

TOGGLE

WEEKEND LIVING IN THE DIGITAL AGE

A publication of *The Daily Star*



ILLUSTRATION: ZARIF FAHAZ

Eid Festival
GRAB THE CHANCE TO GET

up to **20 LAG TAKA**

SURE CASHBACK
OR PRODUCTS WORTH OF CRORES TAKA FREE

Digital Campaign 2022
Season-15

Buying Fridge from
M/S. Faruk Agency
Trunk Road, Feni

GOT 20 LAG TAKA

Mr. Sabuj Miah, Father: Ruhul Amin
Dhumsadda, Feni Sadar, Feni

WALTON
Smart Fridge

Conditions:

- Have to complete digital 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

India to see Audi-powered electric auto-rickshaws soon



Three-wheeler rickshaws are an essential mode of transportation in many parts of Asia. Keeping that very target audience in mind, Nunam, a German-Indian start-up called is bringing three electric rickshaws to the Indian market.

These three-wheelers are going to be powered by used batteries taken from test vehicles in the Audi e-tron test fleet.

According to Nunam, the project aims to explore how modules made with high-voltage car batteries can be reused after their car life cycle and become a viable second-life use case. To tackle the problem of battery disposal, reuse is a very viable option.

That is why Audi, in collaboration with Nunam, co-developed these prototype auto-rickshaws.

Google, Microsoft, Meta, Twitter, TikTok sign agreement to fight disinformation

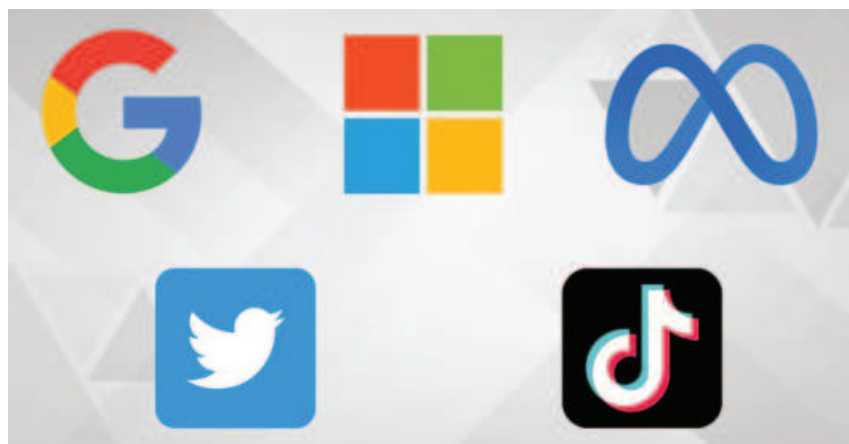
Prominent global tech and social media companies such as Google, Microsoft, Meta, Twitter, TikTok, Adobe, Vimeo and others have recently signed new European Commission rules that fight disinformation.

The newly updated Code of Practice on Disinformation is a revised version of the 2018 Code. The new policy has been signed and presented by 34 signatories and was finalised on 16 June.

According to the official announcement by the European Commission, the 2022 Code of Practice on Disinformation is built to tackle any measures of online disinformation and will be included in the legislation on Transparency and Targeting of Political Advertising and the Digital Services Act.

The new code specifically enforces 44 commitments and 128 specific measures to achieve its goal of fighting false information and includes areas such as demonetising financial incentives for purveyors of disinformation, making political advertising more transparent, empowering social media and tech users with better protection from disinformation and helping researchers build better support and research on disinformation.

Signatories who signed for the



2022 Code of Practice also agreed to providing better and wider access to platforms' data to information researchers, maintaining regular updates on relevant data via a permanent task force, upholding a Transparency Centre for an easier public overview of the new code's guidelines and enforcing a strengthened monitoring framework by making mandatory baseline reports.

The task force assembled by the European Commission will meet at least every six months to ensure better adaptation of the new commitments as per the 2022 Code of Practice.

Věra Jourová, Vice President of the European Commission, stated in

a press statement that this new anti-disinformation regulation has been implemented at a time when Russia is weaponizing disinformation - using false information and fake news as a means of military aggression against Ukraine.

The companies that have signed the agreement of this new code have been given six months to implement the commitments and measures against disinformation as per their agreed terms.

Apple, a big name in the global tech and information market, is absent from the list of signatories that have agreed to this new code of conduct.

EDITOR'S NOTE

Making it into the big leagues

No matter how much it seems like one, this is not an advertisement. Welcome to a world where we influence you to become influencers.

Turn to the centrefold to experience two pages worth of content on how renowned influencers influenced lesser-known influencers to become better influencers and make it big in the big influencing league of influencers in Bangladesh.

Er, too much? Take a break by reading about cool tablets on Page 7. Wonder if you should get a credit card or not on Page 3. Check out some cool cars on Page 6 if you're feeling rich today. After all, being an influencer is bound to make you one.

Have a good weekend!

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VAT on mobile phones to burden consumers, employees: Experts

In the proposed budget for the fiscal year 2022-23, Finance Minister AHM Mustafa Kamal proposed to withdraw the 5% VAT exemption facility on the trading stage of mobile phones. Instead, VAT will be imposed at different individual stages of the mobile handset businesses—from production to retail.

Industry experts fear that this will cause an unprecedented rise in the base prices of mobile phones. Experts mention that due to the rise in the price of foreign currency in recent times, the retail prices of mobile handsets have already increased by 10 to 15%. Experts fear that the new taxation on mobile businesses will push mobile phones

beyond the purchasing power of the general people.

Experts also anticipate that manufacturers will look to cut manpower costs by at least 30-35%, amid rising production costs. At the same time, the new VAT will threaten the booming local handset manufacturing market, hindering the growth of the industry as a whole.

Chinese Brand Mobile Phone Manufacturers Alliance of Bangladesh, a coalition of four Chinese mobile brands operating in the county: realme, OPPO, VIVO, and Xiaomi, has

issued a written letter to the National Board of Revenue (NBR), urging the regulatory body to rethink the proposed new taxation model.

In their letter, the association mentions, "In the mobile phone business in Bangladesh, business is done at about 3 to 4 levels up to the consumer level for each brand. In this case, if a 5% VAT is imposed on every level of the mobile phone business, then the retail price of each mobile phone will increase by about 15 to 20%."

The association has proposed to withdraw 5% VAT at the business level and

replace it with advanced business VAT at the factory level.

According to the Mobile Phone Industry Owners Association of Bangladesh (MIOB), 14 mobile handset factories have been set up in the country in the last decade with a massive investment in the sector.

These factories produce 90% of the local demand for smartphones and 80% of the local demand for feature phones—the market value of which is more than Tk 10,000 crore. According to the association, the new taxation will hinder the Foreign Direct Investment (FDI) process in the country and will pose an obstacle to the growth of the 'Digital Bangladesh'.



Things to know before getting a CREDIT CARD

NUSAIBA NOOHIN

Getting your first credit card is a significant feat in itself. It comes with a sense of achievement, duty and responsibility. With the world moving towards a more digital transaction-based system, credit cards are becoming an integral part of everyday life for cashless transactions both locally and internationally. Whether you are a student, a full-time employee or an entrepreneur, knowing the basics of a credit card before getting one will save you from a lot of hassle.

What is a credit card?

A credit card is a payment card provided by a bank or financial services business that allows cardholders to borrow funds to pay for products and services from merchants who accept credit cards. Credit cards require cardholders to repay the borrowed funds, plus any applicable interest, as well as any additional agreed-upon charges, in full by the billing date or over time. If the cardholder fails to repay the loan within the given time, interest and late fees will be charged accordingly.

When can you apply?

To be eligible to issue a credit card in Bangladesh, you need to be at least 18 years old while issuing the card, a valid TIN holder, and a Bangladeshi by birth. You must also have a regular fixed income to show the bank that you are issuing your credit card from. There is no minimum salary requirement, but if you are a student, most banks will require you to show a minimum monthly income of 20,000 BDT to 25,000 BDT.

There is, however, a limit to how much loan you can take based on your financial solvency. This limit will be decided by the bank you're applying to after the authorities assess your source of income, financial status and loan repayment capability. There is also an annual fee based on what kind of credit card you get.

Student credit cards

There are a number of banks that offer credit card facilities to students above the age of 18 with a valid TIN. You also have to be a Bangladeshi by birth to be eligible to apply. Most credit cards require two basic elements - a security fixed deposit and loan repayment means. As it is not possible for most students to meet these requirements, banks provide a specific policy in which a TIN may be

used to create the fixed deposit and the 'family income' option to be selected for loan payback.

Procedure:

It is better to familiarise yourself with the procedure of issuing a credit card before you actually apply for one. Here are the main things you need.

Mandatory documents: The basic mandatory documents that almost every bank requires are: a completed application form, bank statement/income statement, valid passport (if available), valid NID, other acceptable photo identity copies in case neither a passport nor a NID is available, personal TIN, attested passport sized pictures, and the nominee's information.

Proprietorship: Latest 6 months' bank statement (personal/firm), trade licence

Partnership: Latest 6 months' bank statement (personal/firm), trade licence, partnership deed

Professionals: Business card and professional certificate

For salaried executives: Salary statement/certificate, bank statement, business card

For secured credit cards, additional documentation such as an FDR receipt, authorisation to encash securities, a letter of lien, and fundholding instructions are necessary. Depending on the occupation, the needed documentation may differ from bank to bank.

After submitting the documents, The bank decides whether or not the applicant is qualified for a credit card. If the application is approved, a credit card with a validity period of no more than 5 years from the date of insurance/renewal is provided. The applicant is also given a maximum limit and billing date information. In Bangladesh, the maximum credit card limit is 25 lacs, of which a maximum of 10 lacs can be unsecured and a maximum of 20 lacs can be secured. The limit and advantages are determined by the applicant's financial capabilities and the type of card.

Payment process

At the end of each month, all

cardholders get a statement of accounts stating the amount of their charge due, with the cardholder having at least 14 days to complete the transaction. Failure to do so will result in late fines and interest. Even if you just pay the minimum amount required, you will still be charged interest on the remaining balance. This interest rate, calculated on a daily basis, is a maximum of 20% in Bangladesh.

During the application process, an issuer will ask questions about an applicant's life and finances. To appear more "creditworthy", it may be tempting to overestimate income or misrepresent other elements of finances. Beware: the penalty for lying on a credit application can include jail time and significant fines. Because a credit card application is a legal document, getting prosecuted for fraud is still a possibility.

Efficient use:

Cashback and discounts:

Credit cards might help you save money on your bills. Banks make more from credit cards, and they are eager to give competitive benefits to boost credit card usage.

Interest-free period: Pay off all credit card bills within the interest-free period, which normally ranges from 20 to 60 days. During this time, credit card transactions do not incur interest until you settle the total outstanding balance.

Don't spend excessively: While having a credit card gives you a sense of financial freedom, you must keep in mind that you will have to repay the money you are spending within a given time. If you spend more than your limit, you will be penalised.

The pros:

Go cashless: With your credit card in hand, you don't have to carry around a wallet everywhere. Just one swipe of the card will seamlessly complete transactions. It's convenient that almost every place out there accepts credit cards. Plus, if you lose your card, your issuer will send you a new one, which cannot be done with cash.

Build credit: Building credit usually necessitates the use of credit. Benefits of having good credit might include lower

interest rates on mortgages and vehicle loans.

Reward points: Many credit card issuers provide benefits such as cashback or airline miles for using their cards on a regular basis. These benefits might rapidly mount up if you use a credit card for everyday spending. Although many rewards cards have annual fees, the advantages you might earn over the course of a year can outweigh the expense of keeping the card active.

Track expenses: A credit card keeps track of every transaction made with the card, and a complete list is delivered with your monthly credit card statement. This may be used to determine and monitor your spending and purchases, which can be helpful when creating a budget or filing taxes. Lenders also send fast alerts when you swipe your card, showing the amount of credit that is still available as well as the current balance on your card.

The cons:

Overspending: Depending on your credit limit, a new credit card may provide you with access to more cash than you previously had, making it easier to overspend if you are not disciplined.

Fall into debt: Credit cards might appear to be endless pools of money — and if you handle them as such, they will lead you into serious debt. You should keep track of your purchases to ensure you don't go over your budget.

High-interest rate: If you do not pay your bills by the due date, the amount is carried forward and interest is levied. This interest is accumulated over time on purchases made after the interest-free period, which often results in big sums of money.

Credit card fraud: Though it is uncommon, you may become a victim of credit card fraud. With technological advancements, it is possible to clone a card and obtain access to personal information, allowing another individual or entity to make transactions on your card.

Credit cards are an excellent tool to bridge the wage gap or finance significant expenditures that you can pay down over time. On the other hand, they may swiftly damage your credit and financial health if used recklessly. You should weigh all benefits and drawbacks before adopting credit cards into your financial strategy.





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INSIDE THE 'SCHOOL OF INFLUENCERS'

MORIUM KULSUM, NAVID HOSSAIN
AND SOFIA NOOR RAFA

The influencer market industry of Bangladesh has seen accelerated growth in the past few years. To train this pool of content creators and social media influencers, the local talent management platform The Marvel - Be You hosted a panel discussion called 'School of Influencers (SOI)' in The Daily Star Centre on June 11 with the topic: "The rise and fall of influencer marketing and the game of positive ROI from brands and creators".

Presented by Daraz Bangladesh and powered by Burger King Bangladesh and The Daily Star, the workshop addressed topics such as building your personal online brand, connecting with an audience in content creation and connecting with other creators in similar niches. Out of 300+ applications from all around Bangladesh, the first batch of SOI selected 74 eligible aspiring creators and community leaders for the workshop.

The event featured a number of prominent social media influencers and industry experts as trainers and panel

members. The programme was hosted by the edutainment content creator Enayet Chowdhury and opened by Briety Sabrin Khan, Chief Executive Officer (CEO) of The Marvel - Be You.

In her welcome speech, Sabrin pointed out that despite the exponential growth of the influencer market industry in Bangladesh, the industry still remains quite disorganised. Even though there is a variety of online content, local influencers have yet to discover a suitable approach to building a long-term career in this line of work. Thus, she believes that a panel discussion like SOI will play a key role in stimulating the growth of the industry by grooming the next generation of content creators.

The event was full of several high-voltage training and insightful panel discussions

The first training module was conducted by Dot Lung, an international social media growth and branding expert who worked with multi-million-dollar companies like Meta, Wix and

Motionographer. According to Lung, customers are most likely to buy from, recommend and do business with an established personal brand. So, it is crucial for content creators to develop their brand and build meaningful relationships with their audience.

The second training module was conducted by Enayet Chowdhury, a local edutainment content creator. He provided core techniques on how Facebook and YouTube can be used as effective platforms to build an online persona. Enayet started the session by giving tips on how to design thumbnails to get more views and how much it can cost to hire a graphic designer. He also provided guidelines on submitting demotionation appeals, avoiding copyright infringement and charging sponsors depending on the subscriber base.

Following Enayet was Sameer Ahmed, a social media awareness content creator. He hosted an informative session on how to cater to an audience on



Instagram and how an influencer's real-life personality should not merge with their online persona. "You cannot be 100% yourself online," said Sameer, and added that it is okay to try to experiment when starting out with content creation. If one genre doesn't fit, try the next, and as soon as the audience starts to address you with a specific type of content, go from there, stated Sameer.

Shihab Hasan Neyon, a content creator at TikTok, followed the next session and talked about how TikTok can be utilised effectively as the platform of the future. He said that short content is the future and that TikTok AI usually leads to a high conversion rate of reach. His preferred TikTok hacks were posting in a 9:16 aspect ratio, making videos no longer than 50 seconds, and using proper hashtags to push content in the algorithm.

Salman Sadi, cinematographer and

content creator, hosted a session on content creation and video editing, in which he discussed topics such as deciding on a niche, diversifying the selected genre and deciding the frequency of content posting. He talked about how important it is to maintain quantity and quality when making video content, and how brand deals, video monetisation and a side business can help with the overall revenue of a content creator. Sadi also held a brief training session on the video editing app CapCut.

A session on storytelling was hosted by Rafeed Elahi Chowdhury, Lead, Content & Product Growth at The Business Standard. According to Elahi, storytelling is an articulated method of targeting audiences and inciting curiosity in their minds. He shared core fundamentals that all stories share, and included discussions on certain models that beginner story writers can

follow, such as the Con Model (context, concept, content and convert) and the Crow Model (convenient, repeatable, organised, wondrous).

Other sessions slated at the event were: 'How to measure your KPI with Analytics Magic' by Khan Muhammad Saqiful Alam, Analytics Advisor, Intelligent Machines Limited and 'Be the storyteller: content, story, scripting, caption (Bangla)' by Kingkor Ahsan, Writer & Creative Director, ADA.

The event ended with a group panel discussion moderated by Monsurul Aziz, Head of Corporate Communications at Nagad. Panel members included Shuvasish Bhowmick (Country Director, ATEC Australia International Ltd.), Android ToTo Company (tech reviewer), Kamrun Nahar Dana (content creator), Shihab Hasan Neyon (content creator), Rafayat Rakib (content creator), Sabira Mehrin Saba (Founder and CEO,

Wander Women), Rad Sharar Bin Kamal (Manager, Affiliate Programs, Daraz), Mushroof Ahmed (GM, Burger King Bangladesh), Morshed Mishu (Cartoonist & Assistant Editor, Unmad) and Shahriar Rahman (Editor Toggle, The Daily Star).

Including the many topics discussed, Morshed Mishu brought up how content creators should be unique and original. Kamrun Nahar Dahan, a content creator with many years of experience working with brands, said that content creators should only work with brands that go with their brand identity. She also mentioned that it is important to be respectful to the partnered brands and be wary of their guidelines and feedback.

The panel also addressed important guidelines, tips and tricks to building oneself as a dedicated content creator and how one can sustain themselves professionally and economically as a social media influencer in Bangladesh.

Top 5 brand new cars under Tk. 35 lakhs

ITMAM BASHAR



Some say cars are a man's best friend. Whether that's true or not, a new car is something most people fancy. If you're looking for brand new cars under the Tk. 35 lakh price tag, here are our recommendations for you to consider.

Hyundai Accent

Hyundai Accent offers respectful styling despite its reasonable pricing. All the variants come with a 1.4-litre 120-horsepower 4-cylinder engine and a trusty CVT



(continuous variable automatic transmission). The Accent may not be exciting but it feels lively - the body can easily be tossed into a corner even though comfort riding is a priority over deft handling. It is brilliant for Bangladesh's rough roads, though harsh impacts generate vibrations through the cabin. The car even has a decent fuel economy of 15.5 km/l.

Price: Tk. 2,700,000 - 2,900,000/-
Engine: 4-cylinder DOHC
Displacement (CC): 1,368
Brakes: Ventilated disc (front), drum (rear)

Suspension: MacPherson strut (front), coupled torsion beam axle (rear)

Transmission: 6-speed, Automatic
Other features: Push-button start/smart key, rheostat & electronic stability control, seat folding system (60:40 type), static bending light, hill start assist control

Suzuki Swift

Suzuki Swift used to be cheap and charmless in the 90s but now it is a funky car to drive. The deftly designed Swift is packed with practicality and ridiculous space on a small platform. The hatchback

weighs around 900 kg which is on par with Lotus Elise. Using a 1.2-litre 12V mild-hybrid driving, either the front or all four wheels is an option. The car is agile and amazing to drive and lives up to the name 'Swift'. This small hot-hatch is easier to manoeuvre through the streets of

Dhaka than most sedans.

Price: Tk. 1,500,000 - 1,900,000/-
Engine: Advanced K-series dual jet, dual VVT engine with idle-start-stop function

Displacement (CC): 1,197
Brakes: Disc (front), drum (rear)
Suspension: MacPherson strut with coil spring (front), torsion beam (rear)

Transmission: 5-AGS, Automatic
Other features: 17.78cm touchscreen smart play studio, auto gear shift technology, hill hold control

Honda City

5th Generation Honda City is back with a new design and sharp styling, grabbing more attention than its predecessors. It follows the same design philosophy as the Honda Civic and Accord. The new City has a classy luxurious interior with astonishing cabin space and comfort. The City is all about refined driving and a very sensible family-oriented car. The previous generations kept an impression of good quality and the new model has been

continuing this legacy.

Price: Tk. 3,100,000 - 3,400,000/-
Engine: 1.5L In-line 4-cylinder, 16-valve, DOHC i-VTEC
Displacement (CC): 1,498
Brakes: Ventilated disc (front), drum (rear)
Suspension: MacPherson strut with stabiliser bar (front), torsion beam (rear)
Transmission: CVT (Continuous Variable Transmission)

Other features: Hill start assist, seat folding system (60:40 type), paddle shifters, cruise control, smart entry and start, blind view monitor system

Toyota Yaris

Toyota as a brand was always known to make very reliable cars and the new Yaris is no exception. It is one of the best subcompact cars ever made despite its sluggish acceleration. Yaris has nimble handling with a great fuel economy of 14 km/l in the city and 17 km/l on the highway. It provides a fairly comfortable ride but tends to jiggle over uneven pavement. The Yaris may not be as good as its GR Yaris counterpart but it does get the job done



for its budget.

Price: Tk. 3,200,000 - 3,400,000/-
Engine: 2NR-FE, 4-cylinder Inline, 16-valve DOHC with Dual VVT-i
Displacement (CC): 1,496
Brakes: Ventilated disc (front), drum (rear)
Suspension: MacPherson strut (front),

torsion beam (rear)

Transmission: CVT with Tiptronic transmission

Other features: 60:40 split seat ratio, Optitron metre with multifunction display, smart entry and start, EBD (Electronic brake force distribution)

DFSK Glory 580 i-Auto

DFSK is one of the biggest names in the Chinese automobile industry, sharing parts with French Renault and Peugeot, Japanese Honda and Nissan, Korean Kia, Italian Fiat, German BOSCH and lastly British Delphi. They took advantage of all these major brands to create the Glory 580 i-Auto, which didn't fail to disappoint as it is a 7-seater crossover with a price tag of a compact. The Glory is surprisingly filled with top-notch features, amazing driving experience, 200mm ground clearance, surprisingly stiff suspension, 5-star NCAP (new car assessment program) crash safety rating and lastly, a gorgeous design. The nifty crossover surely knows how to make a statement.

Price: Tk. 3,100,000 - 3,500,000/-
Engine: SFG 1.5L Turbocharged FIAT
Displacement (CC): 1,498

Brakes: Disc (front), disc (rear)
Suspension: MacPherson independent suspension with

stabiliser (front), torsional beam with stabiliser (rear)

Transmission: CVT Punch Belgium
Other features: ESP (ABS, EBD, EBA), Hill hold control, i-talk/voice command, electric power backdoor, crash auto, cruise control, TPMS, 70/30 split seats

Budget tablets under Tk. 20,000: Take your pick

FAIJA TASFIA

Tablets have always been a great comfort for school or work with their ability to add functions of laptops and smartphones in a compact, lightweight size. Their demand increased significantly during the pandemic as more people worked and dealt with life from home. Tablets have remained a popular choice for hybrid work and online learning. Even though more and more people are buying tablets, it can become difficult to find the one that suits your needs. Hence, we have curated a list of budget tablets for your convenience.

Walton Walpad 10P

The Walton Walpad 10P is a budget tablet with all the necessary features at an affordable price. The tablet has 6GB LPDDR4 RAM and 128GB storage and is powered by a 2 GHz Octa-Core processor. The Walpad connects to WiFi 802.11 a/b/g/n 2.4+5GHz with Bluetooth 4.2. The operating system is Android 10. It has a 1920*1200 FHD display, allowing for an immersive experience. It also features an 8MP rear camera with autofocus and can record full HD videos.

Screen size: 10.5 inches
Price: Tk. 19,990/-



Realme Pad Mini

Realme has always been a staple for budget gadgets, and they are giving great features at a good value with the Pad Mini. The Realme Pad Mini runs on Android 11 with a Unisoc Tiger T616 chipset. Powered by the Quad-core 1.5 GHz Cortex-A7 chipset, the Pad Mini comprises an IPS LCD with HD resolution and a massive 6400 mAh battery. Some notable features include 18W fast charging, WiFi 4G network and GPS accessibility.

Screen size: 8.7 inches
Price: Tk. 19,500/-

Huawei MatePad T 10s

Huawei MatePad T 10s offers an IPS touchscreen with a resolution of 1920*1200. It provides 2GB RAM and 32GB storage space. The 5100 mAh battery ensures that the HUAWEI Kirin 710A-powered device can be used seamlessly throughout the day. The MatePad T 10s has a gravity sensor, ambient light, and distance sensor, among other features.

Screen size: 10.1 inches
Price: Tk. 16,999/-



Amazon Fire HD 10

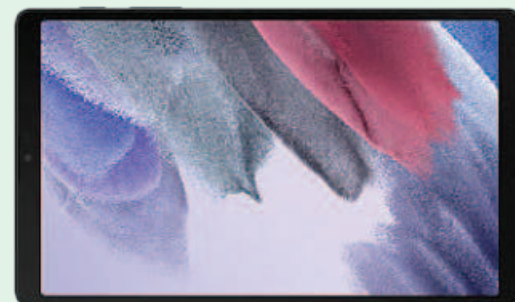
Amazon Fire HD 10 is an Android-based tablet. With a resolution of 1920*1200 pixels, it is perfect for widescreen entertainment. It offers 3GB RAM and 32GB storage and features USB Type C and WiFi connectivity, along with an accelerometer and light sensors to enhance its versatility.

Screen size: Display: 10.1 inches
Price: Tk. 17,000/-

Samsung Galaxy Tab A7 Lite

The Samsung Galaxy Tab A7 Lite separates itself from other tablets of its genre through its unique features like an Octa-core processor, Li-Po 5100 mAh battery, and an 8MP primary camera. It Lite comes in two versions – 3/32 GB and 4/64 GB RAM and ROM. The tablet has easy navigation and a prominent, bright camera. All of these features in this price range are indeed a win.

Screen size: 8.7 inches
Price: Tk. 18,000/-





Bonik raises \$47,000 pre-seed investment to help SMEs launch e-commerce stores

Bonik, a startup that enables SMEs to launch their own e-commerce stores, has raised its pre-seed investment of \$47,000 from prominent angel investor Mohammad Maaz, Managing Director of Steeltech Industries Limited.

Founded by Salman Saafi (CEO), along with co-founders Jonayed Tanjim (COO), and Atikur Rahaman (CTO), Bonik is a tool for small merchants who run their

businesses, mainly through Facebook and Instagram pages, and don't have their own e-commerce website.

According to a press handout, Bonik aims to simplify e-commerce for small businesses in emerging economies like Bangladesh with no-code, mobile-first tools, to let them create, run and grow online, without thinking to manage technology.

The need for a website is often critical for online business as it helps to build a brand and give the buyers a seamless shopping experience, as well as a point of trust. Bonik, as mentioned in the handout, helps create a full-fledged e-commerce website right from a mobile app, to give small merchants the flexibility to focus on their business and brand without the knowledge of coding.

Bonik has recently been selected to join Microsoft for Startups—a flagship program by tech giant Microsoft to support early-stage startups.

According to the press release, the investment raised will be deployed to build the product with more functionality and better user experience, as well as hiring talents in the team to reach its user base across the country.

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ঐতিহ্যের আর এক তাম্র আধুনিকতা
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

অ্যান্ডালিনা

সোপ

রূপচর্চায় আভিজাত্য...



