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21 women graduate from Vodafone's sales academy

CATHERINE W GICHUKI
DOHA

TWENTY-ONE Qatari women, members of Vodafone's Al Johara team, graduated from the Vodafone Senior Sales Academy on Monday after completing a one-year training programme.

The women were awarded certificates and prizes by Vodafone CEO Richard Daly.

The ceremony which also marked the first anniversary of the programme was attended by families and friends of Al Johara women.

Al Johara, meaning jewel, was introduced to encourage Qatari women to become entrepreneurs.

Speaking on the occasion, Daly said that in Al Johara women learn, grow, earn and sell Vodafone's products and services within their communities and traditions.

"Vodafone is global and wherever we go we establish a programme favouring the local roots. We try and understand the local culture. We try to adapt to that culture. We wanted to see how we could be connected to Qatar. We have recruited, trained and developed these women but they have taught us a lot more," he said.

The women learnt skills in sales, inventory control, stock and cash reconcilia-



Vodafone CEO Richard Daly (centre) and the company's officials with some of the Al Johara graduands and their family members, in Doha, on Monday. (HANSON K JOSEPH)

tion, brand and customer experience, customer care networking, running events, presentation skills and other key elements to support their success in a sustainable and mobile business.

"The Joharas are valued and admired team of Vodafone Qatar. We are very proud of them for being able to achieve their targets and complete the course, concurrently with running their daily lives," Daly said.

Susie Kelt, Al Johara manager, who worked closely with the women to transform them into businesswomen, said by starting the pro-

gramme, they wanted to stand with Qatar's Vision 2030.

"It has been a learning journey for them and me as well. The women are inspiring. We are extremely proud of the Joharas.

"They are a group of courageous and capable women. It has been a year of tremendous learning and growth where I was personally impressed by their willingness to learn. They have been confronted by many new experiences and opportunities which were tackled with enthusiasm and huge commitment," she said.

Kelt thanked the families of the women for supporting them.

Expressing her delight, Hayfaa al Marri, the team manager of the group, said, "I would like to praise my team members for their commitment to being professional and efficient representatives of Vodafone as they balance their personal commitments and their work as successful entrepreneurs," she said.

Fatima al Kuwari, a housewife who was awarded the Johara of the Year Award, said, "I do my job when my children go to school. I dedi-

cate two hours in the morning and two hours in the evening for this job. I like the job and would love to continue," she said.

Maha al Kuwari, a third year student of mass communication and English at Qatar University, said, "I have gained lots of confidence. I have learnt how to communicate with people and also convince them. It's a good job because I do it while still studying. I sell the products to my friends, family and community at large. I believe I will develop my own business through the skills I have learnt," she said.



Mohammed Saleh al Marri (second left), executive director of customer service at Qtel, and Nasser Ali al Muhannadi, customer services department manager at Kahramaa exchanging agreement papers, in Doha, on Monday.

Qtel, Kahramaa sign pact for bill payment

TRIBUNE NEWS NETWORK
DOHA

QTEL and Qatar General Electricity & Water Corporation (Kahramaa) on Monday launched an ambitious new partnership to work together to meet the needs of their customers.

Through the agreement, the two entities will be able to provide shared services to their customers.

The first step of this pact will be linking their payment systems, so that customers can pay bills and update their accounts at Qtel's network of self-service machines. This will be among the first in the world where a water and power corporation has linked together to meet the needs of their customers.

Mohammed Saleh al Marri, executive director of customer service at Qtel, said: "This is a landmark agreement that brings two of Qatar's leading organisations together for the

convenience of the community. By joining systems, we will be able to provide one of the most comprehensive services ever offered in this country, and deliver customer support wherever our customers need it."

Nasser Ali al Muhannadi, customer services department manager at Kahramaa, said: "We are pleased to sign this agreement with Qtel, as both our organisations are committed to improving customer service and supporting our customers when they need it. Through our integrated payment systems, we will be providing a round-the-clock service and delivering convenience and security for all."

With over 220 Qtel self-service machines mostly located at 24-hour open locations including super markets, airport, malls and petrol stations across the country, the new agreement means that customers can quickly and easily pay electricity and water bills.

New Citroen C4 unveiled

RAJESH MISHRA
DOHA

EL NAAEL Company, the sole agent for Citroen vehicles in Qatar, launched the new Citroen C4 at its Salwa Road showroom on Monday.

Unveiling the vehicle "with a competitive price and efficient technology", General Manager of El Naael Company Ahmad Saeed Bajubair said, "The new Citroen C4 boasts of highest international standards in terms of quality, strength, safety and luxury equipment."

He added, "The specifications of the vehicle are hardly found in the automobile market of Qatar. The new Citroen C4 radiates positive energy. Space and size, versatility and user-friendly design, the new Citroen C4 has it all."

With a highly competitive price starting from QR64,000, the vehicle has an array of original features such as an engine of 1600cc with 120 hp, which is designed in a way that ensures low fuel con-

sumption and helps to cut CO2 emissions by more than 5 g/km.

Like the exterior, the interior styling of the New Citroen C4 creates an immediate impression of quality and sophistication.

"It has an appearance of a perfect luxury car on the one hand and is also user-friendly on the other. The new Citroen C4 helps the pilot in the accuracy of regulatory compliance, especially the speed of traffic within the city or on highways, providing them with feature programming, where a specific speed and the system installed," Bajubair remarked.

It also boasts of a blind spot monitoring system using ultrasound technology. When this innovative function detects a vehicle in a blind spot, it informs the driver by means of an orange diode positioned in the angle of the door mirror. Comprising four sensors in the front and rear bumpers, this system is active at between 12 km/h and 140 km/h.



Kindergarten and Class 1 students of Birla Public School perform on the first day of the school's Founders' Day celebrations, in Doha, on Monday. (JALAL PATHIYOOR)

Birla Public School Founders' Day celebrations begin

TRIBUNE NEWS NETWORK
DOHA

THE 8th Founders' Day celebrations of Birla Public School began on Monday.

Kindergarten and Class 1 students as the youngest members of the school proved that age was not a barrier to what they could do as they set the stage ablaze with their wonderful performance.

The chief guest of the day, Shefa Ali Nader, head of communication and media at Qapco spoke about the importance of communication. She stressed on the importance of a smile and the need for empathy. These values, Nader said, seemed to have lost their place in the rush

to meet daily chores.

Dr Mohan Thomas, director of BPS governing council, spoke on the need to pay attention to lower primary and kindergarten education.

The event celebrated the universal appeal of music regardless of language or genre. Showcasing colourfully coordinated dances depicting a wide array of Indian, Arabic and western styles, the lively dancers delighted their audience with every step. A dramatisation of the Emperor's New Clothes by the budding actors won thumping applause for their refreshing originality.

Prominent among those who attended the celebration were C V Rappai, Lukose K Chacko, Gope Shahani and Aarti Oberoi.



Shefa Ali Nader, Qapco head of communication and media, addresses the audience during the BPS Founders' Day celebrations, in Doha, on Monday.



El Naael Company General Manager Ahmad Saeed Bajubair (second right) with other officials at the launch of the new Citroen C4, in Doha, on Monday. (HANSON K JOSEPH)