



JALEEL  
HOLDINGS

**A JALEEL  
NEWSLETTER**

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# INSIGH

## Grand Opening! Jmart Karama

Jmart, the retail venture of Jaleel Holdings opened its 5<sup>th</sup> supermarket at Karama, Dubai on 09-05-19. The supermarket was inaugurated by Mr. Abdulla Nalapad, Managing Director- Nalapad Holdings in the presence of our Managing Director Mr. Sameer K Mohammad and Dr. Zakir K Mohammad. A large customer audience including our management and staff were present to bless the occasion.



The refreshed brand identity along with a new look & feel store gives an enhanced customer experience for our daily shoppers. The self-service store offers a wide range of categories in the food and non-food segment with dedicated area for the fresh produce, meat and seafood category. Customers can also shop for the latest mobiles and gadgets at the Shop in Shop counter.

## Fresh Produce Division Refreshes Fruits & Vegetable Strategy



The major focus areas towards this strategic FRESH move are

Finer approach to category management through consolidation of the buying function.

Reconfigure value chain management to widen the market with an effective Go to Market strategy.

Effective use of technology to study customer buying patterns for an effective channel based customer promotions.

Strengthen our business partnership with customers & suppliers through proper and effective training to front end staff.

Higher growth & Profitability through effective inventory management, improved order fulfillment process along with speed of delivery.

With the core Mantra of "customer is king" our mission is to listen to customers and communicate the value proposition and deliver on our promise to offer great produce at the most affordable price.

- Arjun Viswanathan  
Retail & Fresh Produce

As the weather heats up in UAE, a similar wave is hitting the industries across the world who are facing a roller-coaster ride due to various social-economic challenges. We believe the Food sector is the last sector to get impacted with fresh produce the least among them.

In a competitive market environment, the current favorable factors which drive growth are technological advancements converting offline buying to online shopping experience, change in the consumer buying habits with attention towards a healthier and more sustainable food future.

In line with changing market conditions and customer behaviors, Fresh produce division has taken steps to reorganize that current way of conducting business by transforming the traditional commodity based value chain from distributing fresh produce to the catering of meal solutions.

## Jaleel Through Our Eyes!

We are extremely delighted to be a part of an organization that is undergoing a transition from traditional business models embracing state of art, technology and innovative business practices. Even in the challenging economic condition we were able to perform much better than previous year and take care of our employees in the best possible ways.

Jaleel Cash & Carry is able to provide us with a real world experience in different segments of FMCG so that we could realize our true potential thereby helping us to choose the area in which we are really interested. They were able to provide us with ample opportunity and suitable platform for showcasing our talent. Also the firm is playing a major role in moulding us to become successful future managers.

Jaleel is making constant efforts to improve themselves by planning to go paperless by 2020. Most of the financial transactions are being automated using SAP and OmniDocs. HR processes are being automated using (HRMS SOFTWARE) and sales processes being automated.

One of the key things we have observed in the company is that we are always focusing on the core values of company. We truly believe that these values form the pillars of the firm's success over the years.

With all the amazing changes that is happening within couple of months, we are very delighted to be part of JCC. Thank you all for the immense support that we received as of now and we expect this support throughout in our journey here.

- Aswin Suresh, Amal T A / JCC

## FMCG to transform digitally ("Progress is impossible without change")

All organizations are destined to develop with the changes in this era of growth and battle. We are at the peak of digitization where consumer market is very much influenced by the world of Internet and smartphones. For the fast-moving consumer goods (FMCG) sector, the opportunities and challenges are increasing every single day.



Digital transformation is not just influencing new technological opportunities to accelerate the business, it is a cultural transformation and adaptation towards technological future. These days, to have a competitive power is to be customer centric. Digital automation is helping to move some way towards reaching customers at scale, with not only emails and personalized content, but geolocation targeting as well as increased use of intelligent personal assistants or Chatbot's.



FMCG businesses recognize the importance of digital transformation and 96% have plans to act within the year. Respondents agreed – 100% feel that improving and optimizing the customer experience is a priority. Action plans include a focus on speed and responsiveness (56%), safety and security (51%) and consistency across channels (51%). Technology critical to these initiatives include mobile (62%), analytics (58%), data connectivity (45%), ecommerce (40%), business governance/rules (36%), WCM (31%) and Cloud/PaaS (29%) (Source: Technative)

If businesses needs to fulfill customer ever increasing expectations they need to look at innovative ways to incorporate trending technologies like Location Intelligence (LI) into business operations and strategies.

Location Intelligence is a business intelligence capability that turns geographic data into location-based insights. Know who your customers are, know what they want, and know when, where and how to deliver it. That's the promise of location intelligence.



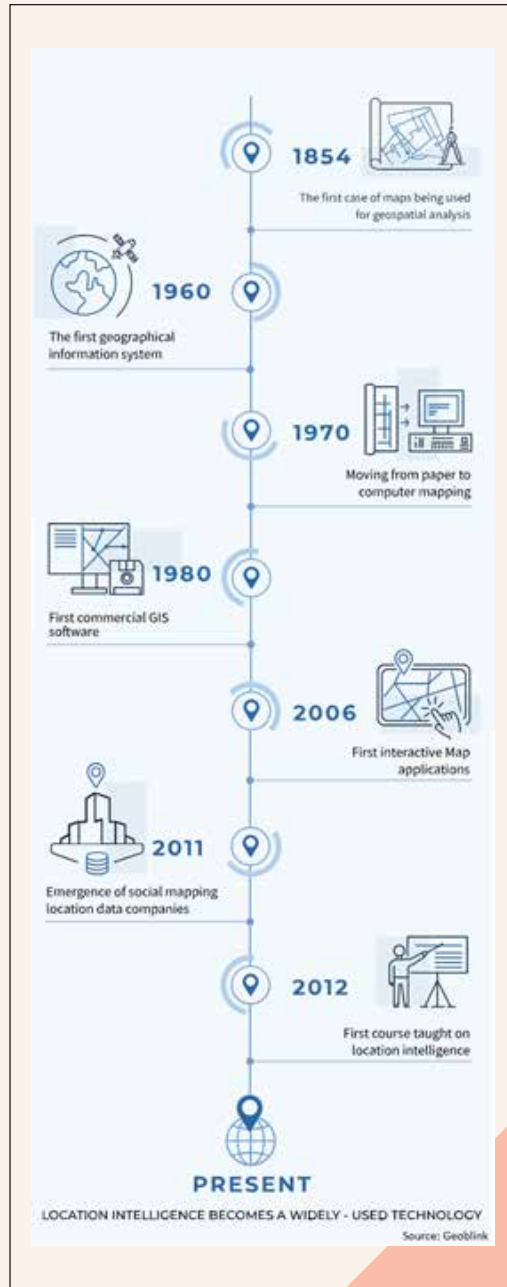
Customers would be satisfied if they have a smooth personalized experience, convenience and a great customer service throughout the buying journey. Location intelligence, when combined with the vast amounts of operational and customer data owned by FMCG, delivers greater efficiencies and levels of customer experience that were previously unachievable.

Smartphones and tablets have handed retailers an unprecedented opportunity to deliver exceptional customer service and create new efficiencies for the staffs. Mobile applications can deliver information to customer's smartphones and tablets the moment they walk through the door, so customers can download rich content when and where they want. Shoppers can receive personalized messages, rewards and coupons right on their smartphones. Retailers can use mobile marketing strategies to up-sell and cross-sell based on customer's interests and location in the store.

Buying on-line, picking up in the store, and home delivery have become essential services for consumers looking to accomplish more in less time and survive in today's fast paced world. One recent consumer research report by MetaPack, revealed that the vast majority (87%) of consumers were highly likely or more likely to shop again with an online merchant following a positive delivery experience.

The information that a retailer presents on their website or mobile application regarding product availability, delivery or pick-up times has to be consistent and accurate. This requires greater visibility into the supply chain from the manufacturer to the store and everywhere in between. Most importantly, it requires a level of real-time location awareness. The value of Location Intelligence insights for today's retailers comes from a combination of consumer's real-time location data and a level of accuracy and contextual data associated with the places those consumers visit. An overwhelming 77% of firms think LI is growing in importance, and that it will be important, critical or extremely critical within the next three years, according to a recent report conducted by Forrester Consulting, "location intelligence drives competitive edge in the digital age."

Location-based insights offer retailers a more complete understanding of their customer's wants and needs, informing product and service development, identifying new ways of engaging customer's,



providing greater visibility to customers throughout the fulfillment cycle, and ultimately aligning more closely with what customer's value.

The Analytics and Location Engine (ALE) works with wireless to collect presence data about Wi-Fi-enabled mobile devices while protecting personal privacy. This data is then integrated with third-party analytics solutions that translate it into actionable business intelligence. ALE enables to get the most out of every inch by learning how customers move and interact within the store or venue and thus utilize every square foot of floor space in the brick-and-mortar locations.

Contextual data from ALE enables to improve the location of in-store product displays and boost the effectiveness of in-venue promotions and communication in high-traffic areas and near widely used entrances and exits. Real-time analytics tells you when customers come and go and when business is booming, and this lets you align staffing levels with demand.

**More Info:**  
[https://www.hpe.com/emea\\_middle\\_east/en/networking/location-based-services.html](https://www.hpe.com/emea_middle_east/en/networking/location-based-services.html)

**- Firoz Moosa**  
 Business Application

## Employee Engagements



Secret EIDI at Jaleel Cash & Carry



Every gift from a friend is wish for our happiness!



Eating Competition @JCC



# The Thing About Organisational Culture

One corporate topic we hear almost every day is “organisational culture,” as in, our company has an “innovative” or “strong” or even a “negative/toxic” culture. But what do we really mean when anyone says this?

An organisational culture is how its employees communicate/interact with fellow members/stakeholders. It is a learned behaviour, it is created by the actions each organisation member take, not the other way around.

If a company decides that their organisational culture needs to become more “Customer focused” but the senior management does not include “Customer Service” as part of their meeting agenda or have no time discussing how they can improve “customer experience”. Eventually they will prioritize something other than customers in their behaviour which in turn be followed by the rest of the organisation.

For example in United Airlines at the start of every board meeting, the first topic discussed is about where the fire exits are, how to access the stairs, in case of Fire Alarm evacuation, where they will meet afterwards. They start every meeting that way because United Airlines culture is built on safety and the best way to cultivate and reinforce Safety culture is to lead with behaviours that promote the importance of Safety.

Culture is a product of the behaviours that all the employees from senior management to the associate level.

If the organisation commits to developing an innovative culture, the senior management should foster a culture in which there is a willingness to have an open and frank discussion, accepting failures, even celebrating a failed effort. Rewarding someone who tries to solve a complex challenging business problem, even if they fall short of solving it completely because they have created an experience we can learn from and build upon. That’s what innovation is all about.



Jeff Bezos, Amazon’s founder and CEO, has said that if his people have a one-in-10 chance of making a 100x return on an investment, he wants them to make that bet every time. But that means that to reap the reward Amazon needs to be willing to tolerate someone failing nine out of 10 times

Traditionally run companies are used to measuring objective outcomes and results. They might think that failing is not something to celebrate; it’s to be punished. So, why would anyone be surprised when innovation stalls as a result? After all, who would be willing to stick their neck out to try something new if there wasn’t any upside to doing so?

The point is that building an innovative culture starts by looking at how the leaders behave towards those trying to innovate. The same is true about any kind of culture: It all begins with the behaviour of the leaders. To say that another way, if you are interested in changing the culture of your organization, your first step should be to look in the mirror and make sure you are setting the kind of behavioural example you want everyone else to follow.

In the last quarter of 2018, we had started the Quality Circle (QC) initiative in different divisions and at present we have 15 QC functioning across various divisions. This initiative aim to foster a culture of innovative thinking, and quality consciousness among employees. It also empowers employees to bring quality improvements in their work area by providing them a platform to brainstorm on ideas, identify root cause of process bottlenecks and implement innovative solutions, there by embracing all of our core values.

**- Sajid Ur Rehman**  
Human Resources

## It is Health that is Real Wealth!!

Do you like it when you have a fever and can’t go out for a party or to play cricket? Of course not! No one likes being sick! However, despite trying our best, at times we do fall sick. It could be because of a change in weather or any specific virus. You can never predict when you fall sick. The absence of diseases also doesn’t mean that you are healthy and it is very important to be healthy for our well-being.

Health is the real wealth for all humans and a healthy body only can lead to a healthy mind, happy life which in turn lays the foundation for a strong family and close-knit society.

“As considering health as an important factor of human life; at Jaleel, we have started conducting Free Basic Health Checkups, Doctor’s consultation, and Health Awareness sessions for our employee in association with well-established medical providers. In the last 6 months, we have covered Head Office, JCC Aweer FSD and NFD, JCC Rak, JCC Fujairah, Jaleel Fresh produce, B&J, Al Jaleeb, Jmart RAK, Jaleel Distribution, ECMENA. We will be extending this service to the remaining divisions within Q3 of 2019. Among all this, we have hired a Yoga Instructor in our Organization as part of our proactive health care drive”

It is Health that is real wealth, not pieces of gold and silver. Your body is your temple and taking care of it is your worship.

**- Bijoy NP**  
Human Resources

## Medical Camp @ JCC Fujairah



Medical camp held at Jaleel Cash & Carry Fujairah on 18th July 2019 in association with Aster Group.

## Product Launch



Introducing New own brand product Spoonz Coconut Oil 8x2.5ltr.



Introducing New own brand product Uncle J Golden Sella 4x10Kg.



Elite Sampling Activity at Indian Association for NAMMAL CHAVAKKATTUKAAR Malayalee Association Annual Day.

## നെഞ്ച് പൊട്ടുന്ന ചോദ്യം

ചുട്ട് പൊള്ളുന്ന കൊടും ചുട്ടിൽ രാപകൽ എന്നില്ലാതെ പണി എടുക്കുമ്പോൾ, എന്റെ സഹോദരന്മാരെ



ഒരു നിലക്ക് എത്തിക്കണം. എന്റെ പൊന്നു പെങ്ങളമ്മാരെ നല്ല നിലയിൽ കെട്ടിച്ചയക്കണം, ഒരു നല്ലവീടും വെച്ച് ഉമ്മാനെയും ഉപ്പാനെയും കൂട്ടി ആ വീട്ടിലേക്ക് താമസം മാറ്റി, ഒരു നല്ലഇണയെ തേടിപിടിക്കണം, കുറച്ചുംകൂടി ഈ മണലാരുണ്യത്തിൽ നിന്ന് വല്ലതും സമ്പാദിച്ച് നാട്ടിൽ സെറ്റിലാവണം എന്ന ഒരേ ഒരു ചിന്തയെ അവന്റെ മനസ്സിൽ ഉണ്ടായിരുന്നൊള്ളൂ . അവന്റെ മനസ്സിലെ ദുഃഖനിശ്ചയം കൊണ്ട് സഹോദരന്മാരെ ഒരു നിലക്ക് എത്തിക്കുകയും, പെങ്ങളമ്മാരെ നല്ലനിലയിൽ പഠിപ്പിച്ചു കെട്ടിച്ചയക്കുകയും, ഒരു നല്ലഇണയെ കല്യാണം കഴിക്കുകയും, അതിന്റെ ഇടയിൽ അവന്റെ സ്വപനത്തിലുള്ള വില്ലകിലും ഒരു കൊച്ചു വീടുംവെച്ച് താമസം ആക്കിയപ്പോഴേക്കും പ്രഷർ,ഷുഗർ കൊളസ്ട്രോൾ എന്നീ രോഗങ്ങളും സമ്പാദിച്ചു കഴിഞ്ഞിരുന്നു. ഈ പത്ത് നാല്പത് വർഷം ഞാൻ എനിക്കായി ജീവിച്ചിട്ടില്ല, ഇനി കുറച്ചു കാലം ഞാൻ കുടുംബത്തോടൊപ്പം നാട്ടിൽ പോയി താമസിക്കട്ടെ എന്ന ആഗ്രഹത്തോടെ വിസ ക്യാൻസൽ ചെയ്ത് വീട്ടിൽ എത്തിയപ്പോൾ വിട്ടുകാരുടെയും കുടുംബക്കാരുടെയും ഒരു ചോദ്യം.നിങ്ങൾ എന്ത് കണ്ടിട്ടാ ഉള്ള ജോലിയും കളഞ്ഞു ഇങ് പോന്നത് ഇവിടെ നിന്നിട്ട് എന്ത് ജോലി ചെയ്യാനാ.മക്കളെ പോറ്റാൻ ഒന്നും കയ്യിലില്ലാതെ ഇനിയുള്ള ജീവിതം എങ്ങനെ തള്ളി നീക്കാനാ? പത്ത് നാല്പത് വർഷം നിങ്ങൾ ഗൾഫിൽ ജോലി ചെയ്തിട്ട് നിങ്ങളു് എന്താ സമ്പാദിച്ചത്??? എന്ന ഉത്തരം പറയാൻ പറ്റാത്ത ആ നെഞ്ച് പൊട്ടുന്ന ചോദ്യത്തിന്റെ മുന്നിൽ പകച്ചു നിൽക്കാനേ അവന് കഴിഞ്ഞൊള്ളൂ.ഏതൊരു പ്രവാസിക്കും അതിനെ കഴിയും.ജീവിതകാലം മുഴുവനും സ്വന്തം ജീവിതം മറന്നു നാടിനും വീടിനും കുടുംബത്തിനും വേണ്ടി ജീവിച്ചു രോഗങ്ങൾ മാത്രം സമ്പാദ്യമായി നാട്ടിലേക്ക് ചെല്ലുമ്പോൾ .നിങ്ങൾ ഇത്രയും കാലം എന്ത് നേടി എന്ന ഒരൊറ്റ ചോദ്യം മതി ഏതൊരു പ്രവാസിയുടെയും നെഞ്ച് പൊട്ടാൻ.

- Abdulla Vakkulangara  
Jaleel Distribution

# ജനസേവനം - ദൈവാരാധന



സഹജീവികളോടുള്ള ദയ ,കാരുണ്യം എന്നീ വികാരങ്ങൾ മനുഷ്യന്റെ അടിസ്ഥാന സവിശേഷതയാണ്. അത് വേണ്ടവിധം ഉപയോഗപ്പെടുത്തുന്നിടത്താണ് മഹത്വം. വിഷമിക്കുന്നവർക്കും ദയ അർഹിക്കുന്നവർക്കും സഹായമെത്തിക്കുക എന്നത് ഏറെ പുണ്യകരമായ പ്രവർത്തിയാണ്. ദൈവം മനുഷ്യന് നൽകുന്ന സമ്പത്തും സൗഭാഗ്യങ്ങളും മറ്റുള്ളവർക്ക് കൂടി അർഹപ്പെട്ടതാണ് എന്ന കാഴ്ചപ്പാട് ഏറെ മഹത്തരമത്രെ.. അർഹപ്പെട്ടവരെ കണ്ടെത്തി അത് കൈമാറ്റം ചെയ്യപ്പെടുന്നതിലൂടെ സമ്പത്തിന്റെ ഉടമയും അത് കൈമാറ്റം ചെയ്യപ്പെടുന്നിടത്തു സേവനം ചെയ്യുന്നവരും ഒരുപോലെ അനുഗ്രഹിക്കപ്പെട്ടവരാവുന്നു. നമ്മുടെ CSR ന്റെ ഭാഗമായി നാം മുൻവർഷങ്ങളിൽ നിരവധി സേവന പ്രവർത്തനങ്ങൾ ചെയ്തിരുന്നു. മുൻവർഷത്തേക്കാൾ കൂടുതൽ സാമ്പത്തികമായും സേവനമായും ഇത്തവണ ചെയ്യാൻ സാധിച്ചു എന്നത് നമുക്ക് ഏറെ സന്തോഷവും സംതൃപ്തിയും നൽകുന്ന കാര്യമാണ്.

ഈ വർഷം നമ്മുടെ CSR ഭാഗമായി അജ്മാൻ ജർഹിൽ രണ്ടായിരത്തി അറുനൂറോളം പേർ പങ്കെടുക്കുന്ന മൂന്ന് ലേബർ ക്യാമ്പുകളിലെ ഇഫ്താറിന് റമദാൻ മുഴുവൻ ആവശ്യമായ പഴവർഗങ്ങൾ വിതരണം ചെയ്യാൻ നമുക്ക് സാധിച്ചു. കൂടാതെ നമ്മുടെ വിവിധ ഡിവിഷനുകളിലെ സ്റ്റാഫുകൾ സേവന സന്നദ്ധരായി അവിടെ എത്തി എന്നത് ഏറെ ചാരിതാർത്ഥ്യമുണ്ടാക്കുന്ന കാഴ്ചയായിരുന്നു. സാധാരണക്കാരായ തൊഴിലാളികളുടെ പരാധീനതകൾ നേരിൽ കാണുവാനും അവരുടെ പ്രശ്നങ്ങൾ മനസ്സിലാക്കുവാനും ഇത് നമുക്ക് ഏറെ പ്രയോജനപ്പെടും.

ഇങ്ങിനെ വരുന്ന അവസരങ്ങൾ പ്രയോജനപ്പെടുത്തുമ്പോഴാണ് നമുക്ക് താഴെയുള്ളവരുടെ പരിമിതികൾ നമുക്ക് മനസ്സിലാക്കുവാനുള്ള അവസരവും കൈവരും.

കൂടാതെ കവാതീജിലെ ഒരു മസ്ജിദിലും അൽ ഖൂസിലെ മസ്ജിദിലും നമ്മുടെ സ്റ്റാഫുകൾ സേവന സന്നദ്ധരായി രംഗത്തുണ്ടായിരുന്നു. ഇതൊക്കെ നടക്കുന്നത് റമദാനിലാണ്. റമദാൻ അല്ലാത്ത സമയത്തും ഇതര ചാരിറ്റി സംരംഭങ്ങളുമായി നാം സഹകരിക്കാറുണ്ട്. അടുത്ത റമദാനിൽ ഇത്തരം സേവനങ്ങൾ കൂടുതൽ മേഖലകളിലേക്ക് നാം വ്യാപിപ്പിക്കും. ഇത്തവണ സഹകരിച്ചത് പോലെ തുടർന്നും നമ്മുടെ എല്ലാ ഡിവിഷനുകളും കൂടുതൽ ഊർജസ്വലതയോടെ സഹകരിക്കും എന്ന ആത്മവിശ്വാസം നമുക്ക് നൽകുന്ന ഊർജ്ജം ചെറുതല്ല ..... എല്ലാവർക്കും ഇതിന്റെ പുണ്യം ലഭിക്കട്ടെ എന്ന പ്രാർത്ഥനയോടെ ...

- Ummer K  
Jaleel Cash & Carry



# Trekkers WONDERLAND

## Chadar Trek - Trek The Himalayas

I know a lot of the Travelers, Guide books and locals will agree to the fact that, Himalayas are no place to visit during in the winters. The Low Freezing temperature, inability to get around, a very few places to eat, Proper combination blah blah blah.... I say...to hell with that!! You want to see the mountains in all its pomp and glory, and then you better get ready to make few sacrifices!

It all began when I noticed the famous 'Chadar Trek' in National Geographic Channel. When I've gone through the details, it excited me and at the same time, a fear of sub-zero temperature came to mind as well. Chadar Trek gets its name from Frozen Zaskar River (Leh-Ladakh), which resembles a blanket of ice. It takes you through the remote Zaskar valley over the frozen Zaskar River, which is fully frozen from top to bottom during winter. Chadar is one of nature's wonder with the discovery of this mysterious route by Zaskaris about 1000 years ago. In winter, most of the mountain passes in Ladakh get blocked due to heavy snowfall. A walk on the frozen river is the only route for locals for their livelihood in extreme winter, which now became the host to many adventure lovers, thrill seekers and trekkers across the world.

It's been almost six months since I went on this Ladakh expedition, but I still cannot get it out of my head. It all started with a missed flight and miscommunication. But the view of sumptuous beauty of the Himalayas and the whole Ladakh valley up from the flight erases all other thoughts. It feels like 'a snow capped dreamland'. My experiential and challenge seeking self, made me land on the Leh Airport on a cold February morning to begin the most pursued journey in the freezing valley. There was two days to acclimatize to higher altitude as it's almost 11150 ft high, where the temperature drops down to -30° degrees at night. Meantime I acclimatized myself by exploring the local markets and nearby places and try to experience local cuisines and to clear my medical check-up, which is mandatory. On the third day morning, reached the starting point in a van, enjoying the beauty of pristine landscapes.

The veil of ice on Zaskar River filled the mind with sheer joy. When I started to lay my first step on the sheet of ice, it gave an experience how I learned walking during my childhood which is not in anyone's memory am sure. In the beginning started walking like penguins with the help of a pole and then to master it. The sounds of the ice it creates while forming and hollow sounds it creates while walking helps to understand its age and helped me to walk accordingly. People keep on falling, but it's fun and unavoidable. The sound of River Flowing beneath the ice makes the walk scarier.

The camping sites were adorable. Tents, campfire and sleeping bags helped to keep me Warm whole night. At night, the gorgeous sight of Milky Way right above the tents filled my mind with happiness. Mornings are quite cold. Though the sun is up by 7 am, it will be noon to get some direct sunlight.

A hot cup of Kahwa and hot maggi soups gives you the energy to walk to the next camp site. Porters carry all the necessary things for cooking food and I enjoyed helping them. They are going through so much hardship to earn for their living as they almost spend 2 months on extremely cold Chadar.



Each following Day, the Trek became Harder and deep into the frozen wilderness, suffered from breathlessness and Nausea. But the Sight of dangling ices, snow clad mountains motivated me to reach Nerak Village, there the gorgeous massive towering frozen waterfall, the sight for which I was walking for the past 5 Days. I sat on the lap of that big ice wall and admired, God has created such a wonderful world for us.

On the Way back I met a soldier. He was covering his Mouth and Nose with a scarf, (Everyone does it to protect it from Cold and Chapped lips) and I was eloquent and was very eager to share my experience. He was patient enough to hear all my stories, later he removed his face cover and I could see his lips were all dry cracked and he was not even able to smile. Somehow he managed to smile and said, for the last 45 Days he was posted at Siachen Glacier and its -50° Degrees there!! He also quoted, when you go back your home; tell everyone that there are people like him serving the nation without self-care!!

The delightful experience of snowfall, sense of touch of cold water on subzero temperatures, sleeping on caves, survival instincts in harsh terrain, snow covered mountains, walk on the frozen veil of ice over Zaskar river, calmness and serenity, interacting with locals and understanding their way of living in one of the most inhabitable regions in the world made the whole trek "a lifetime experience". The sheer power of nature makes you feel small and humbled. More than an adventure, it was a journey to my inner self to redefine my limits physically and mentally to overcome challenges and gave me the courage to take risks. Boarded the flight back to my work, thanked mighty Himalayas to connect myself with nature and fueled up my inner strength.

- Jaya Kumar K  
ECMENA

## A Day At Al Noor!

We (CSR Team) were discussing on our forward journey and CSR Ramadan initiative, Mr Varghese Mathai, our General Manager HR & Admin proposed the idea of extending our CSR services to Children with special needs to which everyone in the team appreciated the idea. We found Al Noor training centre a non-profit organisation established in 1981 was functioning in Al Barsha, Dubai with a moto to enrich the lives of hundreds of children and young adults with various physical and cognitive challenges and we found that they are doing something different from other training centres by having a holistic approach to the wellbeing and development of the students.

We visited Al Noor Training centre on April 29, 2019, when we entered the lobby of Al Noor, we saw a few people waiting in front of an office there and after some time an Al Noor staff came with few certificates and started to distribute it among the people waiting there, later we found that they were volunteers who have associated with Al Noor in student engagement. While we were keenly watching the certificate distribution another lady staff Ms.Mini Chandran, Admin Executiv approached us and took us to her office cabin.



She introduced us to the training facility and showed us a 6 min video about Al Noor. The video was very impactful and informative, we came to know about various methodology in which students of Al Noor were trained and understood that educating the children with differently abled requires technological aids. These devices support the children in their interaction with their teachers and classmates. That could be one of the reasons that their fee structure seems to be on the higher side. Al Noor supports children with poor financial background by subsidizing or waving off the tuition fee.

As part of their holistic development approach, Al Noor students are also given training on Handcraft, Carpentry, baking Cookies/Cakes etc.. and these products are sold in the market under "Smiles n' Stuff" banner. They also have a sales outlet in their school premises for the public to buy the products. This is also one of the ways in which Al Noor raises fund to cover the expenses and support the children by giving fees subsidies. They also have conference hall & party halls which are rented out to corporate and they have schemes through which corporate can sponsor children/ a class.

Later she took us around the Al Noor campus, we saw different classrooms dedicated to the above-said activities. We witnessed the happiness and hope in each child while involving in the action. She also explained to us about the smiles n' stuff Bazaar that they organize in Corporate and we found it attractive and suitable platform for us to be part of this noble cause. Arranging this event at our corporate office would be a good step of ours and will definitely make our employees engaged in this cause.

Finally, with the wholehearted support of our management, we organized Smiles n' staff Bazaar at our corporate office on 03<sup>rd</sup> June 2019. With the great contributions from fellow colleagues and management, this event was a great success.

Once again thanking everyone for your valuable time and money spent to make this happen!

**- Jarsheeda Mohamed Kutty**  
Human Resources

## JHDM Cricket Tournament



## Talent Pool



Facebook competition winning photography

Location: Sohar Grand Mosque

Photographer: krishnakumar - Teejan Jaleel

പൂർവികൻ

മണ്ണിനോട് മല്ലിപ്പിച്ചു  
കാടിന്റെ തെളിച്ചെടുത്തു  
മാരിയെ ചെറുത്തുനിന്നു  
ഭൂമിയിൽ കിളിച്ചെടുത്തു  
മന്ത്രിനോട് ചേർത്തുവെച്ചു  
തലമുറയ്ക്കു കാത്തുവെച്ചു  
മൺമറഞ്ഞു പോയവൻ  
പൂർവികൻ



ലിജോ മാത്യു ജലീൽ ക്യാഷ് & ക്യാറി

## Kids Corner

### ഭൂമിയുടെ ദുഃഖം

ഭൂമിയിൽ വെള്ളമില്ല, വരൾച്ച മാത്രം  
അവൾ വെള്ളത്തിനായി കൊതിക്കുന്നു  
ജലമില്ലാതെ കരയുന്നവൾ  
ദാഹിച്ചു ദാഹിച്ചു കേഴുന്ന  
ഭൂമിയെ രക്ഷിക്കാനാരുമില്ലിവിടെ  
നമ്മുടെ ജീവിതം ഭൂമിയാണ്  
ഭൂമിക്ക് വെള്ളം കൊടുക്കാതിരുന്നാൽ  
നമ്മുടെ ജീവനും അപത്തിലായ  
മേഘങ്ങൾ കറക്കുന്നില്ല  
മയിലുകൾ നൃത്തമാടുന്നില്ല  
ദാഹിച്ചു വലയുന്ന ജീവനുകൾ സാക്ഷി  
വേനലടുത്തു വരുന്നു  
കിണറുകൾ വരളുന്നു  
അവളുടെ രോദനം എങ്ങും മുഴങ്ങുന്നു  
എത്ര മോഹിച്ചിട്ടും മഴയില്ല വരൾച്ച മാത്രം



**Ananya Anil**

D/o Anil Radhakrishnan - Jaleel Cash & Carry