



## From Dengue to any virus!

In conversation with Codomos,

DEBJANI SHYAMA

There are very few products in market that leave a mark on consumers' minds and create a permanent place for themselves on their shelves. With eligible competitors rising aggressively and consumers getting choosy day by day, products are facing hard times holding their ground.

Codomos earlier captured the imagination of the Bangladeshi consumers from all walks with his remarkable performance during the outbreak of Dengue last year and is the first product in the country to snatch both "stockable" and "restockable" badges.

But once dengue disappeared, so did the marketability of Codomos. Talk show invites and movie appearances soon dissipated in thin air.

In a recent chit-chat, Mr Codomos talks about his journey, why consumers always keep him in stock, his present condition, upcoming ventures and much more.

**Simbran:** Why are you getting into rebranding?

**Codomos:** I have been getting thousands of emails and messages on my Facebook page for the last few weeks from fans and followers regarding this issue. Let me clear it

were dying, hospitals were unable to accommodate the patients and traditional mosquito repellents were failing. There is no point of denying that without me, millions would have perished. People were so dependent on me, they started to hoard me. Do you know what it is like to be hoarded? It is an indescribable feeling. I was announced "out of stock". Even India came to get me. Do you know what that kind of love is like? Over time, I became a luxury brand. I earned my badges. My previous success story has inspired me to redesign myself and become the savior again. THEY WILL STOCKPILE ME AGAIN INSTEAD OF ONIONS.

**Simbran:** How do you even work?

**Codomos:** Scientists say, washing hands with alcohol-based hand sanitisers or hand wash or soap best protects you from coronavirus. In my case, you actually don't need to wash hands at all. Just rub me all over nicely and gently, or go fast if it pleases you so, twice a day. But make sure you have enough of me in stock. Like a lot.

**Simbran:** What is your biggest challenge going forward?

**Codomos:** I cannot and have not forgotten my roots. I am thankful for dengue making me what I am today. It's already summer and no wonder

## MINISTER CAMPAIGN FOR AWARENESS ON VIRUS, INFECTS LITERALLY EVERYONE

Four men who captured quarantine returnee now also infected; banking system on the brink of collapse as per the usual

OSAMA RAHMAN

An arrest warrant was issued for Minister of Footpaths Abdul Kander for inadvertently spreading the newest strand of the now highly contagious Dengue virus during his awareness campaign against it.

To impress upon the people the need for "social distancing", the latest buzzword invented by scientists who can't do a damn thing on time, Minister Abdul took an entourage of 100 people door-to-door and informed people of what the latest dengue virus was like.

To make a symbolic gesture, he also released 1,000 dengue mosquitoes, replacing our favourite ceremonial bird, the pigeon. The mosquitoes, and the infected people in his entourage, then wreaked havoc in the areas he visited, infecting some 1,000 more people, which the government calls three people.

Minister Abdul could not be reached for

comments. His cell phone was also found to be switched off.

**FROM HERO TO ZERO**

In other news, four men who helped track down and capture an escapee from quarantine, were themselves found to have been infected with the novel Dengue, now known as the Covid-420, in celebration of the fact that it was discovered on April 20, 2020.

The returnee from a foreign country was posted up in a hospital quarantine, before he made a daring escape in the dead of night. When the nurses left him alone, he climbed out of the window. The next day an alert was issued over the escape.

Four brave men, whose names are the same as all other names ever disclosed by law enforcement agencies, in this case being -- Kokhon, alias Kala Khokon; Bahadur, alias Dacoit Bahadur; Abdul, alias Shada Abdul and Raju -- then decided to play hero and chased the escapee down.

Risking their lives, they finally caught the fugitive and tied him up. After handing him

over to the local police, they were hugged and cheered on by 400 villagers. All 400 villagers are now also in quarantine, because, like has been said repeatedly, the new virus is highly, freaking, contagious.

**NO COUNTRY FOR OLD MEN**

The government has decided to put all elderly people away from the rest of the population. The drastic decision was not taken out of concern, but rather self-preservation as most of our ministers and higher-ups are really, really old.

In other news, the banking system collapsed as per the usual.

**BREAKING NEWS:** A former opposition leader, who has been in jail since as long as anyone can remember, has been declared as the last person to remain untouched by the new dengue virus. The person, whose gender has been forgotten given how long that one has been in jail, is planning to form a new government, as no one with any political experience is left following the awareness campaign by the footpath minister.



here. After Covid19 storm stirred the world, I have made some changes in my ingredients, to what I bring to the table. Now I am a double-threat, as I can fight off both Dengue and the new virus. This is apparently an effort to inspire businessmen and consumers to stockpile me and create artificial shortage of Codomos in the market, resulting in a price hike. As my value increases, so does my demand. Bangladeshi consumers go by price, not quality.

**Simbran:** One single solution for both mosquito and coronavirus. Would you explain a bit?

**Codomos:** Look, in 2019 when dengue broke out, the situation got out of control. Even the government was struggling to suggest a proper solution to fight dengue crisis. People

that bane in our life will return again and as Bangladeshis are mastering the art of stockpiling products, it gives me renewed hope. But I want to branch out and leverage my position as my marketing guy has asked me to. I want to solve all problems from traffic jams, animal conservation, gender equality, climate change, political unrest and much more.

Today one of my loyal consumers informed me that retailers are still selling me at double or triple the retail price, as is the norm in this country. How do they do that? All credit goes to stockpiled products and artificial crisis in the market.

**Simbran:** Any suggestion for the potential products that want fame like you?

**Codomos:** No.

## Newspeople attempt to outbreak news without outbreaking DVD-22

"My skin is breaking out but the virus will not," says Daily Ektara's chief newsperson

OUTBREAK CORRESPONDENT

As soon as news of the DVD-22 outbreak broke, the people behind the outbreaking of the news have been busy. At the newsroom of one The Daily Ektara at Emotionation, newspeople are delivering Outbreaking News around the clock to the masses, risking their own lives.

Their workplace is located in the notorious Poultrygate, a crowded, noisy area of the city, where one is always at risk of getting groped, mugged, and now, infected.

In the wake of the DVD-22 outbreak, newsleaders are concerned about their employees' safety. "From today, fingerprints are cancelled," they circulated an email as saying.

Samusa Musa, an intern at the newspaper's No-biz desk, is deeply disappointed by the news, as he'd just gotten his fingerprints registered, and every time he entered the newsroom after the sensor turned green, it made him feel like an Important Newsperson.

Important newspeople, on the other hand, continue to risk their lives, going out every day to find stories. Newsleaders grow worried: how can they outbreak the news without outbreaking the virus?

And just when Samusa was getting used to the fingerprint thing, a new development threw him aback.

A week later, Samusa found all doors

removed. This time the reason was to encourage "open door communication", and upon passing through multiple doorless elevators and rooms, he reachex his desk, only to find all keyboards and mice removed.

"Only the tab key and the number keypad are clean because none of you know how to use them. Every other key is infected," says a newsleader, violently rubbing her hands with alcohol.

"From today, newspeople will report verbally using voice-typing," the newsleaders announced, prompting multiple high-fives from crime reporters. Samusa, whose muscle memory still prompts him to touch the fingerprint sensor and perform elbow acrobatics to open doors, is sure he'd have trouble keeping up with more changes.

"Do I have to voice-edit and voice-proof now, too?" asks a newskeeper.

"Yes, of course. But be sure to have your masks on at all times, newspeople," says the admin, "You don't want to spread nasty germs through all this verbal, open-door communication."

DVD-22 is relentless. It does not stop, it does not judge who to infect. Every day the outbreaking news is revealing new cases, yet Important Newspersons brave the crowds of Poultrygate to collect reports.

Samusa, largely ignored by important newspeople, sits at a corner of the newsroom,



repeatedly trying to get the voice-typing software to correct "the deceased was a three-wheeler" to "the deceased was on a three-wheeler." The software refuses to understand his Barishal accent.

While he was fiddling with his accent, wondering why the state hasn't put the entire population on quarantine so he can stop coming to a workplace that is slowly going insane, someone tries to pull his chair from behind.

"Sir, your butt is touching the surface of this chair, and I'm afraid we have to remove all touchable surfaces from this office," say three men in hazmat suits.

"I am Samusa's complete lack of surprise," says a voice inside his head. He gets up calmly and notices a queue with three-feet gaps between each person.

"You will all be given hazmat suits today. From tomorrow, you will come in to work, and you will not touch anything or anyone.

The suit has the voice-typing software in-built," say newsleaders, "We believe productivity will shoot up since you will all have to work standing up now."

A week later, Samusa shows up to Poultrygate in his suit, especially decorated to look like Po from Teletubbies. He cannot seem to find The Daily Ektara's office.

Samusa walks around the neighbourhood a few times, unfazed by people's spits and stares, but his office seems to have disappeared.

Just then, he notices Important Newsperson, Commander Warrior, standing outside where The Daily Ektara once was.

"You don't check your e-mail, do you, kid?" Warrior asks, laughing at his confusion.

"Did they shift the office? I have too many email addresses because I keep sending myself backpack invites for the discount..." Samusa replies.

"The Daily Ektara exists inside a void now. To enter, you have to complete a 12-step Korean sanitising routine through here," Xena points to a sealed door on the now empty plot. "The password is three-wheeler."

Samusa waits until Xena leaves to find the day's outbreaking news, then attempts entering the void. He can't face the embarrassment of yet another software failing to recognise his Barishal accent. It does fail.