



## V20 Series

44MP AF Selfie, Be the Focus Always

Eye Autofocus | 64MP Night Camera





**AIRLINK**

YOUR SMART DEVICE PARTNER

**WWW.AIRLINK.PK**



For Express Pass online shopping

Head Office: Airport Highway, C-11, Outer Block, Jinnah Garden, Faisalabad - 50010, Pakistan



[www.airlink.com.pk](http://www.airlink.com.pk)



[airlinkpk](https://www.facebook.com/airlinkpk)



[airlinkpk](https://twitter.com/airlinkpk)



[airlinkpk](https://www.instagram.com/airlinkpk)





PAKISTAN KA SMARTPHONE



**Digit 4G  
Elite**  
PK 4,599



**Digit 4G  
Check**  
PK 4,399



**Digit 4G  
Defender**  
PK 4,199

BRINGING DIGITAL REVOLUTION

powered by  
**KaiOS**



**4G**



[www.mediabook.com](http://www.mediabook.com)



[www.facebook.com/digitbook](https://www.facebook.com/digitbook)

**MEDIATEK**

# phoneWorld

LIVE



## PhoneWorld Live

The most popular tech-focused Pakistani YouTube channel. Catch exclusive interviews, reviews, special coverage of tech events, tech news and more!!!



**ADNAN KHAN**  
Managing Editor

Dear Readers,

2020 came to an end, but the dreaded COVID-19 that has taken over our lives continues. On top of an enormous loss of human lives, the pandemic also halted people and organization's progress, putting a severe bump on the overall economic growth of the world. It forced everything and everyone out of existence or confined them to Zoom. With the second wave of the virus burgeoning in Pakistan, one can hope that 2021 will bring some better news for all of us.

Phoneworld team continued working hard to provide all the updates of the industry. We are happy that we didn't disappoint our readers and gave them something they always look forward to. Our last edition of 2020 also covers some exciting topics. Throughout the year, we reviewed many smartphones, some were good, and some couldn't match the hype. So, now we honour the best smartphones of the year 2020 with our "PhoneWorld Awards 2020".

With the notification of the 'Removal and Blocking of Unlawful Online Content Rules 2020' under the PECA (Prevention of Electronic Crimes Act), the federal government now has the legal power to issue bans on digital media. We have discussed the repercussions in detail in our article, "New Social Media Laws: Taking a Step Backwards". The telecom industry has witnessed significant growth in the subscribers' base. Currently, there are 169 million cellular subscribers in the country. The growing number of subscribers emphasize the need to consider SIM card manufacturing in the country. The benefits local SIM manufacturing could bring in the country have been discussed in our article, "The viability of local SIM manufacturing in Pakistan".

Recently, MediaTek organized a virtual media webinar to comprehend their plans regarding Pakistan. Director for Corporate Sales and Marketing at MediaTek, Rami Osman briefed about the future implications which it's company plans to implement in Pakistan. Mr. Rami's webinar briefing is part of our exclusive interview this time.

Like always, our regular sections, including phone reviews, Smart moves, TVC reviews, top applications, and smartphone wish list are also part of our current issue. We always try to bring something new and exciting for our readers, and we hope you guys will appreciate our efforts and give us your feedback to improve further.

We hope you are staying healthy and safe.  
Enjoy Reading...!!!

Thank you,  
*Adnan Khan*  
Managing Editor

Feedback  
info@phoneworld.com.pk  
www.phoneworld.com.pk

**six issues for just Rs.600**

**Payment:**

**1. Cheque**

I enclosed a cross cheque of Rs \_\_\_\_\_ payable to PhoneWorld.

**2. Bank Draft**

I enclosed a Bank draft of Rs \_\_\_\_\_ drawn on the branch of any bank of Pakistan.

**Contact Information of Recipient**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No: \_\_\_\_\_



**Adnan Khan**

Marketing Head & Managing Editor

**Rizwana Khan**

Senior Editor

**Fizza Atique**

Zainab Saeed

Onsa Mustafa

Usama Anjum

Contributors

**Taimur Khan**

Creative Designer

**Aqeel Shahid**

Bureau Chief Karachi

**Agha Mehdi**

Bureau Chief Quetta

**Fayaz Ahmad Khan**

Webmaster

**Available @**

**Islamabad**

Saeed Book Bank, F7

Mr Book, F6

The Book Shop, F7

**Lahore**

Feroz Sons, Z Block DHA  
Kitabistan, H Block DHA Lahore

Nobel Books, H Block DHA

Variety Books Liberty

**Karachi**

Book Mart, Karachi Airport

Agha's Book Shop, Clifton

Fareed's Book Area, Ocean Tower

Mr. Old Books, Boat Basin

Hyperstar Dolman Mall

**Peshawar**

Welcome Book Shop, Saddar  
LONDON Book Company, Arbab Road



Printing:

**GRAPHICS LINK**  
+92 300 9780309

# CONTENTS

**Infographic**  
Social Media Universe

52

**Feature**  
Best Smartphones of the Year - PhoneWorld Awards 2020

8

**Infocus**  
MediaTek's Growth Ambitions for Pakistan

22

**Phone Reviews**

Poco M3  
Realme 7i

Infinix Note 8  
Digit 4G Elite & Defender

**National**  
The rise of online gaming culture

34

**Telecom Campaign**  
A critical review of TV AD Campaigns

50

**App World**  
Applications & Games for your Smartphone

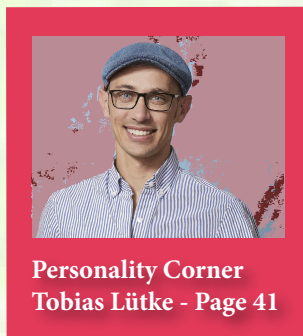
54

**WishList**  
Latest Smartphones in the market

56



New Social Media Laws  
Taking a Step Backwards - Page 14



Personality Corner  
Tobias Lütke - Page 41



Thriving Smart Agriculture  
with Mobile Technology  
in Pakistan - 30



The Viability of Local SIM  
Manufacturing in Pakistan  
-Page 18



The Year in Pakistan Search  
Trending searches on Google in  
2020 - Page 42



Vivo and ZEISS Enter Global  
Partnership for Mobile  
Imaging - Page 21



Live

Advertisement/ Article Contact  
Marketing Department  
Adnan Khan 0345-5957155  
Office: +92 51 2653274  
Email: sales@phoneworld.com.pk



**Issue 47**

For Further Details Contact  
Phone +92 51 2653273-75  
Email: info@phoneworld.com.pk  
Block 13-R, second floor, western side  
F-7 Markaz Islamabad





# Best Smartphones of the Year

## PhoneWorld Awards 2020

**W**e all know that the year 2020 had been insane, due to the virus and all. We saw huge events by GSMA (PhoneWorld Official Partner) like MWC Barcelona, and MWC Shanghai cancelled. In Pakistan, we had significant mobile launch events pushed back, cancelled or replaced with online launch events. Still, it has been a year where we have seen lots of technological advancements, particularly in the smartphone industry.

The competition is continuously heating up between the smartphone manufacturers over the years. That is undoubtedly beneficial for the end consumers. They get more and better options to choose from. Throughout the year, we have reviewed many smartphones, some were good, and some couldn't match the hype. So, now we honor the best smartphones in every category and price bracket. All the winning smartphones have been chosen through voting by the PhoneWorld Reviews staff and a panel of tech experts.

It is time to start with the PhoneWorld Awards 2020! Our First Award is;

### Best Flagship of the Year 2020

#### Nominees:

Samsung Galaxy Note 20 Ultra, Apple iPhone 12 Pro Max, Oppo Find X2 Pro

We have reviewed and tested all the flagships that were launched in Pakistan this year, we finalized the list down to only three smartphones and then based on Votes here's the winner:

#### Winner:

#### **Samsung Galaxy Note 20 Ultra**

The Samsung Galaxy Note 20 Ultra is the top-of-the-line variant of the Note Series by Samsung. It was launched back in August and since then has been going strong. We loved its Dynamic AMOLED 2X display, and we firmly believe that this is the best display on any smartphone available in Pakistan as of now. The Top-Notch specs, high-quality DSLR like picture and video quality and the note features make it the best flagship of the year 2020.





## Best Budget Flagship of the Year 2020

### Nominees:

Apple iPhone 12 Mini, OnePlus 8T, Samsung Galaxy S20FE, Xiaomi Mi 10T

Flagships are getting expensive year by year. Smartphone manufactures have opted for a new strategy of reducing the prices by cutting some corners that do not degrade performance at all, like the glass-back design. That is the reason we have added an entirely new category to let our readers know about the top budget flagship(s) of the Year 2020.

### Winner:

#### Samsung Galaxy S20FE

The Galaxy S20 FE might be the only smartphone over 100k price tag in Pakistan that people bought the most. When we got it for review for our YouTube Channel, we were astonished for what it offered for the price. You get the same chipset, hence same performance, almost identical cameras as the S20, good battery life, a Super AMOLED Full HD 120Hz display and more. It did not have the glass-back, or the Dynamic AMOLED 2X display or ultra-fast charging, but honestly, those features are the ones people can live without. And above all, Samsung Pakistan has set the price of this budget flagship very affordable.

Congratulations to Samsung for being the winner of both the flagship categories in Pakistan.



## Best Compact Phone of the Year

### Nominees:

Apple iPhone SE (2020), Samsung Galaxy S20, Apple iPhone 12 mini

Smartphones have gotten bigger in size as they have become better over the years. But, there is still a percentage of consumers wanting a phone with the latest tech but in a smaller size. Honestly, we did not have many options in this category, so here is the winner;

### Winner:

#### Apple iPhone 12 Mini

The iPhone 12 mini is a phone that comes with excellent build quality with glass at both the front & back, weighs only 135g. It has the same Super Retina XDR OLED display as the iPhone 12 but small, i.e., 5.4 Inches. Apple has done a brilliant job of keeping in almost the identical internals as its bigger sibling the iPhone 12. It has the Apple A14 Bionic (5 nm) chipset that is considered as one of the most capable mobile chipsets in the world. Apart from that, you get a great design, decent camera performance at a reasonable price.



## Best Upper Mid-Range Smartphone of 2020 in Pakistan

### Nominees:

Vivo V20, Oppo F17 Pro, Realme 7 Pro, Xiaomi Mi 10T, Samsung Galaxy a71

Mid-range smartphones that cost over 50K were considered for this award. The competition has become challenging among all the smartphone manufactures for this specific price segment in Pakistan, hence better for the end consumer. The best upper mid-range smartphone of 2020 is

### Winner:

#### Xiaomi Mi 10T

The Mi 10T is a fantastic smartphone with extraordinary specs when compared to the competition. Yes, it was a callous call because it lacked an AMOLED panel, but, honestly, it is the only smartphone starting at PKR 62,999 that comes with the Snapdragon 865, a 5G beast of a chipset. Apart from that chipset, it offers decent cameras, excellent build quality, a massive battery that lasts all day of heavy use and more.



## Best Lower Mid-Range Smartphone of 2020

### Nominees:

Samsung Galaxy M31, Poco X3, Vivo V20 SE, Infinix Zero 8, Tecno Camon 16 Premiere, Vivo Y51

The mid-range smartphones that cost less 50K have been considered and compared in this award category. It was tough to choose a winner in this segment and the award goes to;

### Winner:

#### Vivo V20 SE

Nominees in this award category offered great value for the price, but at the end, we were confused between Vivo V20 SE and the Poco X3. But the unique design and looks, and the superb display of the Vivo V20 SE made it a better choice in our opinion. Poco X3's design isn't our favorite as they had that weird branding at the back of the phone, but you can use a case all the time for that.



## Best Budget Smartphone of 2020 in Pakistan

### Nominees:

Poco M3, Tecno Camon 16 SE, Infinix Note 8, Xiaomi Redmi 9, Realme C17

The Award for the Best Budget Smartphone has always been our favorite award out of all others because, in Pakistan, most consumers opt for budgeted smartphones and ultimately there is a lot more sale of these smartphones compared to the mid-range and flagships. And we think that you will not go wrong if you buy any of the smartphones mentioned above. It is time to crown the best budget smartphone of 2020 which is;

### Winner:

#### Infinix Note 8

Infinix is among the hottest selling brands in the budget segment of the smartphone market in Pakistan. The Note 8's entry wasn't long ago, since its launch we have been a fan of the brand and what it offers at an affordable price. We loved its design, display, performance, even the cameras. Well done, Infinix! Highly deserved!



## Best Budget Gaming Smartphone of the Year

### Nominees:

Tecno Pova, Realme C12, Xiaomi Redmi 9, Infinix Note 8i

Gaming on smartphones has been trending for a while now. Especially since the launch of PUBG Mobile, we won't be wrong if we say that the trend of smartphone gaming went up significantly. So, all the gamers out there, this one is for you!

The winner for the best gaming smartphone at a budget is

### Winner:

#### Tecno Pova

All the smartphones competing for this award featured the highly capable MediaTek's Helio G Series chipset that offered impressive gaming performance. Still, the Tecno Pova has a slight edge over the rest. It has the Helio G80 chipset along with 6GBs of RAM, a huge display, and a Mega battery of 6000 mAh at such an affordable price is truly a great bargain.



## Best “Value for Money” Smartphone of 2020

### Nominees:

All the smartphones launched this year.

Finally, the most anticipated award of the year, the smartphone that provides the best “Value for money”. We considered the performance, features and the innovation brought into a smartphone when compared to the competition.

### Winner:

#### Realme 7 Pro

Realme 7 Pro is the only smartphone at its price segment that offers the best innovative features that any user would wish for. It has the Super AMOLED display, has the highly capable SONY IMX 682 camera sensor that offers brilliant results in the mid-range segment. We were amazed by the charging technology that this phone offers, the 65W charger is blazing fast, trust me! We managed to charge the phone from 0-100 in 40 mins, isn't that amazing? Overall, it is a beast of a phone, and we believe that the Realme 7 Pro is the king when it comes to providing value for money. It has been a fantastic year for Realme without any doubt.



# Poco M3

## An Unbeatable Price to Performance Ratio

### Design

Xiaomi Poco M3 not only has good technical stuffing, but it also has an attractive appearance. Besides the design, the device boasts a perfect combination of materials used.

For example, a combination of two materials is used on the back of the case. The main one is matte corrugated plastic, which in its structure resembles a rubber material. It lies well in hands and I didn't have the feeling that it could slip out of my hands.

The upper part of the back of the device uses a glossy platform. It's not as durable as matte plastic, but it is used as a mirror. Therefore, you will be able to take a beautiful photo with the main camera module. There is also a rectangular module of triple cameras and an LED flash on the top left corner.

Poco M3 received 162.3 x 77.3 x 9.6 mm and the smartphone weighs about 198 grams. Despite the fact that the body is made of plastic because of the rather large battery capacity.

### Display

On the front of the Poco M3 smartphone, there is a fairly large screen by modern standards – 6.53 inches. The display received Full HD + resolution or 1080 x 2340 pixels. At the same time, the pixel density per inch was 395 PPI.

The aspect ratio got 19.5: 9, and the screen-to-body ratio was 83.4%. Yes, based on these numbers, it is easy to see that the frames around the screen are quite large. Especially in the lower and upper parts, but on the sides – the frames are insignificant.

### Performance and OS

A modern budget processor Snapdragon 662 was installed on the smartphone. It received four Kryo 260 Gold cores, which operate at 2.0 GHz and four more energy-saving Kryo 260 Silver cores with a clock frequency of 1.8 GHz. Besides, the chipset uses 11 nanometer technology.

Responsible for the graphics is the Adreno 610 accelerator, which also has good performance during games. Poco M3, although is a budget phone, will be able to run heavy games not at the lowest graphics settings, but even at high ones.

The smartphone is controlled by the Android 10 operating system and of course has the MIUI 12 user interface.



### Camera

There are triple main camera modules on the device. The main sensor is 48-megapixel with f/1.8 aperture. The quality of the photos during the daytime is pretty good. In low-light conditions, photos using Night Mode are also good.

The second and third camera module received a resolution of 2 megapixels with f/2.4 aperture. They are designed for macro and portrait mode respectively. On the front side, there is an 8-megapixel camera module with f/2.1 aperture. The quality of the photos is not bad and just right for social networks.

Video recording on both the main and front cameras is possible only at 1080p resolution and at 30 frames per second. At the same time, smoothness is not enough, but the picture is clear and bright.

### Battery

The main feature of the Poco M3 is its large battery capacity, which is 6000 mAh. Considering its energy-saving processor, the battery life will be about 2 days with active use. The presence of fast charging with a 22.5 W power adapter will take you about 2 hours to fully charge the phone.



64GB Built-in, 4GB RAM



(Li-Po Non removable),  
6000 mAh



6.53 Inches



48MP+2MP+2MP

#### Pros

- Hardware design punches above the price point
- Big 6.53" Full HD+ display
- 6000 mAh battery with reverse charging
- Main camera takes good pictures even in low light

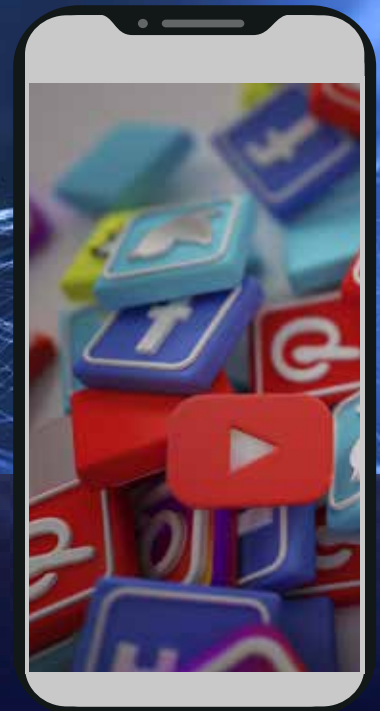
#### Cons

- No ultra-wide camera despite a triple camera module
- Some software quirks like only square icons possible

#### Verdict

Xiaomi POCO M3 is not just the king of the budget segment of smartphones, but also a beautiful, productive device that will delight its owner every day.





# New Social Media Laws Taking a Step Backwards

**F**reedom of speech and expression is pivotal to a democratic state. If any democracy tries to undermine these tenants, then it can prove disastrous for that country. Curbing freedom of speech is not only a tradition of authoritarian states, but also it becomes a barrier to positive criticism sprawling in the country, which is essential for growth. This move is often carried by those who don't want any opposing voices which can provoke masses against them.

**With the notification of the 'Removal and Blocking of Unlawful Online Content Rules 2020' under the PECA, the federal government now has the legal power to issue unreasonable bans on digital media**

The incumbent government has taken the same step in its campaign to curb social media freedom. With the notification of the 'Removal and Blocking of Unlawful Online Content Rules 2020' under the PECA (Prevention of Electronic Crimes Act),

the federal government now has the legal power to issue unreasonable bans on digital media. These new set of rules and regulations apply to any social media company currently working in Pakistan. The government also set a compulsion on these companies by urging them to move their data servers here as soon as possible.

The current development shows government's eagerness for increased surveillance. However, curbing freedom of speech and persecuting journalists who use social media platforms to share information, marks a dark chapter in the country's digital rights history.

**Lack of consent by the government**

Following the miserable tradition, the government drafted these new social media without consultation with all stakeholders, rights groups and citizens, despite their early vows that a consultation would take place. Global and domestic digital rights groups have shown dismay and concern over the new rules with the backing of some sound reasons.

**Global and domestic digital rights groups have shown dismay and concern over the new rules with the backing of some sound reasons**

The lack of concrete consultation with stakeholders has become a regular norm now. In addition to that, the change in the name of the social media rules and content make the intent of the government very loud and clear that these new rules are yet another attempt to curb freedom of speech, control narratives, and silence citizens in a way that is unconstitutional, irrational, and a big blow to Pakistan's development.

**Rendering sweeping powers to PTA**

Another alarming change in the initial draft of these new rules is the dismissal of the 'national coordinator' and granting these powers to the censor-happy Pakistan Telecommunication Authority (PTA). With no proper safeguards and limitations, the new rules provide sweeping powers to the PTA to ban and remove any digital



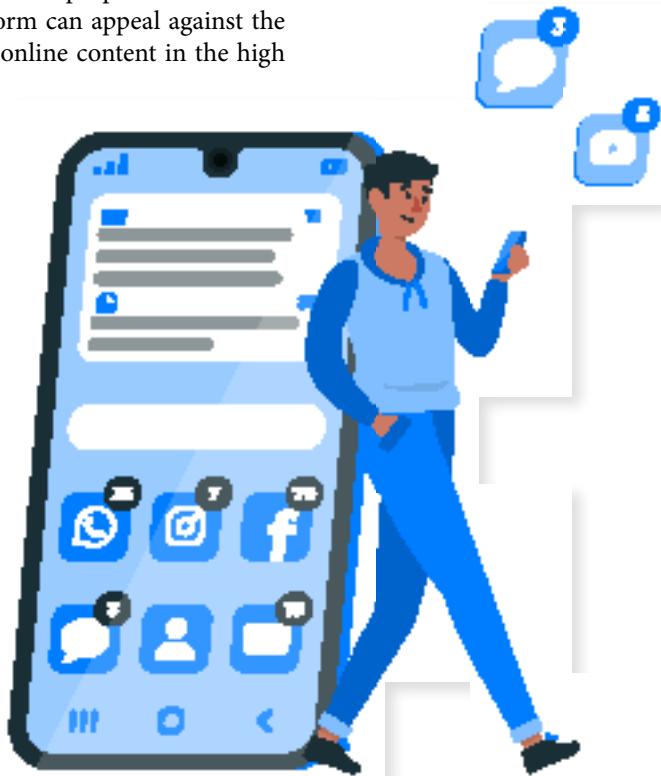
content, and unfortunately also empowers the authority to conduct a review of its decisions.

---

**With no proper safeguard and limitations, the new rules provide sweeping powers to the PTA to ban and remove any digital content, and unfortunately also empowers the authority to conduct a review of its decisions**

---

Now if we talk about rules at the macro level, there have been a few primary changes in the Rules if we compare it with its prior versions. First of all, they mention definitions of crimes in the Pakistan Penal Code (PPC) sections and give authority to PTA to interpret these and determine itself what content it considers illicit or unlawful, with no due process or trial. Second, these new social media rules are also applicable to internet service providers (ISPs) which incorporate telecom operators and broadband operators aside from social media companies. Third, they mock due process, and accountability as the PTA has authority to complain, prosecute, execute, and review decisions even before a website proprietor or social media platform can appeal against the blocking of online content in the high court.



If we look at the details, the new rules specify content regulation guidelines and demand all internet firms to execute them above their own globally applicable community guidelines. In addition to that, it outlines types of content that will be considered illegal unlawful and would be removed at the PTA's request. It is vital to note that usually, these firms do not do this as it contradicts with international human rights principles relating to freedom of speech and privacy. It can also be seen as a way of permitting a government to control the backlash spurred by citizens against them. This is the sole reason why major international social media platforms aren't functional in China.

---

**The new rules specify content regulation guidelines and demand all internet firms to execute them above their own globally applicable community guidelines**

---

Conclusively, these new social media rules threaten the state citizens' right to privacy and intensify the state's surveillance powers.

## A threat to religious minorities

These new social media rules have also attached a religious aspect to it as they define "glory of Islam" as per the blasphemy laws of Pakistan under Chapter 15 of the Pakistan Penal Code.

---

**New social media rules have also attached a religious aspect to it as they define "glory of Islam"**

---

This can specifically endanger the already oppressed religious minorities, as well as having the potentiality of becoming controversial considering disputes among followers of different sects of Islam.

## Authoritative Legacy

Another controversial thing is the addition to the definition of "integrity, security and defense of Pakistan" rules. These incorporate the "dissemination of an information which intimidates or harms the reputation of Federal or Provincial Government or any person holding public office ... brings or attempts to bring into hatred or contempt, or excites or attempts to excite disaffection towards the Federal or provincial Government". Yet again, the PTA is authorized to use the constitutional language of Article 260 for the definition of government officials.

---

**Any criticism against the government or its officials would be labelled as 'unlawful', especially in the absence of the mention of wicked intent, which is a test used in bill enactment to lessen prosecution of good faith acts**

---

This effectively implies that any criticism against the government or its officials would be labelled as 'unlawful', especially in the absence of the mention of wicked intent, which is a test used in bill enactment to lessen prosecution of good faith acts.

## Draconian rules for International social media companies

The new rules have made it compulsory for all social media companies and internet service providers (ISPs) with more than 500,000 subscribers to open an office in Pakistan. In addition to that, the companies will have to elect a local representative, establish database servers and handing any sort of data to the Federal Investigation Agency (FIA) in a decrypted and readable form. The current development threatens the right to privacy of citizens, and further enhance the surveillance powers of the government that already has in place measures, for example, the Web Monitoring System which scrutinizes all internet data packets in the country.

Intermediary debt is also extended, whereby social media firms and ISPs are compelled to comply with orders to censor content by the PTA. The social media companies will also have to provide data related to users, and in case of non-compliance, they will have to face complete blocking of their platform in the country, along with a fine of up to Rs500 million.

**The social media companies will also have to provide data related to users, and in case of non-compliance, they will have to face complete blocking of their platform in the country, along with a fine of up to Rs500 million**

The new rules also foster a lack of transparency in the complaints mechanism. It implies that the rules allow government agencies and departments to demand blocking any content, and try to keep the identity of complainant confidential, which clearly means that citizens and social media companies will never know who filed a complaint against them, especially when these powers are abused.

## Silencing critics and discouraging foreign investment

The new rules will silence the critics of the government, protesters, opposition parties, and journalists if the pattern of cases under PECA, transparency reports of internet firms, and disappearances and detentions of activists are kept in mind.

**The foreign firms that could possibly invest here, local start-ups that could boost employment, and all the content creators would all be influenced by the unchecked powers**

It is also damaging to the economy where existing internet service providers who have invested millions of dollars in the country. The foreign firms that could possibly invest here, local start-ups that could boost employment, and all the content creators would all be influenced by the unchecked powers.

## Government's Justifications for the new social media rules

Government of Pakistan has been justifying the new social media rules. According to the authorities, if the social media companies are earning so much from a country then they should also be paying taxes in the respective country.

The second justification is that the new social media rules will assist in controlling cybercrime, online harassment along with the blocking of immoral and obscene content propagating on the social media. Last but not the least, government don't want anyone to malign its institutions in a bad manner and the new social media rules have full potency to stop anyone from doing so.

The government of Pakistan must abolish these new social media rules, parliament and all the stakeholders must be taken into confidence. The idea of the government is fine related to social media companies but the method they chose is not the correct one. The authorities should reconsider these rules and amend the draconian PECA, and the high courts must step in to prevent the violation of fundamental freedom of speech and expression.

**According to federal government the new social media rules will assist in controlling cybercrime, online harassment along with the blocking of immoral and obscene content propagating on the social media**

On the contrary, we should soon expect a confrontation between internet firms and the government in the near future, with the risk of platforms shutting down operations and cutting off Pakistan from the rest of the world.





## Same day package deliveries made easier with Uber Connect

Because of COVID-10 there is no doubt that many industries have adapted their business ways to match the changing consumer trends not just in Pakistan, but all over the world, thanks to the social distancing and lockdown measures encouraged everywhere. Uber in Pakistan, in an attempt to match customer needs as well as those of their drivers, recently launched Uber Connect, a new delivery service that makes it easier for people to send and receive packages from their loved ones within a few hours.

In a virtual talk with Uber Pakistan's General Manager, Saad N. Pall, it was briefed on how Uber Connect is a no-contact delivery solution launched in Karachi, Lahore, and Islamabad, and will be the new interface for Uber Delivery that was introduced earlier this year to help consumers get their groceries and medicines during the countrywide lockdown.

Uber Connect works in two ways: one where packages can be delivered to and from one person to another, and the second, where a customer can request for deliveries from nearby stores and pharmacies. Here's how Uber Connect on the Uber app works:

- On the Uber app, select the option that says Package.
- Choose to send or receive a package.
- Enter contact information of the recipient to whom you wish to send the package to.
- Enter the recipient's address or location to drop off the package.
- Choose Connect and track the delivery till it is dropped off.

After having used this delivery service firsthand, it seems like a quick way to send and receive things in a short span of time, or even order for deliveries from grocery stores, dry cleaners and other such places, without having to step out of your house. Here's a rundown of what to do if you want to get something purchased from a store:

- On the Uber app, add the store as a pickup point.
- Add the drop off location.
- Choose 'Connect' to request for delivery to your doorstep.
- The driver will reach the designated store and pick up your order and deliver it to your drop off location.
- The sender will then pay the driver for the purchased items in cash, and the trip fare in either cash or via a credit card.

As a standard policy, packages to be delivered should not exceed 15 kgs in weight and have a monetary value of less than Rs. 3,000. What makes this service stand out is the nominal fee that is being charged for intercity deliveries and the live-tracking feature on the app that ensures same day delivery of the package.





# The Viability of Local SIM Manufacturing in Pakistan

**T**elecom industry has flourished impressively over the past few years making itself one of the most profitable industries in the country. More than half of the population around the world is connected through the small gadgets; indicating a heavy usage of mobile phone. This excessive usage has empowered mobile phone manufacturing companies to generate substantial incomes from this sector. The rise in mobile phone penetration every month is an indicator of how effectively this industry is growing and becoming an ultimate contributor to the national exchequer.

**The rise in mobile phone penetration every month is an indicator of how effectively this industry is growing and becoming an ultimate contributor to the national exchequer**

According to the Annual Report of 2018-2019 by Pakistan Telecommunication Authority (PTA), telecom sector subsidized over 96 billion to the national capital in terms of levies, taxes and duties. The total investments worth US\$ 636 million while sector revenue crossed Rs. 552 billion. The sector maintained USD 236 million FDI during the year.

**The growing number of subscribers emphasize the need to seriously consider SIM card manufacturing in the country**

The telecom industry has witnessed significant growth in the subscribers' base each year passing. Currently, there are 169 million cellular subscribers in the country. The growing number of subscribers emphasize the need to seriously consider SIM card manufacturing in the country. The idea of making a SIM card locally is not new. The company who was interested in

manufacturing the SIMs in the country was KWICK High Tech & Solutions. Back in 2013, the Government made its agreement with the company to provide turnkey solutions to telecom, banking and government sector by using the state of the art hardware and software tools. However, due to the ineffectiveness on the previous Government's part and various other reasons, the manufacturing could not start.

**Back in 2013, the Government made its agreement with KWICK High Tech & Solutions to provide turnkey solutions to telecom, banking and government sector. However, due to the ineffectiveness on the previous Government's part the manufacturing could not start**

**Last year, the Ministry of Information Technology (MoIT) had finalized the design of SIMs and smart cards to make the telecom industry more efficient**

Now things have changed a lot during the past few years. In the past, mobile phones and SIM cards were used for illegal purposes. After the 2014 terrorist attacks, the Pakistani Government severely tightened SIM card registration rules in the country. All SIM cards now have to register biometrically. SIM cards are now activated and sold after the National Database, and Registration Authority verifies the purchaser's biometrics online. For device's registration, PTA has also introduced the Device Identification Registration and Blocking System (DIRBS). DIRBS project is also seen as a significant step towards helping Pakistan digitalization.

The economic survey report has declared a very healthy increase in tax collection of Rs. 28 Billion in the first six months of the Fiscal year.

It is also expected that the tax revenue will cross Rs. 50 Billion for the full year as compared to Rs. 22 Billion taxes collected last year. The Government then introduced a smartphone manufacturing policy. The policy itself put a positive effect on revenue. If the SIM cards are also being manufactured locally, it will surely uplift profit growth.

**The SIM manufacturing plants have to be build up from scratch. From constructions to setting up the manufacturing plants and from manufacturing to distribution of SIM cards, a lot of human resource will be required, which means more jobs for the people**

The Government of Pakistan is quite optimistic in bringing the SIM card manufacturing facility in the country.

Last year, the Ministry of Information Technology (MoIT) had finalized the design of SIMs and smart cards to make the telecom industry more efficient. The Government has now formed a committee for the manufacturing of SIMs and smart cards. The Government is currently seeking approval from the Economic Coordination Committee (ECC) to start working on the approved plan.

There are a number of benefits if SIM manufacturing starts in Pakistan. First of all, there will be more job opportunities for our people. In Pakistan, the SIM manufacturing plants have to be build up from scratch. From constructions to setting up the manufacturing plants and from manufacturing to distribution of SIM cards, a lot of human resources will be required, which means more jobs for the people. Not only this, but it will help to promote other businesses as well. Once deployed, sim card manufacturing plants can bring in different industries along with them, such as circuit designing, component manufacturing, accessories, packaging, and software industry to cater R&D, mobile software requirements which in return will not only bring more job opportunities for the young engineers in the country but will also help to boost up other industries.

**An essential benefit of local SIM manufacturing would be for the mobile operators as they wouldn't have to import SIMs, adding a substantial improvement in their revenues**

Currently, we are importing SIMs and smart cards from China and other countries. When any product is imported, tax fee is imposed on it which is added to the total sum of item cost, insurance cost and shipment cost. So, another essential benefit of local SIM manufacturing would be for the mobile operators as they wouldn't have to import SIMs, adding a substantial improvement in their revenues by reducing the shipment cost and other import taxes.



In September last year, researchers at a security firm named AdaptiveMobile Security had issued a report about a new vulnerability nicknamed Simjacker that uses a phone's SIM card to spy. Pakistan faces continuous security threats due to Indian manufactured software. One solution for that was to provide encryption codes to the manufacturing companies. But if these encryption keys are leaked or hacked, SIM cards can be cloned, which could put the nation's security at risk. So, when the SIM card is manufactured locally, there will likely be fewer chances of security compromise. The telecom operators do not need to share the encrypted keys to others hence making the SIM cards more secure.

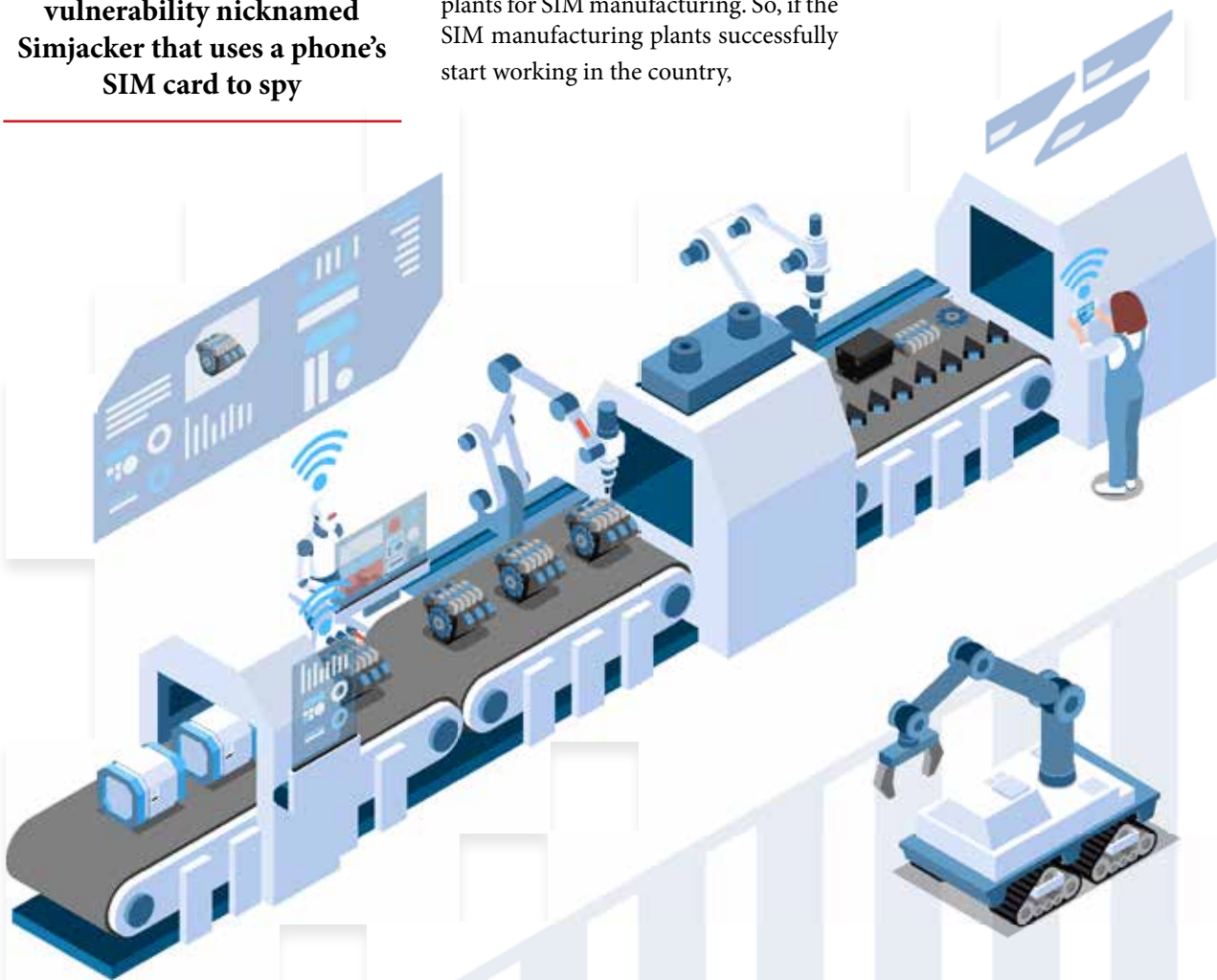
**AdaptiveMobile Security has issued a report about a new vulnerability nicknamed Simjacker that uses a phone's SIM card to spy**

### **If the SIM manufacturing plants successfully start working in the country, it will attract foreign investments and improve the overall economic standing of the country**

The local SIM manufacturing will help to lift the foreign direct investment (FDI) as well. Pakistan has already seen significant growth in FDI. According to the data released by the State Bank, Pakistan has seen an 88% increase in FDI from \$1.36b in 2019 to \$2.56b in 2020 and the significant contribution was from the CPEC project. According to MoIT, as the Government announced this step, many investors showed interest in investment and setting up plants for SIM manufacturing. So, if the SIM manufacturing plants successfully start working in the country,

it will attract foreign investments and improve the overall economic standing of the country.

The whole world has seen a tremendous transformative impact on its economic indicators due to local manufacturing. Pakistan also has the potential to achieve the same wonders only if it manages to plan the strategies for this initiative wisely. The Government must set mileposts and announce incentives so that local assemblies can be leveraged as the more significant accelerator of economic growth by developing long term goals to upsurge mobile phone penetration. It will also improve Pakistan's standing among the connected countries in the world and transform it from least connected to the most connected country.







# Vivo and ZEISS Enter Global Partnership for Mobile Imaging

Vivo and ZEISS has announced a long-term strategic partnership to jointly promote and develop breakthrough innovations in mobile imaging technology. The first “vivo ZEISS co-engineered imaging system” will be featured in the vivo X60 series.

As part of the collaboration agreement, vivo and Zeiss will establish the vivo ZEISS Imaging Lab, a joint R&D program to innovate mobile imaging technology for vivo’s flagship smartphones. The strategic, multi-faceted collaboration is designed to allow vivo, one of the largest global smartphone makers with deep consumer insight and integrated imaging capabilities, and ZEISS, a global leader in optics and opto-electronics and a pioneer in the field of professional and mobile imaging, to build on each other’s strengths and advance mobile photography technology.

In addition to the joint R&D program, the companies will launch the “vivo ZEISS Master Photography” campaign to promote the vivo ZEISS co-engineered imaging system and to inspire users to enjoy their creativity with vivo’s flagship smartphones. “Through the partnership, ZEISS imaging technology will be enjoyed by much more consumers. Based on the synergy and complementarity of optical expertise and new digital technologies, vivo and ZEISS intend to make the strategic collaboration a starting point to create new opportunities for mobile imaging, enable more creativity, so as to support the long-term and healthy development of the entire industry,” said Spark Ni, Senior Vice President and CMO of vivo.

“The partnership between vivo and ZEISS is all about mobile imaging,” said Joerg Schmitz, Head of ZEISS Consumer Products. “The breadth of ZEISS’s decades-long expertise with optical technologies and imaging will enable vivo to enhance the imaging performance of its flagship smartphones.”



Collaboration between vivo and ZEISS is a milestone case for future mobile imaging. Both parties will work together to facilitate mobile imaging focused on complementary capabilities. On the one hand, ZEISS’ optical technologies and expertise would significantly improve the optical performance of mobile imaging, taking mobile optical imaging of vivo’s flagship smartphones to a new level. While, vivo, with 380 million users worldwide, has a strong understanding of consumer preferences in mobile imaging. With joint development and co-engineering of optical components with ZEISS, combined with vivo’s integrated imaging capabilities, vivo will provide consumers worldwide with a more appealing, easier-to-use, and more professional mobile photography experience.

*“Pakistan is one of the young and growing global markets with many multinationals including MediaTek eyeing growth in it with Mobile but also Consumer Electronics and other Smart Products”*

**Mr. Rami Osman**

Director for Corporate Sales and Marketing  
MediaTek Middle East and Africa



## MediaTek's Growth Ambitions for Pakistan

Pakistan is one of the emerging IT economies in Asia. With the help of good governance and the right policy structure, we can expedite this growth. Keeping that in mind, the government's primary objective should be to encourage and incentivize the foreign techpreneurs to invest in Pakistan. The evolution of the fifth-generation (5G) of technology is the epitome for a technological revolution, Pakistan as early as possible. For this matter, foreign tech companies can play a vital role.

---

**MediaTek has become a global leader in manufacturing innovative chips (SoC) for a wide range of devices**

---

If you happen to be a modern smartphone user, then you must have heard the name 'MediaTek.' As one in five smartphones use MediaTek chipsets in their CPUs. In addition to that, MediaTek is the fourth largest semiconductor company in the world in terms of capital and connects more than 2 billion devices each year with its wide range of integrated chipsets. Furthermore, MediaTek has become a global leader in manufacturing innovative chips (SoC) for a wide range of devices.

Recently, MediaTek has started focusing on developing its range of devices. As of now, the company has developed several multimedia products. These include smartphones, tablets, television, 5G and Voice Assistant Devices (VAD).

### **A webinar hold to discuss prospects of tech-development in Pakistan**

Recently, MediaTek organized a virtual media webinar to comprehend their plans regarding Pakistan. The company manufacture chips for mobile devices, home entertainment, system connectivity and a number of other IoT products. The company would strive to provide the up to date HyperEngineGaming technology for the users in Pakistan and also create a roadmap for 5G development in Pakistan. Several tech influencers, content creators, publishers from media outlets, Youtubers and other media representatives were the part of the webinar. Their main point of discussion was related to the plans of MediaTek in Pakistan.

## Director Osman's Keen Desire for MediaTek's Growth in Pakistan

Director for Corporate Sales and Marketing at MediaTek, Rami Osman briefed about the future implications which its company plans to implement in Pakistan. A question was asked by the director on how it portrays itself growing in the upcoming years of Pakistan? Rami Osman replied that "Pakistan has a promising future as the country is accelerating in the realm of 2G, 3G and 4G smartphone devices."

**Pakistan has a promising future as the country is accelerating in the realm of 2G, 3G and 4G smartphone devices**

The population of 200 million people have a successful market size of 12 million users. Further, the market size would multiply in the upcoming years."

### Setting up offices in Pakistan

Furthermore, Director for Corporate Sales and Marketing Rami Osman said that it has plans for setting up its offices in Pakistan.

As in the near future, the demand to increase local manufacturers and innovative designs would expand. So it would become utterly essential to establish a regional office in Pakistan.

### PR plans

While briefing about MediaTek's PR plans in Pakistan, Director for Corporate Sales and Marketing Rami Osman stated "We aim to ensure that all Pakistani media and consumers are aware of our solutions and products. Pakistan is an important market and holds great potential. Therefore we will continue to engage with the media in the market."

### Marketing Strategy

Director for Corporate Sales and Marketing, Rami Osman also shared its marketing strategy for Pakistan.

**MediaTek may accelerate 2G to 4G migration which is associated with the local brands. Consequently, it would generate new opportunities such as the KaiOS smart feature phone which would run on MediaTek chipset**

According to him, the company is focusing on some important factors. First of all, MediaTek may accelerate 2G to 4G migration which is associated with the local brands. Consequently, it would generate new opportunities such as the KaiOS smart feature phone which would run on MediaTek chipset. Along with that, the company is planning to incorporate more flagship features at a budget price which is easily affordable by any consumer. The company is also exploring domestic manufacturers which include local TV and smartphone manufacturers.

### Prospects for 5G development

As the world is shifting towards the 5G connectivity, MediaTek shall be expanding and enhancing connectivity in Pakistan. Director for Corporate Sales and Marketing, Rami Osman explained that MediaTek's 5G technologies were integrated across product lines which include 5G smartphones and 5G connectivity for routers and PCs. Furthermore, he stated "We are rolling out 5G with technology for a new era of super-fast connectivity to make great technology available to everyone."

MediaTek's dedicated team is completing the VoLTE (Voice over LTE) tests with all the major operators in the country, and it will eventually reflect in better call quality for users."

### Plans to Empower Upcoming Gaming Devices (Hyper Engine Gaming Technology)

He shared the plan to empower the upcoming gaming devices in the country.

The MediaTek Helio G-series gaming-focused band is comprised of the new MediaTek Helio G95, G90 series, and G85, G80, G70, G35, and G25 chips. The company will soon roll out the first smartphones in the country which would be empowered with the advanced G-series chipsets. According to the Director for Corporate Sales and Marketing, Rami Osman, "the company is looking forward to announcing newer and more innovative chips in the Pakistani market. We are expecting new launches in the Helio P and G series and most importantly in our flagship Dimensity series which supports 5G connectivity." The G series chip incorporates Hyper Engine gaming technology to boost the overall gaming experience. Regarding the G-series chips, Director for Corporate Sales and Marketing, Rami Osman stated, "With the G-series chips, we are offering consumers optimal power efficiency with an advanced 12nm FinFET production process which ensures long battery life and power efficiency, even during long gaming sessions."

**The company is looking forward to announcing newer and more innovative chips in the Pakistani market**

In the end, Director for Corporate Sales and Marketing, Rami Osman said that the company would be making attempts on enhancing strategic partnerships. For example, local manufacturing of TV and Smartphones. Furthermore, it would be promoting the use of Hyper Engine gaming technology in Pakistan. The time will tell on how MediaTek shall be bringing forward all these mentioned outcomes for the consumers in Pakistan.

**With the G-series chips, we are offering consumers optimal power efficiency with an advanced 12nm FinFET production process which ensures long battery life and power efficiency, even during long gaming sessions**





# Official Online Smartphone Stores & Distributors in Pakistan

**T**he IT industry of Pakistan is growing at a steady growth. There are two principal reasons for this growth. First is the accessibility of fast speed internet across the whole country. While the second is smartphone penetration which has increased dramatically with time.

It has also attracted new foreign smartphone companies to focus on Pakistan and open their stores in the country. There are several online stores like Daraz, Home Shopping, Phone Express and others that are selling smartphones online but at the same time, you can also buy your phone from official websites of mobile phone brands and their distributors.

You can place an online order from any of these platforms, and you don't need to worry about any scam or misadventure. These are the trusted online stores that will not compromise on the quality standard while delivering your order. So feel free to order and get your desired product at footsteps!

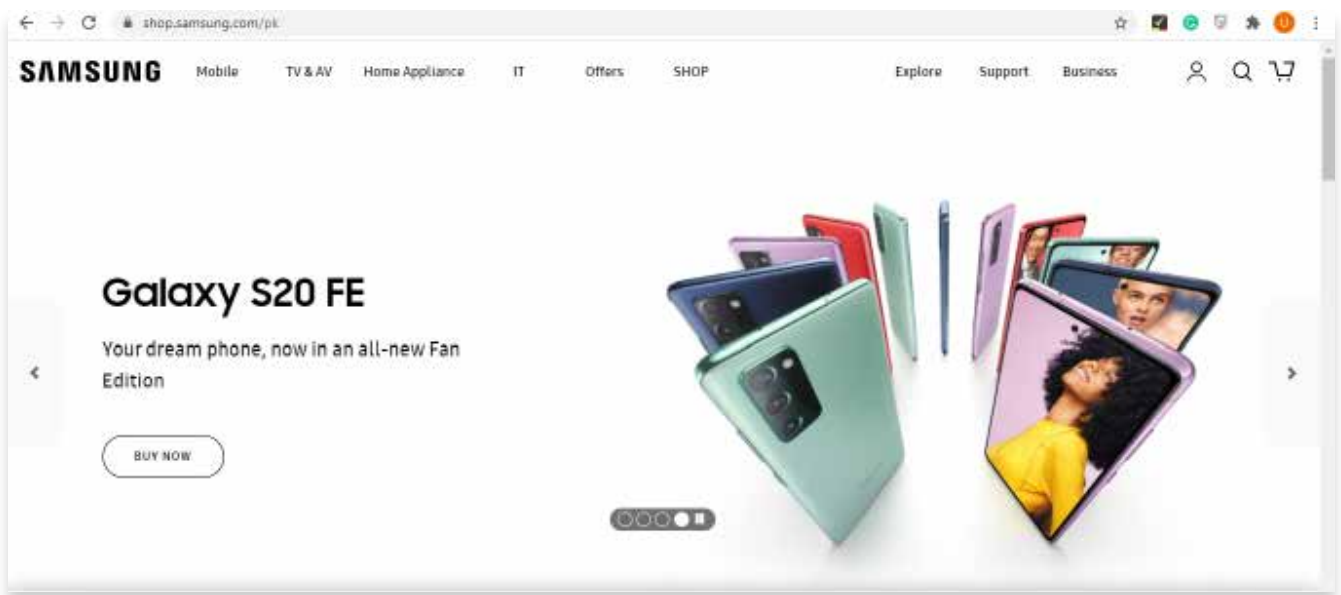
Let's start with Samsung;

**Samsung** ([www.samsung.com/pk](http://www.samsung.com/pk))

Samsung is one of the most renowned brands operating in Pakistan for a long time. Whether you want to order a smartphone or any other accessories such as smartwatch etc., you will find literally every product on Samsung's online store. Just choose any of the Galaxy smartphones you wish to buy or any other accessory and place your order online without worrying about a scam as it is the official online store of Samsung. All orders placed on Samsung Online Store are managed and distributed by Agility Logistics Private Ltd.

### Payment Options:

Samsung delivers your product with free home delivery, and the payment options include cash on delivery.



**Infinix** ([www.pk.xpark.com](http://www.pk.xpark.com))

Infinix is relatively a new brand, but it has penetrated in the Pakistani smartphone market at a fast pace. Today their smartphones and other products are used by a vast majority of people in Pakistan. Infinix doesn't have its online shopping platform, so it has launched a third party online platform known as Xpark. You can order all Infinix products (smartphones and accessories) from this platform. It is the company's trusted online platform for distributing orders, so you don't hesitate and worry about any misadventure while placing an order.

### Payment options:

The cash on delivery payment option is only available right now.

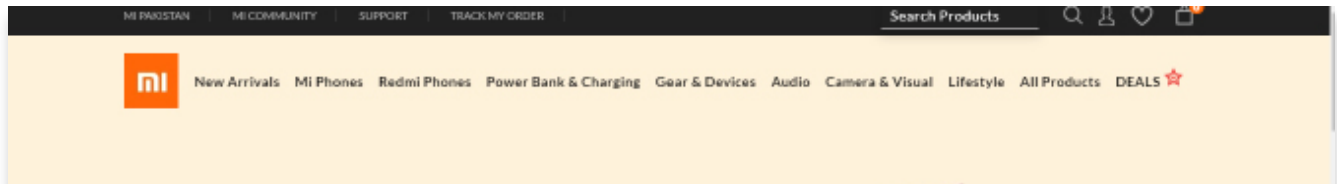


**Xiaomi (Mi)** (www.mistore.pk)

Xiaomi is another prolific brand operating in Pakistan. It has an official online store in Pakistan. Xiaomi has a wide range of products including a smartphone and many other accessories. So, you will be happy to know that you can find all its products in one place. Just place your order with ease and get your product at your doorsteps.

**Payment options:**

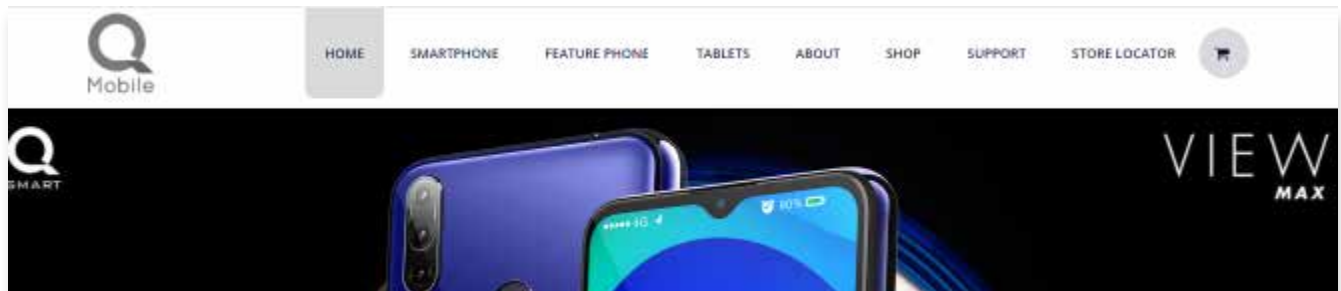
Xiaomi delivers your products with free home delivery. At the same time, payment options include Bank Alfalah credit card, Keenu, COD and cash on delivery.

**QMobile** (www.qmobile.com.pk)

Qmobile is Pakistan's local smartphone company. Its license was cancelled earlier, but now it has started operations in Pakistan once again. It has its official online store as well from where you can place the order.

**Payment Options:**

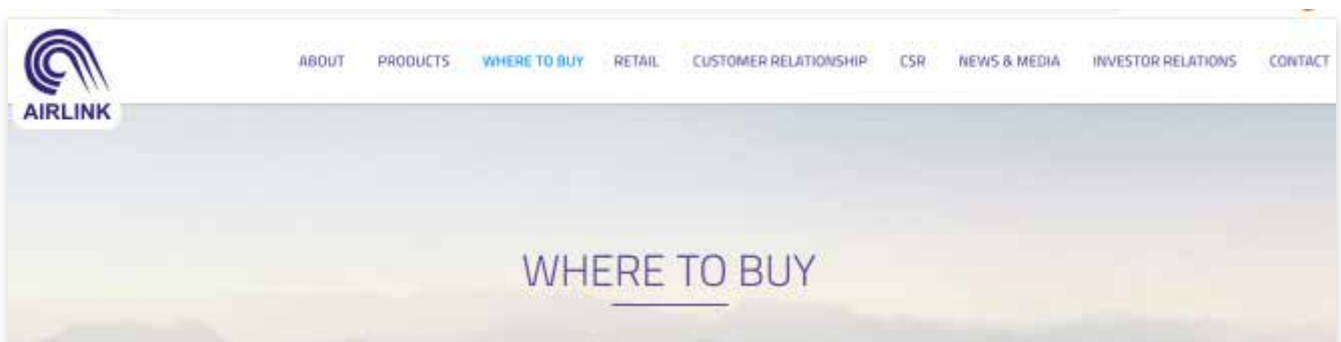
The only payment option available is cash on delivery.

**Airlink Communication** (www.airlink.pk)

Airlink is one of the most reliable and trustworthy distributors of smartphones and other accessories in Pakistan. You can find every renowned brand on its online store, including Apple, Huawei, Samsung, Tecno, TCL, Xiaomi and many others. It has its own warranty policy as well and renders a 12-month warranty after purchase.

**Payment Options:**

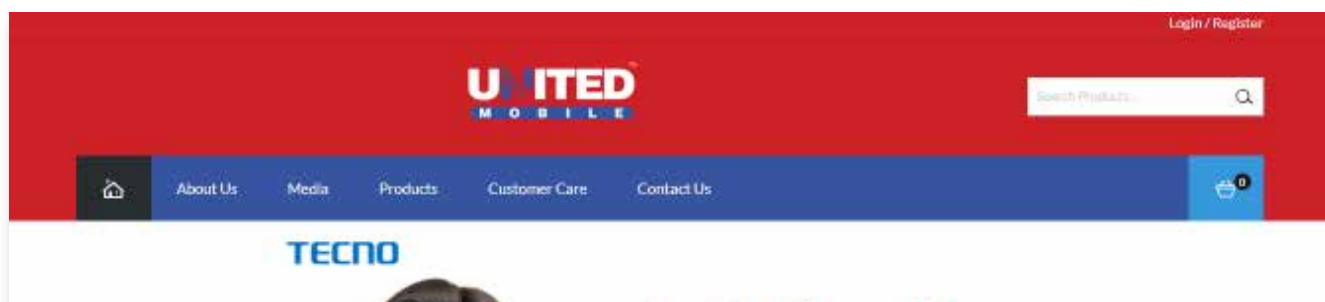
The only payment option available is cash on delivery.





## United Mobile (www.unitedmobile.com.pk)

Many of you must have heard about the United Mobile. As it is comparatively an old and the largest distributor in Pakistan. It was founded back in 2001. It remained official distributor of Nokia for nearly ten years. But now it is the official distributor of the Tecno Mobile, Alcatel and Voice. So you can find all Tecno, Alcatel and Voice products at its website. There are many United distributors across Pakistan, but you can place an order online from its official website.



## Advance Telecom (www.advancetelecom.com.pk)

Advanced Telecom is another famous and old mobile distributor in Pakistan. It is currently the official distributor of Nokia Mobile. So you will find all of Nokia's latest products in its store. The products include Nokia smartphones and feature phones. You can also place an order online from its official website.

### Payment options:

The only payment option available is cash on delivery.



## Yellostone (www.cubeonline.pk)

Yellostone is relatively new but is a trustable distributor selling all kinds of accessories from nearly all major brands. It has a holistic platform from where you can order almost anything, including smartphones from all major companies, Televisions, smartphone accessories, kitchen appliances and much more. It just has an online platform, and you can place your order there with ease.

### Payment options:

The payment options include Visa and Master Card Debit cards along with cash on delivery.



# Infinix Note 8

## Impressive all The Way

### Design

The Note 8 is stunning, to say the least. The 6.95-inch Dual Infinity-O display stretches from edge to edge making streaming content and playing games much more enjoyable. Added to that is the 720×1640 pixels with an aspect ratio of 20.5:9, meaning the screen is crystal clear and extravagantly brilliant. Comparatively speaking, the phone is designed to look beautiful while functionally providing everything users need from their phone.

### Camera

Just when we thought smartphone cameras couldn't get any better, the Infinix Note 8 proved us wrong. Fortunately, the phone comes with a camera that both professional and amateur photographers can enjoy and operate with ease. With a 64-megapixel Ultra HD camera system, the first thing you'll notice is the well-placed and sleek looking camera housing on the back of the phone. In total, the Ultra HD system offers 6 cameras, each one specifically designed to enhance images and help even the most amateur photographer create beautiful images.

One of the more difficult feats for compact cameras is the ability to capture images in low-light. The Note 8 developers recognized this because this camera system actually includes ultra-night mode 2.0 finally making it possible to take phenomenal photos even in the evening.

In addition to night mode, we also get to enjoy a little help from the eye-tracking autofocus function which helps to stabilize the cameras and create more detailed images. The camera also has an excellent slow-motion feature which lets users capture moments often missed with other cameras.

Taking videos with the Note 8 is impressive as well. Multiple features, including advanced video algorithms made possible by Vidhance®, create content in 2K. There are also multiple features within the camera system that help to enhance scenery, beauty, and looks.

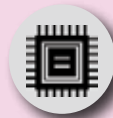
### Performance

Just as we expected, the Infinix Note 8 is more powerful than previous models while impressively increasing battery life. Running XOS 7.1 with Android 10, users can immediately begin using the phone. Download your favorite apps from the Google Play Store, use app double to complete multiple tasks all at once, Smart Clone, a useful translator, and more.



Mobile gaming is way better with the Note 8's MediaTek Helio G80 chipset. With enough RAM (6GB to be exact) and 128GB memory means never having to compromise. It isn't often we see a phone designed specifically with innovations for gamers. Infinix also increased GPU image rendering performance by fourteen percent for more realistic gameplay. Of course, even for those who don't use their phones for gaming, the phone's performance is astoundingly fast, efficient, and seamless.

The Note 8 comes with a 5200 mAh battery that charges quickly. Taking battery life even further, the power marathon mode means that battery life will last even longer in standby mode.



128GB Built-in, 6GB RAM



(Li-Po Non removable),  
5200 mAh



7.0 Inches



64MP+2MP+2MP+2MP

**PKR. 29,999/-**

### Pros

- Rear 64MP quad camera
- Huge 5200 mAh Battery
- Mediatek Helio G80
- Side-mounted Fingerprint sensor

### Cons

- Ppi display
- Plastic back and frame

### Verdict

The Infinix Note 8 continues to impress upon the company's "Future is Now" mission. With better battery life, updated camera features, ground-breaking audio, and faster speeds, we're excited about this new addition to the already superb smartphone line-up.





# Thriving Smart Agriculture with Mobile Technology in Pakistan

**T**elecommunication, especially mobile phones, have played a vital role in modernizing every industry over the last few years, providing solutions to the various sectors which were previously unimaginable. In developed countries, agricultural improvements are now heavily reliant on Smart Technology that helps in managing all farming activities, including crops and livestock.

---

**In developed countries, agricultural improvements are now heavily reliant on Smart Technology that helps in managing all farming activities**

---

When it comes to agri-supply chain, access to crucial information is the main idea.

---

**Pakistan is an agrarian-based economy where access to essential data can help in generating better incomes and productivity for farmers**

---

Pakistan is an agrarian-based economy where access to essential data can help in generating better incomes and productivity for farmers; however, for gathering information, technology adoption is necessary, and this is where Pakistan is lagging.

## The need for Smart Agriculture

For the last few years, we are witnessing new and dynamic changes when it comes to the agriculture sector, which has increased food production, and fast upgradation of agricultural tools. Since the human population is increasing day by day, researchers believe in looking for increasing ways of food production. According to them, in coming years, if we do not entirely shift to smart agriculture, we might have to face lack of fertile land, water shortage, and inadequate financial resources because of the growing population.



With the nascent technology emerging throughout the world, small and large scale working farmers now know that embracing technology has become a necessity. To cater to these needs, big tech companies are investing in new ideas for productive farming activities.

### **Mobile technology; helping Agriculture feed the world**

With the world's population set to rise by 8.6 billion in the middle of this century, agriculture needs to become more efficient. United Nations has specified "Zero Hunger" as its sustainable development goals to be achieved by 2030.

**With the world's population set to rise by 8.6 billion in the middle of this century, agriculture needs to become more efficient**

On the other hand, many farmers have become a victim of rising energy prices, water shortages, the continuing loss of farmland to urbanization, and tighter environmental regulations. These factors are acting as the driving force towards sustainable farming, that increase yields and the quality of the product without impacting natural resources and increasing costs.

**Many farmers have become a victim of rising energy prices, water shortages, the continuing loss of farmland to urbanization, and tighter environmental regulations**

In the farming field, technology advancement has brought revolutionary improvements in facilities used in farming. The most dramatic use of mobile devices in agriculture are the developments of monitoring protocols and farm management. With the mobile phones, farmers can adopt new precision in farming systems that can facilitate them in tracking key parameters such as soil temperature, moisture, and water consumption, the PH level of water, humidity and air temperature.

**With the mobile phones, farmers can adopt new precision in farming systems that can facilitate them in tracking key parameters such as soil temperature, moisture, and water consumption, the PH level of water, humidity and air temperature**

Moreover, with the help of the smartphone, the parameters, as mentioned earlier, can be monitored. Monitoring these parameters help farmers to screen the health of crops and livestock, along with the deployment of pesticides. In this way, the real-time data prevent any problem from arising and at the same time, reduce the operating costs and limits the environmental impact.

In these circumstances, mobile networks cover most of the areas throughout the world, including rural, towns and cities.

**Machina Research has forecast that agriculture will be one of the fastest-growing sectors of the IoT, rising from 13 million connections at the end of 2014 to 225 million by 2024**

Telecom operators can provide connectivity to farmers that is important for adopting precise farming methods available these days. Internet of Things can give much better coverage than conventional cellular networks so that farmers can connect a large number of sensors to track livestock geographical conditions.

Huawei foresees that the global market for smart agriculture will grow to US\$26.8 billion by the end of 2020 with a compound annual growth rate (CAGR) of 14.3%. Moreover, Machina Research has forecast that agriculture will be one of the fastest-growing sectors of the IoT, rising from 13 million connections at the end of 2014 to 225 million by 2024.

## **Agriculture Sector in Pakistan**

The agriculture sector is the backbone of Pakistan's economy. It not only provides raw materials to other industries but also helps in poverty alleviation. There is a vast gap between the acquired and actual output of production, which suffers due to a lack of appropriate technology adoption in the country. According to the Economic Survey 2016, Pakistan's agriculture sector contributes 18.9 percent to GDP and absorbs 42.3 percent of the labour force.

**According to the Economic Survey 2016, Pakistan's agriculture sector contributes 18.9 percent to GDP and absorbs 42.3 percent of the labour force**

Despite being one of the most critical sectors of Pakistan, agriculture is unable to thrive and is in dire need of improvements. Private institutions, along with government's help, are trying to bring revolution in this sector by supporting small and marginalized farmers and encourage small scale innovative technologies to promote growth in this sector.

The fundamental reason for lagging in the agriculture sector is that our people are not comfortable with the adoption of the latest technologies and the research information is confined within the agriculture research stations. Moreover, even if some technological interventions are discussed in these stations, a lack of linkage remains between research & agriculture extension.

**With the world's population set to rise by 8.6 billion in the middle of this century, agriculture needs to become more efficient**

## Mobile Technology Helping Farming Sector Become More Productive and Efficient

We have seen many initiatives by private companies over the past few years aimed at providing ease to farmers and help Pakistan's agriculture sector grow. Telenor Pakistan's connected agriculture program in collaboration with PITB is one such example that capitalizes on the immense potential offered by Digital Mobile technology, smartphone penetration and branchless mobile banking services for uplifting the Agriculture Economy of Punjab. Other than this, LMKT had launched Agri Assistant Mobile App in partnership with Agriculture Department Punjab aimed at facilitating Department of Agriculture field officers. The app assists the department in the collection of soil samples in Punjab. Such apps are playing an active role for farmers' welfare and are revolutionizing Agri-tech industry of Pakistan. But, many farmers cannot afford smart devices for it. Keeping in view this, the government has also distributed over five million smartphones to farmers in the year 2016 however, due to no digital knowledge, this step couldn't make an apparent change to the farming industry.

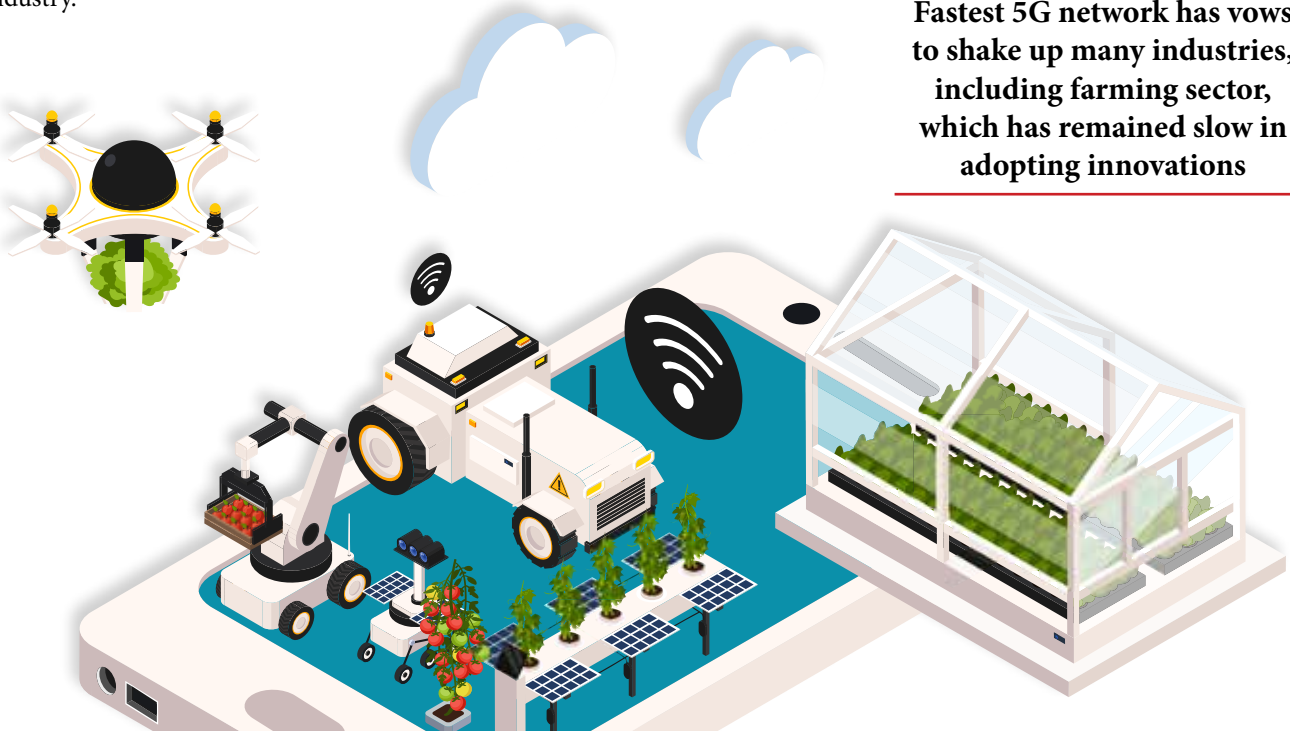
## Telenor Pakistan's connected agriculture program in collaboration with PITB capitalizes on the immense potential offered by Digital Mobile technology, smartphone penetration and branchless mobile banking services for uplifting the Agriculture Economy of Punjab

Ministry of Food and Agriculture had also launched a Satellite-Based Crop Monitoring System in Pakistan. This program uses satellite information for estimating how much water a field needs. The satellite sends this information to farmers' mobile via text message. So for adopting this innovative program, a farmer needs a mobile phone for weather updates and for estimation of how much irrigation water he will need over the next few days. Technology has made everyone smarter, and reformed many sectors. There are many opportunities knocking on farmers' doors like they never had before.

Their way of work is changed and helped them to achieve higher goals. In the near future, farmers will not have to travel from one farm to another to supervise crops in fact tech marvels like big data will help them in collecting vital information and analyzing it for better efficiency and productivity in farming.

Moreover, over the next several years, Fastest 5G network has vowed to shake up many industries, including farming sector, which has remained slow in adopting innovations. Connectivity is inevitable, and coming times will bring along emerging technologies that will further revolutionize the agriculture sector across the globe. Prime Minister's Digital Pakistan initiative also aims to bring one such revolution in Pakistan. Pakistan being an agrarian country is waiting for developments in the agriculture sector which is of monumental importance. Therefore the government should finance m-agriculture and also encourage the private sector to invest in it. It will not only increase the agricultural yield of the country but will also attract IT solutions from private companies for delivering the potential value to the local farmers.

**Over the next several years, Fastest 5G network has vows to shake up many industries, including farming sector, which has remained slow in adopting innovations**





## Telenor Pakistan Leading the Digital Citizen's Lifestyle Needs

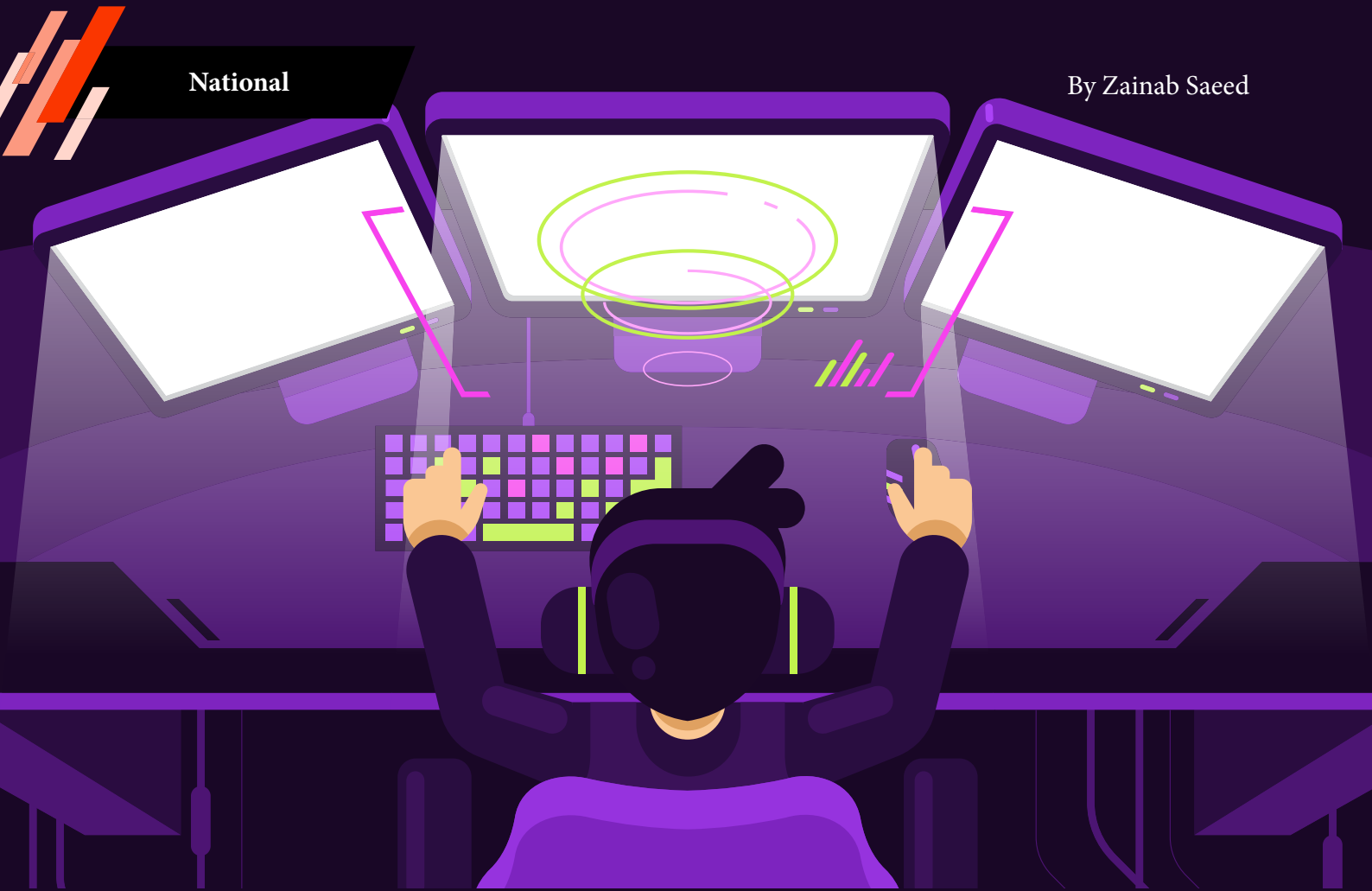
While the year 2020 has brought us many challenges, it has also fast-tracked the adoption of a truly digital lifestyle by populations all over the world. Data usage, E-commerce, digital payments, streaming service subscriptions and a host of other digital services have all registered enormous growth in the past 10 months. And all through this time, Telenor Pakistan has been proactively providing solutions to these evolving Digital Citizen's Lifestyle needs. By closely monitoring this rapid evolution of users' needs, Telenor Pakistan has been able to consistently come up with breakthrough products and services that allow Pakistanis to Do More, Be More and Achieve More! It has become a leader in providing offers & services that facilitate a truly digital lifestyle. For instance, its video streaming friendly bundles have become one of the most popular in the country indicating the company's customer-centric approach.

The COVID19 pandemic has caused a drastic change in the way we socialize. People have become restricted in ways they have never experienced before. And this has shifted them towards digital forms of socialization. To satiate this essential human need to socialize and get entertained, Telenor Pakistan launched its Lifestyle Bundle's portfolio which includes the various category of offers including video streaming, networking & conferencing, music, Sports & Gaming. These offers have not only strengthened Telenor Pakistan's position as a leading Telecommunication company but have also established it as an enabler of digital lifestyle that has become the need of the hour for millions.

Telenor has diversified its partnerships to offer the best value propositions to its customers by adding use cases like SnapChat, Zoom, SoundCloud, IMO, TikTok, CricnGif, Gamebox to its portfolio, in addition to basic use cases like YouTube, Facebook & WhatsApp. You can visit this link to learn more about Telenor's commitment to bringing More Se Zyada value to its customers' lives by offering services & bundles that are most relevant to them.

Despite the economic slowdown caused by COVID19, the digital platforms, in particular, have seen steady growth. Remote working has propelled the need for mobile internet and today's increasingly reliant customer needs an online presence more than ever. Telenor Pakistan is committed to keeping this need at the heart of all its endeavours; it aims to innovate continuously and be it functional value or entertainment, Telenor promises to always give you More Se Zyada!





# The rise of online gaming culture

**T**he rise of mobile technology in recent years has brought drastic changes in many aspects of our lives. It has revolutionized the industry and opened the doors to a new generation of gamers. Gaming has now become one of the most profitable entertainment industries in the world since its commercial birth in 1950. We can say that the virtual gaming is now stretching its legs and kicking the physical sports to stay out. It is now attracting the largest audience on the planet.

**Gaming has now become one of the most profitable entertainment industries in the world since its commercial birth in 1950**

In just a few decades, we have observed dramatic changes in the video game industry, both technologically and culturally. In contrast, the only difference is the pace that is now accelerating at a magnificent rate. The gaming gained more attention in 1990 and 2000 when it became a hit online. Millions of players shifted from the real world to the digital world to play games. Gamers started building online followers from their gameplay videos. Now, the matches are taking place between the best players of famous games such as PUBG, Fortnite and League of Legends which are broadcast live to millions in the virtual stadiums where millions of viewers come to cheer their favorite gamers. In addition to that, the lockdowns due to Covid-19 have increased users' engagement with video games and

esports not only in Pakistan but across the globe. Despite the widespread economic disruption caused by a coronavirus, the video game industry is on boom globally.

**The lockdowns due to Covid-19 have increased users' engagement with video games and esports not only in Pakistan but across the globe**

According to Forbes, the esports pro athletes have been growing more than 40% annually every year since 1998. As one of the most influential and largest consumed mediums, video games accounted for a global revenue of over \$137.9 billion in 2018, up by 13.3% from the previous year.



---

**Video games accounted for a global revenue of over \$137.9 billion in 2018, up by 13.3% from the previous year**

---

Online games are increasingly becoming popular in Pakistan as well. Many online games like League of Legends (LOL), Defense of the Ancients (DOTA), Counterstrike: Global Offensive (CS: GO), Call of Duty (COD), Medal of Honor, and more are being played competitively in different cities of the country daily. Pakistani gamers are quite competent in the gaming world today as Newzoo reported that “55% (1056 million) of the consumers of this \$159.3 billion industry come from the Asia-Pacific region, which continues to boast the fastest growth of video games”.

In Pakistan, KPK Government was the first one that took the initiative and recognized E-Gaming as a sport and decided to organize Pakistan's first KP Electronic Sports tournament on 24th February 2018. It was held at Peshawar Sports Complex. The tournament attained positive response from the people of KPK. Furthermore, the KPK government has launched “Jawan Markaz” in Peshawar sports complex that is providing a concrete platform for streamlining ideas of Khyber Pakhtun Khwa youth. The platform also gives sponsorship to interested youngsters.

---

**In Pakistan, KPK Government was the first one that took the initiative and recognized E-Gaming as a sport and decided to organize Pakistan's first KP Electronic Sports tournament on 24th February 2018**

---



---

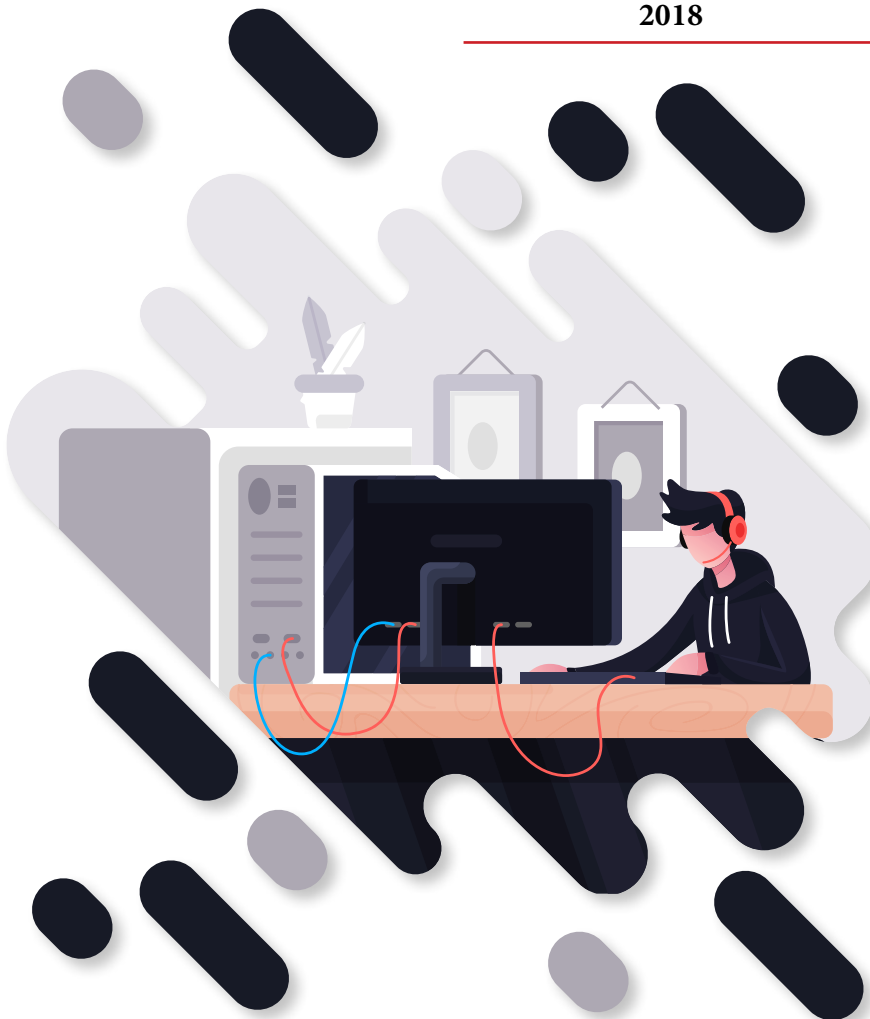
**Federal Minister of Science and Technology, Fawad Chaudhry revealed in an interview that a national-level esports tournament, funded through private sponsorships, will be taking place in March 2021 in Islamabad**

---

Recently, Federal Minister of Science and Technology, Fawad Chaudhry revealed in an interview that a national-level esports tournament, funded through private sponsorships, will be taking place in March 2021 in Islamabad. The Minister also announced a unique program of animation and video games to encourage young people, and it will make the ways easy for them to be part of the multi-billion dollar gaming industry.

E-sports is not only supported by the government but due to its ever-increasing popularity, the private companies are also showing interest in becoming a part of this new trend. Telenor Pakistan is also actively playing its role to promote the gaming culture in Pakistan. For this purpose, the cellular company has collaborated with Garena for Free Fire Continental Series (FFCS) 2020 and co-partnered for the Asia Series Pakistan Qualifier 2020 tournaments launched for the first time in Pakistan. Two hundred sixteen teams registered for the tournament.

In 2019, Pakistan was home to an extraordinary gaming event that took place at the Expo Centre Lahore, and more than 10,000 people from all over the country came to cheer. Dew Gamers Arena, sponsored by Samsung, had an amazing array of players for DOTA 2, CS: GO, and PUBG Mobile with an amazing trophy and monetary prize of Rs. 1,000,000.



### **Tencent Games, a parent company of the PUBG, also brought the grand challenge for the players**

Keeping in view the craziness and enthusiasm of Pakistani players, Tencent Games, a parent company of the PUBG, also brought the grand challenge for the players. Electronic Sports Pakistan also got qualified for the World Electronic Sports Games (WESG) in China.

Experts believe that promoting the gaming culture in the country can improve the emotional and mental well-being of the people. It also improves mental health issues. Playing an online game provides a way to spend healthy time together with your friends and meeting new people from around the world. The latest research has shown that online games can help people to learn more quickly, develop greater mental focus, become more spatially aware, estimate more accurately, and multitask more effectively. Moreover, some video games also help young people to become more empathetic, helpful and sharing.

Online games help you develop healthy lifestyles and increase social activity. Gaming slows the ageing process, and make the participant a better decision-maker. Online games have tremendous positive effects on our physical, psychological, and social lives. The Games like Call of Duty and Splinter Cell multi-players can help to develop friendships and bonds that will last for years. The Wii Fit allows people to adopt a better lifestyle, stay active, and motivate them to keep a check on their diet goals daily.

**The latest research has shown that online games can help people to learn more quickly, develop greater mental focus, become more spatially aware, estimate more accurately, and multitask more effectively**

### **Video games have gained enough cultural significance throughout the past decade or so, thanks in part to the rapid growth of the esports industry**

A researcher named Vikranth Bejjanki said that the games help kids to pay more attention by improving cognition and perception and he proved that with a few experiments. According to researchers in New Zealand video games can be used to treat mental disorders like depression.

Video Gaming has developed so many iterations played on so many platforms and devices that gaming has seeped into almost every sphere of activity. Video games have migrated from computer labs to public arcades, to home computers, to video game consoles, laptops, smartphones, and stadiums. Video games have gained enough cultural significance throughout the past decade or so, thanks in part to the rapid growth of the esports industry.





# SCO Launches S-Paisa Mobile Wallet with Alfa Mobile App

Special Communications Organization (SCO) in collaboration with Bank Alfalah (BAFL) has announced the launch of S-Paisa Mobile Wallet, offering affordable and convenient mobile money solutions all over Pakistan and in Azad Jammu & Kashmir through a handy mobile wallet in SCO Alfa app.

SCO has well-established distribution channels, experience as it exists in Azad Jammu & Kashmir (AJ&K) and Gilgit-Baltistan (GB) over four decades and through recent partnership with Bank Alfalah it has strengthened its mobile financial services foot print.

Commenting on this new revolution, DG SCO, Maj Gen Ali Farhan HI (M) said “We believe that everyone can benefit from having digital convenience and affordable access to mobile financial services in particular to help them take control of a very important aspect of their lives – their personal finances. In a country with high Smartphone penetration and government’s continued encouragement towards building a paper currency free society, services in the form of S-Paisa mobile wallet could really be a game”.

S-Paisa mobile wallet at Alfa App is an easy secure way to store and manage cash from your mobile device; a convenient e-money solution aimed at serving the under-banked segments of AJ&K, GB and rest of Pakistan such as youths, low income earners and migrants. It is easy-to-use, secure, offers more benefits the more you use it, puts customers fully in charge of when, where and how they handle their cash and it is reliable, backed by Bank Alfalah’s many years of experience in financial services solutions across the country.

The mobile wallet at Alfa App, itself is open to subscribers from any mobile network operators and supports all smartphone types. Currently, customers can download the Alfa App android version from Google Play Store and the IOS Version from Apple Store. Visit SCO official website and Facebook Pages for more details.

Opening a new S-Paisa Account through the Alfa App is a simple process where the customer registers with their mobile number and CNIC upon which a One-Time Password (OTP) is sent to their phone and fed into the App automatically. Customers then enter the desired PIN and use the same to login to the application. Simple registration procedure is as under:

## Registration

- Download Alfa App from Google Play Store
- Sign in as new customer (App available for all mobile users)
- Complete Online Verification Procedure



# Realme 7i

## A Budget-Friendly Smartphone with Amazing Features

### Design

The back side of the Realme 7i has a very interesting and distinctive two-tone design going on. The material and finish of the surface are still the same and feel identical, but the geometric transition from glossy to matte is still rather unique.

The surface itself is slick and a bit slippery. Also, a major fingerprint magnet. As you can imagine, prints come up particularly clear on the top glossy bit of the phone. Thankfully, there is a mostly-transparent, soft silicon case included in the Realme 7i's box.

The 164.1 x 75.5 x 8.9 mm body of the Realme 7i is decently comfortable to hold in-hand. Tipping the scale at 188 grams, the Realme 7i is a bit lighter than the regular Realme 7, despite the fact that it still has the same big 5,000 mAh battery capacity.

### Display

Realme 7i maintains a sizeable 6.5-inch display diagonal, with a 20:9 aspect ratio and what we would consider quite slim bezels for a budget device. Instead the Realme 7i has a lower-resolution 720 x 1600-pixel LCD, which works out to a modest 270ppi.

Still, in person, it looks adequately sharp, especially within the Realme UI itself. You have to put it next to a vanilla FullHD+ Realme 7 to really notice the difference and even then, it's hardly major. The Realme 7i's display has enough brightness to remain usable outdoors. At full blast, text was still legible under sunlight.

### Battery

The Realme 7i retains the ample 5,000 mAh battery capacity of its vanilla Realme 7 sibling, which is more than enough for a single day away from the charger.

### Performance

A chipset swap is a fairly-common cost-saving measure and we see it implemented in the Realme 7i. It uses the 11nm Snapdragon 662 chipset, which has a four by four CPU configuration, and a modest Adreno 610 GPU. That's paired with 4GB of RAM and either 64GB or 128GB of storage.

It is built on top of Android 10 and our unit was still rocking the slightly older August 5 security patches.

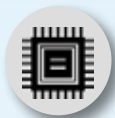


### Camera

It is fairly safe to assume that the Realme 7i borrows its camera setup from vanilla Realme 7 but the 64MP main unit sets it apart. It has a 1/1.73" Quad-Bayer sensor with 0.8µm pixels and a fairly-bright f/1.8 lens in front. Joining the main camera, we have an 8MP ultrawide - 1/4.0" sensor, 1.12µm pixels, f/2.3 lens. Then we have a pair of 2MP f/2.4 snappers - one for macro shots, while the other for depth information.

There are a couple of important things worth noting about the camera modes available on the Realme 7i and its capabilities. Most-notably, it is capped at 1080p (30fps or 60fps) for video capture. By default, the main 64MP camera captures 16MP stills, after the pixel binning process is done. If you want to, however, you can shoot at its full 64MP resolution.





**128GB Built-in, 8GB  
RAM, UFS 2.1**



**(Li-Po Non removable),  
5000 mAh**



**6.5 Inches**



**64MP+8MP  
+2MP+2MP**

**PKR. 39,999/-**

#### Pros

- Feature-rich Realme UI
- 90Hz snappy display
- Long battery life

#### Cons

- Not so great night mode

#### Verdict

The Realme 7i offers a rather unorthodox set of features and has an interesting position within the company's current lineup. On the one hand, it is obviously an attempt to bring most of the important features of the vanilla Realme 7 at a lower price point, without really sacrificing too much.

# TECH TWIST



## World's Most Popular Social Media Sites

Facebook has about 2.49 billion monthly active users as of 2020. Instagram has about 1 billion monthly active users that take the 2nd place. Tik Tok is in 3rd place with about 800 million monthly active users.

1



## Countries with the Fastest Internet

As of 2019, South Korea has the fastest internet speed in the world. The average mobile cellular internet speed in South Korea in 2019 was about 52.4 Mb/s. Norway has got the second place with an average connection speed of 48.2 Mb/s. Canada with an average connection speed of 42.5 Mb/s takes the 3rd place.

2



## It's still possible to visit the world's first webpage

The original webpage went live in 1991 and ran on a NeXT computer at CERN — the European Organization for Nuclear Research. This useful page was entirely dedicated to informing the public about the World Wide Web. Today, it primarily serves as a historical archive.

3



## 3D printing is nothing new

The technology for 3D printing has been around for decades, but it has only begun to attract attention in the past few years. The concept initially appeared during the 1980s, when it was referred to as Rapid Prototyping. Charles Hull successfully secured a patent for the stereo lithography apparatus in 1986, and yet, the first commercially available 3D printer was not offered for sale until 2009.

4



## YouTube was originally supposed to be a dating site

YouTube.com; Domain was registered on 14 Feb 2005 and the idea was that people upload video introducing themselves and then meet each other. But after some time when no one uploaded a video, then YouTube changed to upload kind of video, and the first ever YouTube video was uploaded by Javed Karim one of the cofounders of YouTube . In 2006 YouTube was purchased by google on a rate of \$ 1,650,000,000.

5



# Tobias Lütke

## The Success story of Spotify Founder

Tobi Lutke is a billionaire who founded 'Shopify' and is the CEO of the firm.

Tobias Tobi Lutke might be known as a businessman today, but he was actually a passionate programmer and a snowboarding enthusiast. Both of the latter, combined, led him to create his greatest invention ever, which in turn would make him a billionaire. He is the founder, co-owner and the current CEO (since 2008) of an e-commerce platform named Shopify Inc.

The 40-year-old [July 16, 1980] created Shopify for not just himself in mind, but any businessman who needed an online platform to expand their business, just like he did with his little startup. Now the corporation has over 800,000 merchant customers, each trying to expand their own businesses.

Tobi did everything right to maintain his startup, unlike many others that fail due to the 'wrong' choices. He gained his billionaire status only a couple of years back, and his net worth is almost doubling every year. It's all thanks to the meteoric rise in Shopify Inc.'s stock value.



In 2010, the Ottawa Business Journal named Shopify as Ottawa's Fastest Growing Company. In 2012, Profit included Lütke on its "The Fabulous 30" list. The Globe and Mail named Lütke "CEO of the Year" in November 2014. By September 2016, more than 300,000 merchants utilized Shopify and over \$20 billion worth of gross merchandise on the company's platforms since 2006.

Tobias owns 6.7% of Shopify, which went public in 2015. Businesses that use Shopify technology for online sales include Kylie Cosmetics and shoe retailers Rothys and Allbirds. Shopify had over \$1 billion in 2018 revenue; it has 1 million businesses as customers from 175 countries.



# The Year in Pakistan Search

## Trending searches on Google in 2020

**2**020 has ended and Google revealed its 'a year in search list' of the most popular trends in Pakistan. Primarily, its annual year in search data compiles all trending searches of the prior year. 'A year in search' list for 2020 incorporated

all major events, hottest trends and shifts in behavior due to COVID-19 based on searches carried out in Pakistan. The list encompasses several trending searches like top searches, trending people searches,

COVID 19 searches, trending moves searches, event searches and searches related to different events. This year's trending searches, just like every other year, were dominated by everyone's favorite sport.



Here are the Top 10 lists of all the major search categories in Pakistan

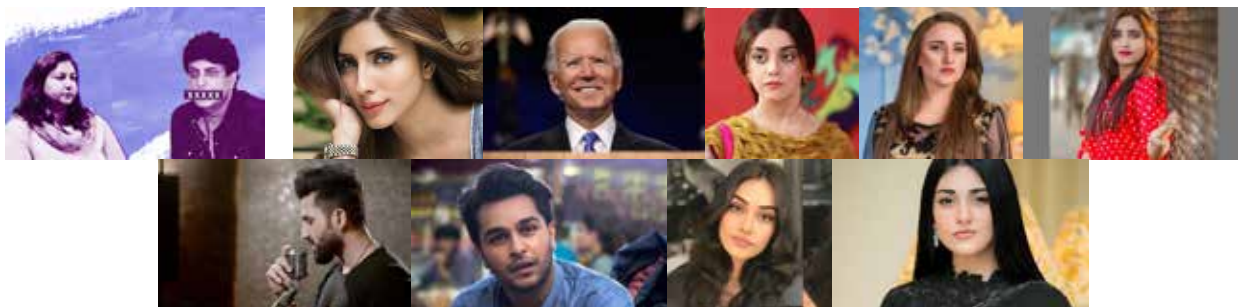
### Trending searches of 2020

- |                         |                         |                           |
|-------------------------|-------------------------|---------------------------|
| 1. Pakistan vs England  | 2. Coronavirus          | 3. Zimbabwe vs Pakistan   |
| 4. Google Classroom     | 5. US Election 2020     | 6. PSL 2020               |
| 7. India vs New Zealand | 8. England vs Australia | 9. England vs West Indies |
| 10. Worldometers        |                         |                           |



### Trending people searches of 2020

- |                 |                |                  |
|-----------------|----------------|------------------|
| 1. Marvi Sarmad | 2. Uzma Khan   | 3. Joe Biden     |
| 4. Alizeh Shah  | 5. Hareem Shah | 6. Minahil Malik |
| 7. Falak Shabir | 8. Asim Azhar  | 9. Esra Bilgiç   |
| 10. Sarah Khan  |                |                  |



### Trending Movies and TV searches of 2020

- |                          |                      |                |
|--------------------------|----------------------|----------------|
| 1. Ertugrul              | 2. Mere Paas Tum Ho  | 3. Money Heist |
| 4. Bigg Boss 14          | 5. Mirzapur Season 2 | 6. Deewangi    |
| 7. Mera Dil Mera Dushman | 8. Kuruluş: Osman    | 9. Ehd-e-Wafa  |
| 10. Joker                |                      |                |



## Trending searches about Coronavirus

1. Thank you coronavirus helpers
2. Coronavirus tips
3. Coronavirus update
4. Worldometer
5. Corona cases
6. Pakistan Medical helpers
7. Quarantine
8. covid-19
9. Symptoms of coronavirus
10. Coronavirus vaccine



## Trending event and occasion searches of 2020

1. US Election
2. Leap day
3. International women's day
4. Australia fire
5. Gilgit Baltistan election
6. Beirut blast
7. Motorway incident
8. Kabaddi world cup 2020
9. Under 19 world cup 2020
10. Lhabib vs Gaethje



## Trending gadget searches of 2020

1. Huawei Y9a
2. Infinix note 7
3. Vivo v20
4. iPhone 12
5. Infinix hot 9
6. OPPO f17 pro
7. Vivo s1
8. Vivo y20
9. Vivo y51
10. Huawei Y6p





# Desi START UP

## Finja

### Evolving the digital payments in Pakistan

Aiming to provide innovative digital lending products and solutions; Finja is a new-age financial services platform focused on digitizing payments, savings, collections, investments, insurance and lending for MSMEs and the associated salaried professionals in the country. Currently, it is the only fintech in the country to have bagged two regulatory licenses i.e. EMI pilot approval from the State Bank of Pakistan and a fully functional NBFC license through the Securities & Exchange Commission of Pakistan. Finja was founded by Qasif Shahid along with Monis Rahman and Umer Munawar in 2016. It is backed by leading global venture capital funds including Sweden based Vostok Emerging Finance, BeeNext of Japanese origin, and Washington based Quona Capital.



Finja's star product is Finja Business; a cloud-based platform which allows businesses to manage their banking relationships, payrolls, vendor relations, employee relations, collections and disbursements, taxes, utility payments, HRM, and attendance along with other parts of the businesses with advanced business intelligence and reporting. Due to its EMI status, Finja Business portal is now compatible with all bank accounts and wallets in the country and is not just limited to disbursements or collections into the Finja App. To date, more than a thousand businesses have made disbursements close to PKR 10 billion (USD 60 million) using the portal already.

In addition, Finja is focused on digitizing the Kiryana store or the local corner store network as an underserved segment. Finja, through its partnership with multiple FMCGs and their distributors, has already crafted relationships with over 5,000 merchants in multiple cities and have extended short term digital loans of over PKR 500 million (USD 3 million) to this segment at the back of using its NBFC (Non-Banking-Financial Corporation) status.

In 2016, Finja raised \$1,000,000 / Seed from VEF. In 2017, Finja raised \$1,500,000 / Series A from Gray Mackenzie Engineering Services and VEF. In 2019, it raised \$3,000,000 / Convertible Note from BEENEXT and 2 other investors.



# Digit 4G Elite & Defender

## 4G-Enabled Feature Phones

After Digit 1 4G's successful launch, the company has now introduced two more feature phones for its users. Digit aims to introduce 21st-century technological innovations in consumer electronics in Pakistan. The brand is offering Smart and feature phones along with broadband devices and IoT products. Digit 4G Elite and Defender are two 4G enabled feature phones with smart applications and functions.

Digit 4G Elite and Defender are excellent feature phones that give you the feel of a phone. The setting menu has all option which we see on any regular smartphone. Networks, Device, Personal, accounts, system are the main options in setting menu. You can also play games on phones easily.

Digit has also collaborated with Jazz to utilize its 4G technology fully. If users get any of the phones from the Jazz franchise, they will get 5GB data for WhatsApp and Facebook for the next three months. Moreover, they will also get 1GB of data for further use for the next six months.

### Price

Both phones are available at a very reasonable price. The pricing details of both phones are as follows;

Digit 4G Elite: Rs. 4599

Digit 4G Defender: Rs. 4099

### Processor

The main feature of both phones is the processor. Digit 4G Elite and Defender come with the Mediatek MT6731 Quad-core processor. This chipset is designed to give the 4G connectivity in the feature phones. Its modem integrates RF and includes the latest connectivity features such as Dual 4G SIM Dual Standby (DSDS) with VoLTE. The chipset brings a powerful and efficient 64-bit, quad-core Arm Cortex-A53 CPU and IMG PowerVR GE8100-class GPU. Moreover, it also supports 4G, 3G and 2G network.

### Camera

Digit 4G Elite comes with dual smart camera technology. The camera setting has the options of white exposure, photo quality, timer, picture size, shutter sound, location and much more. The picture results of the phone are relatively better than many entry-level smartphones.



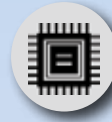
### Battery

The feature phones are famous for their battery timings. Digit 4G Elite has an efficient Li-ion battery of 2000 mAh that gives 24-hours talk-time. On the other hand, Digit 4G Defender has come with 1700 mAh battery capacity.

Network Connectivity:

Besides being a 4G enabled feature phone, both phones come with Wi-Fi connectivity option. Other connectivity options include Bluetooth, radio, GPS and USB.





4GB + 512 MB



1700 mAh  
Charger 5V/500mA



2.4 Inches



Smart Camera  
Front and Back

### Pros

- Digit 4G Elite and Digit Defender have powerful Mediatek chipsets which not only make them 4G enabled phones but also have improved hardware specifications
- The battery timing of both phones is good
- The picture quality of Digit 4G Elite is far better than other feature phones in the market

Digit 4G Elite: **Rs. 4599**  
Digit 4G Defender: **Rs. 4099**

### Cons

- Digit 4G Defender has no camera

### Verdict

There are still many people who preferred to use a feature phone instead of smartphones. Both phones come with some impressive specs at a reasonable price. It is the best choice for the users who want smart applications on a feature phone.

# SMART MOVES

## for Smarter Nation

### FBR E-Auction Portal for Customs Department

The Federal Bureau of Revenue (FBR) has launched a new e-portal for the auction of assets and goods confiscated by the Customs department. The new system will enable potential buyers to purchase goods without being physically present in auctions that are held inside customs warehouses.

The new e-auction system will enable the customs department to hold auctions online. It will be carried out by registering the assets to be sold with the new system and then launching a notification for an e-auction. The potential buyers will be required to register online through their CNIC and mobile number after paying a registration fee. When the bidding concludes, the winner of the auction will then be required to visit the customs warehouses and take possession of the assets.



### K-electric's Tele Billing Facility for Residents of Karachi

Pakistan's biggest city Karachi's electricity provider, K-Electric (KE), has rolled out a Tele-billing facility that will operate 24/7. The new facility is only directed at senior citizens in addition to citizens with disabilities.

The main purpose of the initiative is to facilitate and support those people who are not able to visit KE offices to have their complaints registered and settled afterwards. Especially amid coronavirus, it has been very tough for the aged people to visit KE offices regarding their concerns.

The initiative is an extension of KE's vision to be increasingly accessible to customers by driving digitization, streamlining business processes to ensure efficient complaint resolution, and amplified reach with added customer benefit through partnership agreements with Daraz and Bykea.



### Home Digital Punjab Health Tracking Vaccinators (e-Vaccs)

According to Pakistan's Expanded Programme on Immunisation (EPI), 27% deaths among children under five years are caused by diseases that could be prevented through vaccinations. These diseases include Poliomyelitis (also known as Polio), Neonatal Tetanus, Measles, Diphtheria, Pertussis (whooping cough), Hepatitis-B, Hib Pneumonia, Meningitis and Tuberculosis. As part of their mission to eradicate polio, the EPI enlisted the help of the PITB to address vulnerabilities in the programme. These relate to less geographic coverage and performance of field vaccinators.

The PITB provided vaccinators smartphones with applications to digitize their fieldwork and monitor attendance and performance. The smartphones were used to enter real-time immunization records that were then sent to a centralized database. The PITB has also replicated this programme in Khyber Pakhtunkhwa (KPK) and Balochistan.



# HOW TO!

## Send Disappearing Photos/Videos on Instagram?

Following Snapchat popular disappearing photos or messages, Instagram has also introduced a similar function. It allows you to send photos or videos to someone on Instagram and once the photos or videos were viewed, it will disappear from the inbox. Unlike Snapchat, not all messages will disappear, it depends on the settings you have set for the messages to either disappear or remain. Here we show you simple steps on how to activate the disappearing settings.



### Step 1

Go to your Followers list by tapping “Followers” at your Instagram profile.

### Step 2

Choose the person in your follower’s list where you want to send the disappearing photos or videos to.

### Step 3

In their profile, tap “Message” to open the DM screen.

### Step 4

At the DM screen, tap at the camera icon.

### Step 5

You can choose to take picture or videos by tapping the circle button here or tap the square button to access your photo gallery in your phone.

### Step 6

Choose the photos or videos you want to send.

### Step 7

Before sending the photos or videos, you can choose “Allow Replay”.

### Step 8

Tap “View Once” if you want the photos or videos to quickly disappear once it was viewed.

### Step 9

You can also choose “Keep in Chat” if you do not want the photos or videos to disappear once it was viewed.

So, there you have it- Simple steps on how you can use the disappearing function.

# TELECOM CAMPAIGNS

## Youn Nahi UPaisa Karo

Ufone always comes up with great TVCs, and Youn Nahi UPaisa Karo is another addition to its outstanding television campaigns collection. The advert starts with the showing the overall hassle we all come across daily for small chores. Standing in the long queues is no more considered important as with digital payment platform

UPaisa, one can pay bills and do shopping with a single click. For adding fun to the advert, the company has come up with an idea of Online Salaami in Weddings, which I bet would be the new normal in the coming days. The overall advert revolves around the importance of digital payment and how these platforms have made our lives easier. The acting, music, storyline and everything is beyond compliment.

**Verdict: Zabardast Advert**



## Careem Making Difference

Careem always comes up with some great idea when designing a TVC however, this time Careem Making Difference is not an advert but a insight to do something good for the society. The ride-hailing company has reduced its commission to support the struggling restaurant industry during Covid-19 and in return have requested restaurants to pass on discounts to their customers, so they do not have to lay off staff. The overall TVC revolves around the recorded verdicts from owners of different eateries and making us realize how difficult it is for them to hold their staff.

**Verdict: TVC choro- Huge round of applause for this step**



## Telenor Raat K Bara Bajay

This is one of the best jingles I have come across in ages. No doubt, the overall choreography and wordings of the song clearly depicts the packages offered by the telecom operator. Featuring their 'More Se Zyada' campaign, the company gives a message that with Telenor services one can enjoy more se zyada entertainment. The music has done justice with the overall theme of an advert.

**Verdict: Too Good**





**JAZZ-Pooray Mahiney ke liye - Jazz Mahana Bachat Offer!**

As usual, JAZZ new advertisement is amusing and entertaining. A girl, looking for an affordable package, goes to shop and asks the shopkeeper to help her find the right offer without putting a financial burden on her pocket. In a response of that, Shopkeeper suggests to dial \*604# to get 200 on net and 20 off net mins. Plus, 2GB internet and 2000 SMS for whole month only in Rs. 67. However, the way they deliver the message to viewers is so exciting. In addition to that, the performance of the performers and their expressions have added spices to the ad!

**Verdict: Such an entertaining Ad!**

**Zong 4G Aik Naya Khwaab - Day 1 with CZN Burak**

I don't know what to say about the new ad of Zong 4G casting Czn Burak-the Turkish famous chef. There is nothing to watch except Czn Burak and I am still confused, is that a Zong advertisement or any promotional campaign for the Turkish Chef? We know he is such a great Chef but only casting him in the ad and showing his activities, honestly, doesn't make any sense. It is becoming the trend to cast the Turkish celebrity in the ad without delivering any message or putting any effort.

Did he really bring a new khawab for us from Turkey?

**Verdict: PLEASE STOP!**

**Foodpanda Double Deal**

I have noticed one thing in Foodpanda ads that they usually adopt the tapori style in their ads. Which really suits with the overall theme that we get to see in the ad. Well, the idea is innovative and different. The ad starts with a big fat guy complaining about the single deal on the foodpanda app and duplicate of superman suddenly appears with good news of double deals. In the ad, they are highlighting the double deals in different ways. Like, when a guy asks for a bubble, shopkeeper says double hai. The song in the background is also very funny again with a tapical tapori style!

**Verdict: Jhikaas ad!**





# SOCIAL MEDIA UNIVERSE

With 3.8 billion users worldwide—almost half the population—social media has seeped into virtually all aspects of modern life.

2020

This graphic looks at the vast realm of social networks by showing Active Users of 10 major social media platforms.



**Instagram**  
MAU: 1,002,000,000

Another member of the billion-MAU club, Instagram continues to compete with Facebook, like Snapchat and TikTok through the introduction of similar features.

## facebook

**Facebook**

MAU: 2,400,000,000

Facebook's main social network is nearing towards the 3 billion MAU mark—a breakthrough yet to be achieved by any of her social media platforms.

Facebook's active user base by country



**YouTube**

MAU: 1,000,000,000

YouTube boosted 50% 7 billion in 2019 revenues, nearly making it a \$100 billion.



**Reddit**

MAU: 400,000,000

Reddit has become a hot site for users (and now, its active community) and MAUs continue to grow exponentially.



**Pinterest**

MAU: 300,000,000

Pinterest's 2019 IPO remains the most recent of this social media basket, it's also the best performing, with shares up over 80% year-to-date.



**WhatsApp**

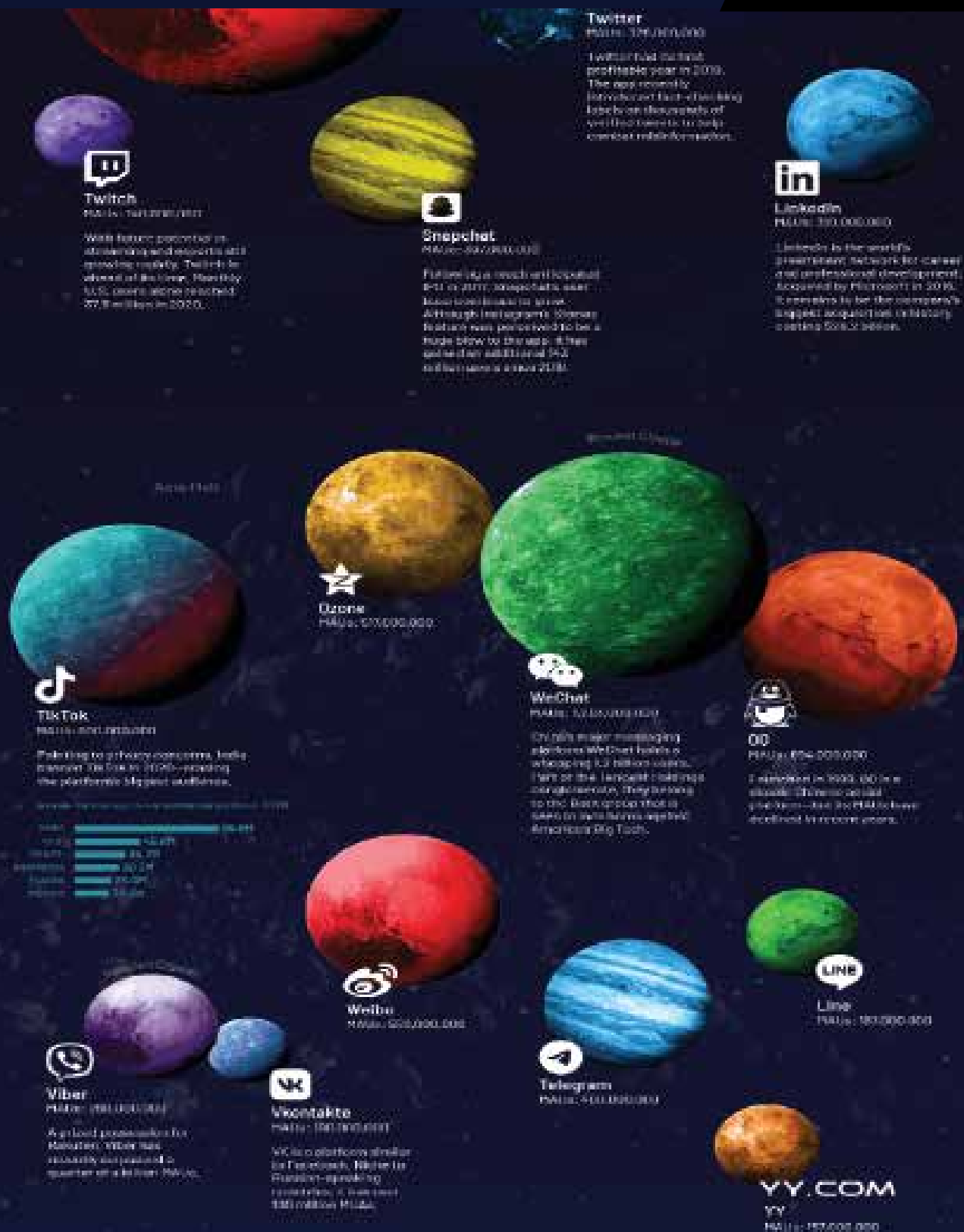
MAU: 2,000,000,000

Another network Facebook acquired, boasting 5th nation, WhatsApp is a behemoth. App consistently 85 billion messages and sent everyday through the messaging platform—or 10 million per minute.



**Messenger**

MAU: 1,300,000,000



## Top Social/Messaging Platforms

By monthly active users



# Top Applications and Games for your Smartphone



## Solid Explorer File Manager

It is a file management app inspired by the old school file commander applications. It will help you:

1. Easily manage files in dual pane layout
2. Protect files with strong encryption
3. Manage files on your cloud storage or NAS



## Poweramp Music Player (Trial)

It is a powerful music player for Android.

A major update focused on the new Audio engine, UI, and navigation.



## Google Meet - Secure Video Meetings

Securely connect, collaborate, and celebrate from anywhere. With Google Meet, everyone can safely create and join high-quality video meetings for groups of up to 250 people.



## Discord - Talk, Video Chat & Hang Out with Friends

It is your place to talk. Create a home for your communities and friends, where you can stay close and have fun over text, voice, and video. Whether you're part of a school club, a gaming group, a worldwide art community, or just a handful of friends that want to spend time, Discord makes it easy to talk every day and hang out more often.



## Trello: Organize anything with anyone, anywhere!

It is a visual tool for organizing your work and life. Join more than 35 million registered users to organize all your projects at work, at home, or anywhere in between.

Whether you're planning a website design project, vacation, or company off-site, Trello is infinitely customizable and flexible for your every need.





### Launcher with Multiple Widgets

It is the original app launching widget -- and still the best!

Launcher 5 is the biggest update yet and allows you to customize your iPhone home screen in ways you never could before. That's right, on iOS 14 Launcher brings its powerful widgets to your iPhone home screen and Today View on iPad.



### Inkwork

Discover your photo's inner art with Inkwork.

It instantly transforms your photos into unique and expressive ink drawings. Choose from over 90 style variations, select an ink and paper color, then share your art on Instagram, Twitter, Facebook, and more.



### Zombies, Run!

It is an ultra-immersive running game and audio adventure, co-created with award-winning novelist Naomi Alderman. Every run becomes a mission where you're the hero, with our immersive audio drama putting you at the centre of your very own zombie adventure story. While you run to the perfect mix of heart-pumping audio drama and pulse-pounding songs from your own playlist, you'll collect supplies to grow your base back home.



### Garena Free Fire-New Beginning

It is the ultimate survival shooter game available on mobile. Each 10-minute game places you on a remote island where you are pit against 49 other players, all seeking survival. Players freely choose their starting point with their parachute, and aim to stay in the safe zone for as long as possible. Drive vehicles to explore the vast map, hide in wild, or become invisible by proneing under grass or rifts. Ambush, snipe, survive, there is only one goal: to survive and answer the call of duty.



### Linea Sketch

It gives you the right balance of power and control to capture your thoughts and ideas effortlessly. The focus stays where it belongs: on your creations, not on the tools.



**Xiaomi Mi 10T 6GB**

Display: 6.7 Inches  
Memory: 128GB Built-in, 6GB RAM  
Camera: 64MP+13MP+5MP



**Xiaomi Poco M3**

Display: 6.53 Inches  
Memory: 64GB Built-in, 4GB RAM  
Camera: 48MP+2MP+2MP

**An Online Store with  
Official Warranty**

**[www.phoneexpress.pk](http://www.phoneexpress.pk)**



**iPhone 12 Pro Max**

Display: 6.7 Inches  
Memory: 128/256/512GB Built-in,  
6GB RAM  
Camera: 12MP+12MP+12MP



**Realme 7i**

Display: 6.5 Inches  
Memory: 128GB Built-in, 8GB RAM,  
UFS 2.1  
Camera: 64MP+ 8MP+2MP+2MP



### Realme C15

**Display:** 6.5 Inches  
**Memory:** 64GB Built-in,  
 4GB RAM  
**Camera:** 13MP+8MP+2MP+2MP



### Vivo V20 SE

**Display:** 6.44 Inches  
**Memory:** 128GB Built-in,  
 8GB RAM  
**Camera:** 48MP+ 8MP+2MP



### Tecno Spark 6

**Display:** 6.8 Inches  
**Memory:** 64GB Built-in,  
 4GB RAM  
**Camera:** 16MP + 2MP  
 + 2MP + QVGA



### Infinix Note 8

**Display:** 7.0 Inches  
**Memory:** 128GB Built-in,  
 6GB RAM  
**Camera:** 64MP + 2MP  
 + 2MP + 2MP



### Oppo F17 Pro

**Display:** 6.4 Inches  
**Memory:** 128GB Built-in, 8GB  
 RAM, UFS 2.1  
**Camera:** 48MP + 8MP  
 +2 MP + 2MP



### Samsung Galaxy S20 FE

**Display:** 6.5 Inches  
**Memory:** 128GB Built-in, 8GB  
 RAM, UFS 3.0  
**Camera:** 12MP + 8MP+  
 12MP



We are indeed around of this amazing  
acheivement and we thank you for you continous  
support in making it happen!





AIRLINK

YOUR SMART DEVICE PARTNER

## iPhone 12 Available Now

Official Warranty | FDA Approved | FaceTime Enabled | EMF Free



Airlink Stores In Lahore

- Parkview Mall
- Emporium Mall
- Dinar Mall

Airlink Stores In Karachi

- Dolmen Mall  
Clifton
- LuckyOne Mall



Facebook - <https://www.facebook.com/airlinkpk>



Instagram - <https://www.instagram.com/airlinkpk>



Twitter - <https://twitter.com/airlinkpk>



YouTube - <https://www.youtube.com/airlinkpk>



WhatsApp - <https://www.whatsapp.com/channel/00253333333333333333>

TECNO

*Melwish Hayat*  
Melwish Hayat



# CAMON 16 | 16<sup>SE</sup>

**TAIVOS™** Smart Photography Pioneer  
Next Level Camera Solution

4K

Video Shooting

•

128+8GB

•

G90T

Processor

•

90Hz

6.111D+