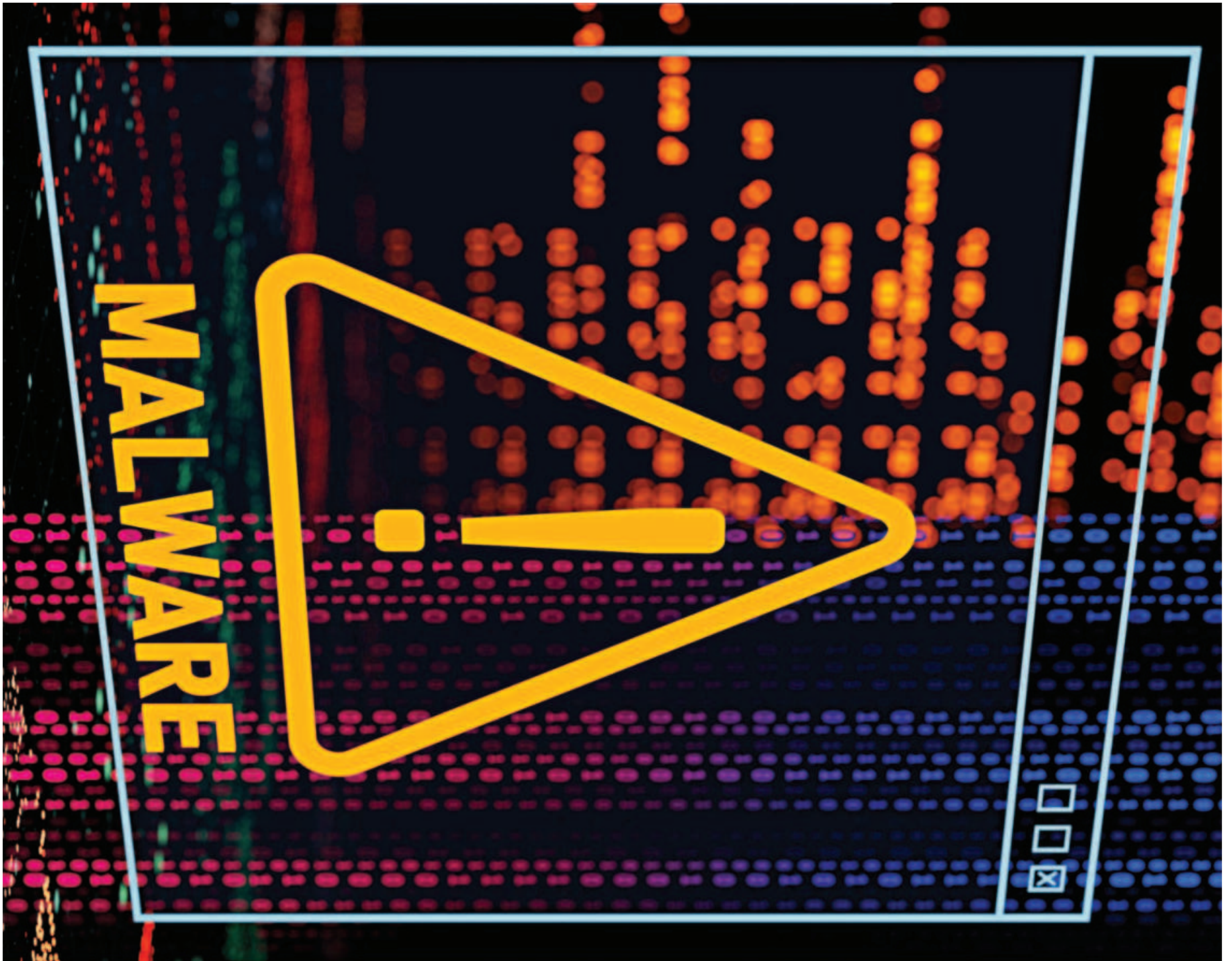


# TOGGLE

WEEKEND LIVING IN THE DIGITAL AGE

A publication of *The Daily Star*



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Buying Walton product you may get

**up to 20 LAG TAKA**

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**Conditions:**

- Have to complete product registration after buying Walton Fridge.
- This campaign is conducted by fully computerized system facility.
- 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.

For Details: 18367 | [waltonbd.com](http://waltonbd.com)



# Apple production in India can cause 'geopolitical risks': Ming-Chi Kuo, Apple analyst

Setting up new Apple production firms in India can potentially increase geopolitical risks, states Ming-Chi Kuo, a market analyst at KGI Securities and a well-known reporter of Apple-related news.

Ming-Chi Kuo, considered a reliable source of analysis and predictions concerning Apple, says that Apple moving production from China to India would be a risky move for the global tech company.

In a recent tweet, Kuo claimed that the upcoming Apple products, AirPods Pro 2, will be mass-produced in Vietnam. He added that this will be a successful move for Apple because of "Vietnam's better production environment (such as infrastructure and workforce) vs. most countries outside China".

In replies to the same tweet, Kuo further added that such success cannot be replicated elsewhere in the world, especially India, because of the aforementioned pros associated with Vietnam.

"For Chinese companies, Luxshare

ICT and Goertek, who are AirPods series assemblers, setting up facilities in Vietnam instead of India can also reduce potential geopolitical risks," says Kuo.

Apple firms in India

While Kuo doesn't believe it is a good idea to set up new Apple production firms in India, Apple already has existing manufacturing plants set in India.

According to a report by Reuters, Apple had announced last month that the iPhone 13 will begin manufacturing at a local plant in Sriperumbudur, Tamil Nadu.

Batches of the iPhone SE were also assembled in India back in 2017, and were the first iPhone phones officially produced in India, claims another report.

Why Apple wants to move from China

A recent report by Wall Street

Journal states that Apple has been looking to move production from China for quite some time, likely due to frequent disagreements between the US and the Chinese government.

Beijing's strict anti-Covid policy and refraining to oppose Russia's invasion of Ukraine are also some

factors that are reportedly

forcing Apple to look for new production firms in other parts of Asia, with India and Vietnam being names brought up, states the report.

However, if Kuo's recent predictions come true, then Apple would likely be looking to build new supply firms in Vietnam instead of India.

In an earlier report, Kuo said that AirPods 2 Pro will most likely keep the Lightning connector port instead of adopting the rumoured USB Type-C port.

Apple has yet to confirm any of the recent details shared by Kuo.



## Samsung Galaxy F23 5G launched in Bangladesh

Samsung's new smartphone, Samsung Galaxy F23 5G, has recently been launched in Bangladesh.

Samsung Galaxy F23 5G comes with a Snapdragon 750G processor, 120Hz FHD+ display, 5000mAh battery, 25W fast charging and RAM+ with 6 GB of additional virtual RAM.

The smartphone also features AI-

run noise cancellation that reduces ambient noise and amplifies the receiver's voice during phone calls. It also features the Power Cool Tech function that keeps the device running for a long time without overheating by controlling power consumption.

Price: Tk. 27,999/-

# Organisations paid around BDT 7 Crore to hackers to get their data back: Sophos 2022 report reveals

Sophos, the world's leading cloud-native security platform, recently published its annual review of real-world ransomware experiences in its State of Ransomware 2022 report.

According to the report, 66% of the organisations in the survey suffered from ransomware in 2021. 965 companies shared their ransomware payment details during the survey.

The report was compiled by Sophos after surveying 5,600 organisations from 31 countries across Asia-Pacific, Central Asia, Middle East, Europe, Americas and Africa.

The report also revealed that organisations that had their data encrypted in the ransomware attacks roughly paid \$812,360 or over Tk. 7 crores to get

their data back. Additionally, 46% of affected organisations that had their data encrypted paid the ransom despite having other data recovery methods, including backups.

The findings from the report confirmed that ransom payments are getting higher with time as more victims are paying with time.

Apart from that, it was also discovered that many global organisations depend on cyber insurance to help them regain their data from ransomware attacks.

However, with growing cybersecurity threats, ransomware attacks cause a massive impact on organisations as it usually takes around a month to recover the data and recover from the attack.

## EDITOR'S NOTE

### Hacking to the Gate

Data hacking is one of the most used tropes in science fiction. However, in real life, invading someone's privacy and leaking information can be scarier than you think.

This week, Toggle features the report of over 5 lakh malware infections that were detected in local telecom companies. Who were the biggest victims? How much was the damage? Can it be controlled? Turn the pages to find out!

For the other pages, we have our usual brand of product guides: dashcams in Shift and graphics tablets in Bytes. In Next Step, we talk about some know-how of salary negotiations.

Until then. See you next week. Stay safe everyone.

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

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# Salary negotiations

## What to know beforehand

MORIUM KULSUM

The idea of negotiating your pay may feel eerily intimidating and stressful to you, but you are not alone. Being nervous in such cases is normal. However, it will calm your nerves to know that employers are more open to salary negotiations than you may think. But how do you bring up the subject without jeopardising the opportunities you have gotten so far? How much of a raise should you ask for? How can you prove that you deserve what you say you deserve? What will happen if your employer says 'no'?

Maybe you are gunning for a promotion because you have been in your job for a long time and you have been exceeding expectations. Or, you have talked to others in your field and found out that you are making less than them. Whatever your circumstances, once you have decided to negotiate your salary, remember that the more prepared you are, the less daunting it will be to initiate the discussion.

If you are looking for better pay in your current job, it is time to learn how to negotiate. Here is our roundup of tips to help you prepare a convincing salary negotiation script.

### DO YOUR RESEARCH AND KNOW YOUR VALUE

The best way to confidently enter your next salary negotiation is to do some research on the average salaries for a position at your responsibility level. Nothing is more off-putting in negotiations than employees asking for unreasonable raises. When employees come with a well-researched contention as to why they want a better package, it usually elicits a positive response from employers.

It is paramount to understand what the market typically pays for your position - in your specific industry and in your specific geographic area. Along with these, factor in experience level, skill set and employer policies when deciding on your desired salary.

You should also consider the total compensation picture while negotiating your paycheck. Do not get fixated on

salary because much of your satisfaction from the job hinges on factors other than salary. Focus on the value of the entire deal, including benefits and perks, flexible work arrangements and growth opportunities.

### MENTION A SPECIFIC NUMBER AND DO NOT HESITATE TO COUNTEROFFER

As you are doing your research, you will

your job to get them to the final number that you are willing to settle on through counteroffers.

### HIGHLIGHT THE VALUE YOU BRING TO THE ORGANISATION

Simply demanding what the market says you should be paid is not enough to convince your employer. In order to justify your salary requirements, provide compelling and conclusive



ILLUSTRATION: TANZID SAMAD CHOUDHURY

come up with a range that represents an appropriate pay band commensurate with your role. But you should never use that range when negotiating, as it suggests that you are not firm in your proposal. This will make the person on the other side immediately jump to the smaller number.

You should ask for a specific number instead of a range. The former is more effective in masterfully winning salary negotiations. If you use a more precise number in your initial request, it indicates that you have done extensive research into the market. The more informed you appear, the fewer rounds of negotiation you have to go through to get an offer that aligns with your expectation.

Moreover, employees negotiating a salary ought to understand that it truly is a negotiation. Employers will always put forth the cheapest offer first. It is

evidence for the remarkable value you bring to the table. Emphasise how you have contributed to the success of the company over the past years and help them understand why you deserve what you are requesting. If you do not have justifications for your demand, it will be unwise to make it.

Take stock of both the intrinsic and monetary value you bring to the organisation and negotiate based on that. Prepare a summary that includes any accomplishments, awards, customer evaluations or co-worker testimonials you have received since your last official review. This is the time when you need to assertively advocate for yourself. However, that does not mean that you have to be rude or impolite; just be sure that you prove how valuable you are as an employee.

In addition, elaborate on the goals you have for the company in the upcoming year. It will show your long-term commitment to the organisation and encourage your employer to invest in you.

### REHEARSE, REHEARSE, AND REHEARSE

Negotiating your salary can be nerve-racking, especially if you have never done so before. Practise your pitch as many times as you can to help boost your confidence. Write down what you want to say and rehearse in front of a mirror until you feel comfortable having the conversation. You can also try role-playing with trusted colleagues, mentors and friends to evaluate how others perceive your approach.

When you are rehearsing, keep in mind the importance of likability. If you do anything in a negotiation that makes you seem conceited or arrogant, the employer will be less likely to come to terms with you. This will, of course, negatively impact your salary negotiations.

### REMEMBER THAT 'NO TODAY' IS NOT 'NO FOREVER'

The worst-case scenario in negotiating for a higher salary is your company not being willing to meet your demands. Remember, in the end, what is not negotiable today may be negotiable tomorrow. Over time, views, interests and constraints change.

When employers say 'no', try to understand their point of view. Maybe you have overestimated your performance, maybe you have not built up the trust yet, maybe you are not known as a team player, or maybe your company is not doing well financially.

Ask your employer how you can improve and overcome weaknesses that you may have. Above all, bring in tremendous value that will contribute to your organisation's bottom line. A few months in, you will probably be in a better position to continue the conversation and request your employer to revisit issues that were left unaddressed or unresolved before. Remember to stay confident and believe in yourself: a crucial step in any negotiation.



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# What is a malware?

Malware, short for "malicious software," is any intrusive software created by cybercriminals (often referred to as "hackers") in order to steal data and damage or destroy computers and computer systems.

Viruses, worms, Trojan horses, spyware, adware, and ransomware are examples of common malware.

Source: CISCO

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# OVER 5 LAKH MALWARE INFECTIONS DETECTED IN 4 LOCAL TELCO OPERATORS

TANZID SAMAD CHOUDHURY

INFOGRAPHICS: ZARIF FAIAZ

A staggering 5,25,820 counts of malware infections have been identified in the four telecom operators in the country, according to the Horizon Scanning Report for Bangladesh Telecom Operators prepared by the cyber threat intelligence researchers of Bangladesh e-Government CIRT (Computer Incident Response Team). These counts of malware infections have been accounted for during the first quarter of this year, i.e. from January 2022 to April 2022.

All four telecom operators in Bangladesh have a significant infection

rate of numerous malware for network communications.

Grameenphone, having the highest subscriber base with 83.02 million users, leads the way with 294,657 total malware counts and 47 unique counts of malware infections. The virus called 'android.hummer' has the highest infection rate of 24.4%.

Coming in second place is Robi Axiata, with 104,578 total malware counts, having 40 unique counts of malware infections. The 'avalanche-andromeda' virus has a 12.85% infection

rate and leads the malware chart for the second-largest telecom operator in the country.

Meanwhile, Banglalink, having the third-highest subscriber base with 37.41 million users, has a total malware count of 98,423 with 31 unique cases of software infections. The infection rate is highest for the 'android.hummer' virus, as it has an infection rate of 21.64%.

Teletalk, the government-based telecom operator, has a total malware count of 28,162 with 31 unique malware infections. The 'avalanche-andromeda'

virus has the highest count having an infection rate of 11.39%.

Unsurprisingly, all the operators have the highest number of infections in Dhaka, the capital city of Bangladesh.

According to a globally accessible knowledge base of hacking techniques based on real-world observations, developing and refining the necessary analytics is vital as it can aid in detecting evidence which can confirm the presence of malware.

It was observed that significant malware viruses, including 'android,

+third highest subscriber base

## Banglalink

98,423 total malware counts

# 31

unique counts of malware infection

led by both 'android.hummer' & 'avalanche-andromeda'

Top infected region: Dhaka

**TOGGLE**  
The Daily Star

'hummer' and 'avalanche-andromeda', were delivered by malicious applications through authorised App Stores on Android and iOS platforms or other means.

It may come as a surprise as authorised app stores need developer registration and use vetting techniques to detect malicious applications. However, hackers can bypass these settings by downloading changing codes while a program is running or by making information difficult to comprehend. They may also try to avoid getting caught by placing codes in a malicious application to deduce whether it is running in an app analysis environment or not.

The hackers may also employ fake IDs, credit cards, etc. to create developer accounts to publish malicious applications in the App Stores.

Contrarily, the hackers may use other delivery methods to place malicious applications into the users' smartphones. These include sending phishing links with emails, text messages, websites, QR codes, etc. Installing apps from third-party vendors can also lead you to give away your data to cybercriminals, as they can easily access the files on your smartphone upon installation. The users should always remain cautious when any email directs them to provide personal credentials to avoid potential infiltration into their accounts.

Users must practise caution when installing apps on their smartphones. Apple users need to provide explicit permission before installing third-party apps and should avoid these apps altogether unless they know the sources. On the other hand, Android users need to enable the "Unknown Sources" setting to install third-party apps. Hence, they should refrain from allowing this setting to prevent potential data theft from their devices.

App developers can take precautions

to protect their account credentials and enable multi-factor verification upon availability. They should also safeguard their signing keys from falling into the wrong hands.

Bangladesh e-GOV CIRT suggested that telecom operators take the necessary measures to protect their IT infrastructure. They mentioned that the operators should check their detection tools to detect the IOCs (Indicator of Compromises) mentioned in the report. The operators can also monitor their networks to uncover any suspicious communications to the malicious IP addresses that have been included in the findings and enhance their capability to combat growing cyber threats.

Bangladesh e-GOV CIRT conducted this research to alert telecom operators about any malicious communications passing through their network so that the organisations can take necessary measures to reduce risks and avoid any potential cyber-attacks.

Md. Hasan, Head of External Communications, Grameenphone, said, "Malware infection is a growing phenomenon in today's cyber world. We at Grameenphone maintain the highest standard in protecting its operation from malware and always take measures to protect our customers."

"However, individual awareness is the first line of defence to protect individuals and enterprises from any such attack, and we need a more significant effort from the public and private sectors," he also mentioned.

Ankit Sureka, Head of Corporate Communications and Sustainability, Banglalink, said, "Banglalink always maintains the highest level of cyber security to fend off all sorts of cyberattacks. As individual customers used the IPs mentioned in the report, it was technically beyond our control to prevent them. Due to lack of online awareness, some customers often fall

+second highest subscriber base

## Robi Axiata

104,578 total malware counts

# 40

unique counts of malware infection

led by the virus known as 'avalanche-andromeda'

Top infected region: Dhaka

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The Daily Star

victim to such attacks and unknowingly download apps from malicious websites."

"In order to protect their security, we have already started running internet safety and awareness campaigns through various channels. We have also deployed IT & Network infrastructure security systems as per industry best practices and continuously monitor our infrastructures," he added.

Tarique M. Barkatullah, Project Director, Bangladesh e-GOV CIRT was unreachable for comments despite several attempts to reach him over the phone.

Bangladesh e-GOV CIRT conducted this research to alert telecom operators about any malicious communications passing through their network so that the organisations can take necessary measures to reduce risks and avoid any potential cyber-attacks.

# 5,25,820 counts of malware infections spotted in four telecom operators in the country

from January, until April, 2022

Source: Horizon Scanning Report for Bangladesh Telecom Operators by BGD e-GOV CIRT

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The Daily Star

+highest subscriber base

## Grameenphone

294,657 total malware counts

# 47

unique counts of malware infection

led by the virus known as 'android.hummer'

Top infected region: Dhaka

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+smallest subscriber base

## Teletalk

28,162 total malware counts

# 31

unique counts of malware infection

led by 'android.hummer', 'avalanche-andromeda', 'android.rootnik', 'android.backdoor.primis', & 'virut'

Top infected region: Dhaka

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# DASHCAMS

## on a budget: our picks

ARFIN KAZI

Nowadays, dashcams have become essential tools to have in your car. Not only can they record mishaps happening on the road, but they can also help find evidence in case of unexpected accidents. Dashcams also add an aura of safety and comfort to the vehicle. If you're looking for new dashcams to buy without breaking your bank, here are our top picks for budget dashcams currently available in the local market. Please keep in mind that prices can vary across stores.

### Kobwa WDR Dashcam

The Kobwa WDR may be the cheapest on the list, but it still boasts amazing reviews from its dedicated users. While this dashcam does not have a 170-degree wide-angle view, the footage is wide enough to cover the car and its surroundings in full HD. It has a G-sensor and automatic collision detection, and can also run without power thanks to its rechargeable battery. However, a wired connection is still the recommended method of usage.



Price: 2,400 to 2,600/-

### Jeemak Mini Dashcam

The Jeemak Mini is a simple, to-the-point option with no extra gimmicks. It can record in full HD (1920x1080) and has decent nighttime image quality. It has G-motion detection and the video playbacks can be seen by the 2-inch TFT LCD screen found on the camera. Despite its simple features, it is still a decent budget option to pick up.



Price: Tk. 2,800 to 3,200/-

### Apeman Mini Series A C420

The Apeman Mini is a compact dash cam with a large 170-degree viewing angle and motion detection, which automatically turns on recording when it detects an emergency. The camera also has a 2-inch TFT LCD screen that can be used to view playbacks in full HD. For storage, this dashcam uses micro SD with a dedicated slot.

Price: Tk. 3,500 to 3,800/-



### Xiaomi 70mai 1S

The Xiaomi 70mai has been a popular option among dash cams available in the market. The 1S however, is the new, updated model which features better recording with a 130-degree viewing angle through its Sony lens, capable of recording up to 1080p full HD footage.

The camera is also fairly easy to install since it takes power from the car charger outlet.

Xiaomi 70mai 1S is controlled mainly by the 70mai app, where the user can play, record and check recorded data. Data is stored in the SD card, which supports up to 64 GB of storage, and can be inserted through the SD card slot on the device.



Price: Tk. 3,000 to 3,500/-

### Zhiroad Dashcam

The Zhiroad dashcam is perhaps the most value for money that you can get from a budget-oriented dashcam. It has a built-in G sensor which can detect collisions automatically, a 12mp sensor which can record up to 1080p full HD and a 170-degree wide viewing angle. This camera also features a 3-inch display - the largest dashcam screen on this list.

Price: Tk. 3,500 to 3,800/-



# GRAPHICS TABLETS

## for professionals and beginners

MORIUM KULSUM

A graphics tablet is a device that aids in creating digital hand-drawn images, graphics and animations by using a canvas-like drawing surface and a pen-shaped stylus. These tablets simplify digital illustration and creative artwork for graphic designers, animators, and photo editors.

There are two primary types of graphics tablets. The first type does not have a built-in screen and needs to be paired with a computer to operate. In this case, you can sketch on the drawing pad with a stylus. However, your work will appear on the external computer screen in real time. The second type of graphics tablet also has a built-in screen. The drawings are generated and displayed directly on the tablet screen.

There are graphics tablets available for beginners and professionals alike — that would fit all needs and budgets. So we analysed a range of tablets available in the local market to help you pick out the absolute best from the myriad of options. Please keep in mind that availability and price will vary across stores.

Best graphics tablets for beginners:

### HUION INSPIROY H640P

Active drawing area: 6.3 x 3.9 inch  
Resolution: 5080 LPI



Pen pressure sensitivity: 8192 Levels  
Compatibility: Windows, macOS, Android

Price: Around Tk. 4,499/-

Available at: Multimedia Kingdom, Huion BD, Star Tech, PC House

Huion Inspiroy H640P is an easy-to-use and affordable tablet — perfect for aspiring new artists looking for a reliable graphics tablet. The tablet is only 277g in weight, allowing you to carry it around easily. The top surface of the tablet is coated with a graded material that provides a smooth paper-like texture. It has 6 customisable express keys that you can configure to perform different tasks. The Huion tablet also comes with a pen holder and a few nib

replacements.

### XP-PEN DECO 01 V2

Active drawing area: 10 x 6.25 inch



Resolution: 5080 LPI

Pen pressure sensitivity: 8192 levels

Compatibility: Windows, macOS, Android

Price: Around Tk. 6,999/-

Available at: Multimedia Kingdom, XP-PEN BD, PC House

XP-Pen Deco 01 V2 is a minimalist-looking tablet with a large drawing area, allowing you to sketch smoothly without worrying about space constraints. The tablet has a sleek and lightweight profile. The drawing surface is made of scratch-resistant material. The battery-free stylus is made of high-quality plastic with a matte finish and has an ergonomic design. The tablet features 8 configurable express keys. It also comes with a pen holder and a few extra pen nibs.

### VEIKK A15 PRO



Active drawing area: 10 x 6 inch

Resolution: 5080 LPI

Pen pressure sensitivity: 8192 Levels

Compatibility: Windows, macOS, Android

Price: Around Tk. 8,000/-

Available at: Multimedia Kingdom

The VEIKK A15 PRO features 12 customisable express keys that suit

your requirements. It also has a quick dial that lets you zoom in and out of your graphics. It can be used with any computer software, including Photoshop, SAI, Clip Studio, Corel Painter, Gimp, Autodesk SketchBook, Krita, etc.

Best graphics tablets for professionals:

### WACOM CINTIQ 16

Screen size: 15.6 inch

Resolution: 1920 x 1080 (Full HD)

Pen pressure sensitivity: 8192 Levels



Price: Around Tk. 51,499/-

Available at: Multimedia Kingdom, Wacom BD

The Wacom Cintiq 16 is an interactive pen monitor that lets artists draw and navigate menus on its screen using the included Wacom Pro Pen 2 stylus. The full HD screen covers 72% of NTSC colour space. The highly responsive battery-free pen has tilt support that offers a natural drawing experience. There are screw holes for the VESA compatible tablet stands on the back and built-in foldable legs.

### HUION KAMVAS PRO 16 PLUS (4K)

Screen size: 15.6 inch

Resolution: 3840 x 2160 (4K UHD)

Pen pressure sensitivity: 8192 Levels

Price: Approximately Tk. 84,999/-

Available at: Multimedia Kingdom,



### Huion BD

The Huion Kamvas Pro 16 Plus (4K) is an elegant metal pen display that combines 4K UHD resolution with a 15.6-inch laminated display that offers a sharp and detailed drawing area. It can display 145% as many colours as the total found in the sRGB colour space — a remarkable feature for creative professionals. The battery-free pen offers a virtually lag-free drawing experience. The Huion tablet also comes with a Huion ST200 stand.

### IPAD PRO 12.9 INCH

Screen size: 12.9 inch

Resolution: 2732 x 2048

Pen pressure sensitivity: Not specified (requires optional Apple Pencil)

Price: Approximately Tk. 112,000/-

Available at: Gadget & Gear, Sumash Tech, Ryans Computers



The iPad Pro 12.9 inches comes with the M1 chip. iPad Pro 12.9 inches is paired with the mini-LED-powered Liquid Retina XDR display, ProMotion high-refresh rate, P3 wide colour, and True Tone. Drawing with the Apple Pencil 2 (to be purchased separately) offers an incredibly responsive and accurate experience.

However, it is the most expensive tablet on our list. Despite this, the extra features are worth the price for a device that will last for years.



# Tracking the roads of tomorrow

Bondstein co-founders in Forbes 30 under 30 Asia Class of 2022

SHAMS RASHID TONMOY

The latest iteration of Forbes 30 under 30 was announced last week, and among the coveted class of global entrepreneurs and shapers of the future, were seven Bangladeshis. Selected under the category 'Industry, Manufacturing and Energy' for Forbes 30 under 30 Asia Class of 2022, were Mir Shahrukh Islam and Zafir Shafiee Chowdhury, co-founders of the local IoT company Bondstein Technologies.

Bondstein, according to Mir Shahrukh Islam, helps enterprises by enabling them with data collected from transports, machines and facilities. One of their main products is the vehicle tracking service, with which the clients are able to not only track their vehicles but also find out how much the vehicle is overspeeding, whether the driver is driving safely, what kind of accidents might happen, when is maintenance required, trends in driving behaviour, trip intelligence, etc. The collected information is provided to fleet managers and vehicle owners so they can streamline their transport operations.

The vehicle tracking technology works via proprietary hardware that is plugged in with the vehicle, says Shahrukh. The device sends data to the satellite and sends it to the Bondstein server using a mobile network. Then, using an IoT cloud which processes more than 300 million data per day, customers are able to find necessary information regarding their vehicle using a web or mobile



application interface. The service runs via a subscription-based model, with clients required to pay per month for each vehicle.

While the rate varies among clients and their needs, Shahrukh says the general rate is around Tk. 350 per month per vehicle.

Since its launch in 2014, Bondstein has served over 600 clients, with some of its biggest clients being Robi, Walton, Runner, Transcom, Dhaka Bank, Bangladesh Army and many other public and private enterprises. "90% of our customers are enterprises. We help them cut down logistics costs while making roads safer by reducing accidents," says Shahrukh.

Shahrukh believes that so far, Bondstein had a successful impact in the local market. "Using our hardware, we

have reportedly helped our customers reduce road accidents by 70% - by providing information on unsafe drivers, what type of training is required for which driver, as well as predictive alerts, to help maintain vehicles better," he says. Shahrukh states that the vehicle tracking technology has helped some of the biggest logistic companies in Bangladesh reduce their transport operational cost by 30%.

The hardware and software services provided by Bondstein are both engineered and made in Bangladesh. "Majority of the competition in the market depends on foreign technology. This puts us in a unique position where we can offer more localised solutions and help our customers get more traction and benefit out of the localised IoT space," adds Shahrukh. "Furthermore, Bondstein has recently invested in Bangabandhu Hi-Tech City, in the nation's first IoT

assembly unit."

Shahrukh and Zafir have been school friends from class 6. They both studied at Government Laboratory High School and later, Dhaka College. Afterwards, Zafir went to BUET to study EEE and Shahrukh went to IUT to study EEE. In their first year of university, they began looking into the local IoT market. "We realised that people were bleeding money because they didn't have a complete view of where their vehicles were going. Accidents were happening because drivers were driving recklessly. We thought that we can provide a solution that can address these problems while also making drivers more aware of driving behaviours, thus making the roads safer," says Shahrukh.

"We are licensed by BTRC and so far, the national authorities have been very cooperative with us," says Shahrukh. "In due time, we need to make them understand the benefits of IoT. It's not only about the revenue but also about the control they will have over data generated from IoT technology." Shahrukh believes locally made technology and collaboration among new entrepreneurs is what this country needs to develop further.

In regards to their latest Forbes 30 under 30 achievement, both Shahrukh and Zafir believe this is a good endorsement for them. "This will definitely inspire us to go further, but it's not something that will make us relaxed. We understand that there are expectations and responsibilities we need to live up to. Since we are engineers, we want to keep developing products that will unlock more potential for us and this country," was the shared sentiment.

us on /Sandalina

ঐতিহ্যের আর এক তাম্র আধুনিকতা  
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

## অ্যান্ডালিনা

### সোপ

রূপচর্চায় আভিজাত্য...