

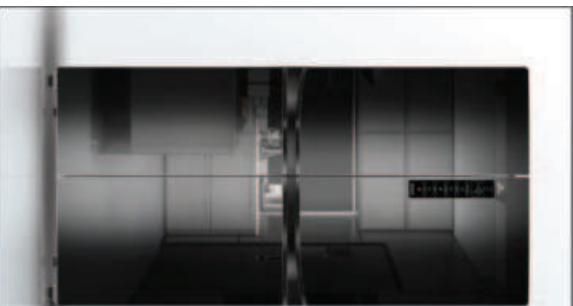
# TOGGLE

WEEKEND LIVING IN THE DIGITAL AGE

A publication of *The Daily Star*



ILLUSTRATION: ZARIF FAIAZ



Buying Walton product you may get

# 10 LAC TAKA

**SURE CASHBACK**  
Also Products of Crores Taka Free\*

WALTON Campaign 2022  
Season-14



**Conditions:**

- Have to complete product registration after buying Walton Fridge.
- This campaign is conducted by fully computerized system fairly.
- Digital campaign facilities will be void in case of more than 3 registrations 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.

## WALTON

Smart Fridge

For Details: 16367 | [waltonbd.com](http://waltonbd.com)

# Apple to sell iPhones via monthly subscriptions: reports

Apple is reportedly launching a brand new subscription-based service in which users can purchase iPhones and iPads. Reports state that this service could launch as early as late this year.

According to reports, this new project by Apple fits their latest goal of moving towards subscription-based services. Services like Apple Music, Apple TV, Apple Arcade, Apple News and Fitness Plus have already secured themselves as successful subscription services, with many of them being sold under the new Apple One bundles as well.

Reports state that hardware-based subscription services for Apple aren't entirely new. From 2019, Apple began a monthly subscription service called

AppleCare which allowed users to extend warranties on their iPhones. Since 2015, Apple have also offered its iPhone Upgrade Program, which added the option to physically exchange Apple devices after a year of periodic payment.

Reportedly, this new subscription service for buying iPhones will be based on a monthly cost, the amount which is unconfirmed as of yet. Reports suggest this service will also allow users to upgrade existing hardware to newer releases, and would likely be tied to only one specific Apple ID. It is currently unconfirmed whether AppleCare and Apple One services will be included in this new subscription service as well.



## ELON MUSK GIVING 'SERIOUS THOUGHT' TO LAUNCH NEW SOCIAL MEDIA PLATFORM

Tesla Inc Chief Executive Officer Elon Musk is giving "serious thought" to building a new social media platform, the billionaire said in a tweet on 26 March.

Musk was responding to a Twitter user's question on whether he would consider building a social media platform consisting of an open-source algorithm and one that would prioritise free speech, and where propaganda was minimal.

Musk, a prolific user of Twitter himself, has been critical of the social

media platform and its policies of late. He has said the company is undermining democracy by failing to adhere to free speech principles.

His tweet comes a day after he put out a Twitter poll asking users if they believed Twitter adheres to the principle of free speech, to which over 70% voted "no".

"The consequences of this poll will be important. Please vote carefully," he said last Friday.

If Musk decides to go ahead with creating a new platform, he would

be joining a growing portfolio of technology companies that are positioning themselves as champions of free speech and which hope to draw users who feel their views are suppressed on platforms such as Twitter, Meta Platform's Facebook and Alphabet-owned Google's YouTube.

None of the companies, including Donald Trump's Truth Social, Twitter competitors Gettr and Parler and video site Rumble, have come close to matching the reach and popularity of the mainstream platforms so far.

# Surveillance giant Hikvision launches local assembly plant

Hikvision, a leading global surveillance device supplier, officially launched the first-ever security surveillance equipment manufacturing plant in Bangladesh at Bangabandhu Hi-Tech City in Kaliakair on 25 March.

The newly opened factory will produce

security surveillance equipment for Hikvision. Excel Intelligent Solutions Ltd, the first Bangladeshi distributor of Hikvision and a sister concern of Excel Technologies Ltd, was leased two acres of land to establish this new assembly plant.

Hugo Huang, President of Hikvision

South Asia, thanked the ICT Division and the Bangladesh Hi-Tech Park Authority for creating the opportunity to produce security surveillance products of Hikvision Brand in Bangabandhu Hi-Tech City.

Goutam Saha, Managing Director of Excel Technologies Ltd and Excel

Intelligent Solutions Ltd, also expressed hope regarding the new factory. He said that in addition to security cameras and surveillance accessories, Excel will gradually begin production of networking, telecom, AI and robotics equipment in Bangabandhu Hi-Tech City as well.

## EDITOR'S NOTE

### Summer is (almost) here!

With the scorching heat of summer reaching us in no time, we need to make sure to preserve the leftovers of our Iftar and have our Sehri intact in our refrigerators. Speaking of refrigerators, we have listed down our top picks for this Ramadan for you to keep your food fresh. We have also prepared a list of air conditioners for you to beat the summer heat.

The 'BASIS Luna Shamsuddoha Award 2022' has recently been initiated to recognise the invaluable contributions of women in different sectors of our society. We are happy to feature the recipients of this prestigious award in this edition of Toggle.

For Next Step, we have some tips for those considering what to take as their undergraduate major concentrations. Read along to find out what's in store in other sections of today's supplement.

Happy weekend-ing!

Tanzid Samad Choudhury  
Sub-Editor

## TOGGLE

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# Choosing your undergraduate major concentration: Things to consider

AHMAD TOUSIF JAMI

A concentration is a subsection of a major that focuses on a particular topic of study, though not all majors have one. This depends on the curriculum of that specific university for your particular major. As we all know, choosing the concentration of your major is crucial in determining your way forward for both further studies and a future career. However, there is no objective right or wrong choice for choosing a concentration. Instead, many relevant factors should be considered to make the best possible choice for students given their specific requirements.

## What interests you more?

Students should choose the concentration of their most interest. Choosing otherwise may lead to mental dissatisfaction that impacts their studies and future job life. A mental projection of whether they would like to continue working in an industry related to their concentration is also helpful.

"Ask yourself where do you want to see yourself in five years or ten years? Then, you may choose the concentration that fits most with your answer," says Dr Shanawez Hossain,

Assistant Professor at a country leading university.

## What is your strength?

Each concentration requires a unique set of strengths as a priority. This can be quantitative skills, analytical skills, creative writing or anything else. Most students may generally have a strength of their own, and the concentration that aligns with their skills is usually the better choice. "Choosing a concentration where the required skills are something you are good at is highly recommended," says Dr Shanawez.

## What are the future employability options?

In most instances, a concentration helps to specialise your skills in a specific industry. Therefore, it is essential to consider whether there is ample job opportunity in that industry for you upon completing your studies. It is also important to note that employability is not strictly limited to your chosen concentration.

Instead, it is a factor that increases your possibility of receiving a job

letter, given that you have enhanced specialisation in the industry of your concentration. "It is important to research the industry specifics of the concentrations you are considering to make a properly informed decision," says Refat Ara Jerin, faculty at a leading university.

## What does your advisor recommend?

You should consult with your university assigned advisor before making a final decision. They can offer you expert insights, valuable recommendations and a critical second opinion of your plans ahead. You can also consult with a faculty you prefer more and take into account their advice.

You can start planning early and speak with them at the start of your freshman year (equivalent to the first year). It is recommended that you remain open and honest

with them about your vision and preferences so that they may give you advice accordingly.

## Is it okay to change your concentration?

Most universities allow you to change your concentration, especially where the open credit system is in practice. However, this decision should be taken carefully, given this means that whatever progress you have made in your previous concentration will become obsolete towards your total credit count. As such, your graduation will be delayed, and there may be financial issues.

So, if you just started on a concentration and have completed only one or two concentration courses, it is okay to make the change since there is less trade-off. However, if you are nearly at the end of a given concentration, and there may be a

couple of courses remaining to complete your concentration courses, it may not be recommended to make the change. "If you have completed more than eighty per cent of your concentration, it is usually not recommended to change it," says Ms Refat.



# 5 USEFUL TIPS

## when considering protective gear for your motorcycle

RAHNUMA AZIZ NISA

Helmets, gloves, rugged shoes, and a flashy leather jacket - is that all that comes to your mind when considering protective gears for your motorbike? Some bikers don't think they should bother with protective gear when just going for a short ride. But statistics say that you're more likely to face trouble near your home than on a vacation. That's why your best bet is to stick to the old slogan: ATGATT (All The Gears, All The Time).

What are these protective gears you ask? Well, wearing a helmet is mandatory, but there are other crucial ones: protective goggles, ear guards, hand gloves, knee-shinbone-elbow caps, arm guards, jagged boots and protective jackets or bodysuits. Below are some useful tips to consider when choosing the right protective gear for yourself.

### Choosing the right helmet

This one can be a bit tricky as there are many options available these days. When deciding on a helmet you should always consider the safety mechanisms, visor efficiency, functionality, weight, air ventilation, locking mechanism, internal padding materials and of course, style and cost. An ideal helmet should be made of polycarbonate-based material as it is both lightweight and can reliably withstand the impact of a crash. The inner layer should have a soft foam or clothing piece to keep you comfortable. There should be inlet and outlet air vents at the top of your helmet.

Good visibility is a must, so your helmet must come with an effective visor. There are now anti-sun, anti-fog and anti-glare options available to save you from further hassles. But the best way to gauge the effectiveness of the helmet you are buying is to wear it and walk outside for some time. If it fits perfectly and ticks all the above boxes, then it's a perfect match!

### Finding the appropriate pair of riding gloves

Human fingers and wrists are extremely fragile and need paramount protection while riding. That's where riding gloves come in. A perfect pair of riding gloves should be lightweight and resistant to scratch and water. It should fit perfectly on your hands - not too tight or not too loose. The outer layer should be thick enough to protect you but also thin enough for you

to operate the control buttons. The inner material should be comfortable, washable and sweat resistant.

### Picking out suitable biking jackets and trousers

Riding jackets are not just for fashion. If there is a serious crash, your risk grave injuries. Riding jackets have internal protective padding on arms, shoulders, elbows, chest, hip joints and backs to protect you from many possible angles of impact. The jacket requires double stitching and sealing, and should perfectly fit you. It is better to get a waterproof one as it will protect you from harsh weather as well. The outer layer is often leather or other tough material.

For biking trousers, you can choose leather or nylon. These days there are denim specifically made for riding motorbikes. You can also opt for a bodysuit in this case. It is advisable to wear reflective jackets during nighttime and bright coloured jackets during daytime as they make you more visible to distant drivers.

### Things to look for in your jagged motorcycle boots

People often wear casual shoes while riding a motorbike. This can lead to deadly scenarios in

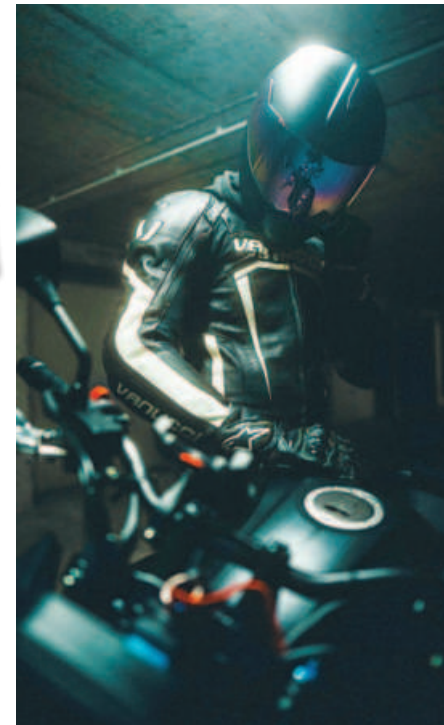
the case of an accident, as your toes and ankles are highly vulnerable to sudden shocks. Motorcycle boots will provide you with traction while protecting your toes at all times. Biking boots are usually

the top preference but you can also opt for biking shoes. Make sure they are strong, comfortable and give you just adequate control over your feet to operate the brake and the gear lever.

### Choosing gears

The following items are not mandatory but are critical if you are a regular rider.

Back protectors will absorb most of the shock from the crash



and protect your spines, internal organs, bones and nerves. Choose one that fits perfectly under your riding gear.

Knee and elbow guards are often parts of the main protective gear ensemble. According to experts, the knee and elbow joints need extra covering when riding at high velocity. Most knee protective pads will cover the knees and the shin area. Some cover the thighs. Elbow guards will protect you from a

forced fall on your elbows. They will protect you on uneven and rocky roads in the case of a crash.

Motorcycle insurance can give you a refund if your bike gets stolen or damaged. Some even cover the expenses of other people involved in a crash. But most insurances will cover expenses for the damage to the bike and to the rider.

Protective gears are strictly relevant for you whether you are riding a motorcycle for the first time or it's been a decade since your first ride. So you simply cannot take this matter lightly. Always research and plan ahead before buying new gear, and remember to replace the old ones once they are worn out.



## Honouring the frontrunners of today: BASIS Luna Shamsuddoha Award 2022

10 women and 3 companies were recently awarded the prestigious 'BASIS Luna Shamsuddoha Award' at the Grand Ballroom of Radisson Blu Dhaka Water Garden hotel in the capital city.

Named after the late Chairman of Dohatec New Media, Ms Luna Shamsuddoha, the first iteration of this new award aims to recognise and celebrate the hard work of successful women in various sectors of Bangladesh. The award ceremony will be held every year from now on by BASIS (Bangladesh Association of Software and Information Services) in honour of the late Ms Luna Shamsuddoha, a pioneer of Bangladesh's ICT division.

Ms Luna Shamsuddoha was also the first woman to be selected as the Chairman of Janata Bank Limited. She was the founding President of the local skill development platform Bangladesh Women in Technology (BWIT), as well as the former board member and Director of BASIS Executive Council.

For BASIS Luna Shamsuddoha Award 2022, 10 women were formally awarded in recognition of their contribution to various national and local sectors. They are:

**Geeteera Safya Chowdhury**, Chairman of GraphicPeople and Adcomm Limited. Geeteera Chowdhury received the 'BASIS Luna Shamsuddoha Lifetime Achievement Award' for her outstanding professional achievements and for encouraging millions of women in Bangladesh. She is a former Adviser to the caretaker government and was in charge of the Ministry of Industry, Ministry of Social Welfare, Ministry of Textiles and Jute, and Ministry of Women

and Children Affairs.

**Zuena Aziz**, Principal Coordinator (SDG Affairs), Prime Minister's Office. Zuena Aziz is a BCS (Administration) cadre officer from batch 1984. Zuena joined the public service in 1986 and performed her responsibilities diligently in different capacities at the field-level administration and the Secretariat.

**Saida Muna Tasneem**, Diplomat and Bangladesh High Commissioner to the United Kingdom. Saida Muna Tasneem was awarded the 'Atish Dipankar Peace Gold Medal' in February 2017 for her exemplary contribution to enhancing interfaith harmony between Bangladesh and Thailand. Saida Muna Tasneem has also served as an expert in a number of National Committees on security issues.

**Amena Begum**, BPM, Deputy Inspector General of Police (DIG), Special Branch of Bangladesh Police. Amena Begum served as the Asian Regional Coordinator of the International Association of Women Police (IAWP) from 2009 to 2015 and received the highest recognition from the police force 'Bangladesh Police Medal (BPM)' in 2015. Amena Begum is the current President of the Bangladesh Police Women Network (BPWN).

**Dr Haseena Khan**, Microbiologist and Professor of Biochemistry and Molecular Biology, University of Dhaka. Professor Haseena Khan is renowned for leading the genome decoding of a particular type of Ilish fish from the Padma river as well as the genetic decoding of Jute. Dr Haseena Khan received the Independence Day Award for her valuable contribution to scientific research and training.

**Sonia Bashir Kabir**, Founder and

Managing Partner of SBK Tech Ventures and SBK Foundation. Sonia Bashir Kabir is the first female tech venture capitalist from Bangladesh and has invested in numerous tech startups in emerging South Asian markets. Sonia Bashir Kabir also served as the Managing Director of Microsoft Bangladesh and as the Country Manager of Dell Technologies Bangladesh in the past.

**Dr Rawshan Arra Khanam**, Consultant, Department of Respiratory Medicine, United Hospital. Dr Rawshan Arra Khanam is the Scientific Secretary of Bangladesh Society of Critical Care Medicine (BSCCM) & Executive Editor of Bangladesh Critical Care Journal (BCCJ). Dr Rawshan Arra Khanam is also a Member of the Covid Steering Committee of United Hospital and specialises in Interventional Pulmonology & Noninvasive Ventilation (NIV).

**Dr Senjuti Saha**, Director of Child Health Research Foundation, Bangladesh. Dr Senjuti Saha is a microbiologist and completed her PhD in Molecular Genetics from the University of Toronto. Dr Senjuti Saha and her team decoded the genome sequence of SARS-CoV2 in Bangladesh in 2020.

**Ms Humaira Azam**, Managing Director & Chief Executive Officer, Trust Bank Limited. Humaira Azam started her banking career as a management trainee officer in ANZ Grindlays Bank in 1990. Humaira Azam is the first-ever Chief Executive Officer of any commercial bank in the history of the country.

**Ms Tamara Hasan Abed**, Managing Director, BRAC Enterprise. Tamara Hasan Abed has held numerous different

positions within the BRAC organisation, including Chair of the Board of Trustees of BRAC University. In 2014, Tamara Hasan Abed was awarded the 'Outstanding Women Leadership Award' by the World Women Leadership Congress.

Other than these renowned individuals, three Bangladeshi companies were awarded as well.

**Genex Infosys** was awarded for having the highest women employment in the BPO company category. Genex Infosys is a leading business process management (BPM) and IT services company in the country. Genex Infosys is the first publicly listed company in Bangladesh's Technology enabled Services (ITeS) sector and won 'Asia's Best Employer Brand Award 2021' under the 'Operational Excellence and Quality in the BPO Industry' category from the World HRD Congress in 2021.

**BJIT** was awarded for the highest women's employment in the software company category. BJIT was founded in 2001 and is one of the premier offshore development companies in Bangladesh. BJIT is a joint venture between Bangladeshi and Japanese entities and provides organisations, SMEs and startups with the necessary services to develop and optimise their business software.

**Dnet** was awarded for the highest women employment by male-female ratio category. Dnet is a social enterprise that brings innovative solutions to primary healthcare. Dnet pioneered innovation models using ICT for the economic development of Bangladesh to alleviate poverty and is working to bring changes in social and behavioural aspects in rural areas of the country.

# REFRIGERATORS UNDER BDT 60K

## Our top picks for Ramadan 2022

ITMAM BASHAR

These days, owning a refrigerator is tantamount to preserving health and leading a healthy lifestyle. Even though we mostly use refrigerators to store food and keep them fresh, refrigerators can also slow down germs in food thus reducing food rot and the growth of bacteria. This upcoming Ramadan, refrigerators will be essential in storing food for both Iftar and Sehri. Check out our top picks for affordable refrigerators that will help keep your Ramadan meals fresh and healthy.



### SAMSUNG | RB21KMFH5SK/D3

The Twin Cooling Plus technology in Samsung refrigerators produces a suitable climate for maintaining fresh food, with 70% humidity compared to 30% in a traditional Frost Free Refrigerator. It comes with a built-in natural odour eliminator, which is essentially a disinfectant filter that suppresses smells. It also comes with a Mono-cooling system and a Digital Inverter Compressor.

**Price:** TK. 33,000-35,000/-

**Capacity:** 218 litre

**Compressor:** Digital Inverter

**Store:** [electrabd.com](http://electrabd.com), [samsung.com/bd](http://samsung.com/bd)

### WALTON | WFC-3D8-GDEH-DD (INVERTER)

The newest nanotechnology in Walton refrigerators improves overall performance, making it a reliable and long-lasting food preservation option. Along with the latest technology, the sleek appearance is a great bonus and an enhancement to the kitchen's look. This model uses the Intelligent Inverter technology, making it one of the most energy-efficient refrigerators available locally. The Nano-Silver/Nano-Healthcare technology ensures a bacteria-free and cost-effective product.

**Price:** Tk. 37,990-42,000/-

**Capacity:** 348 litre

**Compressor:** BLDC Inverter

**Store:** [Waltonbd.com](http://Waltonbd.com), Daraz



### VISION | GD REFRIGERATOR RE 150L DAISY RED F TM

The Vision GD Refrigerator RE-150L is elegant in appearance and is reliable to boot, being able to keep a decent amount of food for a long time. The condenser on this refrigerator is made entirely of copper, with the model using R600a refrigerant that is free of CFCs and HCFCs. As a result, this environmentally friendly model will ensure that your surroundings are also safe. Furthermore, it is a locally made brand that is produced with Italian technology. Despite being a bit smaller in capacity compared to other refrigerators in this list, it is reasonably priced for any home kitchen.

**Price:** Tk.24,000-26,000

**Capacity:** 150 litre

**Compressor:** LG

**Store:** [Vision.com.bd](http://Vision.com.bd), [othoba.com](http://othoba.com)

### LG | LG OMEGA4 GL-C302RLBB PZ

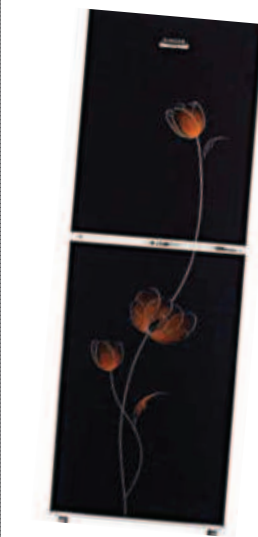
LG refrigerators have Hygiene FRESH+ technology, which eliminates 99% of microorganisms. Furthermore, the same technology maintains the fridge odour-free. These refrigerators also have a multi-airflow feature and offer easy-to-use functions to control the temperature and lots of room for you to store food. Currently, the most bang-for-buck LG refrigerator model to purchase would be the 284 Litres Fridge with Smart Inverter Compressor and Door Cooling+ technologies.

**Price:** Tk.44,500-46,900

**Capacity:** 284 litre

**Compressor:** Smart Inverter

**Store:** [butterflygroupbd.com](http://butterflygroupbd.com), [bestelectronicsltd.com](http://bestelectronicsltd.com)



### SINGER | REFRIGERATOR-208L-BLACK-208R-BG

Singer features Direct-Cool Refrigerators with a traditional appearance that uses Fast-Freeze Technology to keep your food fresh for longer durations. Because it has a capacity of 208 Ltr, you may stock up and keep more food refrigerated and fresh. They began utilising R600a, an environmentally benign gas, as a refrigerant over a year ago. This means that your refrigerator has a lower environmental effect. The Anti-Bacterial Gasket prevents fungus and bacteria from entering the refrigerator and forming a biofilm, while the A+ energy consumption function saves electricity. The use of multiple airflow cooling technologies keeps the whole frozen space at the same temperature.

**Price:** Tk.32,490-32,990/-

**Capacity:** 208 litre

**Compressor:** MM1110Y

**Store:** [singerbd.com](http://singerbd.com), Daraz

### SHARP | SJ-EK301E-SS

This Sharp refrigerator comes with amazing features to keep your food fresh and healthy. The Ag+ Nano Deodorizer keeps your fridge odourless and fresh. Tempered glass shelves increase durability and usability. The stylish design makes your fridge stand out in your home. The Japanese technology provides lower energy consumption, even internal temperature, faster freezing, and quiet operation.

Overall, this is a sustainable fridge with appealing aesthetics that offers reliable performance expected from its price range.

**Price:** Tk.53,000-55,000

**Capacity:** 241 litre

**Cooling system:** Fan

**Store:** [esquireelectronicsltd.com](http://esquireelectronicsltd.com), [bestelectronicsltd.com](http://bestelectronicsltd.com)



# Essential guide to buying air conditioners this summer

FAIJA TASFIA

From what we witnessed in the last month, we can all agree that the summer this year too will be brutal. When the temperature crosses the threshold of 36 degrees, it's time for you to take the leap and finally buy a much-needed air conditioner. To help out your decision, we have curated a list of some budget air conditioners. Take your pick after weighing the pros and cons!

## GREE GSH-12NFV410 1 TON SPLIT TYPE INVERTER AIR CONDITIONER

Gree's wide range of options in type and budget has made them a favourite in the local electronics scene. Gree GSH-12NFV410 is quite energy-efficient, saving up to 60% electricity. This AC can function at different compressor rates, making it suitable for heating in winter as well. Some other prominent features

are low voltage start-up, up/down switch flaps, air direction control, anti-cool wind and multi fan speeds. Upon purchasing, Gree provides five years of warranty and a one-year spare parts and service warranty.

**Price:** Tk. 49,000/-  
**Available at:** Meem Electronics, Techno Electronic Limited, Crockeries Park etc.



## MIDEA MSM-18CRN 18000 BTU 1.5 TON SPLIT TYPE AC

Midea MSM-18CRN AC is a reliable choice for your home, as the brand has a good reputation for fast-cooling air conditioners. The energy-saving rate is at the 3rd stage, with impressive output from the built-in auto

cooling and cleaning systems. This model is quite big, covering a space of 150 square ft. The purchase comes with a one year warranty.

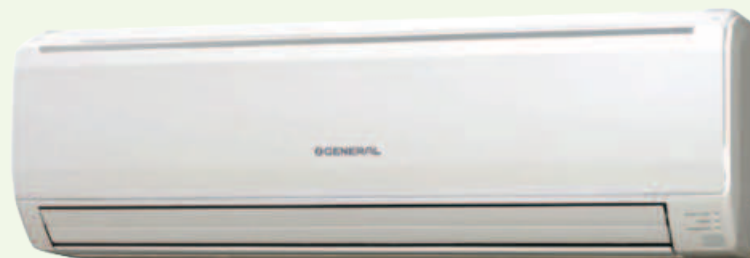
**Price:** Tk. 40,000/-  
**Available at:** Meem Electronics, Techno Electronic Limited etc.

## GENERAL 1 TON SPLIT AIR CONDITIONER ASG/AOG-12 AET/AGC

Even though this General Split AC is a bit more expensive than the other products in this list, the features make up for the price range. Its cool jet technology will quickly cool the environment, making it a fast-acting air conditioner. The three-dimensional airflow will make the surroundings even more comfortable,

with an excellent heat exchange performance to boot. Even a larger area or higher temperature cannot sway the coolness. Other notable features are a large outdoor fan, a bluefin condenser and a high-capacity compressor.

**Price:** Tk. 64,000/-  
**Available at:** Meem Electronics, B.J Electronics etc.



## WALTON WSN-RIVERINE-18A 1.5 TON NON-INVERTER AIR CONDITIONER

There is always a proud feeling in buying from a local brand. Walton WSN-RIVERINE-18A is a great option in that regard. Offering maximum cooling with its Turbo Mode, this air conditioner features a great outdoor operating range as well, going up to an impressive 43 degrees.

Some of the important features are fan mode, auto speed setting, timer and auto operation. An interesting feature of this device is the remote control, which works via IR (infrared ray) and even offers a child lock feature.

**Price:** Tk. 49,900/-  
**Available at:** B. J Electronics, Pickaboo etc.

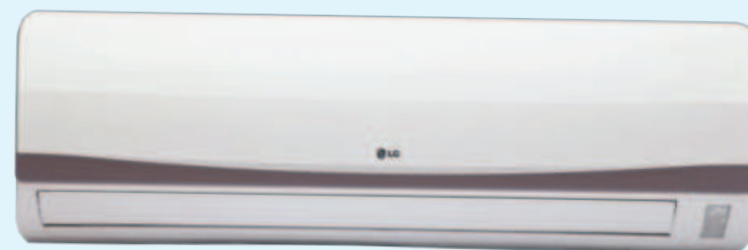


## LG BSNQ1865NAO 1.5 TON SPLIT TYPE AIR CONDITIONER

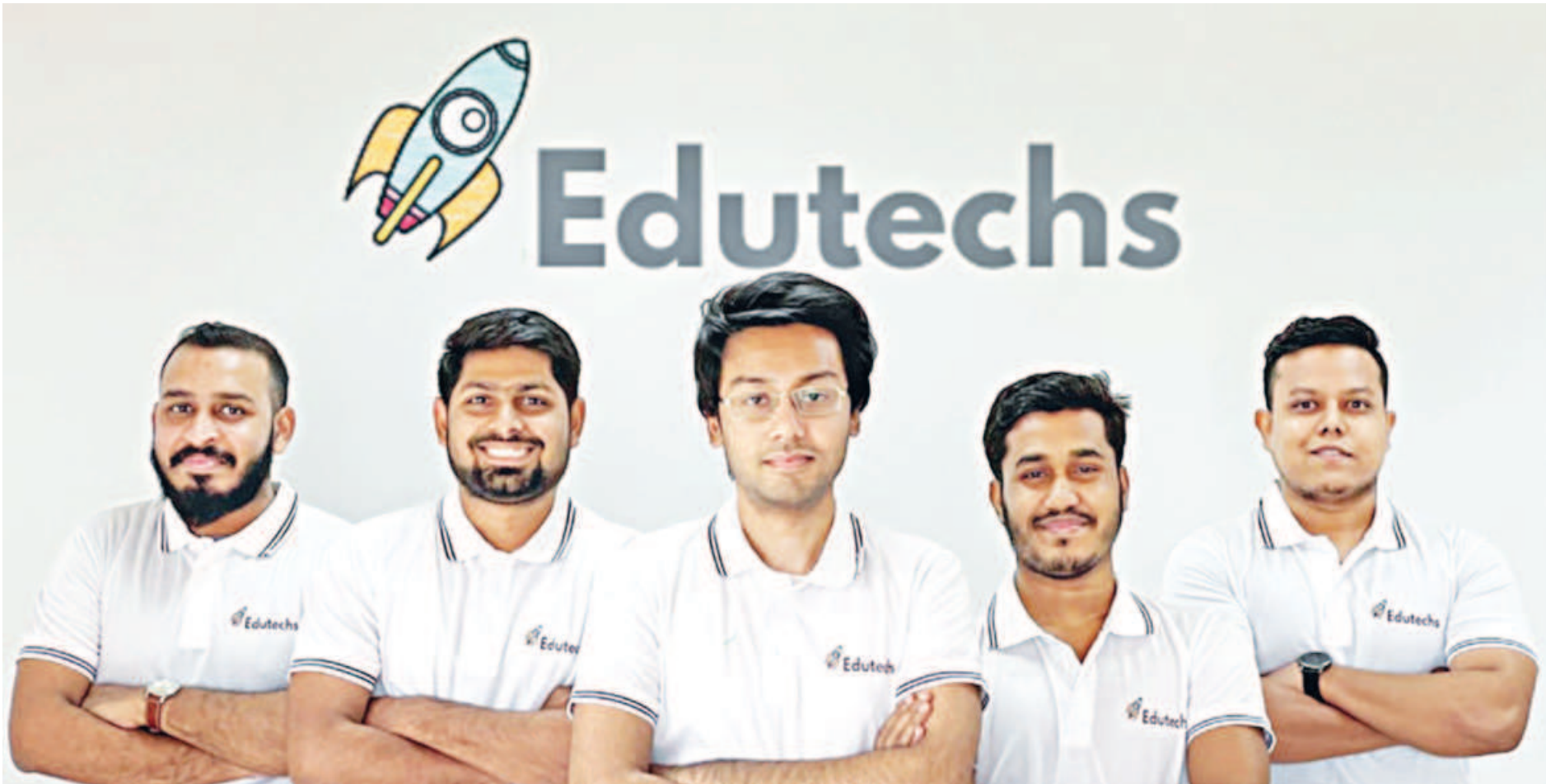
LG BSNQ1865NAO comes with revolutionary features from its brand, LG. This model features the Inverter V technology, which ensures powerful but silent functionality. It also reduces energy consumption up to 60%, taking energy efficiency to a new level. There is also the active energy control feature, which lets the user adjust consumption levels and cooling capacity. The

anti-bacterial air filter acts as the first line of defence, eliminating bacteria from the outside. Other noteworthy features include the jet cool fresh dry mode that ensures comfortable humidity and powerful airflow.

**Price:** 75,000/- (To note, LG often gives sales for this model, reducing the price to around Tk. 58,000/-)  
**Available at:** B. J Electronics, Brand Bazar etc.



Make sure to take proper measurements and present conditions of the space into account before confirming your decision. An air conditioner is a big investment. Remember to look at all probable factors when finalising your purchase.



## Local ed-tech platform Edutechs raise \$100K in pre-seed funding

ZAKIA SAMEEN NOOR

Edutechs, an edtech startup based in Bangladesh has raised USD 100K in its pre-seed round, led by serial investor Mohammad Maaz and industrialist F. K. Md. Emdad Khan.

According to a press release, Edutechs aims to bring futuristic advanced

learning technology to every classroom in Bangladesh. Moving forward, they want to automate education-related administrative tasks in the country.

With the funding, Edutechs aims to launch an app that will support more teachers and students to become a part of

their digital ecosystem.

"Our aim is to make education in Bangladesh have a world-class standard so the best and brightest of the country study here and stay here pushing the country to become a world player," says Mohammad Ekram, founder and CEO of Edutechs.

Edutechs was a finalist at the 'She Loves Tech' competition as well. They had also recently received a grant of BDT 10 lakhs from the Databird Launchpad competition.

PHOTO CREDIT: EDUTECHS

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ঐতিহ্যের আর এক তাম্র আধুনিকতা  
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

**স্যান্ডালিনা**  
সোপ

রূপচর্চায় আভিজাত্য...

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