

# Now O&M Vision

ISSUE NO. 36 (March 2010)



SAUDI BINLADIN GROUP  
OPERATION & MAINTENANCE

## Twenty years of achievement, what is next?

*When the great Greek historian Herodotus visited Egypt in the year 450 BC, he asked about the time it took them to build the Pyramids. The answer of the Egyptian clericals was 20 years. When I asked how long it took to build SBG (O&M) the answer was more than 20 years. Both are great achievements that should be acknowledged, but what is of concern to us is our dear company that we would like not to be remembered as history, but we should review our past to arrive to our present in order to take lessons for our future.*

The need for specialized companies in Operation & Maintenance increased in the late eighties with need to have highly technical experts that keep the large projects in good operating conditions. This led to the establishment of a specialized division under the Saudi Binladin Group to take care in the beginning of the projects that SBG constructed. The division started by renting two buildings in Rawdah, to have later an owned main office that contained the offices and ware houses in one building.

The expansions of the O&M division led to the reduction of stores and moving it to the outside gradually until the whole building was dedicated to the offices and the stores were moved to the Binladin Industrial area.

The company started with two projects mainly the Mena Diwan and Electro-mechanical of Haramain with manpower no more than 400 in 1988 (1408H) to arrive today to more than 400 projects and manpower above 15,000, an increase of more than 35 times.

During these years the company received achievement awards, some of them are the following:

1. Superiority in performance award from the deputy of Madinah Al Monawwarah Emirate.
2. HRH Prince Salman award for best government site in Riyadh (King Khalid Airport).
3. King Khalid National Guard Hospital appreciation and evaluation award.

The best appreciation was what was said by Dr. Fahmy Hassan Al Ali the manager of environment protection section in the secreterate of the Gulf Cooperation Council (GCC) in an article about the efforts done in Haramain Cleaning. Also what Arab news reported in this regard in its issue of 26/1/2000.

ISO-9001-2008, ISO 27001-2005 from Lloyds and Bureaux Veritas are examples of how the company keeps improving its operations and its competitive status in the market place in the following fields:

- 1- Quality Management System.
- 2- Information Security Management System.



All these achievements were translation of the planning and instructions of the Executive Board to the different sections of the company. Best of these achievements may be the implementation of a Computer Maintenance Management System (CMMS) that uses the Maximo software, a system that ranks the company with the top organizations doing this kind of business. Few organizations around the world are using this Maximo. To mention some: NASA, CIA, City Bank, CNN, BBC,



Louver Museum, British Airways, Doitche Telecom and Shell.

What is MAXIMO and what is its purpose:

MAXIMO is used in the following:

1. Operation of new projects.
2. Preventive maintenance application.
3. Follow up of maintenance work.
4. Warehouse and spare parts management.
5. Job plans for manpower and assigning needed spares for the job.

The purpose for this is:

- 1- Achieve optimum task performance of operation and maintenance.
- 2- Accurate and continuous feed back for the operations.

With MAXIMO SBG (O&M) reached a high level of skilled operations because follow up is done on-line for any of the

Continue Page 6

### IN THIS ISSUE

- The business development department..2
- Landscape lighting .....3
- Saudi Services civil security centre .....3
- Company policy if scrutinized by management will avoid unnecessary supervisory deductions within job sites ..... 4
- Got a question?.....5
- Palaces & residential .....5
- Poisoning.....6

## Message from the Executive Director

*Samir A. Jamjoom*



It is a blessing from God that inspite of the past year economic turmoil, our company was able not only to pass the economic situation successfully but also to increase the number of projects in hand and the total yearly revenue.

A quick review will reveal that recently we have acquired the following projects:

1. Domestic & Regional Airports O&M Contract No 11
2. Buraidah Water Leak detection
3. Hail Water Leak detection
4. Supply of Seasonal Skilled Manpower to assist in O&M activities of main PPS – West Contract for the Saudi Electricity Company
5. Supply of Technical Manpower for Operation and Maintenance for south sector of the Saudi Electricity Company Power Plant
6. O&M and Internal Cleaning for 15 Nos different Royal Floors at DOKAAE Towers
7. O&M, Pest Control, Security and Cleaning for Hajj Terminals (A,B,C,D,E) and West Terminal

Such achievements would not have been possible without the coordinated efforts of all the employees starting from Janitors and technical helpers on site ending by Department Heads, Executive Management and Executive Board.

It is my pleasure to extend my sincere thanks to all employees of O&M Division for their efforts that made this achievement possible.

## The Business Development Department (BDD)



BDD plays a central role in SBG (O&M) activities both internally and externally. Part of this role is to investigate if the Higher Management has intention to participate in any bid related to operation and maintenance. Another part of that role is to coordinate directly with the Executive Management to implement optimum strategy for the success of SBG (O&M) and to win selected bids out of the pronounced projects, while applying the best local and international standards. These projects include the public services projects like airports, the two Holy Mosques, the industrial projects for utilities companies such as the Electricity Company and Water Company, and also the residential and palaces projects. A major function of BDD is representing SBG (O&M) in front of the client and discussing with him the expected outcome to be taken into consideration while studying the bid and later while signing the contract, with the ultimate aim to provide the best services. BDD carries out continuously market surveys in the operation and maintenance field. In these surveys all information regarding the bids to be submitted and the competition situation is collected, using the published announcements in the media and through the internet.

BDD studies the tender documents thoroughly for the targeted projects, reviews drawings, and bill of quantities. Coordination with other departments in this stage is essential to reach the best possible solutions. Example of this coordination is the coordination with Operations Departments where the project requirement and future management structure is agreed with

them. Also coordination with Material Department to get the prices of the material and equipment needed in the project. Coordination with Human Resources Department is essential to figure out the salary scale for the manpower needed and the availability of visas at proper time with the expected starting time of the project. A team of BDD and Technical Department Engineers work together in site visits to determine the assets condition and the specifications preparation in coordination with the Client by holding meetings with his representatives.

After preliminary study is completed meetings are held with higher management to discuss the overall technical and financial project criteria so as to come up with the best possible competitive price. During and after that, studies section in coordination with contracts section discusses the technical offer and the financial and legal requirements so as to include them with the tender documents such as prequalification certificate, zakat certificate, commercial register record and membership in the chamber of commerce, also to issue the bank guarantee cheque through both the financial department in SBG (O&M) and SBG corporate office. Notice to Proceed is the document that represents the internal contract that all departments abide with and it is issued right after winning the bid.

In addition to the above, it should be also clear that SBG (O&M) coordinates closely with other sister companies to study projects that are in their field of operation. We wish success and glorious future for this department in carrying out this vital function.

**Eng. Ibrahim Liswi,**

*Studies Section Head, contributed to this article*

SAUDI BINLADIN GROUP - OPERATION & MAINTENANCE  
P.O. BOX 6807, JEDDAH 21452 - TEL.: 6836887 FAX.: 6917391  
[www.sbgom.net](http://www.sbgom.net) e-mail: [omvision@sbgom.com](mailto:omvision@sbgom.com)

### COMMITTEE MEMBERS:

MR. SAID ADRA HEAD OF COMMITTEE e-mail: [editor@sbgom.com](mailto:editor@sbgom.com)  
MR. RUSHDI SALHAB Editor Ext#: 1285 Att.-At-Law: ABDULAZIZ AL-GHAMDI COORDINATOR

Designed BY :COUNSELOR ADV. TEL.: 6641468

## LANDSCAPE LIGHTING

"Nightlife" in this part of the world exists in a context different from that found elsewhere. The important thing is that it exists and it is developing into a significant part of the total lifestyle. Nightscape to us, is where the art of lighting the landscape dominates, and is imperative in the attempt to go beyond the functional role of lighting and understand the aesthetic and emotional aspects of light through the eyes of the beholder.

As mentioned earlier in this corner, we at USMS, and part of our plan to diversify and cover innovative aspects related to beautification, are concentrating on Nightscape as complementary field to our work. Scope will cover:

- Theory, design process, project needs, and techniques of landscape lighting where new and creative ways of lighting are used to transform landscapes are implemented.
- The use of Integrated Design strategies



for avoiding potential conflicts between plantings and landscape lighting equipment.

- Applying special lighting needs of plants in their new surroundings especially indoor environments.
- Construction and O&M of all lighting materials, finishes, and fixtures.

Landscape Lighting is planned to be a main element of USMS, and with the help of higher management we will be able to recruit qualified staff together with all other needed resources to make this dream come true.

We look forward to meet you soon with a 'Nightscaping' / 'Landscape lighting' project in hand.

Resources:

The Landscape Lighting Book, Second Edition

Exploring lighting cultures BY: FRANZISKA RITTER

<http://www.hadco.com/Hadco/Public/IdeasLandscape.apx?Page=1&GalleryId=29>



### AL-ENAYA COMPANY



Two years ago, Al Enaya was awarded the contract of air duct cleaning in the King Fahd and King AbdulAziz Hospitals in Jeddah. The executed work by Al Enaya met with full satisfaction from the Client. From that date the name of Al Enaya became linked with good work. This resulted in awarding the company the air duct cleaning works for Children and Maternity Hospital in Jeddah which amounts to an area of 5229m2 distributed on two floors, which covers the external clinics, operation rooms, children's rooms and the remaining sections of the hospital.

The above achievement requires us to thank our management for the full support in all what is needed whether equipment or manpower.

Thanks to all who worked hard and to those who supervised the work to raise the name of our company high in the market place.

AL-ENAYA COMPANY

### SAUDI SERVICE Co. LTD



## Saudi Services Civil Security Centre

Written by: **MHMD SAEED DALEM**, (Security Manager)



When the SSCL Civil Security Section received the license qualifying the company to provide civil security services according to the rules and regulation of the Ministry of Interior, it was an honor for us to provide this service for the Holy Places visitors in King Abdul Aziz Airport Hajj Terminal in Jeddah. This was subcontracted from Ports Projects Management and Development Company Ltd. We are now in the 3rd consecutive year, thanks God, providing this service. We started with only 27 security guards and 4 supervisors in our first year. In the second year the security guards numbers became 79 and supervisors 4. Finally in the third year we have one project manager four supervisors and 117 security guards in the last season that started Sha'ban 1st and ended Muharram 15th.

Again these numbers will increase when the new terminals open. New numbers are being estimated, and new equipment will be added to our contract with the client.

Basically, we coordinate our work with the sister companies. Our operation depends on:

1. Good choice of security personnel.
2. Training before joining, so as to give the security personnel training on how to perform their job duties.

We try our best to optimize the performance of our personnel by giving them on the job training and by assigning trainers to explain to them all the new techniques in their field. In the projects mentioned above training courses are held after the Hajj season to improve skills of security personnel, where the supervisor can overview all the new advances in the field of security. The security field is nowadays very important in public activities whether in King Abdul Aziz Endowment Project (Dokkae) in Makkah or in King Abdul Aziz Airport Hajj Terminals or in other projects.

We continue developing our security service with full higher management support, and provide all what is needed to do so.

SAUDI SERVICE Co. LTD



## Absenteeism in the workplace

### Company Policy if scrutinized by Management will avoid unnecessary Supervisory deductions within job sites

Written by: **Said N. Adra**, Business Development Department Manager

What can management do when an employee does not come to work, does not contact his supervisor to advise as to reasons for his absence, and there is evidence to suggest that it is his intention never to return to work as he has told a fellow employee that he is not coming back or has cleared out his locker or personal possessions? Absenteeism within an organization can be minimized by adopting a clearly defined absence policy and then ensuring that this policy is applied consistently across the workforce.

The Project manager plays the key role in the absence process by discussing absence issues with the employee working at the site and acting according to the policy. There is significant administration involvement to support the PM role on site, including fielding calls, registering absence and creating reports. This administration role was traditionally carried out by Human Resources "HR" before assigning the newly recruit to a Site manager. The best absence policy will not be effective if it is implemented inconsistently or those in charge of administering it are not aware of their responsibilities. This is where technology can be brought in to assist the administrator's role. When absence occurs, it helps the admin staff to automatically alert all the responsible persons of their tasks, as well as to notify them when built in red flags have been noticed. Similarly, the system can highlight to HR any areas where policy has not been followed.

There is a distinction between desertion, absenteeism and what is known to be going "AWOL" for a short period of time. Basically, going AWOL (absent without leave) is going missing without permission for a short period of time with clear evidence that the intention is to return (since the employee's possessions are still at work). This should be treated as misconduct which should give rise to a disciplinary action. Usually this does not as a first offence give rise to dismissal - however repetitions of going AWOL and failure to inform the supervisor can and should lead to a dismissal. Absenteeism is where an employee is regularly absent perhaps due to regular illness. As for



desertion, this is when an employee is absent without authority and no report or reason has been given to Management regarding the employee's whereabouts and if it is confirmed that he has no intention of returning to work and such absenteeism has lasted for three or more consecutive workdays.

#### CONSEQUENCES OF ALL THE ABOVE:

- The disruption of work operations
- The resentment amongst other employees who have to do the absentee's work
- The falling behind in closing work orders
- Clients through their supervisors become disgruntled
- Replacement labor to be paid to cover the gap
- Extra overtime costs
- Financial losses

Management cannot begin to deal with an absenteeism problem unless the reason for an employee's absence has been identified clearly. An effective reaction or solution can only be decided on once it is known why the employee is not at work. An absence for one or more consecutive workdays will be considered one occurrence. If an employee returns from an absence and goes out again due to personal reasons after being at work for no more than one day, then the absence will be counted as one day, and

one occurrence.

The following could be reasons for absence without leave:

- A genuine personal crisis
- Unhappiness at work
- Sickness or injury
- Fear of working in unsafe or unhealthy workplace
- Disabled
- Addiction of any kind
- Transport problems

Also we need to look at Motivation and Working Environment since Employees owe more than just punctuality and hard work. The best managers are not those who dismiss as many employees as possible with a 'golden handshake', but those who achieve excellent performance within their team - and in doing so, ensure growth and shape the future of the company.

So Management should ask itself:

- What hurdles have they had to overcome with problematic employees?
- How much time, patience, energy, money and talk have they wasted on under-performing employees?
- One thing is certain: The assigned team also includes highly motivated, hard working and successful employees who Management is investing the same energy in, as they will achieve great results.
- Finally ask: couldn't everything be run even better?

**Dear Reader****Got a QUESTION?****Q: What is a trainee situation regarding his contract with the company?**

A: The Company is hiring employees on a trainee basis and train them for a specified period after which they can be employed permanently. In the training period the trainee is monitored for his performance and manners. The trainee is required to follow the company rules and regulation, and to follow his mentor's instructions and deal decently with other colleagues. The company has the right to stop him from work any time during his training or can give him a contract as a permanent employee. The company also has the right to terminate the contract if the trainee is found unable to

continue serving properly the interests of the company. He should be given a week notice in this case.

**Q: What is the action taken by the company if an employee's actions results in damage to company equipment or tools?**

A: When an employee causes loss or damage to a company asset, which is in his custody, and if what happened is a result of the employee's negligence or not following the instructions given to him. The company is entitled to deduct the value of the repair needed to cover the loss or damage caused from the employee's salary. The deducted amount should not exceed the salary of 5 days in each month.

**Our Palaces & Residential Department**

An occupied royal palace, world's largest mixed-use complex and 26km long causeway are entirely different in terms of clients, structure, aesthetics, facilities, operations and maintenance. What tactfully deals with all these diversified functions is our Palaces and Residential (P&R) Department at SBG-O&M head office. Under the esteemed and experienced leadership of Deputy Operations Manager Engineer Adnan Mohammad Bin Yassin, P&R department is providing fast and reliable services to the clients. Section Head for the department is cool minded, soft spoken Engineer Mujab Jaafari, working with SBG-O&M for the last 17 years on senior management positions. The managers are supported by competent office staffs who deal with different tasks. Eng. Nafez Izhiman is in-charge of material and contracts, Eng. Najeeb Eido cares for manpower allocation, Mr. Abdul Aal Saleh looks after the administrative affairs, Mr. Rashad Arnaout handles financial matters and permits while Mr. Syed Haroon Rasheed is perfectly responsible for office correspondence. Supporting the P&R and other SBG-O&M projects technically, Eng Mamoun Al Shaher is managing a technical roving team and Eng Mohammad Sablough heads elevators maintenance section. In the following paragraphs we will have a look on some of the diversified projects of our P&R department.

The most prestigious projects for our P&R Department are King Abdullah's palaces in Jeddah and Mena, a private villa in Riyadh, and a royal floor in a hotel at Madinah. P&R department also maintains many residences and private villas for royal family members in Jeddah, Taif, Riyadh, Madinah and Abha. Other significant project is King Abdul Aziz Endowment in Makkah, a fine example of modern style of architecture and engineering. DoKAAE project consists of a 13-story podium which houses retail facilities, food courts, specialty restaurants and car parking, topped by a central hotel tower and six high-rise towers overlooking the Holy Mosque. When completed, the tallest tower will be over 100 floors, a 2,000-room, 5-star hotel containing the reception lobby, information desks, lounges, restaurants, cafeterias, and a large high-end international conference center as well. At peak time it can accommodate 65,000

**Palaces & Residential**

visiting pilgrims. The project's state-of-the-art, fully IP-based network will provide its guests and businesses with a host of more than 16 innovative IP services. Our P&R Department is providing DOKAAE, specialized care and maintenance for its exclusive installations and high-rise structure.

Another wonderful project with our P&R

Department is King Fahd Causeway; one of the technical marvels of the modern engineering, and probably the most spectacular road construction project of all. It is a four-lane road, 28 km long and approximately 23 m wide, and a bridging connection between Saudi Arabia and Bahrain. In the middle of the bridge is an island having customs inspection point, a restaurant and a beautiful tower where you can have your meal while you enjoy the breath taking view of the entire bridge as well as the view of the sea. KFC is actually a combination of several bridges, dams, office buildings, travelers' facilities, truck weighing stations, security and custom check points, all of them using the high tech electro-mechanical systems. Our P&R Department offers a diverse scope of general and specialized maintenance to this project.

Our P&R Department presents an amazing combination of diversified maintenance services to the assets ranging from public, commercial, industrial facilities, spectacular causeway, high-rise towers and large employee camps to the homes of dignitaries and richly decorated sanctuaries in royal palaces; keeping the buildings and its associated systems in the best possible condition. The specialized services offered by P&R Department are bridge testing, maintenance of escalators and elevators and testing of electrical substations, transformers and relays etc. P&R Department has a variety of skilled manpower located strategically throughout the kingdom.

Providing the excellent care and maintenance to the multi-functional, prestigious and spectacular high-tech and high rise projects in the kingdom indicates the strength of our P&R Department's management. We, the newsletter team, appreciate the way P&R Department encompass multiple disciplines to ensure functionality of the assets and equipment by integrating people, place, process and technology through an uncompromising commitment to a set of core competencies and values.

Written and Contributed by: **Mazhar Bhatti**, Technical Dept.

**Peoples' Customer**

•The EBM/Executive Director promoted Agriculture Engineer **Alaauddine Mohamad Mahdaly** to the position of Section Head in the USMS Head Office due to his ability and performance of his duties. The Newsletter Committee congratulates Engineer Alaauddine for his new assignment and wishes him success.

•The EBM/Executive Director promoted Agriculture Engineer **Ghassan Abdullatif Salim Abdulqader** to the position of Project Manager in King Abdullah University project – Thowal due to his ability and good

**Promotions & New Employee**

performance of his duties. The Newsletter Committee congratulates Engineer Ghassan for his new assignment and wishes him success.

•The EBM/Executive Director promoted Mr. **Rayan Hazem Shahada**, Al Enaya Company, to the position of Supervisor due to his ability and performance of his duties. The Newsletter Committee congratulates Mr. Rayan for this new assignment and wishes him success.

•Mr. **Sultan Mohamad Awad Suwaid** has been assigned as a Secretary in the Executive Management. Mr. Sultan will be the Secretary of Lawyer AbdulAziz Abdullah Al Ghamdi. The Newsletter Committee congratulates Mr. Sultan for his assignment and wishes him success.

Continue from Page 1

company projects. This quick feed back can result in great saving of time and resources. On top of that client satisfaction is guaranteed. Generally, Oracle and Maximo are softwares implemented in SBG (O&M) to improve work level and consequently performance and reputation. The company went through fluctuations during the years which is normal for big companies because the factors that affect the market are various and out of control in some cases. However in all these fluctuations, the management was keen to manage these bad and good times to come out even stronger than before any crisis. Finally, before I conclude this article with the projects acquired by SBG/ O&M in the last 10 years I would like to commend the efforts of all the employees whether engineers, technicians, administrators, labors or Executives for their right vision that took into account all market variables and requirements during these years in a realistic way.

#### 2001:

- Um al Qura University, Makkah & Taif.
- King Abdullah Palace, Mena.
- Gulf Conference Palace, Riyadh.
- Mena Tents.
- Prophet Mosque Markets Center.
- Electric Power Stations in Aseer, Baha, Basha, Jizan, Najran and Tihama.
- Prince Moh'd Bin Abdulaziz Airport in Madinah and Taif Airport.
- Water leak in Qassim

#### 2002:

- Jamarat Bridge – Makkah.
- Group 2&3 Airport (Rabigh, Taif, Arar, Yambu, Wajeh, Madinah, Qurayat, Hail, Jouf, Turaif and Ralha.
- Saudia City in Jeddah.
- Saudi Monetary Agency in Riyadh.
- Water leak detection in Buraidah.

#### 2003:

- Araqa Palace, Riyadh.
- Government Palace, Riyadh.

#### 2004:

- King Khalid International Airport Landscaping.

#### 2005:

- King Fahd Causeway.
- Water leak detection in 8 cities in Qassim.

#### 2006:

- Renewal of Haramin Projects.
- King Abdulaziz endowment project – makkah.

#### 2007:

- Hajj Terminal in King AbdulAziz Airport Jeddah.
- Mawaqeeet Mosques: Wadi Mahram, Quarn Al Manazel, AlHal, Yalamlam, Al Jahfa and Khandak.

#### 2008:

- MOI in 5 cities: Jeddah, Dammam, Quassim, Abha and Hail plus second stage in Riyadh.

#### 2009:

- King Faysal Specialist Hospital in Jeddah.
- Water leak in Buraidah and Hail.
- Landscaping and Irrigation in KAUST.



## Poisoning

A poisoning may or may not be obvious. Sometimes the source of a poisoning can be easily identified- an open bottle of medication or a spoiled bottle of household cleaner. Look for these signs if you suspect a poisoning emergency:

1. Burns or redness around the mouth and lips.
2. Breath that smells like chemicals.
3. Burns, stains, and odors on the person, his or her clothing, or on the furniture, floor, rugs, or other objects in the surrounding area.
4. Vomiting, difficulty breathing or other unexpected symptoms.

If you can find no indication of poisoning, do not treat the person for poisoning, Call for emergency help. If you believe someone has been poisoned, take the following steps:

1. Some produce have instruction on the label specifying what to do if a poisoning occurs. If the product known to be the poison has these instructions, follow them.
2. If the person is alert, give him or her, a glass of water or milk to drink. The liquid will slow the rate at which the poison is absorbed by the body. But if the person is weak, lethargic, unconscious, or having seizures, do not give him or her anything by mouth.
3. Certain poison should be vomited; others should not. If you do not know the identity of the substance swallowed, do not induce vomiting. Overall, you should not induce vomiting unless directed to by your physicians.
4. If you are told to induce vomiting in the person who has swallowed poison, to do so use syrup of ipecac. An alternative method to induce vomiting is touching the back of the throat of the person to initiate gagging. If you have no other alternative, have the person drink a glass of warm water containing 1 teaspoon of dried mustard or 3 teaspoons of salt. After the person has vomited, give him a glass of water or milk.
5. If the poison has spilled on the person's clothing, skin, or eyes, remove the clothing and flush the skin or eyes with cool or lukewarm water for 20 minutes.
6. Get immediate medical attention. If you have identified the poison, take the container with you.

## SBG O&M Conduct a Seminar addressing the Hazards of Smoking

25th December, 2009 witnessed a brilliant evening of enthusiastic commitments, given and taken! Our executive Director Mr. Samir Jamjoom presciently allowed a seminar on smoking hazards volunteered by specialist doctors Khalil and Ayaz of Pakistan's welfare society. And it was nicely organized through attentive efforts of Mr. Ali Kadasah and Mr. Ali Jumaei of our admin department. Thus the seminar, aptly titled 'Anti- Smoking Campaign' was staged at SBG (O&M) staff residential complex in the midst of SBG (O&M) industrial estate, Jeddah.

A large gathering of both smoking addicts and amateurs presented themselves to hear doctors tell them what health and wealth damages smokers are confronted with. Slides of larger than life were clearly flashed on a wall screen showing vividly the smoked-up organs of human body. Causes and Effects of tobacco smoke were highlighted with supporting data. And questions, if any were answered convincingly by dedicated doctors.

The crowd included multiple nationals of India, Pakistan, Bangladesh, Sri Lanka, Philippines, Morocco and Egypt and of course our host country, Saudi Arabia. And the presenters of the seminar made efforts to highlight the main points in Arabic, English and Urdu. Local media specifically 'Urdu News' also covered the event admiring the effort and the generous response.

Reluctantly though, I accepted to be the chief guest speaker at the function representing Mr. Samir Jamjoom. And the crowd raised their hands in jubilation, including myself, to make efforts to kicking the habit, the injurious habit of smoking.

Written by: Saleem Jadoon