

Program designed to inspire and drive passionate sales professionals

CCE-AUK completes KFH direct sales champion certificate program

KUWAIT CITY, April 8: Center for Continuing Education (CCE) of the American University of Kuwait (AUK) concluded the Direct Sales Champion Certificate Program for Kuwait Finance House (KFH), as part of the bank's strategy to develop the skills and expertise of promising banking business and sales professionals. The program was uniquely designed to inspire and drive passionate sales professionals towards becoming top performers in their fields, thereby leveraging their sales numbers.

The objective of the program was to train sales professionals on select sales competencies that grant them competitive advantages within the business market. The sessions were delivered at the AUK campus with state-of-art facilities and services, by credible and certified facilitators who enthusiastically guided the participants through creative exercises, exciting activities, reflective moments, motivational talks, presentations, peer-to-peer learning, and more interactive learning exercises.

As KFH's direct sales champions, the delegates focused on key topics such as team performance, negotiations, emotional intelligence, goal-setting strategy, storytelling for sales to further enhance skills and mindset that support in improved productivity and team harmony.

**Motivation**

CCE director, Nehal ElShafei, commented on the successful conclusion of the training program, "It is motivating to find that participants demonstrating motivation to achieve best results stemming out of their desire to achieve KFH's business goals. They have achieved an enriched perspective and practical abilities as influencers, while interacting with their stakeholders and colleagues at work."

CCE offers a diverse range of successful programs that cater to the professional development needs of individuals and organizations in Kuwait and beyond, empowering



KFH Direct Sales Champion Certificate Program participants.

individuals with the knowledge and skills necessary to succeed in their respective fields.

The American University of Kuwait (AUK) is an independent, private, liberal arts institution of higher education. The educational, cultural and administrative structure, methods and standards of AUK are based on the American model of higher learning. The language of instruction is English.

More information on the American University of Kuwait can be found at [www.auk.edu.kw](http://www.auk.edu.kw)

Over 50 TKS members donate blood

Telugu Kala Samithi organizes Ramadan blood donation drive

KUWAIT CITY, April 8: Telugu Kala Samithi (TKS) Kuwait, a non-profitable socio-cultural organization and Blood Donors Kerala - Kuwait Chapter jointly organized a blood donation drive under the auspices of the Central Blood Bank, Kuwait. This benevolent gesture was conducted at Jabriya on Friday, March 31 from 8 pm to 10 pm to support the central blood bank to cope up with the scarcity of blood in the month of fasting , with more than fifty (50) TKS members, men and women, registering to donate blood.

TKS President, D. SaiVenkatasubba Rad welcomed the gathering and appreciated the members towards their contribution for the well-being of humanity through this social cause and along with Sreevatsa, General Secretary set a wonderful example by leading from the front, to donate blood. Subba Rao, in his felicitation message, highlighted the personal ben-

efits of 'blood donation and its significance as a tool to enhance the solidarity within communities.

TKS felicitated the blood donors for volunteering and to be the reason for someone's existence and hoping they will continue to serve the society in future also. TKS was honored with a memento for their altruistic services to the society and commendable organizational skills exhibited in executing the event; the memento was presented by BDK officials Rajan Thottathil and Nimish Kavalam.

In conclusion, appreciation certificates were distributed to all the participants that was aptly titled " The great thing you have done in life is Donating Blood"

Social welfare enthusiasts and organizations may contact Blood Donors Kerala to organize blood donation camps and awareness sessions at the helpline numbers 99811972/69997588



Photos from the event.

Event presents patient testimonial documentary

SKH & RC Kuwait chapter hosts iftar dinner

By M. Irfan Shafiq

KUWAIT CITY, April 8: Shaukat Khanum Memorial Hospital & Research Center (SKH & RC, Kuwait chapter) hosted Iftar dinner. Dr Muhammed Aasim Yusuf; Chief Medical Officer, Consultant Gastroenterologist, Shaukat Khanum Hospital & Research Center was special guest arrived from Pakistan. Faisal Majeed Chargé d'affaires was the Chief Guest and Usman Nawaz also graced the event. The event was attended by large number of respectable Pakistani community members, Eng. Obed Ur Rehman Arain, Pir Amjad Hussain President PTI Kuwait Chapter, and dignitaries of Pakistani community among them

were Jamil; Director UK International, Dr. Shuja Uddin; President SPDK, Atiq ur Rahman; vice chairman PTI Kuwait Chapter, Shahid; Directors Wajda group, Javed Iqbal; President IEC, Raja Bilal; General Secretary PTI, Saqib Mirza, Khaled Amin; General Secretary KPFA, Usama Shahid, Masood CFO Commercial bank and many other Pakistanis were present. Muhammad Tahir Bashir; Shaukat Khanum Overseas Community Ambassador in Kuwait (SKOCA) conducted the program and after his welcome speech.

The program was commenced by recitation of the holy verses from Quran. Afterwards, Muhammad Tahir invited Dr Muhammed Aasim Yusuf to present the overview on Shaukat Khanum Hospital & Re-

search Center. Dr. Yusuf presentation was followed by a brief speech by Muhammad Tahir (SKOCA) and patient testimonial documentary, Tahir in his speech highlighted the role of Shaukat Khanum in treating the needy patients and he also briefed on the role of the Friends of Shaukat Khanum hospital and a TVC was played afterwards on SKH&RC.

Second segment of the program was started with the speech of Engineer Obed Ur Rehman. In his speech, Obed expressed his views on the initiative of Imran Khan in 1994 and also informed audience that how he initially contributed towards the noble cause and he expressed very high views about Imran Khan.



A photo from the event.

Kuwait Wayanad Association organizes Iftar gathering 2023

KUWAIT CITY, April 8: The Iftar event organized by Kuwait Wayanad Association (KWA) was inaugurated at Mehbululla Calicut Live Auditorium by its Patron and Babuji Batheri, a leading figure in the social and cultural sector of Kuwait. Meeting was presided over by President Blesson Samuel and welcomed by Jalee Varambatta, the Program Convener.

Chief Guest Usman Darimi delivered the Iftar message. Kozhikode, Kottayam, Alappuzha, Kannur district association representatives, PM

Nair, Thanima Kuwait representative Freddy offered greetings.

Advisory Board member MubarakKambrath explained and spoke about the social activities being carried out by the Wayanad Association in past years. KWA Vice President Alex Mananthavady presented the momento for the distinguished guest. Treasurer Ajesh expressed vote of thanks.

With the efforts of other executive members and the cooperation of the members, the program has become a success.



Patron Babuji Batheri inaugurating Kuwait Wayanad Association Iftar event.



A section of the audience.