

Bits + Bytes: A Miscellany of Technology

Hiredly eliminates the need for work experience with #ZeroHero

Hiredly, a job discovery platform formerly known as WOBB, has launched the #ZeroHero campaign featuring jobs that are open to hiring candidates with no working experience.

In October 2021, the **Department of Statistics Malaysia** reported that the unemployment rate remained higher than it was pre-pandemic at 4.3%. With a saturated job market, the colossal task of building a career in a new field without any prior experience becomes even more daunting.

“Learning a new skill or starting over isn’t the hardest part of a career switch. Finding that first employer who is willing to give you your first shot despite the lack of experience is arguably the most difficult step for these jobseekers,” says Derek Toh, CEO and founder of Hiredly.

The campaign will run until Feb 28. Throughout the campaign period, participating employers and their jobs will be prominently highlighted through Hiredly’s promotional efforts.

All jobseekers with an approved Hiredly account are eligible to apply for the #ZeroHero positions.

Women’s health ads rejected by Facebook and Instagram, CIJ claims

Non-profit organisation Centre for Intimacy Justice (CIJ) has released a report together with pelvic health start-up Origin, claiming that Facebook’s parent company, Meta, rejects ads on women’s health.

This is despite allowing ads by men’s sexual wellness companies with sexual innuendos to run on Facebook and Instagram.

According to the report, the categories of start-ups with rejected ads included menopause, pelvic pain, pregnancy or postpartum care, menstrual health, fertility, sexual wellness and education. Meta commonly classified these health ads as “adult products” and the report claimed that “Meta appears to apply this policy unevenly”.

Of the 60 businesses studied in the report, all of them (100%) had experienced Facebook or Instagram rejecting an ad. Half of the survey respondents also reported Facebook suspending their entire ad accounts.

According to the report, 59 of the businesses were founded and led by women while one business was led by a non-binary individual.

AirAsia takes flight with drone training to support e-commerce deliveries

AirAsia has received the green light to conduct remote drone pilot training in support of its upcoming drone pilot project for the delivery of goods from the company’s e-commerce platforms using automated drones.

The training will be conducted at AirAsia Academy located in KL Sentral and practical training will be conducted at the YMCA Kuala Lumpur field, adjacent to KL Sentral.

AirAsia Aviation Ltd group CEO Bo Lingam says this new training programme provides an opportunity to upskill its employees and offer new programmes for the broader community, as well as to support the drone industry in providing quality training to have more qualified remote pilots in Malaysia.

AirAsia Group's president (AirAsia Digital) Aireen Omar says innovation has always been in the company's DNA and drone delivery will soon become its latest logistics solution, offering "a strong boost" to support the ever-growing e-commerce industry.

OctaFX Copytrading redesigns its copying settings

Global broker OctaFX has updated some of its copy trading service settings whereby users can now copy the Master Traders' orders in equal, double, triple or any other desired volume.

OctaFX Copytrading is a popular service on the platform that allows its customers to copy orders from professional traders, also known as Master Traders.

The clients, known as copiers, choose professional traders to copy orders from. Whenever a Master Trader opens an order, the same order opens in a copier's account automatically.

OctaFX Copytrading has been working on making the subscription process to Master Traders more transparent for the copiers. It updated the parameters a copier can set when subscribing to a professional trader, stated a recent press release.

Firstly, a copier can choose to copy a Master Trader's orders in equal (×1), double (×2), triple (×3) or any other volume. Upon selecting a copying mode, a copier will see the investment required to start copying this Master Trader in this mode.

Another new feature for the copiers is the support funds. Copiers can choose to add support funds to protect their investments from unexpected market movements. This amount will only be used to support the trading strategy when the market fluctuates.

The required investment for each Master Trader is calculated automatically. An algorithm calculates this optimal amount from a pro's trading history. This way, copiers can choose Master Traders based on how much they are ready to invest.

Traders utilise various trading strategies that involve different investment minimums for the copiers. In the Master Rating, copiers can filter Master Traders by the minimum amount required to invest with them. The system suggests Master Traders with strategies matching copiers' financial opportunities.

Drones used to deliver medicine to flood victims in Selangor

Heavy rainfall in the country had displaced tens of thousands of people and left roads, access to medical facilities and hospitals inundated. This has caused many people to be stranded with no access to essential items and healthcare services.

To cater for the emergency, Meraque Services Sdn Bhd, a Malaysian drone tech company, in partnership with Pharmaniaga Bhd, delivered critical medicines to flood victims across Kuala Langat using unmanned aerial vehicles (UAV) on Dec 22 last year.

Four UAVs took to the skies for three days, delivering critical medical supplies to over 30 homes within the vicinity of Bandar Seri Ehsan, Banting. Capable of carrying 15kg in payload and travelling up to 20km, the drones flew over 8.6km — equivalent to over 25km using actual road access.

“The successful drone deployment and delivery of medicines is proof of concept of the use of drones in pharmaceutical-grade medical delivery. Even with unfavourable weather conditions, geographical challenges and limited landing space, this operation proved to be a success,” says Md Razalee Ismail, CEO of Meraque.

“It is more cost and time effective in comparison to traditional emergency modes of delivery, without compromising on the safety, efficacy and quality of the medicines by maintaining product temperature specification. Drones for medical delivery use are becoming widely accepted across the globe and are rapidly revolutionising the healthcare landscape by making faster delivery of critical life-saving medicines.

“In Malaysia, not only can drones be deployed in emergencies, but they can also be used for more rapid instances to deliver vaccines and medications to remote areas more speedily.”

Medical personnel available at the flood-stricken site ensured the medicines were distributed safely at the relief centre.

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