which use Intel's 11th Generation processors.

The Tamarind MX11 series laptops are equipped with Core i3, Core i5 and Core i7 processors, 8GB RAM, high-speed SSDs, and the original Windows 11 operating system.

According to Walton Digi-Tech DMD Liakat Ali, these new models of laptops, with multitasking facilities and advanced features, will give users a more dynamic experience during their regular tasks including, games and entertainment.

The Core i3 processor laptop has been priced at Tk. 57,500, Core i5 at Tk. 71,500 and Core i7 at

at Tk. 71,500 and Core i7 a Tk. 84,500. The devices have 8GB

DDR4 3200MHz RAM, which can be expanded up to 32GB. They also have 512GB NVMe

SSDs that can be expanded up to 1TB.

Core i3 model laptop has Intel's Ultra HD graphics while Core i5 and Core i7 have Intel's Iris Xe graphics.

The laptops have a four-cell smart lithiumion battery that is capable of providing up to eight hours of power backup with a 65W fast charging adapter.

Other features include a 1MP HD camera for clear video calls, high-definition audio, a built-in array microphone, two 1.5W speakers and a dual fan.

EDITOR'S NOTE

Ain't no rest for the overworked

We live in a hustle culture. The daily grind takes precedence over almost everything else in our lives, be it family, friends, food or fun. While the incentive to be financially successful is always a key driving factor, it is important to keep in mind that overworking has tremendously adverse consequences. Posture problems and eye deterioration are obvious risk factors, but mental fatigue also contributes to regular 9 to 5 workers being slowly but surely drained of their strength and will every day.

Let's learn to take a break. Let's focus on what's important: our health. For this week, we focus on just that, with our Cover Story detailing some handy tips you can utilise to stay healthy during an active desk job. If you're planning to go on a long walk, don't forget to check out Bytes for our top picks for power banks to keep your devices recharged. If you're into open-wheeled racing, our feature on go-kart racing in Shift should surely excite you.

It's fine and dandy to hustle and bustle, but let's not lose ourselves in the process.

Stay safe everyone. Have a great weekend.

Shams Rashid Tonmoy Sub-editor & Feature Writer

TOGGLE

Editor and Publisher Mahfuz Anam

Editor (Toggle) Shahriar Rahman

Team

Zarif Faiaz Shams Rashid Tonmoy Tanzid Samad Choudhury

Graphics

DS Creative Graphics

Production

Shamim Chowdhury

Published by the Editor from Transcraft Ltd, 229, Tejgaon Industrial Area, Dhaka on behalf of Mediaworld Ltd., 52 Motijheel C.A., Dhaka-1000.

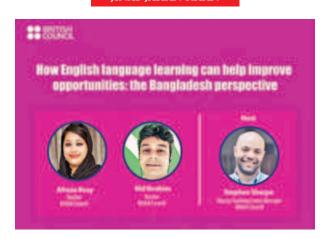
Speaking English is all about intelligibility, not the accent

JINAT JAHAN KHAN

Learning any language can add a feather to one's cap. To be globally accepted, learning English has its own significance for personal and professional development. In the third session of the LIVE webinar series of The Daily Star in collaboration with the British Council, expert teachers from the British Council Teaching Centre discussed how English language learning can contribute to enhancing more opportunities for people in Bangladesh and what one needs to understand, across different life cycle stages, while learning it. The session titled 'How English language learning can help improve opportunities: the Bangladesh perspective' was hosted by Stephen Sharpe, Deputy Teaching Centre Manager, British Council Bangladesh on 26 January 2022.

Many think that a better accent leads to better job opportunities, which may not be true. "Personally, for me, the accent is not that important. A lot of people think that being good at speaking English means to have a British accent, or an American accent or Australian accent when actually, it is all about intelligibility. It is about being clear so that whomever you are speaking to can understand what you are saying," said Stephen. "People usually have different accents due to cultural differences. Learning English is not about learning a specific accent. It is about pronunciation and knowing intonation and word stress. As long as your pronunciation is correct, there is no need to worry about your accent," said Afroza Rosy, a teacher at British Council Bangladesh

According to another teacher of the British Council named Md Ibrahim, the audience will always appreciate one's natural accent. It is better to try to ease into an accent that you like rather than force yourself into it. Having a particular accent has nothing to do with having



more opportunities in the job market.

From an early age to adulthood, throughout the life cycle stage, one can learn the English language in a way that would help open more doors of opportunities. "Being involved in different activities of English language learning from an early age can also contribute to developing students' critical thinking, problemsolving skills, creativity, imagination, collaboration, communication skills and digital literacy," said Md Ibrahim. "One needs to enjoy learning to succeed. Memorising grammar rules and taking some mock tests is not the perfect way to learn a language. You need to engage in English in your daily activities and interactions with family members and friends," said Afroza. She also shared how students sometimes complain about not being able to excel in IELTS even after trying multiple times. The early years age group learn through play and

are exposed to English the way they learn their first language whereas the primary age group learn through stories and collaboration with other students. As they move into the secondary age group, they learn through project work, collaboration and developing their creativity and critical thinking skills.

While talking about the reluctance of some parents regarding their children learning English online, especially in the current Covid-19 situation, Rosy spoke from her experience, "In online classes, we have break rooms and group discussions among ourselves. Students can easily access websites for study materials and can use the technology at their best which they could not do so in offline classes. And as students are in their homes, they can have materials like papers and colours to work with, which will increase their enthusiasm in learning English."Rosy added that students and teachers could still participate in conversations and collaborative work in online classes. If classes are made interactive, students may feel more interested in classes while being relaxed at home. Md Ibrahim added to this by saying, "I think it is a great opportunity for parents as they can have insights about their children's behaviour, learning styles and willingness to cope in this case. These virtual classes will improve students' digital traces. As we are moving towards online learning gradually, these classes will obviously help them improve their skillsets. These will allow them to develop 21st-century skills to help with further education in Bangladesh or abroad, immigration to the desired country as well as future job prospects. For reaching out to learn more about English language learning opportunities, or a free consultation, email at English.bd@britishcouncil.org

Marketing your product using SEO: The dos and don'ts

SOFIA NOOR RAFA

Search Engine Optimisation (SEO) includes techniques that help increase views to a web portal. SEO concepts may not be no-brainers, but some steps are crucial so that Google pushes your product website to the top.

Dos for SEO:

Use search metrics:

To examine what to put on your website, use technology that offers search metrics based on your content. Top SEO analysis sites include Google Analytics, Adobe Analytics and Oribi, which reveal detailed information about website traffic.

Make the most of tools:

Up-to-date sites like Google Analytics

take the help of Machine Learning (ML) models to analyse your website situation. ML models inspect your website to demonstrate traffic reports, such as the number of visitors on your website for the

Keep up with search trends:

Google Trend is a free tool that shows demand for the most famous searches on Google and YouTube. It displays infographics on the popularity of the widely-done searches, keywords to use and keywords to delete from your website. Add specific keywords to create descriptive content to gain more viewers.

Be the nearest to relevance:

Create content based on your goal, the

visitors you want to attract and trends. Take help of local SEO services like Google My Business or Google Ads' Keyword Planner, which will help you create website elements. Search trends are handy for this part. Be specific, short, and informative.

Don't Dos for SEO:

Overstuffing your website:

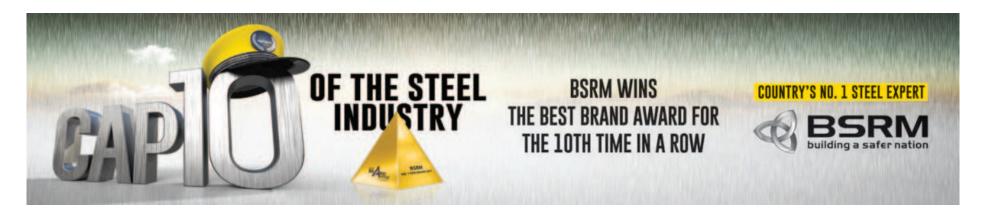
Don't go too overboard with including popular keywords on your website content. Tools would suggest you do lots but be picky with the changes you want

Don't be apathetic to visitors' impressions:

People will take milliseconds to judge your website. Cater to their needs. Interact with the target audience. Link your social media page. Understand how people can find your website and what service they like or dislike by leaving options for

Don't be just eye-pleasing:

Alongside great colouring and visuals, add descriptions of the achievements of your brand. Add your highlighting areas on the meta description. Your meta description will appear underneath your website name and URL when someone searches your site, so adding rewarding information about your site will earn you





Go-karting is a fun activity for people to blow off steam, regardless of whether they are a car enthusiast or a first-timer, or even someone who has never driven a car. Go-karts are simple, small, nimble, openwheeled cars with a low centre of gravity that you can abuse around a track without



breaking your wallet.

Surprisingly, many professional drivers from F1 and NASCAR started their careers with go-kart racing. It is entry-level motorsports racing with low barriers and is easy to get into. F1 legend's like Lewis Hamilton, Ayrton Senna, Michael Schumacher and many more started their dominant careers from go-karts.

Even though go-karts are very simple compared to sophisticated racing cars, people are usually intimidated by barebones go-kart racing. Fear not, for this week, we ran down the absolute basics that you should expect. While go-karts contain complex parts like engines and braking systems that may be hard to understand at first, it does get easier once you are familiarised with the essential parts and features. Seats

Go-karts usually have bucket seats that are designed to wrap around your back for extra support. The shape of the seat prevents the drivers from being flung out of the kart when turning into a corner at high speed or holding you in when you are bumped onto. Recreational karts often have padded seats for comfort but on the competition side, they are made to be as

light as possible, so the seats are usually made of plastic or fibreglass to reduce overall weight.Steering

A straightforward steering wheel is used, which is usually made out of aluminium. They are usually around 10-12 inches in diameter and come connected to the steering shaft with three mounting holes. The steering shaft is attached to two tie rods which are joined to the spindles held by a kingpin bolt. The spindles turn when you turn your steering wheel, ensuring basic handling of turning left and right. Tires

Go-karts tires are around 10-12 inches tall and 5-8 inches wide. Normally, there are wider tires on the back of the

for rainy days which are grooved to use in rainy conditions and lastly, special tires for off-roading or recreational activities which only provides a smooth ride and lasts a long time.Engine

Go-karts have two different gasoline engines - two-stroke and four-stroke. Two-stroke engines have an RPM of up to 18,000 and are commonly used for racing in professional go-kart races. Four-stroke engines have an RPM range of up to 11,000 which is quieter and runs smoother. Then there are electric motor variants which have been getting popular in recent years due to the ridiculous acceleration, better weight distribution, lower centre of gravity, ability to reverse



kart as the weight is mostly distributed towards the rear end. These tires have to be small in height and wide to keep the centre of gravity low. Just like racing cars, they have three different tires for three different occasions. There is a slick tire for dry conditions which are usually soft providing maximum grip, then wet tires

and are also considered environmentally friendly. But electric karts run out of battery fast.Frame

You'll notice that there is a metal frame around the whole kart. This outer metal cage is referred to as the guard frame. The frame will be protecting the bodywork from damaging collisions, accidents

and bumps. You'll also notice that the frame also covers the outer part of the wheels to ensure any wheel collision is avoided. Wheel collisions have serious consequences of flipping the whole kart dangerously and can result in serious injuries. Other features



Unlike actual cars, go-karts don't have regular gears since they don't have a differential. The acceleration and brake pedals are divided by the steering wheel, so you have to accelerate with your right foot and brake with your left foot. They are still very easy to manoeuvre regardless of driving experience. They have a maximum speed of 60-80 km/h - a speed that is safe and as controlled as possible.

The karts weirdly don't have a suspension since they are designed in a way that it doesn't need one, while the frame provides the necessary flexibility it needs. They have all the bare necessities of a car to go around the track. Go-karts are exceptionally safe due to their low centre of gravity and strong frames.

However, it is important to follow basic safety regulations like wearing a helmet. Go-karts, relatively, are surprisingly affordable considering motorsports is considered to be the playground for the

Intrigued? You can experience gokarting in Bangladesh at two places -Xtreme Racing at the Fantasy Kingdom Complex in Ashulia and Go Kart Courtside at Madani Avenue in Dhaka.

Working 9 to 5 and staying fit and in good shape don't always go hand in hand. Even though we promise ourselves to hit the gym after work or devote ourselves to working out as a New Year's resolution, let's face the truth—it's easier said than done.

Moreover, given the cumbersome road congestion during rush hours, going to the gym on time is a luxury and exercise duration gets shortened inevitably. And so, making optimal use of the work shift is the best method to inch towards your fitness goals.

to the bathroom or just simply stroll around the office premises. This practice not only helps straighten your back but also helps to relocate focus.

Try not to slouch

Given the type of chairs common to all offices, it is very easy to find oneself slouching while working on their computers. Practising good posture is essential in keeping your back straight and away from chronic pain

Straighten your spine once in a while to not suffer from muscle spasms. Add a lumbar support cushion to your chair

a habit of saying no when you have overwhelmingly too much on your plate. Overworking is never healthy. Prioritise your mental health.

Protein is a great source of energy. Substituting rice for chicken or fish will boost your energy levels and help you be more productive. Consuming carbohydrates, especially rice during lunch, make the body extremely lethargic. This might make you feel drowsy at work as the second half of the day goes by struggling to focus.

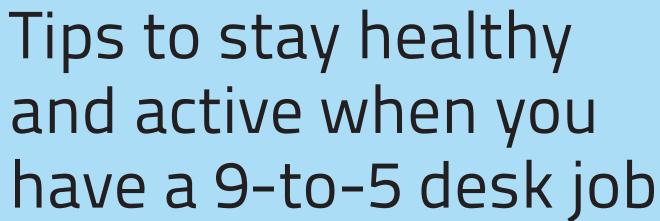
Another pro tip is to restrict your sugar intake. Since caffeine has successfully secured a place in our adult lives, sugar comes as a complementary ingredient. Try slowly substituting sugar for other alternatives, like honey. Snacking and ordering food at the workplace is pretty common. Push away the cookies and doughnuts that come your way to avoid as many carbs as

Manage your after-hours

While working hard bears fruit, it is best to leave work at the office after your shift. Fusing professional and personal life isn't always healthy. Instead of watching something on the TV or mindlessly scrolling through your phone, take a break from the constant riveting on screens and spend time with your loved ones. Sleep early. Early to bed, early to rise probably doesn't make you wealthy and wise, but helps you stay fresh and healthy!

Utilise fitness gadgets

Get yourself a smartwatch or a smart band tracker which records your daily steps, activities, heartbeat and pulse rate. A fitness gadget will remind us of our current phase in the personal fitness. journey and pave the way to our goal. the expensive smartwatches.



SAMILA SOBHAN

Here are a few ways you can maintain your physical and mental health when you have a desk job.

Take hourly short walks

An excellent way to combat regular backache, even the severe ones, is to force yourself to stand up every hour, irrespective of the work, and take a one or two-minute walk. While this may seem like a tiresome practice, the benefits will add up.

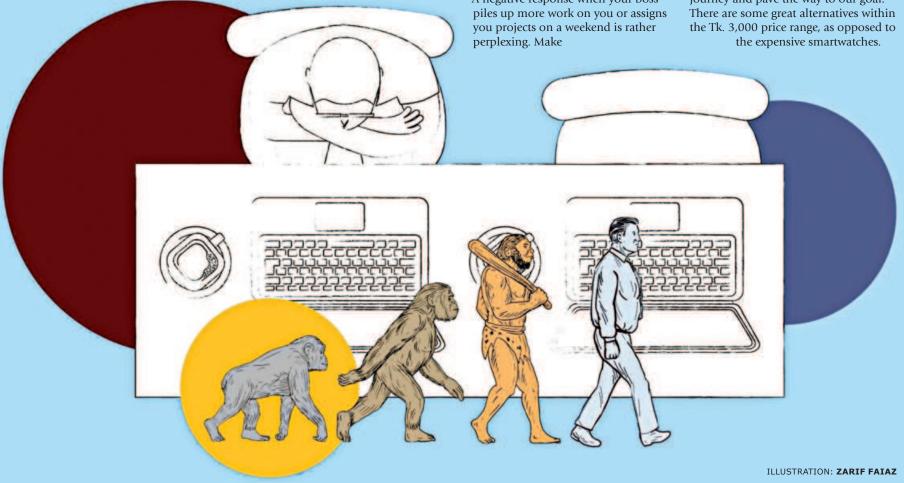
During the walks, you can communicate with a colleague, go

for lower back support and alignment. Stretch for 30 seconds and loosen up those tight muscles. Take the long way

Opt for the stairs instead of the lift when climbing one or two floors. While this might not sound like much, little measures as such add to your daily activity and steps. This practice can also include meeting your colleagues at their desks instead of communicating via email or phone.

Say no!

A negative response when your boss you projects on a weekend is rather perplexing. Make



TOP POCKET POWERS

Our picks for power banks under Tk. 1,500/-

TAHSEEN NOWER PRACHI

In today's busy world, you are probably out all day long. At one point your energy level drops, and your battery might need a boost. So does your smartphone and devices. While you sip on a cup of iced beverage or hot tea for your 'reboot', let a power bank recharge your devices.

While buying a power bank, you might want to check things like the device's capacity, fast charge support and the number of ports it offers. Some devices also feature LED battery status indicators.

Here is a list of our top picks of some best budget power banks that will fit right on your 'to-buy' list.



Xiaomi Mi 10000mAh Dual USB Power Bank V3

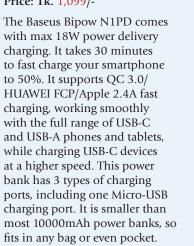
Price: Tk. 1,250-1,399 /-

The Xiaomi Mi V3 10000mAh is a portable powerhouse that offers high-speed charging. Its aluminium case has a high structural strength that can withstand collisions and impacts, and with an ergonomic 180° arc design, it provides a more secure hand grip. The smooth anodised finish creates a surface resistant to sweat and corrosion. The device is compatible with 5V/2A, 9V/2A, and 12V/1.5A charging. It intelligently adjusts power output up to 18W to deliver fast and efficient charging for each connected device. The slim size and LED indicator makes it easier to carry around.



N1PD Power Bank Price: Tk. 1,099/-

Baseus Bipow



100

Baseus QPow Digital Display 3A Power Bank

The Baseus QPow Digital Display favourite among budget buyers.

Polymer Power Bank Price: Tk. 1,450/-TL-PB10000 is a high capacity 10000mAh power bank digital devices. It is thin and

TP-Link TL-

10000mAh Li-

PB10000

compatible with most of your lightweight while improving safety. Compared to those using Li-ion batteries, it is slicker and thinner. It has two high-speed smart charging ports that detect the connected devices and provide up to 2.1A adaptive power output. It is optimised for iOS devices and boosts up to 65% faster than the original Apple charger. TL-PB10000 can quickly recover from empty to full capacity within 4.8 hours.



Micropack Blazer Lite PB-10KL Power Bank

Price: Tk. 1,050-1,090/-

The Micropack Blazer Lite PB-10KL comes in a compact style black colour with 10000mAh capacity. The LED display and compact design, easy-grip carrying facility and overcharging protection capacity make it a decent choice for budget buyers. It has a Dual input and output system and can intelligently identify the required current for each connected device to optimise the fast charging process.



Price: Tk. 1,350-1,500 /-

3A with 10,000mAh is designed with the iPhone charging cable, giving iPhone users the advantage of not worrying about forgetting to take the cable outside. Its dual inputs and four outputs support a simultaneous power supply for multiple devices. The LED digital display enables real-time viewing of the battery level. Its small-insize, handy design allows comfort in holding. The 3A high current and fast charging option and its stylish design have made it a

TECH TIPS TOGGLE



ILLUSTRATION: ZARIF FAIAZ

Essential components to get the best out of your new PC

ARFIN KAZI

While getting a new desktop computer is a great experience by itself, there are a few things that could elevate your day-to-day interaction with your computer. We bring you a couple of peripherals and some software to have, in no particular order, which could be an upgrade to your old setup. They could also have been the things that were left out when you bought the new PC.

Speccy

Speccy is resource monitor software that provides you with various useful information, such as the temperature of your peripherals with the motherboard chipset and any additional internet network information. This software can help track temperatures of all the components in the computer and can also help identify if there are underlying problems if the temperatures are abnormally high.

WinKeys

WinKeys is an essential program mainly used to reprogram keys to a user's personal liking. This program benefits gamers the most, as the keys can be programmed in most keyboards. They can be used to set macros as well.

Overclocking software

There is no single software for overclocking, as the architecture

solely depends on the motherboards. Most manufacturers have their own software, some with built-in presets for overclocking the peripherals. Please keep in mind that overclocking should always be done responsibly, as voltages can be tricky to match with temperatures, and they can ramp up fast.

Speakers

A good set of speakers is always a welcome addition to any setup. Speakers will prevent you from wearing headphones for an extensive period of time, and will definitely help you listen to music in an open environment. If you are looking for recommendations, a good place to start would be the Edifier XM3, which offers Bluetooth support. It is fairly inexpensive, currently priced around Tk. 4,000/-.

Upgrade peripherals

Upgrading peripherals such as a keyboard

and mouse makes interaction a lot more fun, whereas mechanical keyboards are getting more popular with both wired and wireless options. Good peripherals also contribute to ergonomics in day-to-day use. They provide a better angle to type or glide the mouse while gaming, thus keeping the user from wrist pain when using the computer for an extended period of time.

PC peripherals

When it comes to quick upgrades, cooling seems to be the easiest and most reliable in a desktop computer. Adding more fans to an air-cooler setup, or getting an AIO for the processor and making it hybrid is also a good option. Complete AIO setups do not require messing around with pipes that deliver the liquid, and are plug and play for the most part.

What's new on Netflix in February 2022

TAHSEEN NOWER PRACHI

With the chilly waves continuing in February, it's time to mark the calendar for some more shows to binge on. It might only be a month in, but it's already been a busy year for Netflix – and there's a lot more to look forward to as we head onto February. So, clean your slates for a listing of some hyped up and awaited Netflix Originals and season renewals of your favourite shows, or the movie rendition of a dear old video game!

MY BEST FRIEND ANNE FRANK

Starting off with others, My Best Friend Anne Frank is coming to Netflix right at the beginning of the month. This Dutch drama by Ben Sombogaart tells the story star as his partner. The catch is - the guest stars aren't given a script! As a result, the guest stars have to improvise to solve these murder cases using the clues that pop up. Enough to get you hooked? Release date: 3 February

CHILD OF KAMIARI MONTH

Netflix has brought its highly anticipated and awaited anime feature film Child of Kamiari Month this February. A little girl learns that she must journey across Japan to the annual gathering of gods in the land of Izumo, one year after losing her mother. The trailer and its Spirited Awayish poster have surely made it a mustwatch in our to-watch lists!

Release date: 8 February

FORECASTING LOVE AND WEATHER

What better to turn to a romantic and heartwarming story than a Korean drama? The wait is on for chemistry between two weather forecasters working at the Korea National Meteorological Administration. According to the Netflix forecast, love can prove just as difficult to predict as rain or shine for a diligent forecaster and her free-spirited colleague.

Release date: 12 February

THE CUPHEAD SHOW

Netflix is coming with its years-in-themaking promised animated series The Cuphead Show based on the famous Cuphead video game. Encounter once again the wacky misadventures of Cuphead and his brother Mugman through the Inkwell Isles in search of fun and good times.

Release date: 18 February



INVENTING ANNA

This miniseries is a tale of Anna Delvey, the Instagram-legendary 'German heiress' who stole the hearts and money of New York elites. Based on a true story of remarkable con artistry, the unveiling of Anna Delvey by a journalist is packed in this limited miniseries.

Release date: 21 February



VIKINGS: VALHALLA

In this sequel to Vikings, you will see that a century has passed by and a new generation has emerged. This new generation of legendary heroes has arisen to one goal - forging their own destiny of steel and making a mark in history.

Release date: 25 February



JUVENILE JUSTICE

Juvenile Justice is a dark courtroom drama hitting Netflix this month with a unique and unforeseen storyline. Sim Eun-Seok is a tough judge who has to deal with and balance her aversion to minor offenders with firm beliefs on justice and punishment. This series nerve-twitchingly depicts the complications of juvenile criminals and their mental paradigm as she tackles complex cases inside a juvenile while discovering what being an adult truly

Release date: 25 February



of the friendship between Anne Frank and Hannah Goslar. The real-life friendship between the two is told through Hannah's narrative. The story revolves around Nazi-occupied Amsterdam to a harrowing reunion in a concentration camp. For classic Anne Frank readers, this is a must-watch. Find out how accurately this drama has portrayed the Anne we know from her old pages.

Release date: 1 February

MURDERVILLE

Get ready to punch a one-way ticket to Netflix's new comedy series. Mont Senior Detective Terry Seattle, Homicide Division, holds a new murder to solve every episode — and a new celebrity guest

