



Marks and Sponsor, Life and Living post record profits

THE SELFCARE CORRESPONDENT

Marks and Sponsor Limited (M&S) and Life and Living Group of Company's (LLG) profits rose respectively by 17.75 percent and 20.25 percent year-on-year in the last financial year.

M&S reported earnings per share of \$3.45 for 2021-22, up from \$2.93 in 2020-21 while LLG's reported earnings per share of \$6.55 for 2021-22, up from \$4.84.

For those not so aware of business terminologies, this basically means both companies made profits in billions this time around. To understand more about their business model, this correspondent caught up with the CEOs of both companies for a session really early in the morning (as only the most productive do).

"We realised the need and importance of selfcare right in the middle of the pandemic. This is when mental health was in shambles and people had a lot of free time. So out of the goodness of our heart, we decided to launch a campaign to make sure everyone had the necessary tools to engage in selfcare," says Marks A Spons, the young CEO of M&S.



PHOTO: FREEPIK.COM

Questioned about the tools, the CEO who is also an award-winning youth leader and mental health activist, said, "We understood the need to diversify our products. We designed, innovated and invented a whole new range of selfcare products – namely calming lotions infused with the smell of the meadow, candles named after daily stressors so that when you burn them, you also symbolically burn away the stressor, and we even partnered with an up-and-coming TikToker to make sure we spread the message of selfcare products among the youth."

The CEO also noted how the birth of the all-inclusive bath, which focuses heavily on incorporating multiple steps towards a bath routine, has truly changed the landscape when it comes to the regular old shower.

"So, you see, we are not only product-based, we have now moved towards changing the psyche of people. Most women now believe that each and every bath they take must be super-long, must have calming lotions, facials, essential oils, scrubs, candles, scalpicals to ensure they get their much needed me time," the CEO added.

Meanwhile the CEO of LLG was not available to speak as he was at a mindfulness retreat hosted by his company at the Swiss Alps. The new mindfulness vacation package will be launched at the end of the retreat, a source at the company told this paper.

'Marriage aspirants' joining 'Chirokumar Sova' after decision on marriage tax

MAHBUB ALAM MUNNA

The Dhaka West City Corporation (DWCC) has taken the notion of thinking outside the box to another level.

Breaking out of the mould of only levying taxes on assets, or assets as people understood the word till very recently, they have decided to levy a progressive tax on marriages.

"Your better half is an asset to you, an asset you get through marriage. Don't we have the right to impose taxes on all sorts of assets?" Taxuddin Taaz, the chief tax imposing officer of DWCC, justified the advent of their new taxable area in a press conference held in Dhaka after the people, mostly unmarried, stormed social media to protest this unprecedented idea.

Meanwhile, after the decision went public, people who wanted to get married have been flooding to join the "Chirokumar Sova", a group of unmarried boys who think getting married is a stupid idea but being in a relationship with girls secretly is certainly not.

But as unmarried people are often known to do, they acted too quickly and were unable to wait to know the entirety of DWCC's plan before filling up the Chirokumar Sova membership form.

Dhaka City authorities have always been unmatched for their benevolent and altruistic motives, and this marriage tax was just the

latest example of that, some Dhaka officials said.

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"We really appreciate and value your first marriage, and so for that, you don't need to pay tax. But if you are ambitious and audacious enough to want to take care of multiple wives, we recommend that you also take care of our revenue."

revenue," Tariffuddin Tarrif, the revenue officer of DWCC, pointed out the actual scenario.

Referring to their newly imposed humanitarian tax on marriages, Tariffuddin, the modern-day Raja Ram Mohan Roy, said, "Imposing tax on several marriages will serve

one of our purposes – solving the unsolved problem of polygamy in our society. The more we impose tax on marriages, the less people will be motivated to go for second, third or even fourth marriages. In this way, we can eradicate this polygamy culture from our society and stick to monogamy."

However, nothing could actually restrain those marriage aspirants from joining Chirokumar Sova. More and more people were joining the group despite the fact that the first marriage enjoys tax-exempt status.

This Saitreday correspondent rushed to them and asked why they were joining desperately despite having the chance of marrying their first wife without paying any tax.

Munna, a new member, said, "I have always been dreaming of marrying at least four times since my childhood ever since I heard about my great-grandfather. But this tax rule has actually shattered my dream. Those who are joining here are like me. If we are restricted from fulfilling our dream by marrying four times, or even more, we don't want to marry even once and live our whole life having completed just 25 percent of our dream."

In related news, it was learned that most of the members of Chirokumar Sova had no marriage prospects. We have not been able to independently verify this information.

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CRATERS IN PAVEMENTS Preparation for Los Angeles '28

STAR GYMNASTIC REPORT

The Chapasthan government has started a new initiative in its capital of Dhaka with an aim to prepare the future athletes for athletic events in the Los Angeles Olympics in 2028.

This is a follow-up to their "Mission Parkour", taken earlier this year to make city dwellers fitter and to firm up their hearts through the adrenaline rush of dodging death on a daily basis as they tackle the city's crumbling infrastructure and lawless traffic.

"With the great success of our Mission Parkour, we have decided to step things up and widen our ambitions. Our carefully placed potholes, manholes without covers, and straight up big holes in pavements have resulted in stronger city residents. It is time to look to the future," said City Corporation Spokesperson Hashem Kashem at a press briefing.

"Our country has not really been represented in the Olympics in a positive way, and we realise that we have to build athletes from the ground up.

"But imagine if we started building athletes from below the ground?" he asked.

"You know the saying that goes 'it's not about how many times you fall; it's about how you get back up'... well, we realised that falling into ditches, manholes,

will build your character because you will have to get back up again. In this way, you get knocked down, but you get up again, we're never gonna keep you down.

"Also, they are called manholes for a reason: you fall in as a boy, but when you get up, you become a man."

He was about to go on in this vein for an indeterminate amount of time, but a reporter asked him what any of this had to do with the Olympics.

"I guess I have to spell things out for you lot. Well, such craters in pavements inculcate athletic skills in our youngsters. If you see this photo [referring to the

handout which has been used with this article], you will see that there is a thin bit of concrete at the edge of the gaping hole. Walking on this will create incredible balancing skills, and increase core strength which will help our boys and girls become great gymnasts.

"You can also see a bamboo pole sticking out of the hole. This is not to warn people, but to encourage pole vaulting. Now, imagine where this will take our athletics if we can implement this project countrywide."

Sources in the city corporation also said that the craters can be used to dunk people who have too many ideas about improving infrastructure. In this manner, the city corporation can save the money it would have had to spend to transport these oversmart advisers to the Old Ganges.

