TOGGLE
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WEEKEND LIVING IN THE DIGITAL AGE

THE ERA OF SHORT VIDEOS

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New Apple AirPods case may include interactive display

Apple is always at the forefront of technological innovation, and its latest patent hints at a significant development for AirPods users.
The US Patent & Trademark Office has granted Apple a patent for a redesigned AirPods charging case that includes an interactive display. This exciting development could allow AirPods to become a standalone product with the inclusion of a smart case.

The new AirPods case's front would have a touchscreen display that is similar to the one found on an Apple Watch. The built-in display would offer media controls and even basic apps such as Maps, Weather, and notifications. According to the patent, users would also be able to switch between apps using Siri commands.

Additionally, one of the images even shows the possibility of transferring a song from AirPods to a HomePod using Handoff.

While Apple files many patents, only a few of them end up being used in actual devices. However, the fact that the patent was filed in September 2022 indicates that Apple could indeed be exploring this idea internally. If realized, this development would be significant for AirPods users as it would allow them to use AirPods without needing to be near an iPhone or other device.

Apple's AirPods have evolved significantly since their launch in 2016, but they still require an iPhone or another device nearby. With the inclusion of a smart case, AirPods could become a standalone product, offering users an all-in-one solution for their audio and communication needs. The possibility of AirPods running a UI-based operating system with a touchscreen is intriguing and could potentially lead to even more advancements in the future.

Apple has always been a leader in the music industry, and its latest patent could potentially revive the iPod in the modern era.

EDITOR'S NOTE

Eid Mubarak from ours to yours!

Short-form videos have been occupying our screens for as long as we can remember. Find out how small businesses can make the most of people's attention in this week's Cover Story.

For Shift, we highlighted Toyota's new electric SUV - Toyota bZ4X. We also have a sparkling smartphone review on Bytes. As for the rest, flip through the pages to read more in today's edition of Toggle.

Eid Mubarak everyone!

Tanzid Samad Choudhury
Sub-Editor

Infinix launches **HOT 30** smartphone

Infinix has recently launched the newest addition to their HOT smartphone series, the HOT 30.

According to Infinix, HOT 30 is a gaming phone specifically catered to the youth. It comes with an 8-core Helio G88 processor with two ARM Cortex-A75 cores and a maximum frequency of 2 GHz. The smartphone also supports 'link-booming' network optimisation which allows multi-network concurrency with both Wi-Fi and mobile data.

Infinix HOT 30 has a 5,000 mAh battery with 33 W fast charging, a 6.78-inch screen, 1080p resolution, 90 Hz refresh rate and 270 Hz touch sampling rate. It also features a dual-speaker design and DTS technology, which provides a three-dimensional surround sound effect for more interactive gameplay sessions.

As for the camera, the smartphone comes with a 50 MP main camera with F1.6 aperture, an 8 MP front camera and a variety of filter styles for night photography.

Infinix HOT 30 is priced at Tk. 14,999 (for 4+128 GB) and Tk. 17,499 (for 8+128 GB).

itel P40 now available in Bangladesh

itel has recently launched their latest smartphone itel P40 in Bangladesh. The smartphone comes with a large 6,000 mAh battery, 18 W fast charging, a 1.6 GHz octa-core processor and a 6.6-inch HD+ waterdrop full-view display.

The smartphone also features a fingerprint sensor, a 13 MP dual rear AI camera, a 5MP selfie camera with flash, and other photography features such as low light, pro, panorama, portrait and HDR.

itel P40 is available in two variants: 64 GB memory + 4 GB RAM and 32 GB memory + 3 GB RAM. It comes in two colours: fantasy blue and force black. The price for itel P40 starts from Tk. 8.990/-.

TOGGLE

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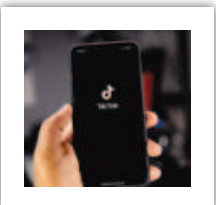
TikTok removes more than 4mn Bangladeshi videos in Q4 2022

Popular short video platform TikTok has released its latest Community Guidelines Enforcement Report for Q4 2022 (October-December 2022). According to the report, Bangladesh saw the removal of 4,254,667 videos for violating Community Guidelines in Q4 2022. In addition to removing accounts for violating Community Guidelines, the platform also removed accounts determined to be spam, along with spam videos posted by those accounts. It also took proactive measures to prevent spam accounts from being created through automated means.



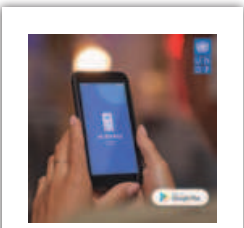
In Q4, 95% of the violative videos in Bangladesh were removed before anyone could view them and 96.8% of such videos were removed within a day. The proactive removal rate in Q4 2022 was 99.5%.

Additionally, 17,877,316 accounts that were suspected to be of users under the age of 13 were removed globally in Q4. 54,453,610 fake accounts were also removed during the fourth quarter.

In the fourth quarter of 2022, 85,680,819 videos were removed globally, which represents about 0.6% of all videos uploaded to TikTok. A total of 46,836,047 videos were removed by automation, while 5,477,549 videos were restored.

UNDP launches digital library app

The United Nations Development Programme (UNDP) in Bangladesh released a mobile application called 'UNDPBD e-library' on April 11 to enable instant access to all digital resources in one place - on any handheld device.

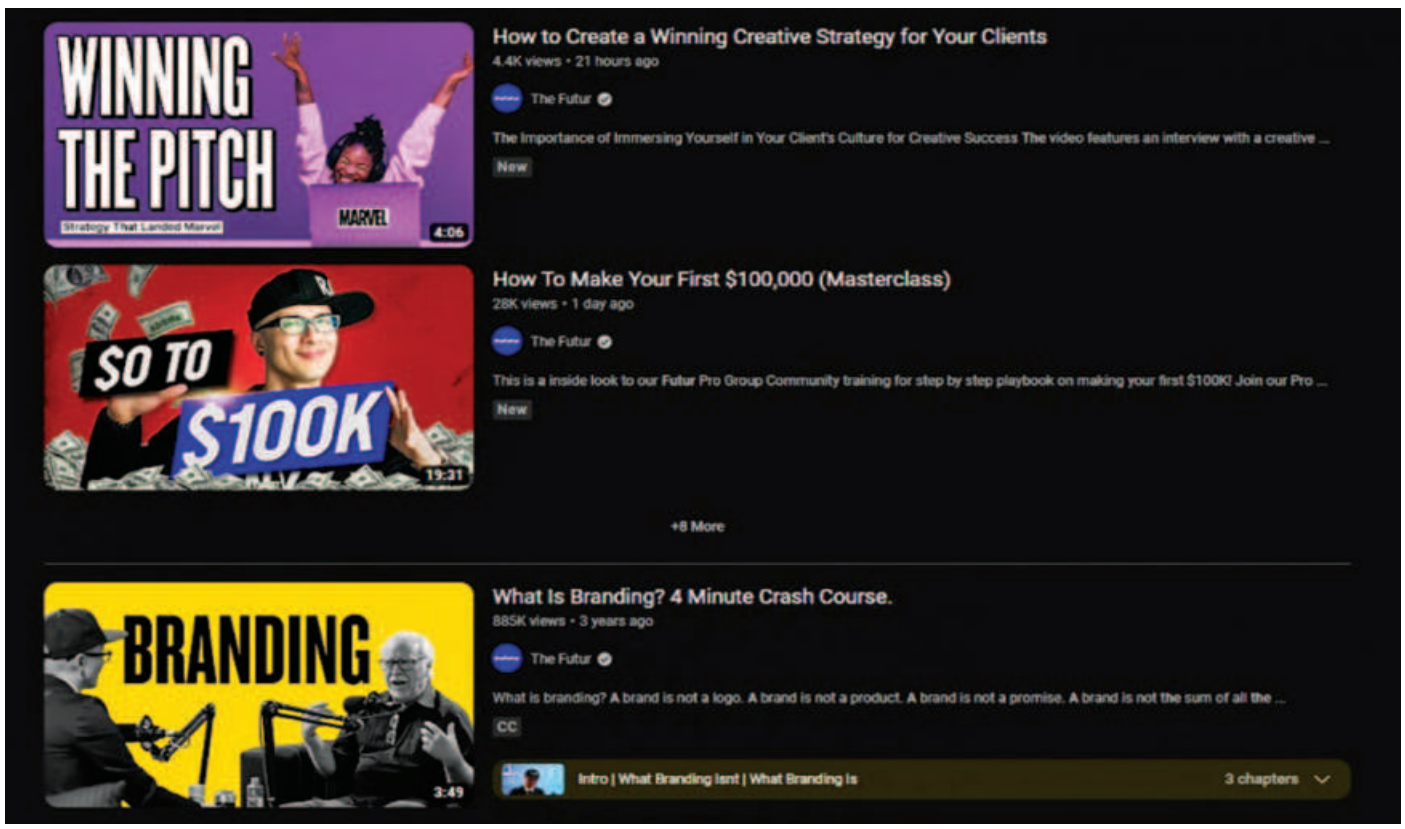


Currently, it has almost 200 e-books.

UNDP Bangladesh Resident Representative Stefan Liller said, "There is hardly an aspect of our lives that has not been transformed by digital technology. In Bangladesh, we are using technology not only to deliver many of our programs but also to make us accessible to our partners and the communities in which we work. This e-library is one such initiative that offers a wide array of resources for everyone, including students, teachers, and researchers".

Currently, the UNDPBD e-library app can be downloaded from google play, and soon it will be available on the apple store. Users need to sign up once to use the digital library.

Follow these 9 YouTube channels for career tips



YouTube has become one of the most popular platforms for individuals seeking knowledge on various topics, including career growth. The site is filled with channels dedicated to providing tips, strategies, and insights that can help professionals advance in their respective fields.

We have compiled a list of some of the best YouTube channels to follow for individuals seeking career growth tips. These channels have a wealth of knowledge and resources that can help professionals at all stages of their careers.

TED Talks
TED Talks is one of the most popular channels on YouTube, with millions of subscribers. The channel features speakers from various fields who share their knowledge and insights on a wide range of topics. TED Talks can be an excellent resource for professionals seeking career growth tips. The channel features talks on leadership, creativity, productivity, communication, and much more.

Gary Vaynerchuk
Gary Vaynerchuk is a well-known entrepreneur, author, and speaker. His YouTube channel is dedicated to providing tips and insights on entrepreneurship, marketing, and business. Gary's videos are known for their high energy and practical advice, making his channel an excellent resource for individuals looking to grow their businesses or advance their careers.

Marie Forleo
Marie Forleo is a motivational speaker, author, and entrepreneur. Her YouTube channel is dedicated to providing tips and insights on personal growth, business, and entrepreneurship. Marie's videos are known for their positivity and practical advice, making her channel an excellent resource for individuals seeking career growth tips.

Simon Sinek
Simon Sinek is a well-known author and motivational speaker. His YouTube channel is dedicated to providing insights on leadership, teamwork, and communication. Simon's videos are known for their inspirational messages and practical advice, making his channel an excellent resource for individuals seeking career growth tips.

The Futur
The Futur is a design education platform that offers courses and resources for designers, entrepreneurs, and creatives. Their YouTube channel is dedicated to providing tips and insights on design, branding, marketing, and entrepreneurship. The Futur's videos are known for their high-quality production and practical advice, making their channel an excellent resource for individuals seeking career growth tips in the creative industry.

The School of Life
The School of Life is a global organization dedicated to promoting emotional intelligence, self-awareness, and mindfulness. Their YouTube channel features videos on a wide range of topics, including relationships, self-improvement, and career growth. The School of Life's videos are known for their thought-provoking messages and practical advice, making their channel an excellent resource for individuals seeking career growth tips.

John Sonmez
John Sonmez is a software developer, author, and speaker. His YouTube channel is dedicated to providing tips and insights on software development, career growth, and personal development. John's videos are known for their practical advice and easy-to-understand explanations, making his channel an excellent resource for individuals seeking career growth tips in the technology industry.

Brian Tracy
Brian Tracy is a motivational speaker, author, and success coach. His YouTube channel is dedicated to providing tips and insights on personal growth, productivity, and business success. Brian's videos are known for their practical advice and inspirational messages, making his channel an excellent resource for individuals seeking career growth tips.

Big Think
Big Think is a platform that features experts from various fields sharing their knowledge and insights on a wide range of topics. Their YouTube channel features videos on leadership, creativity, innovation, and much more. Big Think's videos are known for their thought-provoking messages and practical advice, making their channel an excellent resource for individuals seeking career growth tips.

Highness
with a JZ heart

ABRAR SHAREQUE KHAN

PHOTOS: ABRAR SHAREQUE KHAN

If you played any of the Need for Speed games in the late 90s and early 2000s, you may recall seeing the Lexus IS300. But is it a Toyota or a Lexus? The answer is both. Lexus is actually a subdivision of Toyota, and the IS series was originally manufactured by Toyota and called the Toyota Altezza. Fun fact for Initial D fans: the engineering work of the Altezza was led by Nobuaki Katayama, the person in charge of the AE86 project. The name Altezza means height or highness. The Altezza came in a plethora of variants, including the IS200, IS300, RS200, AS200, and AS300, with the RS200 featuring a 3SGE engine, the IS200 and AS200 sharing a 1GFE engine, and the AS300 and IS300 sharing a non-turbo, VVTI version of the 2JZGE.

Now, let's talk about this Altezza owned by local car enthusiast Ishan Gausul. It's a 1999 model that began its life as an RS200, and in 2017, it was the only dual-tone Altezza in Bangladesh. Fast forward six years, and it's a whole different car now. The exterior is quite minimalistic and OEM-esque, with an aftermarket TRD Neo version 1 bumper in the front, TRD-style side skirts, a TRD rear bumper, and an OEM spoiler. The paint has also been changed to multi-shade white, and the rims are genuine 18-inch rims from a 350z, providing a next-to-perfect fitment. Inside, the OEM-esque theme continues, with the car originally featuring leather-powered seats with airbags and a sunroof. However, the Blitz SBC-IDIII boost controller and Zeitronix AFR gauge have been added around the steering wheel, giving it an aftermarket-ish touch. For the pleasure of music, the sound system has been completely changed to Pioneer's sound system.

Overall, factory 3SGEs are good and reliable engines, but they can be a bit lacklustre in terms of torque. This Altezza's engine has been upgraded to a 1JZGTE, the younger, turbocharged sibling of the 2JZGE. Altezzas from the factory never came turbocharged, although TRD (Toyota Racing Department) sold aftermarket parts like turbo kits and other performance parts for the 3SGE engine.

The engine wasn't the only thing that was changed; the wiring, gearbox, and everything else had to be swapped too. The engine, wiring, and transmission all came from a JZX110. The transmission is an R154, used in almost all the manual 1JZs, and the differential, shaft, and entire braking system are from the JZX110, except for the brake lines and brake pads, which are from Endless and Project MU, respectively.

Since the brakes that come with an RS200 aren't capable of stopping the car at high cruising speeds, upgrading them is always a good idea, especially when undertaking projects like this. The ECU is ECUMASTER's standalone ECU for JZX110, which was recently tuned. The intercooler has been upgraded to an Apexi intercooler for more efficient cooling, which in turn increases power, and a Cusco cooling plate has been added for good measure.

A Varex sound-controlled exhaust with a 3-inch de-cat and custom downpipe has also been installed, which helps increase power with the combination of an HKS mushroom air filter that makes the engine breathe more. To maintain the perfect air-to-fuel ratio, the engine requires more fuel as more air enters it, and that's why the injectors and fuel pump were upgraded to accommodate the higher airflow. Since the car already had JZX injectors, the only thing needed was a more powerful fuel pump, and a 255l/h pump was installed.

The Michelin Pilot Sport 4s tires on all four wheels and a fully functional TRC system with a module from a JZX110 ensure that all of this power is transferred to the ground. Most RWD cars these days either skimp on high-quality tires or a fully functional TRC system, which causes them to lose traction and spin out, leading to crashes. To add stability to the car, Cusco sway bars and Insurance coilovers were installed.

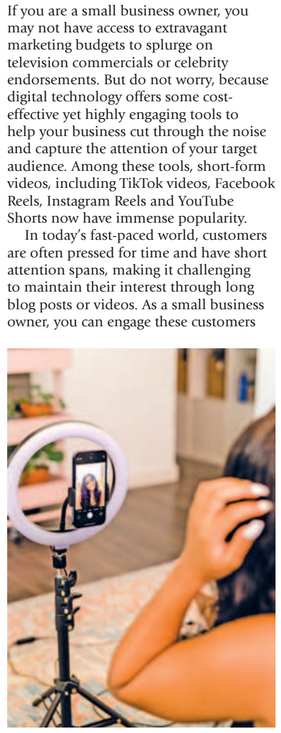
Ishan is thrilled with the car's performance so far, as he hasn't experienced any error codes, which are common in project cars. With a maximum boost of 14 psi, the car gets a mileage of about 6.5-7 km/l inside Dhaka. With the aftermarket ECU, he plans to upgrade the turbo setup to a full Tomei setup and other components to chase even more horsepower.

How to promote your small business with short-form videos

MORIUM KULSUM

If you are a small business owner, you may not have access to extravagant marketing budgets to splurge on television commercials or celebrity endorsements. But do not worry, because digital technology offers some cost-effective yet highly engaging tools to help your business cut through the noise and capture the attention of your target audience. Among these tools, short-form videos, including TikTok videos, Facebook Reels, Instagram Reels and YouTube Shorts now have immense popularity.

In today's fast-paced world, customers are often pressed for time and have short attention spans, making it challenging to maintain their interest through long blog posts or videos. As a small business owner, you can engage these customers by leveraging the power of short videos. The best part is: you do not need a video crew and post-production team to create compelling content. All you need is the right guidance to develop a solid marketing strategy. Here are some of the most important things to keep in mind when promoting your small business using short video platforms.



Understand your potential customers

It's marketing 101. Learning about your target audience is a crucial step in crafting a winning promotional strategy. Without a clear understanding of your customers, you risk wasting your time, effort, and budget on ineffective tactics that just will not hit the mark. So, before you dive headfirst into creating content, you should be able to answer these questions: Who is your intended audience? Which short video platforms do they frequent the most? What do they enjoy watching? How can you convince them to become your business patrons?

If you are not aware of what your target audience is into, utilise your Facebook and Instagram accounts to ask your current customers what kind of content they would like to watch on your TikTok or Reels. Research similar brands in your industry that share a similar audience for inspiration. We suggest you pick the top three short video platforms — TikTok, Facebook Reels, and Instagram Reels. Notably, the last two are linked across the apps since they are both owned by Meta. While YouTube Shorts is another popular choice, they may not yield satisfactory results unless you already have a substantial following on your YouTube channel.

Create relevant, authentic, and fun content

Once you get a grip on who your target audience is and what they love watching, start making content that caters to their interests. You can create videos on TikTok, repurpose them, and cross-post them to Facebook Reels and Instagram Reels. Arbab Musa, the founder of Taltibaaz, suggests, "What I would say to small business owners is, number one, be authentic." Arnab promotes his business heavily on TikTok and believes that the more authentic you are, the better you will do on TikTok. "Number two, churn out lots of content regularly to stay at the forefront of your audience's minds."

As a small business owner, you can create bite-sized behind-the-scenes videos featuring your employees that introduce your business to potential customers. Additionally, you can record quick how-to videos, product unboxing videos, order packaging videos or anything else you can think of. No matter what type of video you make, always add a compelling storyline to keep the viewers hooked.

Remember that users on short video platforms watch dozens of videos during a single session of scrolling. So, give them something they will enjoy and remember along with a catchy caption and relevant hashtags. It is imperative to consider how you structure the video. As Arbab puts it, "The first two seconds are extremely critical. Within this short time, you have to convince the viewers that watching your video will add some value to their lives."

Keep up with the latest trends

While you should certainly create original content that showcases your brand's unique value proposition, it is also important to practise social listening to stay ahead of the game on short video platforms. When you make a video based on a trending hashtag or audio, the algorithm ensures that your content will be seen by more than just people who already follow you. However, to maximise visibility, you have to integrate your brand's mission with the latest buzz on these platforms. For instance, if you are a home chef, you can utilise the currently trending TikTok hashtag #maheramadan by sharing iftar recipes or content that revolve around the themes of charity and hospitality.

Collaborate with influencers

It may not be possible to put your product in the hands of Shakib Al Hasan, but you can surely reach a broad audience and build a credible brand image with the help of social media influencers — at a fraction of the cost. Jawad Kazi, the content creator at Too Halal for Food, suggests, "To get results from influencer marketing, identify the right influencers whose audience matches your target audience." If a local pastry shop owner seeks to promote their business, collaborating with a food blogger rather than a tech blogger would prove more effective.

While influencers have the power to make your business an overnight success, keep in mind that costs can skyrocket from zilch to a whopping 70,000 taka per post. Jawad notes, "Influencer marketing does not necessarily mean that mega-influencers have to be paged." He adds, "If your budget is tight, you can contact micro-influencers with 10,000 to 50,000 followers who may provide better conversion rates." Arbab agrees with this method, citing Taltibaaz's success in developing brand ambassadorship programs with micro-influencers. "We invite them to our place and offer them complimentary food or discounts and they get to create content about their favourite tacos," says Arnab.

Run ads on Facebook Reels and Instagram Reels

Heads-up — TikTok does not permit advertising on its platform in Bangladesh yet. But you can still take content from this platform and boost it on Facebook and Instagram. You can also create Facebook Reels ads and Instagram Reels ads that appear in between regular, non-sponsored Reels that users are viewing. Similar to organic Reels, people can like, comment, save, and share Reels ads. Alternatively, you can boost previously shared Reels for maximum reach using Meta Ads Manager or any social media management tool.

Interact with your followers and share their content

If you want to promote your business on short video platforms, you have to understand that succeeding on these platforms necessitates garnering organic likes, comments, and shares. So, first off: respond to all comments on your videos. Better yet, answer (select a few comments) with video content to create opportunities for humour and interaction.

Additionally, you can encourage users to create duets or stitch their videos with yours on TikTok. And do not forget to prompt them to remix your content to create their own on Facebook and Instagram. Lastly, seek out real customers who have tried your product and are willing to vouch for your brand. Their reviews can work like unvarnished and free advertising for your brand.

Use analytics to sketch out a sturdy strategy

After you have followed the aforementioned steps, the question remains: How do you evaluate your performance? Sure, you can look at your follower count and likes. But you will need much more than that to track your performance.

TikTok business accounts offer a wealth of insights. The Content tab, for instance, provides metrics such as Trending Videos and Total Playtime. The Follower tab provides metrics such as videos your followers watched and Sounds your followers listened to. Arbab mentions that he primarily monitors the 'average watch time' and the 'watched full video' metrics. "These metrics are useful in assessing how successful you were at maintaining viewers' attention," he explains. Likewise, you can track the key performance metrics of Facebook Reels and Instagram Reels in one place by using Meta Business Suite.

TECNO SPARK 10 Pro

Fun camera for fans on a budget

SHAMS RASHID TONMOY

Despite not being around in Bangladesh as long as other smartphone brands, TECNO is known by fans as a reliable provider of affordable smartphones - churning out budget models that cater to a majority of the local user base. Last year, they released the POVA 4 series in Bangladesh, which included three new smartphones ranging from prices between Tk. 18k to 27k. Their latest release, TECNO SPARK 10 Pro, caters to the budget market once again, this time focusing mostly on the camera performance.

First thing first, this phone is great to look at. Its back design is very similar to that of the iPhone 13 Pro, with the three cameras set up in the same order and style as the beloved Apple smartphones. The glass back panel has a 'starry' design and feels smooth to the touch, which adds a lot to the phone's overall aesthetics. Despite a somewhat large 6.8-inch display, the phone is relatively lightweight and is easy to hold in one hand. The 90Hz refresh rate coupled with a default 1080x2460 screen resolution means you can certainly use this phone to watch videos on the go.

PHOTOS: **SHAMS RASHID TONMOY**

Photos taken with TECNO SPARK 10 Pro

TECNO SPARK 10 Pro runs on the Helio G88 processor, which is good enough to run most Play Store games without a notable drop in performance. TECNO POVA Neo 2, which is around the same budget range, has a comparable Helio G85 gaming processor but a 7,000 mAh battery over SPARK 10 Pro's 5,000 mAh battery. Of course, with SPARK 10 Pro, you are getting a whopping 50 MP main + 30 MP selfie camera instead of POVA Neo 2's dual 16 MP main + 8 MP selfie. It goes without saying that TECNO went all out with the camera in this latest release.

On to this phone's most coveted feature: the camera. Even considering its price range, TECNO SPARK 10 Pro comes loaded with impressive camera specs and a variety of unique features. Its aforementioned 50 MP rear and 32 MP front camera come equipped with some cool AI features which make photography a fun pastime with this phone.

When you load up the camera app, the default option will be the 'AI cam' mode, where the phone will identify the scenery in real-time and automatically adjust settings to ensure a crisp, high-quality shot. For example, if you are aiming the camera at a computer screen with writings on it, the camera will recognise the scenery as 'Text' and adjust the lighting to make the text easier to read. Interestingly, when taking photos of a mango tree, the camera labelled the photo as 'Plant' - though it didn't do the same when taking photos of other trees and small flowers.

If there's a lot of scattered light in the shot, the camera will turn on the HDR backlight feature, which will make the resulting photo more focused on the key object and reduce noise in the background. If the camera spots darkness, it will automatically switch to 'Night mode' to capture dazzling shots in low light, even giving you the option to switch to the 'Super Night' camera option, where the camera will add filters to add more life to your night shots.

The 50 MP photo option can be manually turned on and off when you use the AI cam function. Of course, the 50 MP photos are of much higher resolution and file size compared to the non-50 MP ones. For example, a portrait taken in the 50 MP mode was 6144x8192 res with 9.13 MB size, whereas the same shot with 50 MP mode turned off was 3048x4064 res with 2.98 MB size. However, without looking at the details, it can be difficult to pinpoint at first glance which photo is 50 MP and which isn't.

The same things can be said about the phone's front camera. Being 32 MP instead of 50 MP obviously means lesser resolution in photos, but otherwise, you get to play around with the same features as the rear camera - with options like AI colour enhancement, automatic backlight and focus, and photography modes such as beauty, portrait and 'Super Night' available both front and back.

During our limited scope of using TECNO SPARK 10 Pro, most of our time went to testing the phone's fun camera. Its performance and battery life, as far as comparable budget smartphones go, are certainly good but not at the peak of the market. While higher-budget smartphones can provide better camera features, budget fans will certainly appreciate the affordability of an AI-based camera phone like the TECNO SPARK 10 Pro. The version we used for this review was the 128 GB memory + 16 GB RAM (with 8 GB extendable RAM) version, which is currently priced at Tk. 17,990/-.

Key takeaways from this year's Standard AI Index Report

JINAT JAHAN KHAN

In the last decade, artificial intelligence has evolved at a breathtaking pace. The Standard Institute for Human-Centred Artificial Intelligence (HAI) publishes the Artificial Intelligence (AI) Index Report every year, providing a comprehensive picture of the current state of the AI world. This detailed report tracks, distils, and visualises AI-related data, and this year, its sixth edition unveiled key AI-related issues. Here is a quick look at some key findings from the Standard AI Index Report 2023.

Global private investment in AI decreased for the first time in a decade
Global private investment in AI has a record of increasing for years. However, the investment decreased by 26.7% to $91.9 billion in 2022 compared to 2021, which was the first time in a decade. According to the report, the total number of AI-related funding events and newly funded AI companies has decreased. But as a whole, AI investment significantly increased in the last decade. Compared to the amount of AI investment in 2013, it was 18 times higher in 2022. Once again, the United States took the lead in AI investment. In 2022, the US invested $47.4 billion in AI, followed by China with an investment of $13.4 billion. The US was also in the lead in terms of the total number of newly funded AI companies.

Carbon emission of AI systems
After comparing four large language models such as GPT-3, Gopher, OPT, and BLOOM, GPT-3 was found to release the most amount of carbon as per the report. It releases 1.4 times more carbon than Gopher, 7.2 times more compared to OPT, and 20.1 times more carbon than BLOOM. A training run of BLOOM can emit carbon 1.4 times greater than an average American uses per year and 25 times that of an individual's air trip from New York to San Francisco. The power used in this training run is enough to support an average American home for 41 years.

AI specialisation in the education sector
In 2021, the amount of AP computer science exams taken by American students totalled 181,040. The number of such exams has increased ninefold since 2007. Till 2021, 11 countries have endorsed and implemented AI curricula in K-12 (Kindergarten to 12th grade). From South Asia, only China and India have endorsed and implemented AI curricula in schools. In the K-12 curricula, the four topics which are mostly given priority are algorithms and programming (18%), AI technologies (14%), data literacy (2%), and application of AI to other domains (12%).

Moreover, many employers in the US are now more likely to hire employees with AI-related skills according to the report. In 2021, 65.4% of AI PhD graduates took jobs in the private sector compared to academia (28%) and government (1%). That year, the amount of AI-related job postings was 1.7% and it increased to 1.9% in 2022.

Chinese citizens are more hopeful about AI
As per the AI Index Report 2023, 78% of Chinese respondents expressed their satisfaction with AI products and services. They think that there are more benefits to AI products than drawbacks. After China, the people of Saudi Arabia (76%) and India (71%) seem to be positive regarding AI products. On the contrary, only 35% of American respondents felt hopeful about such products. Those who are not much hopeful of such products mainly mentioned their concerns regarding the loss of human jobs (19%), surveillance, hacking, and digital privacy (16%), and the lack of human connection (12%). In the context of gender, men are more likely to feel positive about AI products and services than women as per the survey.

Rising misuses of AI
Since 2012, AI-related incidents and controversies have increased by 26 times according to the AI, Algorithmic, and Automation Incidents and Controversies (AIAAIC) database. This database mainly records incidents related to any ethical misuse of AI. In 2022, a deep fake video circulated on social media where Ukraine President Volodymyr Zelenskyy was seen surrendering. In another instance, a fake video of US prisons applying call-monitoring technology on prison inmates was spread online. These raised the risks of using AI unethically. Midjourney, an image-generating tool, faced several ethical criticisms on the grounds of copyright, employment, and privacy as it does not acknowledge resources and can potentially replace the jobs of human artists.

Policymakers' keen interest in AI
After analysing the legislative records of 127 countries, it was found that 37 bills containing artificial intelligence passed into law in 2022, which was only one in 2016. Moreover, the parliamentary records on AI in 81 countries have shown that the mentions of AI in legislative proceedings globally have increased around 6.5 times since 2016.

It was also found that policymakers think about AI from different perspectives. For instance, in 2022, the US discussed problems of AI-led automation, whereas Japan was thinking of how to safeguard human rights in the era of AI. In Zambia, there have been talks about using AI for weather forecasting. All in all, with the alarming state at which AI has been growing recently, it is no surprise that the world is finding new ways to adapt to these tumultuous changes and exploring better utilisation of AI in all walks of life.

This Bangladeshi app lets you buy, sell and store gold digitally

ZARIF FAIAZ, SHAMS RASHID TONMOY

Gold has always been an object of desire and value. While many prefer to buy gold in bulk for their personal use, others prefer jumping at the right opportunity to exchange money for gold depending on the rising market prices. However, being such a valuable object, storing bought gold or selling it comes with a certain level of risk – one of the main reasons why even the smartest investors are often discouraged from dealing in this pricey metal.

Meet Gold Kinen - a local app where one can buy, sell and store gold using their own personal vault. With Gold Kinen, one can buy 22k (91.6% pure) hallmarked and certified gold from local sellers, which the app makes available at the official market price. Given the price of gold fluctuates quite often, the app also provides the user with the most updated pricing - in both grams and 'bhori' calculated in Bangladeshi taka.

How it works

According to the founders of Gold Kinen, their aim is to make gold savings accessible, affordable, and convenient for everyone in the nation. Customers can purchase gold in fractional amounts, in the form of coins and bars, through the app, and the gold is delivered and stored in "bank-grade" vaults managed by Securex Pvt Ltd. until the customer decides to collect their gold.

The gold vaults are insured by the country's leading insurance company, Green Delta Insurance Company Ltd. All Gold Kinen products are hallmarked and certified 22 Karat Gold, and a certificate of authenticity from recognized third-party certification agencies is provided with all products and they are delivered securely to customers, whenever they decide to collect the gold.

The starting price for buying gold is set at Tk. 500 and according to the instructions in the app, they have several options when it comes to collecting gold, ranging from 2-gram or 4-gram coins to 1-gram, 5-gram and 10-gram gold bars. The app also has the option to let users gift gold to others, where the recipient will receive the gold straight to their Gold Kinen account.

Meet the team

Gold Kinen's founders, Kamran Sunjoy Rahman, Rafatul Bari Labib, and Atef Hasan, have diverse professional backgrounds. Rahman is a seasoned international banker and has experience in the area of investment and consumer banking. He is actively involved as a Director of Special Olympics, Bangladesh (SOBD), a global organization founded in 1968 that works on sports for people with intellectual disabilities.

Labib, a sales and marketing professional, has a career of more than 8 years, with multinational and local corporates such as Grameenphone, Philip Morris International, and bKash. His last role prior to starting Gold Kinen was in the trade marketing team of bKash's commercial division.

Hasan, on the other hand, has a diversified successful career that started in Accenture, after which he was a Financial Consultant at iFarmer. Prior to starting Gold Kinen, he was the Financial Analyst of bKash in the treasury department.

With a current team size of 35, Gold Kinen is funded by the three founding members and is backed by angel investors.

Navigating regulatory waters

Gold Kinen holds a gold dealing license under the Gold (Procurement, Storage, and Distribution) Order, 1987, which allows the company to deal in gold products across Bangladesh. Additionally, the company holds an approved DBID under the Ministry of Commerce, Bangladesh, which is mandatory to operate any digital or online business in Bangladesh in a regulated manner.

According to the founders, Gold Kinen upholds strict compliance and is working towards maintaining the highest levels of integrity in its operations. The company is currently an active member of relevant trade associations such as the Bangladesh Jeweller's Association (BAJUS), the E-Commerce Association of Bangladesh (ECAB), and the Bangladesh Association of Software and Information Services (BASIS).

Trust, privacy and security

The team insists that the security and privacy of user data on the iOS and Android platforms are ensured by following international standard best practices in terms of securing and managing user data. The founders also state that Gold Kinen complies with all data privacy guidelines of iOS and Android platforms, which enabled the app to be published on their systems.

According to the founders of Gold Kinen, the trust associated with buying, selling, and storing gold digitally will come with time and a shift in consumer behaviour. They understand that it might take some time for people to trust a digital platform for such a valuable asset. However, they are confident that once the service generates good word of mouth and a reputation for being reliable and secure, customers will start to trust the platform.

The founders believe that the key to building trust is transparency and consistency. They have taken several measures to ensure that their customers have a clear understanding of the process and are kept informed throughout the entire transaction. Additionally, they have implemented robust security measures to protect their customers' data and investments.

They believe that as more and more people begin to use the platform and see the benefits of buying, selling, and storing gold digitally, the service will gain widespread acceptance.