

Team Alfalah

Issue No. 68, Oct 2017





Table of Contents

Editor's Note	Page 3
Islamic Corner	Page 4
Employee Corner	Page 5
New Inductions	Page 6
Takaful Session	Page 7
Suicide House	Page 9
Innovation Strategy	Page 10
PMIC & AFIC MOU	Page 11
Hi-tech Inventions	Page 12
MMB & AFIC MOU	Page 14
October Joiners	Page 15
Insurance Law Case	Page 16

Editor's *Note*

Chief Patron

Mr. Nasar us Samad Qureshi

Editorial Board

Syed Hasnain Zawar

Usman Arif

Mohsan Tanveer

Are we innovative!

A variety of breakthrough technologies are set to spur a fundamental transformation of the insurance industry. Cloud computing, the Internet of Things (IoT), advanced analytics, telematics, the global positioning system (GPS), mobile phones, digital platforms, drones, blockchain, smart contracts, and artificial intelligence (AI) are providing new ways to measure, control, and price risk, engage with customers, reduce cost, improve efficiency, and expand insurability. These technologies are also enabling the creation of new insurance products, services, and business models. And while emerging technology provides opportunities for traditional insurers to modernize and reinvent themselves, it also forces them to respond to new sources of competition from increasingly well-funded and nimble software-based companies that are beginning to make inroads in the market by focusing on unmet consumer demand, bringing down cost, and providing new services.

Editorial Board

Islamic Corner

www.feelislam.com

Narrated Muawiya bin Suwald: I heard Al-Bara' bin 'Azib saying,
The Prophet (PBUH) orders us to do **seven** things and prohibited us from doing seven other things." the he mentioned the following:

- (1) To pay a visit to the sick (inquiring about his health)
- (2) to follow funeral processions,
- (3) to say to a sneezer, "May Allah be merciful to you" (if he says, "Praise be to Allah!"),
- (4) to return greetings,
- (5) to help the oppressed,
- (6) to accept invitations,
- (7) to help others to fulfill their oaths.

Sahih Bukhari | Book 43 | Hadith No. 625

Employee Corner

Happy Birthday Colleagues

Name	Designation	Location	D.O.B
Syed Imran Ul Hassan	Senior Officer	Karachi	17-Oct
M. Nawaz Khan	Senior Relationship Manager	Karachi	20-Oct
Sana Ul Mustafa	Senior Officer	Lahore Unit 1	20-Oct
Syed Yasir Jamal	Senior Officer	Karachi	23-Oct
Sikandar	Office Boy	Karachi Unit 1	25-Oct
Nasar us Samad Qureshi	Chief Executive Officer	Head office	31-Oct
Aazar Javed	Senior Executive Officer	Head Office	03-Nov
Dr. Noreen Sara	Assistant Manager	Head Office	03-Nov
Almas Ali	Senior Officer	Head Office	05-Nov
Iqbal Hassan	Manager	Head Office	09-Nov
Muneer Ahmed	Relationship Manager	Karachi	09-Nov
Adnan Waheed	Chief Finance Officer	Head Office	14-Nov
Syed Ali Raza Bukhari	Executive Officer	Islamabad	14-Nov
Subaika Ashfaq	Officer	Multan	17-Nov



New Induction



Mr. Maqsood Ul Hassan has recently rejoined Alfalah Insurance Company as Executive Officer in Underwriting Department Lahore Unit 1. He has rich experience in different Insurance Companies.

Mr. Maqsood thoughts on joining Alfalah

I want to gain more experience in Alfalah. Alfalah team is very competent, energetic and co-operative. I hope my future will be bright in Alfalah. My previous experience was very useful for me in Alfalah.



Mr. Muhammad Mubashar Iqbal Awan has recently rejoined Alfalah Insurance Company as Deputy Manager in underwriting Department Lahore Unit-1.

Mr. Mubashar Iqbal thoughts on joining Alfalah

I have done MBA Marketing from Pak Lawrence Institute Affiliated with AJK and have 08 years of experience in different general insurance companies in Pakistan. My interests are Traveling, Cricket, Book Reading. I plan to become an asset by promoting the mission and vision of the company.



Dr. Mehwish Waqas Khan has recently joined Alfalah Insurance Company as Assistant Manager in Health Insurance Department Head Office

Dr. Mehwish thoughts on joining Alfalah

I would like to take this opportunity to introduce myself as the newly appointed "Assistant Manager" in HID at Alfalah Insurance Company. I have joined very recently on September 26, 2017. My name is Dr. Mehwish Waqas Khan. I have completed my M.B.B.S from Punjab Medical College, Faisalabad. My last job experience was as General physician. My previous job experiences include serving Adamjee Insurance Company as Assistant Manager-Medical Team HID. My hobbies include reading and surfing internet apart from spending quality time with kids, and finally I would like to thank AIC for providing me this platform to develop expertise and deploy my capabilities for mutual growth and benefit.



Takaful Training Session at South Zone



Takaful Training Session at South Zone



Views of Mr. Shaheen Kamal on Takaful Session

It was a pleasure and a great learning experience to attend the in-house comprehensive Takaful course arranged by the management. The training was very informative and provided us with better understanding of Takaful. Mufti Tayyab Saheb is an effective communicator, who has a great command of this subject. I am thankful to the management for providing us with this training opportunity.

Views of Mr. Sheikh Ashfaq on Takaful Session

A successful effort to clear the concept of Takaful as it was presented in a thought-provoking way with Islamic references. The terminologies of Takaful was clarified with their meanings which was very helpful. The questions from participants were answered in a polite way. It is requested that these kinds of training should be conducted on a regular interval to create further awareness.

Views of Mr. Zubair Memon on Takaful Session

The training was helpful to understand the basic concept of Takaful. The session was very well presented by Mufti Saheb. I am thankful to the management for the training and looking forward for these kind of sessions in future.

Views of Mr. Noman Iftikhar on Takaful Session

The presentation and the contents were all comprehensive. The session conducted by Mufti Saheb will be helpful in understanding the concept of Takaful. I am thankful for the opportunity provided to be part of such learning.

Heaven's Gate Suicide House

A 9,200-sq.ft., seven bedroom mansion in one of the nicest gated communities in San Diego, for a mere \$668,000? Whenever you hear of a real estate deal that good, there's always a catch, and the first instinct is to ask, "Who died?". Going for less than half of its worth, it's either resting on a sinkhole, or something horrific happened there.



As it turns out, something horrific did happen here, horrific and completely bizarre. This is the Heaven's Gate house, where Marshall Applewhite and 38 of his UFO-worshipping followers were found dead in a mass suicide, designed to free their souls to board an alien space craft that was tailing behind the Hale-Bopp Comet as it took its 1997 pass across our skies.

While there is no mass cult suicide that doesn't fall under the definition of eerie, the scene at the rented mansion was beyond creepy. The people of Heaven's Gate spared no detail in planning their escape from Earth, and were lined up neatly in bunk beds, dressed exactly alike in black shirts and sweatpants, identical Nikes, purple cloth covering their faces, and exactly \$5.75 in each pocket. Tied around each members arm was a Star Trek-influenced arm band identifying them as "Heaven's Gate's Away Team". They had killed themselves in shifts, one shift would overdose on vodka and phenobarbital, tying plastic bags over their heads for good measure, and the remaining shifts would clean up the mess, and then take their turn. The suicide shifts lasted for three days, and Applewhite, assured that his flock were all accounted for, was the last to go.

Media attention became so disruptive to the neighbors in this formerly quiet neighborhood that they bought the house for the ridiculously low price, bulldozed it to the ground, and changed the name of their street from Colina Norte to Paseo Victoria.



INNOVATION STRATEGY: 4 KEY TACTICS OF TOP GROWTH COMPANIES

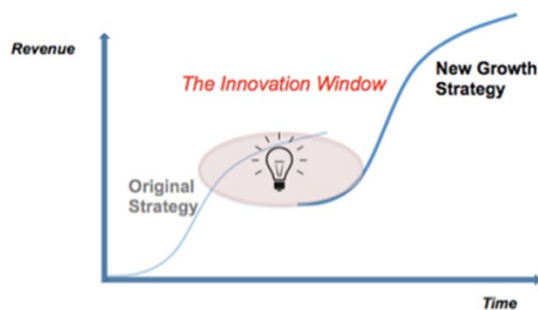
Global competition and a weak economy have made growth more challenging than ever. Yet some organizations such as Apple, Amazon, and Starbucks seem to defy the laws of economic gravity.

THE MOST SUCCESSFUL GROWTH COMPANIES ADOPT AT LEAST FOUR BEST PRACTICES:

- Find the next S-curve
- Lean on customers
- Think like a designer
- Lead the way

FIND THE NEXT S-CURVE:

Nothing grows forever. The best products, markets, and business models go through a predictable cycle of growth and maturity, often depicted as an S-curve. Diminishing returns set in as the most attractive customers are reached, price competition emerges, the current product loses its luster, customer support challenges emerge, new operating skills are required, and so on.



Unfortunately, growth company leaders are often blinded-sided by this predictable speed bump. Once the reality of the S-curve becomes apparent, it may be too late to design the next growth strategy.

The time to innovate - the innovation window is when the first growth curve hits an inflection point. How do you know when you're hitting the inflection point? You never know. So the best companies are forever paranoid and make innovation a continuous process.

Steve Jobs understood this when he returned to Apple. In 2002, he challenged his company to break out of the mature computer industry where Apple had never garnered much more than 10 percent market share. He told Time Magazine in 2002, "I would rather compete with Sony than ... Microsoft."

Eight years later, after introducing the iPod, iPhone, iPad, and a game changing retail channel, Jobs claimed victory and Apple Computer became Apple Inc. While introducing the iPod, Jobs said, "Apple is the largest mobile devices company in the world. Larger than the mobile devices businesses of Sony, Samsung, and Nokia."

LEAN ON CUSTOMERS:

Successful growth companies have a deep understanding of their customers' problems. Many are embracing tools such as the customer empathy map to uncover new opportunities to create value. This customer insight is the foundation for their lean approach to product innovation, rapid prototyping, design partnerships with lead users, and pivoting to improve their product and business model.

THINK LIKE A DESIGNER:

Managers are trained to make choices, but they don't always have good options. Innovation involves creating new options. This is where designers excel. Apple's exceptional user experiences were largely the creation of Jonathan Ive, a professional designer and Jobs' right hand man.

Design thinking requires a different set of tools. Growth company strategists have abandoned Porter's Five Forces Analysis because it assumes that markets have well defined boundaries and competitors must fight for market share. Instead they search for uncontested market space and make competition irrelevant using Blue Ocean Strategy and the Business Model Canvas.

LEAD THE WAY

Innovation requires a level of risk taking and failure that's impossible without executive air cover. The best growth companies create a culture of innovation:

- Howard Schultz decided Starbucks had lost its way. He flew in every store manager from around the world to help redesign its café experience.
- Google encourages employees to spend a day per week on new ideas.
- P&G tracks the percentage of revenues from new products and services.
- Gray Advertising gives a Heroic Failure Award to the riskiest ideas ... that fail!

MORE IMPORTANT ARE INNOVATIVE LEADERS AS ROLE MODELS.

Amazon founder Jeff Bezos has told both employees and shareholders that he cares less about profitability and more about planting seeds that are likely to pay off in five to seven years. He's so driven by vision that he's investing over \$40 million of his own money in a product designed to last for 10,000 years.

To launch his successful Think Different campaign, Steve Jobs commissioned The Crazy Ones, a video that featured Einstein, Edison, Gandhi, Muhammad Ali, Hitchcock, Richard Branson, and other "trouble-makers" who changed the world. Every employee understood the CEO's views on risk-taking and innovation.

Adopting these four best practices can help any company drive innovation and growth.

Source: <https://www.extension.harvard.edu/professional-development/blog/innovation-strategy-4-key-tactics-top-growth-companies>

PMIC, AFIC Team-up to Rescue Smallholders

Pakistan Microfinance Investment Company (PMIC) and Alfalah Insurance Company (AIC) have inked an accord to collaborate towards the development of need based innovative crop and livestock insurance products for subsistence farmers.

The initiative would identify areas for development of yield based crop and livestock insurance products to be rolled out in Tharparkar, Nawabshah, Sanghar, Tando Allah Yar districts of Sindh and Gujranwala, Nankana Sahib, Narowal and Sheikhpura districts of Punjab.

Full Story can be read at this link: <https://dailytimes.com.pk/113910/pmic-aic-team-up-to-rescue-smallholders/>



Hi-tech inventions we'll hopefully be using in 2030

1. Dream linking

Using pillows with conducting fibres in the fabric, it will be possible to see monitor electrical activity from the brain. This will not only show when someone is dreaming, but recent developments indicate that we'll also be able to tell what they are dreaming about. It is also possible (with prior agreement presumably, and when both people are in a dream state at the same time) for two people to share dreams.

One could try to steer a friend's dream in the same direction, so that they could effectively share a dream, and may even be able to interact in it.

2. Shared consciousness

Many people believe we will one day have full links between their brains and an external computer. We will be able to directly access more information outside the brain, making us much smarter, with thought access to most of human knowledge.

The link will also allow us to share ideas directly with other people, effectively sharing their consciousness, memories, experiences. This will create a whole new level of intimacy, and let you explore other people's creativity directly.

This could certainly be one of the most fun bits of the future as long as we take suitable precautions.

3. Active contact lenses

These nifty gadgets will sit in your eyes like normal contact lenses. But they will have three tiny lasers and a micro mirror to beam pictures directly onto the retina, creating images in as high resolution as your eye can see.

This could make all other forms of display superfluous. There is no need to wear a wristwatch, have a mobile phone, tablet or TV but you could still have them visually.

The contact lens can deliver a full 3D, totally immersive perfect resolution experience.

They will even let you watch movies or read your messages without opening your eyes.

3. Immortality and body sharing

While computers get smarter, the brain-IT link will also get better, so you'll use external IT more, until most of your mind is outside your brain.

When your body dies, you'll only lose the bits still based in the brain. Most of your mind will carry on. You'll go to your funeral, buy an android body and carry on.

Death won't be a career problem. If you don't want to use an android, maybe you'll link into your friends' bodies and share them, just as students hang out on friends' sofas.

Life really begins after death

5. Smart yoghurt

A 'quad core' PC has four processors all sharing the same chip, instead of the single one there used to be. This will increase until computers have millions of processors.

These might be suspended in gel to keep them cool and allow them to be wired together via light beams. In separate developments, bacteria are being genetically modified to let them make electronic components. Putting these together, smart yoghurt could be the basis of future computing. With potentially vastly superhuman intelligence, one day your best friend could be a yogurt.

Hi-tech inventions we'll hopefully be using in 2030

6. Video tattoos

It will soon be possible to have electronic displays printed on thin plastic membranes, just like the ones you use for temporary tattoos that you put on your skin. With them you could turn your whole forearm into a computer display. Anyone with ordinary tattoos will wish they'd waited a while. You will also be able to get electronic makeup. You would just wipe it all over your face and then touch it to, and it will instantly become whatever you want. You will be able to change your appearance several times a day depending on your mood.

7. Augmented reality

You've seen films where the hero sees the world with computer generated graphics or data superimposed on their field of view.

That technology area is developing very fast now and soon we will all be wearing a lightweight visor as we walk around. As well as all the stuff your phone does, it will allow you to place anything you want straight right in front of you. The streets can be full of cartoon characters, aliens or zombies. You can change how people look too, replacing them with your favourite models if you wish.

8. Exoskeletons

Polymer gel muscles will be five times stronger than natural ones, so you could buy clothing that gives you superhuman strength. They are too expensive to make today, but not in the future. Imagine free-running and leaping between buildings like a superhero, and having built-in reactive armour to make you bulletproof too, with extra super-senses also built in. A lot of that stuff is feasible, so exoskeletons might become very popular leisure and sportswear, as well as the obvious military and emergency service uses.

9. Androids

Artificial intelligence is likely to make computers that you can talk to just like humans in the near future. These can easily link wirelessly to robots. Robotics technology will use polymer gel muscles too, and a nice silicone covering could make them very human-like, so they can mix easily with humans as servants, colleagues, guards or companions, pretty much what they do in the movie *I, Robot*, but with a much nicer appearance and probably much smarter.

10. Active skin

Tiny tiny skin-cell sized electronic capsules blown into the skin would enable us to record nerve signals associated with any sensation. Then you could relive the experience days or years later. From a favorite ski run to the feel of everyday objects, you can replay the full sensory experience. Computer games will become totally immersive too.



Agreement between MMB & AFIC on Crop & Livestock Insurance

In October 2017 a ceremony took place in Islamabad for the signing of agreement between Mobilink Microfinance Bank (MMB) & Alfalah Insurance Company for Crop & Livestock Insurance. The project will target small loans to facilitate farmers.



October Joiners

We congratulate Mr. Abdul Haye Mughal, Mr. Faisal Arshad & Mr. Shahid Mehmood for completing eleven years in Alfalah Insurance Company. We hope that Alfalah Insurance will benefit from their continued patronage in days to come.

Name	Designation	Placement	Date of joining	Service period
Abdul Haye Mughal	Executive Director	Head Office	01-Oct-06	11
Faisal Arshad	Manager	Head Office	01-Oct-06	11
Shahid Mehmood	Driver	Head Office	01-Oct-06	11
Mohammad Ali Khan	Senior Executive Officer	Peshawar	01-Oct-09	8
Syed Yasir Jamal	Senior Officer	Peshawar	18-Oct-10	7
Usman Arif	Deputy Manager	Head Office	11-Oct-11	6
Muhammad Khurram	Rider	Karachi	01-Oct-12	5
Muhammad Rohail butt	Assistant Relationship Manager	Multan	01-Oct-15	2
Hasan Rashid	Officer	Head Office	03-Oct-16	1



Thank You!!!

Insurance Law Case

Nuisance

Nuisance is tort which is ancient in origin and, as in the case of trespass, the development of the modern tort of negligence has reduced its importance somewhat.

Nuisance can take two forms:

- A. **public nuisance; and**
- B. **private nuisance.**

Public nuisance

By far the most important area of liability is nuisance on the highway, either by the defendant blocking or obstructing it, or making it unsafe to use.

The point is that the use of the highway is an important public right which the law is keen to protect.

Public nuisance is treated as a crime because it affects the public at large. However, an individual who suffers 'special damage', i.e. loss or inconvenience which is greater than that suffered by the general public, may bring a civil action.

Case example

A good illustration is provided by *Castle v. St. Augustine's Links* (1922), where a taxi driver was injured when on the road by a golf ball driven from the 13th tee of the defendant's golf course. Owing to the position of the tee, balls were frequently driven into the road and the danger this created amounted to a public nuisance. The claimant could sue because, being injured, he had suffered special damage.

Point to note:

Actions in nuisance will generally succeed only where there is an element of repetition in the interference or it amounts to a continuous state of affairs, as in the *Castle* case.

Private nuisance

The prime purpose of the tort of private nuisance is to protect a person's interest in their land. A private nuisance is an unlawful interference with a person's use or enjoyment of their land (which includes houses and buildings attached to it).

Forms of private nuisance

The interference on the part of the defendant may take either one of two forms:

- wrongfully allowing noxious (i.e. harmful) things to escape from their own property so as to interfere with the claimant's land (such as noise, smoke, smells, vibration, damp or vermin); or
- wrongful interference with servitudes, or rights attaching to the claimant's land (such as rights of way, rights to light or rights of support to land or buildings).

Alfalah Insurance

The fastest growing insurance company
in the country

Head Office:

5-Saint Mary Park, Gulberg III, Lahore.
UAN: 111-786-234
Fax: +92-42-35774329
E-mail: afi@alfalahinsurance.com
Web: www.alfalahinsurance.com

Lahore Unit 1:

5-Saint Mary Park, Gulberg III, Lahore.
UAN: 111-786-234
Fax: +92-42-35774329
E-mail: afi.lu1@alfalahinsurance.com
Web: www.alfalahinsurance.com

Faisalabad Office:

P-72/2, Chirag Plaza, 4th Floor,
Liaqat Road, Faisalabad.
Tel: +92-41-111-786-234, +92-41-2606131-3
Fax: +92-41-2646969
E-mail: afi.fbd@alfalahinsurance.com

Islamabad Office:

2nd Floor, Bank Alfalah Building,
Markaz I-8, Islamabad.
Tel: +92-51-4864695-98
Fax: +92-51-4862596
E-mail: afi.isl@alfalahinsurance.com

Peshawar Office:

Ays Centre, 2nd Floor, Arbab Road,
Peshawar Cantt, Peshawar.
Tel: +92-91-111-786-234, +92-91-5253901-3
Fax: +92-91-5253964
E-mail: afi.pwr@alfalahinsurance.com

Multan Office:

10-A, 2nd Floor, Tehsil Chowk, Bosan Road,
Multan.
Phone # 061-6211446-8
Fax # 061-6211449
E-mail: afi.mul@alfalahinsurance.com

Gujranwala Office:

1st Floor, Al-Hameed Centre, Opp Govt.
Iqbal High School, G.T. Road, Gujranwala.
Tel: +92-55-3820863-5
Fax: +92-55-3820867
E-mail: afi.guj@alfalahinsurance.com

Sialkot Office:

1st Floor, City Tower,
Shahab Pura Road, Sialkot.
Tel: +92-52-3240907
Fax: +92-52-3240908
E-mail: afi.skt@alfalahinsurance.com

South Zone

Karachi Office:

1st Floor, Finlay House,
I.I. Chundrigar Road, Karachi.
Tel: +92-21-111-786-234, 32463839-42
Fax: +92-21-32463361
E-mail: afi.khi@alfalahinsurance.com

Karachi Unit-1 Office:

1st Floor, Finlay House,
I.I. Chundrigar Road, Karachi.
Tel: +92-21-111-786-234, 32463839-42
Fax: +92-21-32463361
E-mail: afi.ku1@alfalahinsurance.com

Hyderabad Office:

House No. 49, 2nd Floor,
Dr. Line, Saddar Cantt, Hyderabad.
Tel: +92-22-2780655
Fax: +92-22-2780656
E-mail: afi.hyd@alfalahinsurance.com



MOTOR



INDUSTRIAL



PROPERTY



CARGO



TEXTILE



TRAVEL



ENERGY



HEALTH



CROP