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DAY of INDIA  
Special Supplement with this Issue...

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# New strategies to curb cybercrime, enhance online experience



## THE TIMES KUWAIT REPORT

In a recent statement, the Communications and Information Technology Regulatory Authority (CITRA) announced that it would soon introduce a slew of measures designed to curb mobile phone frauds and other cybercrimes in the country. This follows a spate of instances where individuals and institutions were defrauded by cybercriminals using new and sophisticated technologies and techniques.

Cybercrimes were also a topic of discussion at the Council of Arab Ministers of Communications and Information held in Abu Dhabi on 18 January. Speaking on the occasion, Chairman and CEO of CITRA, Omar Al-Omar affirmed the need for a unified Arab network to develop regional communication systems that provide the quality, security and speed of information transfers to meet the aspirations of users in the region, as well



as enhance confidence in the online experience.

According to the latest available figures from CITRA, the mobile penetration rate in Kuwait stood at 158 percent; 130 percent of the

population subscribed to mobile broadband services; 99.7 percent of households had access to internet; and 100 percent of the country was covered by Long-Term Evolution (LTE) mobile

service — an international standard for wireless broadband communication for mobile devices that improve on the previously used GSM and UMTS standards.

Other online usage data from CITRA show that 82.5 percent of people have social media accounts, 95.7 percent of people use the internet on a daily basis, and 97.7 percent of households own a portable device such as a laptop or tablet. In addition 73.8 percent of households have a smart home device such as a smart TV, and 84.8 percent of households use the internet routers supplied by the Mobile Network Operators (MNO). Moreover, around 95 percent of the country's population is now covered by the latest 5G mobile service.

Given the depth of mobile penetration and the widespread use of broadband and wireless services in the country, it is no surprise that cybercriminals have increasingly targeted mobile users in Kuwait.

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## New MoI service prevents last-minute travel disruption

Last week the Ministry of Interior (MoI) introduced two new services online through the unified government application, Sahel. The services aim to improve efficiency within government processes and enhance convenience for citizens and residents.

The first service allows individuals to obtain a report on their entry and exit movements within the port security sector, which is mandatory when applying for

certain government services. The second service enables individuals to inquire about any outstanding debts before traveling.

The second service is of particular interest to residents as it allows them to find and rectify any financial obligations that have been raised against them, which could prevent their departure from Kuwait. By providing this information, the ministry hopes to assist travelers in planning accordingly and avoiding any last-minute



complications at the airport.

Emphasizing their commitment to continually introduce electronic services through the online Sahel app, the ministry said this reflects the ongoing technical and technological advancements witnessed within the security establishment sectors. By utilizing these digital platforms, the Ministry aims to optimize time and effort for users, streamline processes and improve the overall user experience



### ‘Following orders’, not an excuse for violations of law

Public sector employees engaging in activities that harm public funds and state resources cannot seek refuge under the pretext that they were merely following orders of their supervisor.

The Court of Cassation made the above remarks while delivering its ruling in a case that involved unintentional damage to public funds by six employees working in a public sector entity. The court emphasized that regardless of the position or authority of the person giving the

order, there was no room for blind obedience by employees when it comes to breaking the law.

In their defense, the employees had argued that they were merely following orders from their superiors. However, the Court of Cassation affirmed that Article 37 of the penal code does not allow for blind obedience to the extent of violating the law.

The court's ruling, which resulted in fines and removal of six employees from their position, underscored the fact that government agencies do not function as private property, and individuals cannot bypass the law or engage in unlawful activities for personal gain, even if instructed to do so by their superiors.

The court's decision serves as a reminder to all public employees that they are responsible for adhering to legal and ethical standards in the execution of their duties. It clarifies that employees cannot hide behind the excuse of following orders when their actions result in harm to public funds or go against the principles of legality and transparency.

The judiciary in Kuwait continues to uphold the values of accountability and the rule of law, stressing the need for individuals to exercise personal judgment and refuse to participate in activities that could harm public resources.

## Jazeera Terminal 5 upgrades enhance customer experience



Jazeera Airways, Kuwait's leading low-cost carrier, recently introduced upgrades to Jazeera Terminal 5 (T5) at the Kuwait International Airport. In line with the airline's continuous efforts to enhance passenger experience, these improvements include both infrastructure and operational changes.

Speaking about the Terminal upgrades, Chief Executive Officer, Jazeera Airways, Rohit Ramachandran said: "At Jazeera Airways Terminal 5, we currently serve close to four million passengers annually, and aim to provide a smooth passenger experience from end to end. This starts from the time passengers park their vehicle or enter the Terminal till they board their flights. As part of our ongoing efforts to ensure this, we have invested millions of Kuwaiti dinars to implement a number of new enhancements and upgrades at the Terminal."

Most of the key improvements at Jazeera Terminal 5 cater to passenger ease and comfort. These include:

**Faster Check-in:** Check-in has been made faster with extra check-in desks, as well as new, improved self-check-in kiosks that will be coming soon. The Early Check-in service at Jazeera Park and Fly allows passengers to get their boarding pass from nine up to 36 hours prior to departure.

**One Security Check:** The Terminal has only one centralized security check prior to departures. This helps passengers reduce the stress of having to go through additional security checks at the boarding gate.

**Additional Boarding Gates:** Three additional boarding gates with seating areas have been introduced to help accommodate more passengers.

**Changing Rooms:** New changing rooms have been built to benefit Umrah travelers.

**Food and Beverage Outlets:** Expanded food and beverage outlets both landside and airside including Costa Coffee, Pizza Hut, Subway, D'light, and Burger King, offer passengers a wider option for meals or drinks.

**Duty Free Shops:** The Duty Free shops in two locations offer a large variety of airport exclusives in perfumes, food and gifts.

Ramachandran further explained: "By managing the Terminal, we are in control of the passenger journey through the airport. Our

goal is to reduce the amount of time required between entering the terminal and reaching the boarding gate to 20 minutes, making it quicker for passengers to board their flights. We also have a Customer Service Team operating throughout the terminal to assist passengers all the way. With all these new upgrades, we look forward to offering a pleasant airport experience alongside affordable fares."

Jazeera Terminal 5 also offers prime retail spaces to different businesses in Kuwait. These include food and beverage outlets, money exchanges, electronics, and general stores. The airport is the only place in Kuwait with 24x7 retail, aside from catering to travelers that require last minute essentials.



In addition, a 350-vehicle parking building across the road is connected to Jazeera Terminal 5 by a shaded walking bridge. Passengers can easily walk across or transfer luggage, especially during the summer months. A valet parking, airport limousine, porters, bag wrapping as well as meet and assist services also provide additional value to passengers.

There are several other services that are useful not only for passengers but also for others who are looking for 24/7 convenience. These include ticket booking, money exchanges, food, and beverage outlets as well as ministry services for payment of utility bills or fines. Recently, the Terminal has also started helping with the clearance process of newly arrived domestic workers (Article 20).

Airside, the Terminal also offers the Pearl Lounge with a variety of conveniences and comfort. All information related to Jazeera Terminal 5 can be found on the Jazeera Airways website: [www.jazeeraairways.com](http://www.jazeeraairways.com)

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**of his Mother**

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**on 21<sup>st</sup> January 2024**

**May her soul Rest in Peace**



# Challenges of Preserving Kuwaiti Identity in the Era of Globalization

By Sheikha Suhaila Fahd Al Sabah  
Managing Editor

In the midst of the economic and cultural transformations witnessed globally today, national identities face significant challenges in keeping pace with the era of globalization, and the Kuwaiti identity is no exception. These challenges are part of a massive process of changes affecting the concept of identity and the ways to preserve it. In the context of globalization, Kuwait must modernize and adapt to economic and technological developments without losing its cultural and historical essence. Preserving Kuwaiti identity requires enhancing awareness of the cultural and historical heritage of the state, and promoting the Arabic language as a vital element of identity.

Among the prominent challenges facing Kuwaiti identity in the era of globalization is the impact of social media and global popular culture. Kuwait needs to strive to maintain a balance between interacting with the external world and preserving unique aspects of its identity. Education plays a crucial role in enhancing national identity, including incorporating the history and values of Kuwait in the curriculum, and encouraging cultural and sports activities that foster national belonging. Building comprehensive strategies to protect and enhance Kuwaiti identity in the era of globalization, including promoting cultural and heritage awareness and enhancing education reflecting Kuwaiti values, is essential.

Kuwait aims to enhance constructive cultural interaction with global communities through cultural diplomacy and media to highlight



“Promoting public discourse on the concept of identity, with citizens and civil society participating in shaping a shared vision reflecting Kuwaiti values and aspirations, contributes to enhancing national unity and strengthening social bonds.”

cultural diversity and Kuwait's achievements. Kuwait encourages youth initiatives and creative arts that reflect the vision of the youth and promote modern Kuwaiti identity. The youth can play a vital role in updating and renewing

cultural identity, adding a touch of modernity to traditional identity. Kuwait efficiently faces the challenges of globalization, preserving its core identity while achieving positive integration with the external world.

The importance of supporting innovation and technology in enhancing Kuwaiti identity cannot be ignored. Kuwait invests in the technology sector to promote innovation and develop local technological projects, contributing to a balance between heritage preservation and modern technological progress. This enhances Kuwait's image as an advanced and pioneering country in various fields. Internationally, Kuwait seeks to promote cultural and economic cooperation, strengthen ties with international institutions, and participate in global events, positively influencing the perception of Kuwait and its culture. Kuwait strives to achieve the balance that ensures the continuity of its unique identity in a rapidly changing world by adopting sustainable strategies that integrate heritage preservation with global integration.

In the context of ongoing economic and social transformations, fostering communication among Kuwaiti society members and encouraging sustainable dialogue about national identity is particularly important. Promoting public discourse on the concept of identity, with citizens and civil society participating in shaping a shared vision reflecting Kuwaiti values and aspirations, contributes to enhancing national unity and strengthening social bonds.

This continuous dialogue can address cultural challenges and promote mutual understanding among society members, reinforcing a sense of belonging and Kuwaiti identity. Through adopting this integrated approach, Kuwait can stand firm against the challenges of globalization, building a future that combines heritage preservation with the values and uniqueness of Kuwaiti identity.

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# Challenges and chances of success in South Africa's case against Israel at the ICJ



By Tareq Yousef AlShumaimry

On 12 January 2024, the International Court of Justice concluded its first hearing in the South Africa vs Israel case, in which South Africa accused Israel of intent to commit genocide against Palestinians in Gaza.

By analyzing the case and considering the challenges and opportunities for success for South Africa in its case before the International Court of Justice, the following becomes clear:

**First:** To issue orders and temporary precautionary measures, the court does not require consideration of the merits of the case, or evaluation of the evidence presented. Rather, it only considers from the surface of the papers whether there is an emergency circumstance or event that will result in damage that cannot be remedied and requires urgent temporary measures that cannot tolerate delay.

As for South Africa's request, the suspicion that Israel committed the crime of genocide against the Palestinian people in the Gaza Strip is sufficient to fulfill the condition for the court to accept the request to issue a temporary precautionary order. The suspicion is currently present in light of the atrocities committed by Israel in the Gaza Strip, which result in grave humanitarian damage that cannot be remedied without taking urgent measures.

**Second:** South Africa also submitted to the court a set of urgent requests, the most important of which was the demand for an immediate halt and suspension of Israeli military operations in the Gaza Strip, but the package also included a request that the court order the Israeli government not to directly and publicly incite the commission of genocide, and that Israel hold members of the Israeli government accountable. Those who do so, and that Israel takes all necessary measures to cancel the relevant government decisions to prevent and deprive Palestinians in the Gaza Strip of access to food and that the court orders Israel to take precautionary measures to prevent the destruction of evidence of its military practices and to retain that evidence for presentation to the court and that Israel submits periodic reports about the measures taken to comply with the precautionary measures ordered, and to refrain from taking measures that would further aggravate the conflict.

With the exception of the request to immediately stop military operations, the requests submitted by South Africa will not face legal challenges because most of them are reasonable and proportionate to the circumstances and seriousness of the event.

**Third:** With regard to the request for Israel's immediate cessation of all its military operations in the Gaza Strip, South Africa may face some legal challenges regarding determining the nature of the temporary measure and drafting the executive part of this request, as South Africa's request was general in its wording - "all its military operations." It may be difficult for the Court to fully respond to this request because it is inconsistent with Israel's right to defend itself, and since even if some of Israel's actions are considered unlawful because they bear the character of genocide, other actions may be legitimate from the point of view of International



law, such as suppressing the launching of rockets directed at Israel and trying to reach Israeli hostages or targeting some members of the Hamas movement in particular.

Therefore, saying to stop all military operations carried out by Israel may be viewed as a request that includes an increase or exaggeration and a departure from the scope of application of the Convention on the Prevention of Genocide to the extent of prejudice to Israel's legitimate right to defend itself, according to Israel's claim.

Accordingly, what is likely to happen is that a disagreement will emerge among the members of the Court regarding the wording of the executive order, as the Court may follow its precedent in the case of Bosnia v. Yugoslavia (Serbia and Montenegro), in which the Court refrained from issuing a precautionary order halting military operations carried out by Serbia. Completely, when formulating the operative word, it was limited to obligating Serbia to take the necessary measures to prevent the commission of the crime of genocide, without mentioning military operations or stopping aggression in general.

## The time period for issuing a temporary precautionary order

Regarding the time period for issuing the temporary precautionary order, the International Court of Justice usually issues its decision regarding the application of the temporary precautionary order within a period ranging from weeks to months. In the Bosnia case, for example, the court's decision came three weeks after Bosnia submitted the urgent request and less than a week after hearing oral argument on the request. As for the Gambia case, the court's decision regarding precautionary measures came about two months after Gambia submitted its request (but only about one month after the pleading sessions for this request).

In the case brought by Canada and the

Netherlands against Syria regarding torture, the court's decision on precautionary measures came more than five months after the request was submitted (but only about one month after the pleading sessions for the request). In the ongoing case between Ukraine and Russia, the court's decision on precautionary measures came after about a month after Ukraine submitted the request, and about two weeks after the public hearings.

Therefore, it is likely that the court will issue its decision on this request within weeks (not months) given the urgent nature of the humanitarian circumstances of this conflict, which are similar in seriousness to both the conflict in Bosnia and the Ukrainian issue, but it must also be taken into account that disagreement between members of the court may lead to... To extend the period of deliberation between judges for a week or two at most in an attempt to reduce the gap in difference of opinion.

Regarding the subject of the dispute, I believe that the lawsuit is not devoid of legal challenges that will necessarily face both parties:

**First:** For South Africa, proving the commission of the crime of genocide is not without challenges, as international law requires proof of a clear and specific intent to destroy an entire group or part of it belonging to a specific race, religion, or ethnicity. South Africa described in its claim the Israeli aggression as "bearing the character of genocide." Because it aims to achieve the destruction of a large portion of the Palestinians, specifically the Palestinians living in the Gaza Strip.

As evidence of genocidal intent, South Africa cited Israel's deliberate killing of Palestinian civilians in Gaza, inflicting serious physical and psychological harm on them, and deliberately creating special living conditions aimed at their physical destruction, such as isolating them and depriving them of water, medicine, fuel, shelter,

and other humanitarian assistance.

Repeated statements made by representatives of the Israeli government, including the Prime Minister, the Minister of Defense and the President, as evidence of extermination intent. But this evidence can be refuted and portrayed as a reaction to the attack carried out by Hamas on October 7, 2023, and that Israel would not have done all of this had it not been for this attack, and that the siege imposed on Gaza since the Israeli withdrawal is only a precautionary measure to prevent resistance operations from reaching deep into Israel.

Therefore, the Israeli military operations, despite their brutality, may not rise to the level of genocide according to some legal opinions, as they classified them as an illegal or illegitimate aggression because they are not proportionate to the scale of the attack launched by Hamas on October 7, 2023, and it is not described as a crime of genocide.

Therefore, South Africa may face some legal difficulties in comprehensively and conclusively proving the existence of annihilating intent.

**Second:** For Israel, this lawsuit will open the way to delve into some legal and historical issues that Israel has tried to avoid delving into for decades. While South Africa's claim focuses on Israel's actions since October 7, 2023, the prosecution paper skillfully included - the Palestinian issue in general and the broader context of its behavior. Israel towards the Palestinians during its 75-year apartheid rule, its illegal occupation of Palestinian lands since 1956, and its siege of the Gaza Strip, which lasted 16 years.

Therefore, deciding on this issue will necessarily require consideration of some thorny and embarrassing legal issues for Israel, such as whether Palestine is a state. In the legal sense, whether Hamas can be considered a representative of Palestine in the Gaza Strip, whether Israel has the necessary authority and the right to defend itself against an entity that is not considered a state, and whether Gaza is still occupied territory from a legal standpoint.

For example, that customary international law does not recognize self-defense except against sovereign states, and therefore the current Israeli aggression against the Gaza Strip cannot be justified as self-defense in the traditional sense of international law because Israel does not recognize Palestine as a state, and therefore Israel's self-defense cannot be taken into consideration only in the context of the rules of international law of occupation, and if the issue of self-defense is examined from this perspective, the court will necessarily address the issue of Israel's siege of the West Bank and Gaza Strip and its legal settlement and this siege (as an actual occupation), the extent of its legitimacy and its causal relationship to the attack it carried out.

The Hamas movement on October 7, 2023, all of which are issues that Israel has denied for a long time through its media discourse that manipulates language, politics, and uncontrolled terminology, but this lawsuit will put an end to this uncontrolled policy and issue an international judicial ruling that is binding not only in its form (regardless of the outcome of the ruling) But it is also binding in its reasons and circumstances.

Tareq Yousef AlShumaimry, served as Chairman of the Finance Committee and Chairman of the General Budget Committee of the Permanent Court of Arbitration in The Hague (PCA) and an observer in the 124th Administrative Council of the Court and the Consular at the Embassy of the State of Kuwait in the Netherlands during this period from 2013 to 2020.

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# Amiri Decree assigns PM as Deputy Amir, in the absence of Amir



**H**is Highness the Amir Sheikh Mishal Al-Ahmad Al-Jaber Al-Sabah assigned Wednesday His Highness the Prime Minister Sheikh Dr. Mohammad Sabah Al-Salem Al-Sabah as Deputy Amir while His Highness the Amir was out of the country.

His Highness the Amir, in an Order, said this measure would remain valid until a Crown Prince was named.

The Order stipulates that His Highness the Prime Minister informs the National Assembly of this order and that it takes effect once published in the official gazette.

## Amiri Decree assigns Deputy PM as PM, while premier serves as Deputy Amir

**H**is Highness the Amir Sheikh Mishal Al-Ahmad Al-Jaber Al-Sabah signed a decree Wednesday assigning Deputy Prime Minister, Minister of Defense and Acting Interior Minister Sheikh Fahad Yusuf Al-Sabah as Prime Minister, while His Highness the Prime Minister assumes role of Deputy Amir.

His Highness the Amir signed

an Order earlier assigning His Highness the Prime Minister Sheikh Dr. Mohammad Sabah Al-Salem Al-Sabah as Deputy Amir while His Highness the Amir was out of the country. The decree stipulates that His Highness the Prime Minister informs the National Assembly of this decree and it takes effect once published in the official gazette.



## MoH takes steps to curb misuse of prescription drugs

**M**inistry of Health (MoH), which is firmly committed to safeguarding Kuwaiti youth from the perils of toxic substances, announced last week that the Minister of Health, Dr. Ahmed Al-Awadhi, has endorsed a string of preventive measures designed to regulate the administration of narcotic drugs and psychotropic substances. The move aims to curb the potential misuse



entities, which was in stark contrast to the less than a million pills found in the public medical sector.

Despite the public sector handling over 85 percent of surgeries and medical cases requiring these medications, only 30 percent of the substances are dispensed, indicating an overuse trend in the private sector. Inspection committees uncovered noteworthy observations, including bi-weekly orders placed by narcotic and psychotropic substances units in government hospitals. In its report to the ministry the committees recommended tightening controls to prevent the unauthorized distribution of narcotic drugs outside hospital premises.

The Ministry of Health, under the guidance of Minister Dr. Ahmed Al-Awadhi and with support from the senior leadership, has now initiated a comprehensive mechanism aimed at restricting the proliferation of substance abuse and trafficking. Inspection committees have proposed measures to address the issue, particularly focusing on substances like Lyrica, Tramadol, and psychotropic drugs.

Specialized units have been established in government hospitals and centers with responsibilities for monitoring substance movements and ensuring correct dispensing

procedures, operating under the name of the Narcotic Drugs and Psychotropic Substances Unit.

To further tighten control, medical staff are now required to include diagnoses on all prescriptions

for narcotics and psychotropic substances, and pharmacists are obligated to dispense only when prescriptions are complete.

Emphasizing the significance of accurate data, the Minister of

Health has mandated the Drug Inspection Department to provide statistics every six months for all types of narcotic and psychotropic substances, ensuring clarity and verification of information.

of these drugs and their illicit trade by unscrupulous individuals, and to mitigate the risk of drug addiction.

The measures follow recent investigations by ministry staff and reports from security personnel that reveal several anomalies in the amount of prescription drugs and psychotropic substances found in raids throughout the country. The investigations showed that there were over 2.5 million narcotic pills in the possession of private medical




## Government keen on cooperating with judicial authority

**H**is Highness the Prime Minister affirmed the government's keenness to cooperate with the judicial authority in line with the directives of His Highness the Amir Sheikh Mishal Al-Ahmad Al-Jaber Al-Sabah, and in conformance to Article 50 of the constitution, which calls for separation of powers between the three arms of government.

His Highness Sheikh Dr. Mohammad Sabah A-Salem Al-Sabah made the statement following his meeting with the President of the Supreme Judicial Council and head of the Court of Cassation, Justice Dr. Adel Majed Boursli. The meeting, held at the Supreme Judicial Council headquarters on 22 January, was also attended by the Minister of Justice and Minister of Awqaf (endowment) and Islamic Affairs Faisal Al-Ghareeb.

Emphasizing that the judicial authority was an essential pillar to achieve justice in the land, the premier expressed pride in the professionalism and competence of the judicial authority, which serve to protect the rights of individuals and state as stipulated by the constitution and law.

Article 50 of the Constitution notes that the system of government is based on the principle of separation of powers between the executive, the legislative, and judicial wings, and functioning in cooperation with each other in accordance with the provisions of the Constitution. The Article also stipulates that none of these powers may relinquish all or part of its competence specified in the constitution.



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# KU introduces high school students to rare specializations in labor market

Officials at Kuwait University have emphasized their commitment to introducing high school students to specialized fields in demand in the job market.

They aim to guide students in choosing academic studies aligned with their interests and aspirations, fulfilling their practical ambitions for the future.

As part of this initiative, the Academic Guidance Department of the Deanship of Student Affairs at Kuwait University organized field trips for secondary school students in Sabah Al-Salem University City.

These tours aimed to familiarize students with various modern colleges at Kuwait University, including public health and life sciences.

The Director of the Academic Advising Department, Fahd Al-Mutairi, highlighted the importance of showcasing the quality of Kuwait



University graduates in these specializations and their relevance to the job market.

During these tours, students were introduced to the services and activities provided by the Deanship of Student Affairs throughout the university stage.

Al-Mutairi stressed the significance of students being aware of opportunities and overcoming challenges by engaging with the Deanship.

He emphasized the importance of providing information about cultural, artistic, social, and sports activities as part of the student's university life. Engaging in hobbies and developing skills during university can open up multiple job opportunities for students.

Mashael Al-Failakawi, the Superintendent of the Academic Guidance Department, highlighted the importance of rare specializations in meeting the needs of the Kuwaiti labor market.

She encouraged students to inquire about rewards for excellence and rare specializations at the Deanship of Student Affairs, emphasizing the role of guidance and counseling offices in university colleges as valuable resources for information and assistance.



## Samsung announces pre-orders for Galaxy S24 Series in Kuwait

Samsung Gulf Electronics has announced that the new Galaxy S24 Series – Galaxy S24 Ultra, Galaxy S24+, and Galaxy S24 are now available for pre-order for customers across Kuwait until January 30, 2024.

The Galaxy S24 Series ushers in a transformative era for mobile devices, with AI enhancing every aspect of the user experience.

From seamless communication through intelligent text and call translations to the Galaxy ProVisual Engine that expands creative possibilities to setting a new benchmark for mobile search, the Galaxy S24 Series, powered by Galaxy AI, is the premium, intelligent experience only Galaxy could create.

Fadi Abu Shamat, Head of the Mobile eXperience Division at Samsung Gulf Electronics, remarked, "The Galaxy S24 Series marks a significant leap in global connectivity and mobile innovation. With Galaxy AI at the forefront, we're excited to introduce the Galaxy S24 Series to Kuwait, offering Galaxy enthusiasts the chance to explore myriad unique opportunities enabled by Galaxy AI. Our exclusive pre-order promotions ensure easy access to these devices and provide exceptional value for those looking to upgrade."

To celebrate the milestone, Samsung has announced special offers across Samsung.com, in Samsung stores, and at retail partners.

Kuwait customers who pre-order the new Galaxy S24 Series will benefit from a complimentary double storage upgrade, a 1-year Samsung Care+ support service covering accidental damage and repairs, and a free 45W travel adapter. Additionally, customers can take advantage of trade-in deals, with potential savings of up to KWD 311 on the Galaxy S24 Series.

The Galaxy S24 Ultra introduces a durable titanium frame, a first for Galaxy phones, delivering enhanced longevity. Its slimmer design ensures a more comfortable grip for on-the-go use. The Galaxy S24+ and S24 feature a sleek One-mass design, merging the rear cover and side frame for a more elegant look. Reflecting the hues of Earth's minerals, the Galaxy S24 Series offers a palette of sophisticated colors.

The Galaxy S24 Ultra is available in Titanium Gray, Titanium Black, Titanium Violet, and Titanium Yellow, while the Galaxy S24+ and Galaxy S24 come in Onyx Black, Marble Gray, Cobalt Violet, and Amber Yellow. Each model also features exclusive online-only color options.

To learn more about Galaxy S24 Series, visit: <https://www.samsung.com/ae/> or <https://samsungmobilepress.com/>

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to ensure you receive quality healthcare at transparent and insured pricing. Additionally, they provide support in accidental situations, giving you peace of mind during your travels.

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- Emergency Medical Repatriation**  
G-Asist shall assist in arranging the return of the covered member to his usual country of residence by air, sea, or land, if medically required following a hospital admission.
- Telephone Medical Advice**  
G-Asist will offer full medical advice to the member over the phone.
- Arrangement of Hospital Admission**  
In case the medical condition of the member requires an admission to the hospital G-Asist will do the necessary coordination to facilitate this admission at the nearest appropriate hospital facility.
- Medical Referral**  
In case the covered member needs a medical referral for a specific medical condition, G-Asist can help in locating and appointing a specialist offering the required medical intervention without taking any liability of the quality and/or treatment being recommended by the specialist.
- Medical Monitoring**  
G-Asist shall assist in monitoring the medical admission, control and assess the case in order to provide the best possible medical care to its covered members.

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G-Asist will coordinate to procure and deliver the essential medicine or medical supplies as requested by the member subject to locally applicable laws. G-Asist does not pay for the cost of procurement or delivery of such medicines and the same is to be borne by the member himself.
- Connection Services**  
G-Asist will assist members when solicited to direct members to various services required such as car rental, hotel reservation, touristic information or any other services required by the member.
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In case the member does not speak the language of the country where he is staying, G-Asist will help with the required translations.
- 24 Hours Assistance Services**  
G-Asist shall assist the members in making reservations for air tickets, hotel accommodation, or any other such service in respect of travel or medical assistance.
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# Hospital for Kuwaiti retirees will cost PIFSS over KD55 million

The construction cost of the hospital for retirees is estimated at 55.8 million dinars, with an anticipated completion by the end of 2027.



The Public Institution for Social Security (PIFSS) has made significant progress in overcoming obstacles to initiate the study, design, construction, and operation of the hospital for retirees.

The Kuwait Medical City Company, established for this purpose in January 2012 with a capital of 40 million dinars, is currently spearheading the project, owned 99.94% by the PIFSS through a portfolio of Wafra International Investment Company.

The document reveals that the company

is actively pursuing approvals from various government agencies, including the Ministries of Electricity, Water, Renewable Energy, and Public Works, as well as the General Authority for Roads and Land Transport.

All necessary plans for infrastructure development have been submitted to these entities to expedite the establishment of the hospital. The Public Institution for Social Security oversees the study, design, construction, and operation of the project, which will provide high-quality healthcare for Kuwaiti retirees. The project, located in the Amghara region on an 860,000-square-meter plot previously housing a car garage. The medical project encompasses a hospital with 400 beds, expandable to 800 beds, and includes specialized centers for heart disease, respiratory, digestive, urinary tract, kidney, and bone conditions.

Additionally, the hospital will offer various medical services, such as outpatient clinics, long-term care, and rehabilitation.

The surrounding area will feature non-medical elements like residential, commercial, entertainment, and green spaces. While the original completion target was March 31, 2026, there is an expectation of a slight delay until

the end of 2027. A recent meeting with the Ministry of Public Works involves delivering special plans for the hospital, outlining project details, water requirements, implementation plans, and necessary connection points. The establishment of the Kuwait Medical City Company by the Social Insurance Corporation

serves multiple purposes, including managing cities, hospitals, and medical products, importing medical devices and equipment, and recruiting specialized workers.

The company is also authorized to invest financial surpluses in financial portfolios as per its articles of incorporation and association.

## AWL organizes charity drive

American Women's League of Kuwait (AWL) hosted their December Members meeting by collectively bringing more than 50 women for a delightful dinner and a shared spirit of giving. The event also presented several members with Appreciation Awards for their excellent devotion, dedication, selflessness, service and professionalism.

The event also brought together its members to support two local Kuwaiti charities; Bayt Abdullah Children's Hospice (BACCH) and Kuwait Helping Hands. The attendees generously contributed to a cause which would make a meaningful impact on the lives of those in need. Bayt Abdullah Children's Hospice (BACCH), dedicated to supporting children in hospice care, received a substantial number of toy donations. The outpouring of



generosity from AWL members promises to bring smiles to the faces of young patients during these unforeseen times in their life and bring them some happiness that brightens their life. Kuwait Helping Hands, an organization aiding impoverished families in local areas, also benefited from the gathering.

The collective donations of clothes, shoes, groceries and toiletries gathered by AWL will be instrumental in supporting families through the winter months. During the delivery to one of their drop-off locations the vibe was welcoming with a sincere appreciation for the members work.

## KEMS Zajil Telecom, a subsidiary of Kalaam Group, Announces New CEO

Kalaam Group has appointed Mr. Yusuf Ahmed as the Chief Executive Officer for its subsidiary, KEMS Zajil Telecom, effective January 2024, while Mr. Waleed Al Qallaf has transitioned from the role of CEO to join the company as an advisor overseeing the implementation of major projects. Leveraging his expertise in Kuwait market and extensive experience in the GCC region, Mr. Yusuf will spearhead the company's rapid expansion in the Enterprise segment, catering to various industries through KEMS Zajil Telecom's array of next-gen digital solutions.



Mr. Yusuf Ahmed

technological capabilities, expanding service offerings, and harnessing advanced networking solutions to meet the evolving demands of enterprise clients. Furthermore, he will aim to prioritize fostering collaborative partnerships, amplifying technological innovation, and captivating the market share with exceptional customer service and support.

Mr. Yusuf Ahmed, CEO, KEMS Zajil Telecom, said: "I

am excited to commence this journey with Kalaam Group, marking a new chapter for KEMS Zajil Telecom as a Digital Solutions Partner for enterprises in Kuwait. Together with KEMS Zajil Telecom team, we will navigate the ever-changing telecom industry, introducing innovative solutions and fostering collaborations for success. I anticipate shaping a future where KEMS Zajil Telecom maintains a leading position in technological advancements, addressing the diverse needs of businesses in Kuwait."

With over 30 years of experience, Mr. Yusuf Ahmed has acquired expertise in technical, commercial, and managerial roles within both monopolistic and competitive environments. As a seasoned telecom industry professional, his proficiency extends across diverse domains and he has made substantial contributions throughout his professional journey, holding diverse roles. He assumed the role of General Manager at Quality Net Kuwait, served as the COO of

Gulf Net Kuwait, held the position of CEO at Horizon Telecom, and occupied various other significant senior roles including the role of the Head of Enterprise at Batelco, showcasing a diverse and accomplished professional background. Moreover, he played a crucial role as a business advisor for multiple companies, such as Kalaam Group, Ejabi Holding Company, Fast Telecommunication Co, and STC Bahrain; Furthermore, he remains engaged as an advisor for pivotal projects within Kalaam Group. These advisory positions not only highlight his ability to guide organizations to success but have also enhanced his understanding of the intricate dynamics associated with regional competition and strategic relations within the telecommunications sector.

Nezar Al-Saie, Chairman of the Board at Kalaam Group, remarked on Mr. Yusuf's appointment as CEO of KEMS Zajil Telecom: "The Board is pleased to appoint Mr. Yusuf Ahmed to lead the company, foreseeing a significant enhancement in its performance in alignment with our strategic objectives. Drawing upon his extensive experience as a business leader, known for his proven track record in steering organizations towards long-term success, Mr. Ahmed is viewed as the ideal professional to propel KEMS Zajil Telecom's pivotal role in driving digital transformation across Kuwait."

Veer Passi, CEO of Kalaam Group, expressed enthusiasm about Mr. Yusuf Ahmed's appointment, highlighting the strategic shift for KEMS Zajil Telecom:

Mr. Yusuf Ahmed is an accomplished industry leader renowned for his strategic acumen, operational expertise, and unwavering dedication to delivering exceptional value to clients. With a proven credentials of driving transformative initiatives and cultivating high-performance cultures, Yusuf is poised to spearhead KEMS Zajil Telecom's strategic evolution, fortifying its position as a preeminent provider of enterprise-grade technology solutions. His leadership is set to expedite the company's growth in the Enterprise segment, offering advanced digital solutions across diverse industry segments and ensuring its continued relevance amid technological advancements."

In his new role, Yusuf will focus on shaping a bold vision for KEMS Zajil Telecom including leveraging the company's significant





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# Sheikha Suhaila Fahad Al-Sabah Honored for CSR Advocacy

The Regional Network for Social Responsibility has awarded honorary membership of the 'Arab Fund for the Support of Corporate Social Responsibility (CSR) Research' to Sheikha Suhaila Fahad Al-Sabah, director of the Journal of Gulf and Arabian Peninsula Studies at Kuwait University.

Esteemed member of the International Federation for CSR, Dr. Abdullah Al-Matrookk, did the honors in a ceremony held at the headquarters of the International Islamic Charitable Organization in the presence of a number of prominent figures.

Sheikha Suhaila Al-Sabah said that CSR has played an important role in the advancement of many societies. She stressed that the Regional Network for Social Responsibility plays a major role in promoting the culture of corporate social responsibility at the level of Arab countries.

She praised their tireless efforts in supporting



CSR research and its endless commitment to expanding the concepts of social duties and their positive impact on the lives of individuals and societies.

Sheikha Suhaila Al-Sabah expressed her deep gratitude and pride to the Regional Network for this honor, pointing out that this was a great motivation to work harder and continue to be committed to responsibilities towards society.

The Regional Network for Social Responsibility was founded in 2007 and is an international non-profit organization with branches, offices, and representation agreements in Kuwait, Bahrain, Saudi Arabia, Egypt, the United Arab Emirates, and other countries. The network aims to raise awareness of corporate social responsibility for companies and institutions and work to promote it in the government, non-profit, and private sectors.

## New strategies to curb cybercrime, enhance online experience

CONTINUED FROM PAGE 1

The rise in online fraud and other cybersecurity threats in recent years has become an issue of growing concern to the authorities, MNOs, and to the public alike.

Considering the growing number of people using their mobile devices to access various services, including from the government, financial institutions, healthcare centers, and retail organizations, there is an urgent need for a robust, safe, and secure cyber framework that ensures enhanced broadband, wireless, and online services, while concomitantly thwarting cybercrimes.

In Kuwait, Executive Regulation Law No.

37 of 2014, which led to the establishment of the Communication and Information Technology Regulatory Authority (CITRA), has been the mainstay of cybercrime regulations. The law mandates CITRA to oversee the telecommunications sector, as well as monitor and protect the interests of users and service providers in Kuwait. The Authority is also tasked to license and regulate telecommunication networks and services in the country, while ensuring transparency, equality of opportunity and fair competition.

The increase in cybercrimes and growing threat from cybercriminal groups in recent years, led CITRA to form a dedicated Information Security and Emergency Response Department.

The department works in consonance with the vision of the National Cybersecurity Strategy, and is equipped with all necessary administrative and legal authority to exercise jurisdiction over cybersecurity tasks and responsibilities at the national level.

In a recent media statement, Director of Information Security and Emergency Response Department at CITRA, Eng. Layali Abdullah Al Mansouri, elaborated on an ambitious strategy being designed by the Authority to deter mobile fraud, in particular those utilizing phone numbers that impersonate local ones. The new national 'Caller ID' project, which will involve all MNOs operating in Kuwait, seeks to impede the phenomena of online impersonation known as 'Caller ID Spoofing'.

In future when calls originate through any of the MNOs, the name of the network operator will be displayed above the caller's number on the receiver's mobile screen. This will help to increase trust in the caller's identity and put an end to ID spoofing, where voice phishing scammers use a blocked number or a fake or spoofed phone number to impersonate a legitimate person or organization.

The Authority is also collaborating with the Central Bank of Kuwait to authenticate the identities of local and foreign banks, as well as money exchange companies operating in Kuwait. This initiative aims to block avenues for those attempting to impersonate financial institutions. An upcoming phase of the project will include all companies operating in Kuwait under the Caller ID system.

For its part, the government in a bid to increase public sector efficiency and offer enhanced services to the public has made digitalization of public services a key plank of its development strategy. To increase uptake and boost confidence in these digital services, the government has taken several proactive measures designed to provide a seamless and secure transaction process.

However, a major chink in the security chain is the lack of awareness and unsafe online practices of users that make them vulnerable to cybercrimes. To mitigate this drawback, the authorities have sought to raise awareness among the public on the need to employ safe online practices and engage in responsible internet use. In addition, the MNOs as well as the Central Bank and major commercial banks in Kuwait have frequently warned customers against online scams and offered fraud prevention tips.

Despite the multiple awareness campaigns, frequent warnings, and constant media reports of cybercrimes, human frailties, naivety, and sometimes the desire to make a quick profit, has meant that people continue to become victims of cybercriminals.

Meanwhile, cybercriminals are increasingly leveraging the latest digital technologies to capitalize on human failings to commit their various malicious acts, including frauds, scams and identity thefts.

Cybercriminals or groups also exploit vulnerabilities in computer systems and networks to spread viruses, gain unauthorized access, steal sensitive information. They could also disable or disrupt access to online networks and services to make a point, or a profit, or cause financial or reputational harm to individuals, organizations, and governments. Estimates indicate that as much as one percent of global GDP, or around USD800 billion is lost each year to cybercrimes.

Some of the cybercrime tactics employed by online criminals include: Using phishing phone calls, emails, SMS, or fake websites, scammers impersonate legitimate entities such as government agencies, banks, retail outlets and others, to deceive users into revealing sensitive personal or financial information or to make money transfers. Phishing emails may also contain links to other websites that are affected by malware that then gains control over the user's computer. Some scams may direct users to product sites that offer goods or services at low cost, but then steal the credit card details of the user when they attempt to purchase the product.

Other online scams and frauds occur through attractive shopping scams that fail to deliver; ponzi investment schemes that promise high returns but ultimately defraud investors; and lucrative loan scams that assure easy loan approvals that steal personal information. In addition, social media scams, fake profiles or hack contact lists to request money from users or spread misinformation on the net. There are also instances where cybercriminals hijack computers to propagate illegal activities.

By staying informed and taking basic precautions, users can significantly reduce their risk of falling victim to online fraud. These include making sure to maintain and update computer software and operating systems to benefit from latest security patches; using anti-virus software that can detect and remove malicious threats; employing strong passwords with a variety of characters that are not easy to guess; and changing passwords regularly.

Other steps include refraining from opening attachments or clicking on links from suspicious emails; not revealing personal information over the internet or mobile phone unless you can verify that the destination or person is authentic; contacting companies or banks about suspicious requests for your information; and informing the authorities of cybercrimes or attempts to commit them.

In Kuwait, the Department of Electronic and Cyber Crime at the Ministry of Interior is the responsible entity to receive reports and complaints regarding all cyber crime activities. You can report cybercrime in Kuwait through the Ministry of Interior's website or by calling their emergency number (+965)97283939. Remember, if some deal appears to be too good to be true, it probably is. If anything seems suspicious online, it is always better to err on the side of caution, and not become yet another victim of cybercrime.

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# Exploring the tapestry of Cultural Tourism in Istanbul

By Nourah Khan  
Travel Writer  
The Times Kuwait

Istanbul, a city where East meets West, offers a captivating blend of history, art, and diverse traditions, making it a prime destination for cultural tourism. From ancient landmarks to vibrant markets, let us embark on a journey through the cultural tapestry that defines Istanbul.

Let us begin by talking about the newest cultural landmark in Istanbul, which was opened several months ago, which is the Hagia Sophia Digital Museum, which presents the historical story of this great landmark in the form of an exciting film with music and sound effects, making listening to history an enjoyable experience even for children.

Hagia Sophia, a historical marvel that adorns the Istanbul skyline, is a former cathedral turned mosque that stands as a testament to the city's Byzantine and Ottoman influences. This new museum will make you live the events of its construction as if you were in the ancient era.

But if you prefer the traditional museum experience, you can still see the artifacts previously stored in the warehouses of Hagia Sophia. The museum also displays manuscript documents about Hagia Sophia written by historians from the Ottoman era. In addition, visitors can benefit from a digital guide that provides information about the history of this famous structure. From the experiential halls to the detailed exhibits of this priceless sanctuary, a 1,700-year journey through fascinating layers of history awaits visitors.



During my previous visits to Istanbul, I had never thought about visiting something different from that on the usual itinerary that most visitors follow while visiting this city. But this time I decided to go a little outside the ordinary places, so I visited a historic underground water storehouse dating back to the third and fourth centuries of the Roman era, and since there was a basilica there.



In place of the cistern, it is also called the basilica cistern. This vast underground water tank is also called "Yerebatan Cistern" among locals because of its underground marble columns (Yerebatan means underground in Turkish).

The Basilica Cistern was a great center for water purification systems for the empires. The structure

includes 336 columns carved from various types of marble. The place has been wonderfully developed and restored and reopened to the public. You can now enjoy viewing a historical artistic painting through the distribution of different lights and music in wonderful harmony. It is no longer an abandoned place, but has become a place that attracts people to enjoy history and photography.

What is amazing is that I know from our guide that there were many Hollywood films that were filmed in this place, including James Bond films. I found a number of tourists, specifically from China, who are looking for photography locations specifically in James Bond movies in order to take a selfie behind them.

Another important cultural landmark in the city



is the Ataturk Cultural Center. Initially built in 1969 as one of the world's most important arts centers (fourth in scale), the Ataturk Cultural Center (AKM) reopened in 2021 after two years of reconstruction work. The center is more lively than ever thanks to its contemporary structure newly designed by architect Murat Tabanlıoğlu. As the largest arts center in Turkey and one of the best attractions for visitors to Istanbul, the center contains various activities such as the Ataturk Library, an opera house, restaurants, and the many cultural events held there.



We had a visit to the Ataturk Library in the center, which is considered the largest public library in Turkey, as it includes a huge archive containing rare cultural heritage. The library also includes thousands of rare Ottoman and international books in more than 30 languages, ancient manuscripts, pictures, postage stamps, and maps, as well as other rare and priceless cultural treasures. It serves as a forum for researchers from all over the world.

I attended an exciting musical performance at the center's opera house, in addition to the 2,040-seat opera house designed with advanced technological equipment. It was a rich and amazing experience. In addition to the opera house, the center also boasts a ballet house, the Istanbul State Theater, the Istanbul State Symphony Orchestra, and the Istanbul State Turkish Music Ensemble affiliated with the Ministry of Culture and Tourism. It is a very huge cultural edifice.

*Noura Khan, a travel influencer and content creator, is a Kuwaiti national, holds a degree in law from Kuwait University and has worked as a journalist prior to taking up a position in the government. In 2018 she started blogging on travel and visited more than 57 countries since. She has more than 97k followers on her blog post @nourajtraveller is well appreciated for content and travel information. Noura writes exclusively for The Times Kuwait on her travel visits.*



EXCLUSIVE to THE TIMES KUWAIT



# A Bullish Outlook for the Global Economy



**Jim O'Neill**

*A former chairman of Goldman Sachs Asset Management and a former UK treasury minister, he is a member of the Pan-European Commission on Health and Sustainable Development.*

Last month, I wrote about the central role of inflation trends in the outlook for the world economy in 2024 and beyond. Of course, there are many additional risks, which is why the forecasting community is hedging its projections with sensible caveats about various 'known unknowns'. Chief among these are the ongoing conflicts in the Middle East and Ukraine, the uncertainty about China, and looming elections in Europe, the United States, and elsewhere.

With respect to inflation, I offered a cautiously optimistic outlook based on recent reports showing that many underlying indicators appeared to be moving in a promising direction. Since then, however, the latest monthly inflation data (for December) in the eurozone, the United Kingdom, and the US have surprised on the upside. That has given pause to many policymakers, investors, and analysts after weeks of markets pricing in large interest-rate cuts this year.

Finally, I concluded by mentioning that it would be a pleasant surprise if wage gains in many countries persisted, despite the improving inflation outlook, without contributing to a fresh, more sustained rise in prices. Of course, most economists and central bankers would

put little store in this scenario unless there was clear evidence of a much-needed uptick in productivity across the Western world (and beyond). Without additional productivity, they would warn, real (inflation-adjusted) wage gains cannot be sustained without becoming inflationary.

Nonetheless, I find myself holding on to the same hope I had last month. After all, productivity data arrive with a lag, so it would be quite risky for central bankers to react too strongly to continued wage gains, such as by declaring that they will maintain a more

restrictive monetary policy than they otherwise would have done. Specifically, there are three good reasons to adopt a wait-and-see posture. First, although forecasters failed to anticipate the persistent weakness in productivity over the past two decades, it is only recently that they seem to have given up signaling an expectation that it will start to recover. Second, there are obvious reasons for thinking that productivity will eventually improve, even if most have given up hope. Just look at the big developments in artificial intelligence, the shift to alternative

energies, the change in working patterns since the start of the pandemic, and policymakers' renewed focus on initiatives explicitly designed to boost productivity. True, the data have yet to show that these developments are bearing fruit; but, again, the gains from new technologies often take time to work their way through the economy, and into official statistics.

The third reason to hold off on monetary tightening, concerns the social and human aspects of the wages and productivity issue. As we know from debates about the sources of growing anxiety and economic insecurity

figures came in higher than expected, the preceding months had shown sharper-than-expected declines. If one examines the smoother underlying measures of trend inflation, as well as surveys of inflation expectations, the outlook remains quite promising.

As for the other cyclical factors, three things stand out to me as we approach the end of January. First, Chinese economic data and financial-market performance remain generally disappointing despite stronger efforts by the authorities to support a robust recovery.

Second, in the US, most (though not all) economic indicators continue to come in stronger than expected. That is a relief, even if it is not alleviating the uncertainty among many commentators who worry that the recent positive trends may not be sustainable. Markets, too, have had a jittery start to the year. According to the so-called five-day rule (whereby a net gain for the S&P 500 in the first five trading days of January bodes well for the next 12 months), there is only a 50 percent chance that this will be a positive year for stocks. Yes, this is far from a scientific truth. But, as I have noted previously, a positive start has predicted a positive year more than 85 percent of the time, going back decades.

Lastly, despite the worrying issues in the Middle East and Ukraine, commodity-price volatility has remained remarkably subdued. Perhaps there are some odd technical supply-demand factors that account for this. But whatever the case, the relative stability is discernible across many markets. Most key commodities, as well as the recognized major commodity indices, are down compared to a year ago. That, too, is slightly reassuring.

“

Big developments in artificial intelligence, the shift to alternative energies, the change in working patterns, and policymakers' renewed focus on initiatives to boost productivity, provide hope that productivity will eventually improve.

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restrictive monetary policy than they otherwise would have done.

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across many democracies, median real wages have performed poorly in recent decades. This trend has clearly played a big role in the public's growing disillusionment with 'capitalism' and 'globalization', and in the rising support for more radical and populist political parties and movements. It follows that an increase in real wages would help to moderate political attitudes. Repressing wages simply because of a belief that they are unjustified would be dangerous.

Will the improvement in inflation be sustained? Though the December inflation





# Be Allergy ready this winter



**Dr. Soumya Ramanna Shetty,**  
MS ENT  
Salmiya Clinic

**W**inter is finally here. This is the perfect season to enjoy the warmth of the sun outdoors with your family and friends. Also, who doesn't love to snuggle up with a cup of hot coffee, a good book and a warm blanket? Though all of this sounds so enticing for many, for people with allergies, this season can bring quite a bit of discomfort. Constant runny nose, sneezing, itchy eyes, stuffy nose, scratchy throat, coughing and occasionally trouble breathing; these symptoms can take away all the pleasure of winter.

Commonly we think of allergies in relation to outdoor dust, smoke, pollen from trees/grasses. We often overlook the burden of indoor allergens. There are multiple allergens inside our homes, like dust, dust mites, mold, pet dander and cleaning chemicals. Winter can exacerbate these allergens due to poor ventilation, heating systems, dry air and increased usage of heavy blankets/carpets.

Though it is difficult to completely reduce allergies, it is possible to achieve good control over the symptoms by following some important steps.

**Frequent cleaning of house:** As simple and obvious as this may sound, frequent and thorough cleaning of your house can reduce the allergen burden significantly when done in a right way.

**Top to bottom approach:** As we dust a surface, most of the dust particles just get dispersed in the air and settle back down after a while. So, always start dusting from the topmost part of the room, gradually working towards the floor at the end.

- Use a slightly damp microfiber cloth rather than a dry mop to clean the surfaces.
- If you can, wait for 15-20 minutes after dusting, to vacuum the floor. This allows time for the dispersed dust particles to settle down and cleaning is more efficient.
- Make sure the vacuum cleaner has a HEPA air filter, so it can trap the dust and allergens effectively, instead of just blowing it out.
- Remove carpeting and heavy upholstery in bedrooms if possible.

**Dust mite allergies:** Dust mites are the most common allergens affecting many people. Dust mites can trigger nasal allergies (allergic rhinitis), asthma or even flare-up eczema. These are tiny organisms, not visible to our eyes, which thrive in warm, humid surroundings. They are mostly found in bedding, pillows, mattresses, curtains and upholstered furniture. They cannot be removed



just with vacuum cleaning or regular wash.

**Wash bedding weekly:** The best way to get rid of them is by frequent washing of bedding in a hot water cycle (around 60c). Small items like soft toys or delicate fabrics which are not suitable for hot water wash can be kept at freezing temperatures for up to 24 hours to remove dust mites.

**Mite-proof encasing:** People with dust mite allergies can invest in good quality mite-proof covers for mattresses, pillows and comforters.

Use HEPA filters to trap dust mites and other allergens in indoor air. Change air filters every 3 months to ensure they remain effective.

**Humidity and allergies:** During winters, low humidity and dry indoor air, use of heating systems can lead to dry nose, chapped skin/lips and irritated nose and sinus passages. Using humidifiers helps with adding moisture to the air and improve the dryness. But, if the humidity levels increase beyond 55-60%, it can lead to increased growth of mold and dust mites.

The optimal humidity level for the house is around 40% to 45%. It is also very essential to clean or change the humidifier filter regularly to prevent mold growth under it. When possible, it is advisable to use distilled or demineralized water in a humidifier to prevent bacterial growth.

**Avoiding indoor mold:** Molds can grow anywhere in the house with running water or excess moisture, especially in bathrooms, under the sink, basements or kitchens. It is important to identify and stop any water leakage in the house. If you suspect or notice mold growth, it is best to contact a professional to clean up the mold completely.

**Having pets at home:** Though it would be ideal for persons with allergies to avoid keeping pets at home, it is a hard choice for many. So if you have allergies and have a pet friend, make sure the pet stays out of the bedroom. Make sure to wash your hands after petting them. Regular grooming of pets can help in reducing the allergen burden. It is very important to vacuum clean all carpets, floors and upholstered furniture daily to remove pet dander.

**Nasal Irrigation:** This is a simple at-home remedy for dry, stuffy nose. It is basically rinsing the nose with saline solution. It can help in clearing mucus, flushing out the allergens, pathogens or debris trapped in the nose. Nasal wash can be done using prefilled saline sprays, rinse bottles or containers. But, the most important point to remember is to never use tap water for nasal rinsing.

It can contain harmful germs or chemicals and can cause irritation of nasal lining. Instead, you can use sterile or distilled water, RO filtered water or water can be boiled for 5 minutes and used after cooling it down. Do not do nasal rinsing if you have ear infection, feel pressure sensation in ears or undergone ear/nasal surgery, before consulting your doctor.

**Bask in the sunshine:** Studies show that healthy exposure to sunlight, especially in the early morning, can help in strengthening the immune system, boost up our vitamin D levels and help in improving allergies and overall wellbeing. Of course, it is essential to use sun protection with sunscreen, sunglasses and stay well hydrated when outdoors.

**Seek medical help:** If your symptoms are severe and persisting, consult your doctor so that they can run tests to identify the potential causes and start appropriate treatment.

Before visiting the doctor, write down any symptoms you are experiencing or if you've noticed any particular triggers for the symptoms. Inform the doctor if you have a family history of allergy or asthma and make a list of all medications or supplements you're taking.

While all this may seem quite simple on paper, following these steps on a daily basis can be a daunting task. After all, it is not a onetime solution, rather a continuous process. But, I guess it is all worth the effort to keep our families and loved ones safe and healthy. Hopefully, these steps can help you to enjoy this cozy season, without having to worry about allergies.

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Spend KD 20 and get KD 10 Shopping Voucher

HALF PAY BACK

REPUBLIC DAY SPECIAL

HALF PAY BACK

**KD. 3.290**  
**KD. 2.190**

**LuLu**  
Biryani Basmati Rice 5kg

**KD. 1.590**  
**KD. 0.990**

**LuLu**  
Coconut Oil 1 Ltr

NEW YEAR MEGA OFFER

## 2+1 FREE\*

اشتر أي من 2 منتجات إيسترن واحصل على 1 مجاناً

## Buy any 2 Eastern products & GET 1 FREE\*

\*Rice, Oil & Eastea are excluded from this promotion  
\*The lowest priced items will be free

\*Regular Products Only

**KD. 1.900**  
**KD. 1.390**

**Horlicks**  
Nourishing Powder Drink Classic Malt 500gm

**KD. 1.275**  
**KD. 0.910**

**Haldiram's** Alu Bhujia + Khatta Mitha + Bhujia 200gm 3's

**KD. 0.990**

**Vadilal** Malai Paneer Cubes 200gm 2's

**25% OFF**

**24 Mantra** Organic Pulses Assorted 500gm/pc

**KD. 1.720**  
**KD. 1.390**

**LuLu** Boneless Buffalo Meat 900gm

**KD. 0.990**  
**KD. 0.695**

**McCain** Assorted Potato fries 400gm /pc

**KD. 0.590**  
**KD. 0.550**

**Chandigarh** Soan Papdi Elachi Flavour 250gm

**KD. 1.295**  
**KD. 0.895**

**Pomegranate** (India) per kg

**KD. 1.185**  
**KD. 0.795**

**Banana Yellow** (India) per kg

**KD. 0.395**  
**KD. 0.245**

**Mandarin** (India) per kg

**KD. 1.095**  
**KD. 0.645**

**Grapes White** (India) per kg

**INDIAN VEGETABLES**

- A - Tindly per kg
- B - Small Onion per kg
- C - Lady's Finger per kg
- D - Snake Gourd per kg
- E - Cluster Beans per kg
- F - Vellery per kg
- G - White Pumpkin per kg

**0.825 KD.**

**From 25 to 27.01.2024**

SCAN THE QR CODE

**GET OUR WEEKLY OFFERS ON YOUR MOBILE**

**LuLu** **لولو**

Where the world comes to shop

حيث يأتي العالم للتسوق