

RENEWALS

THE OFFICIAL MAGAZINE OF KENYA REINSURANCE CORPORATION LIMITED.

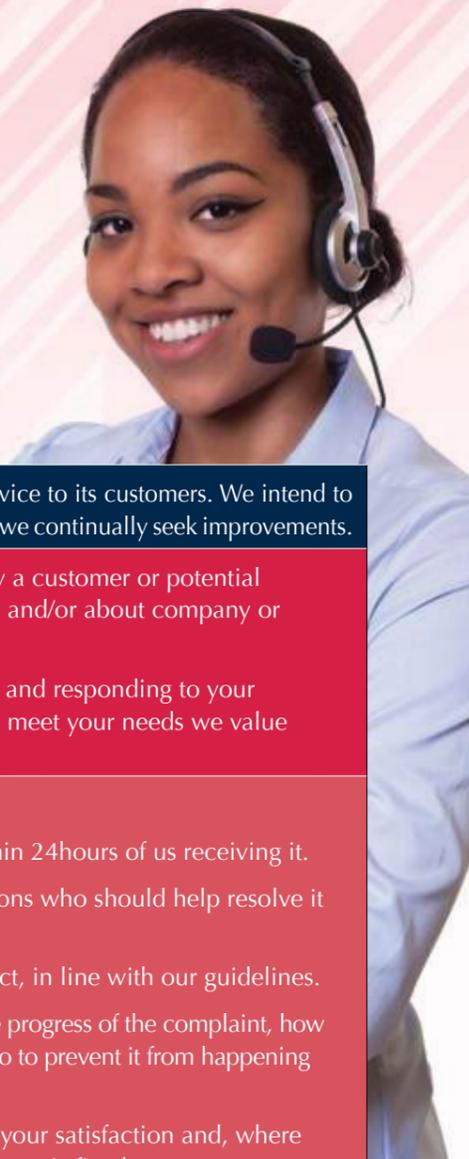
Main Story: 2018 Insurance Outlook

PAGE 9
ATTRIBUTES OF
MIND MANAGEMENT

PAGE 26
NIKO FITI
DISTRIBUTION

PAGE 29
KENYA RE
SPONSORS FANAF

COMPLAINTS HANDLING PROCEDURE



Kenya Re is committed to delivering the highest possible quality and level of service to its customers. We intend to provide services through the best practice and in line with our customers' needs as we continually seek improvements.

What is a complaint?	<p>A complaint is defined as "any expression of dissatisfaction by a customer or potential customer about service delivery by the company or its agents, and/or about company or industry policy."</p> <p>At Kenya Re, we see complaints as a valuable way of meeting and responding to your expectations. We realize that in breaking down the barriers to meet your needs we value listening to feedback and complaints from you</p>
How will we handle your complaint?	<p>We will:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Acknowledge your complaint, in writing or via email, within 24hours of us receiving it. <input type="checkbox"/> Enquire into your complaint and consult any relevant persons who should help resolve it fairly and within a reasonable timeframe. <input type="checkbox"/> Treat you and your information with confidence and respect, in line with our guidelines. <input type="checkbox"/> Keep you and any other persons involved informed about the progress of the complaint, how we will try to resolve it and, as is appropriate, what we will do to prevent it from happening again. <input type="checkbox"/> Take action to resolve the complaint as best as possible to your satisfaction and, where possible, recommend any changes needed to ensure the cause is fixed. <input type="checkbox"/> Let you know in writing the outcome of your complaint and, as is relevant, the reasons behind this outcome.
What should you tell us:	<ul style="list-style-type: none"> <input type="checkbox"/> Your name, address and the best way to contact you. <input type="checkbox"/> The details that will help us understand the reason/s for your complaint. <input type="checkbox"/> Copies of any documents relevant to your complaint. <input type="checkbox"/> If you have already have discussed your complaint with us, the details of those persons in Kenya Re that you dealt with. <input type="checkbox"/> What you feel would constitute a satisfactory resolution of your complaint. For example are you seeking information which you feel is being withheld, are you seeking an apology, etc.
You need to know that:	<ul style="list-style-type: none"> <input type="checkbox"/> You may make a complaint verbally and/or in writing. E.g. email, and/or calling <input type="checkbox"/> We may ask for your help in the course of handling your complaint.

You can make a complaint to Kenya Reinsurance Corporation by contacting:

Write to : Assistant Communications Officer | Kenya Reinsurance Corporation | PO Box 30271- 00100 | Nairobi, Kenya

Call: (+254) 0703083212

Email: complaints@kenyare.co.ke | ongicha@kenyare.co.ke

WORD FROM THE MANAGING DIRECTOR

MOVING FORWARD 2018

A very Happy New Year to you all. I would like to take this opportunity to express my deep gratitude to the entire Kenya Re staff and the Board of Directors. It is because of all of your efforts that Kenya Re is the leading reinsurer in the region and has been since it got into the market.

Our innovative streak and ability to adapt in different markets has spearheaded the growth we have had over the years. The Corporation has been steadily growing financially and we have been able to expand our footprints to Lusaka, Zambia and Abidjan, Côte d'Ivoire. This growth is can be credited to the resilience and determination of the entire Kenya Re team.

In the year 2017, our Corporate Social Responsibility (CSR) initiative, Niko Fiti, ventured into creating the Niko Fiti Education Integration Programme for PWDs. We are confident that with our partnership with APDK and support from the Ministry of Education, inclusion in high schools shall be adopted throughout the country.

At Kenya Re, our best feature is our global team of highly professional and knowledgeable individuals who through their hard work, passion, dedication and perceptiveness continuously drive our Corporation forward. From middle-sized companies to huge corporations, we are extremely proud to be able to advise our clients during the process of acquiring and assessing their reinsurance needs.

With its Kenyan roots and a global reach, we believe that Kenya Re is able to offer the best blend of in-depth sector expertise, a proven ability to quickly comprehend the client's core business and human capital needs as well as promptness and agility in conceiving high-end tailor-made solutions.

Our culture is far removed from any short-term logic and is very much about building solid relationships over the years with renowned companies in a wide variety of sectors. This has been possible because of our relentless commitment to work closely in understanding not only the key strategic goals and single business models of our clients but also that subtle match between the talent that we look to attract and our clients' unique organizational DNA.

On behalf of the Kenya Re Board of Directors, I am hopeful that 2018 will be a momentous year and that the same zeal and work ethic that our staff possesses spreads across the market and Kenya Re remains a force to be reckoned with in the reinsurance industry.

Enjoy the read!

Mr. Michael Mbeshi
Ag. Managing Director





Gladys Some-Mwangi
Manager, Corporate Affairs

WORD FROM THE EDITOR

LET'S TALK PERSONAL RESPONSIBILITY

Happy 2018 to the entire Kenya Re fraternity! For those who have joined us this year, welcome to the team. It is my hope that you fit right in with the existing and incredible Kenya Re team. With 2017 behind us, it is my hope that we carry on the lessons we have acquired throughout the years and strive in all our endeavors.

Kenya Re's vision is to be the most admired reinsurance provider in the global market. Admired not only for our high quality services and attractive brands, but also for how we, in a responsible way, act in relation to the world around us.

All Kenya Re employees share a responsibility for how we act in relation to our customers, our owners, our shareholders, our stakeholders and co-workers. We, as a company, must always act in a way that demonstrates that we deserve the stakeholders' confidence and appreciation.

The Kenya Reinsurance Code of Conduct is a set of ethical guidelines for how we do business. It builds on the Corporation's core values. Kenya Re pledges that all its organizational activities and decisions will be based on and guided by the following values:

- Learning & Innovation;
- Integrity;
- Service Culture;

- Teamwork;
- Objectivity.

In addition to our core values, in 2018, let us all strive to have good corporate citizenship. This practice while taking the entire value chain into consideration, provides guidance on how to live up to our reputation in our business.

We continuously strive to improve our Corporate Social Responsibility (CSR) program *Niko Fiti na Kenya Re*. In 2017, we started the Niko Fiti PWDs Education Integration Programme, which will see brilliant students with disabilities join reputable high schools like their peers. This is in a bid to diversify Niko Fiti and the Corporation's footprint. Consequently, the Code of Conduct will evolve together with our company just like our CSR activities.

In addition to our Corporate Social Responsibility, we have a personal responsibility to self and others. We should always behave and act in a way that allows us to take pride in our achievements, our Corporation and our industry. That, at the end of the day, is what it takes to become a successful business. You should be guided by your values and take responsibility for your actions.

We are looking forward to a rewarding 2018. With the team's dedication and zeal we shall continue to reign as the leading reinsurer in the region. Long live Kenya Re.

CONTRIBUTORS

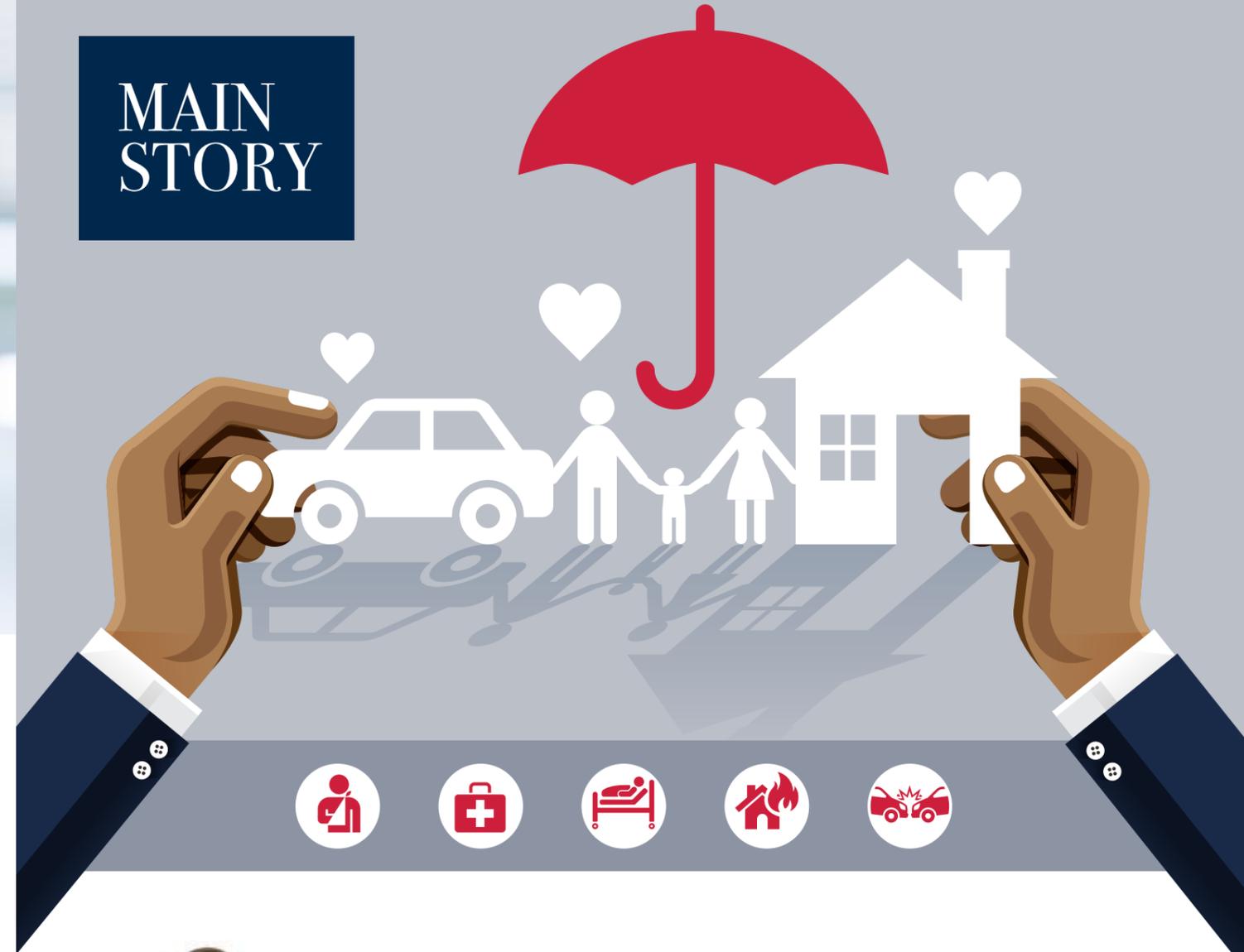
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MAIN STORY



INSURANCE INDUSTRY OUTLOOK

By Joel Irungu

Insurance company leaders have a lot on their plates. Political and regulatory upheavals around the world are changing some of the rules about how this industry may operate. An accelerating change in the way business is conducted is being driven by innovation and higher customer expectations, while disruptive newcomers are looking to take market share from incumbent insurers. Insurers' hopes for accelerated growth and improved profitability were tempered throughout 2017 by the emergence of major speed bumps, both natural and man-made, although there seems to be cautious optimism for improving conditions in the years ahead.

According to Insurance Regulatory Authority report in 2016, Kenya's insurance industry continued to exhibit a positive growth trajectory. While the life insurance business grew by 18.5% (11.4% in real terms), the growth in the general insurance business was 10.2% (3.6% in real terms). This performance compares well with global growth trends in life and general insurance business which grew in real terms by 2.5% and 3.7% respectively. The insurance penetration, which is the ratio of Gross Direct Insurance Premiums to Gross Domestic Product (GDP), declined from 2.88% in 2015 to 2.73% in 2016. This decline may be attributed to higher nominal growth in GDP of 14.3% (at current prices) compared to nominal growth in gross direct premium of 13.2%.



In 2017 particularly, the prevailing political environment regarding elections affected growth in the sector as a 'wait and see' mode was set for local and foreign investors. Insurers also struggled to expand coverage among a large informal economy and income-sensitive population. The upside of this of course was the increased uptake of the Political Risk insurance cover (commonly known as PVT) as businesses sought to take a precaution and cushion themselves with the high possibility of assets suffering damage during the electioneering period.

However in 2018, with a wide array of innovative local insurance market leaders, the Kenyan insurance landscape has the potential for a sizable expansion of domestic market penetration. The country also presents a solid base for reaching other African markets, which bodies well for drawing further interest from investors. Kenya plays a role in the African Insurance Organization (AIO) and the interaction should spur growth in the larger East African market and beyond.

Digital innovation has been a result of rapid change in technology and has hence affected the insurance status quo. More and more companies with the consciousness of millennials, who are majorly on the digital platforms and cannot be served any other way, has led to a number of insurance companies having to develop innovative products to meet this technological shift in their clients. This digital shift has taken center stage with the number of products that are being distributed through the mobile apps and the online portals. This trend will continue to shape the insurance business in the future and will hopefully help shake off its predominately conservative image as it embraces this change.

Kenyan insurers are also set to witness stronger revenue and deeper penetration, thanks to an expanding middle class and younger population. A report on Sub-Saharan markets done by professional services firm, Ernest and

Young, forecasts that Kenya's insurance sector could expand by a 6% compound annual growth rate in premiums throughout 2018. It also expects a regulatory overhaul to increase the pressure for the country's insurers to consolidate. Currently, Kenya's insurance penetration rate stands at 2.9% of its Gross Domestic Product (GDP).

The life insurance segment, in particular, represents a significant growth opportunity. With an expanding middle class and rising life expectancy, demand for personal coverage is set to rise. Along with rising household prosperity, Kenya's relatively young median age, where roughly 70% of the population is aged under 35, will support growth in the life insurance segment. Younger Kenyans are likely to become more aware of the benefits of personal insurance, with a shift in culture awareness of life insurance products, especially as this cohort is more risk-oriented. The life insurance segment in Kenya is small, which is out of line with global trends, which hence suggests that it will grow. Though the life segment is seen as having the strongest growth potential in the market, as in many African economies, the industry is currently dominated by the non-life component. According to data issued by the Insurance Regulatory Authority (IRA) in June 2017, the life segment only accounted for 31.4%.

Of total written premiums valued at Sh. 55.27 billion in the first quarter of 2017, with non-life representing the remainder. The industry also saw a slowing of growth, with the value of written premiums expanding by 9.6% during the first quarter of 2017, compared to 16.4% in the first quarter of 2016. The country is also in the final stages of a regulatory overhaul, including establishing a Financial Services Authority (FSA) to consolidate the fragmented insurance landscape. The FSA will merge four regulators, the IRA, the Retirement Benefits Authority, the Capital Markets Authority and the Sacco Societies Regulatory Authority — under one umbrella to provide a more organized approach to the insurance sector.



ROYAL WANABIMA GOLF TOURNAMENT

By Linus Kowiti

The Kenya Reinsurance Corporation sponsored the Royal Wanabima Golf Tournament held at the Royal Nairobi Golf Club on 3rd February 2018. The event's main purpose was to raise awareness about the critical role of insurance in supporting businesses. The popular event was supported by corporates and individuals from the insurance industry and boasted of a field of over 200 players mostly from the insurance industry.

Other event sponsors of the Golf Tournament included; Reinsurance Solutions, AAR Healthcare, Sanlam and Continental Re. Among those who were going for the

sponsor's prize was a four ball comprising of our very own Linus Kowiti, Charles Kariuki, Eric Rugo and Francis Nzili.

Winners of the tournament were as follows: Harrison Mungai Kariuki 45, D.B. Joe 40 CB Joe Masiga. Lady prizes went to; Carol Okara with 38 points, Nancy Ikinu with 37 points and Elizabeth Njau who scored 35 points while the guest prize went to Ken Muchege with 41 points. The senior's prize went to Henry Kanyua with a score of 36 points while the sponsor's prize was clinched by Edna Thiongo with 38 points and Joseph Kamiri with 37 points.





KISUMU TENANT cocktail held at Imperial Hotel

By Sylvia Karimi



The Corporation held a cocktail in honor of the Kisumu Reinsurance Plaza tenants on 6th December 2017 at the Imperial Hotel. The venue of the cocktail is one of Kisumu's well known establishments and is close to Reinsurance Plaza. It was an excellent choice for the cocktail as members of its staff were very resourceful and cooperative.

Kenya Reinsurance Corporation owns Reinsurance Plaza in Kisumu, a landmark building at the heart of the Central Business District in Kisumu City. The building, which is over 30-years-old, is home to several tenants both relatively new and some as seasoned as 21 years.

Senior Administrative Officer in charge of Reinsurance Plaza, Mr. Maurice Khaduli was the event MC as well as the host of the night. The final guest tally indicated that approximately 80 guests attended the event, which was commendable given the heavy rains that started just before the event commenced.

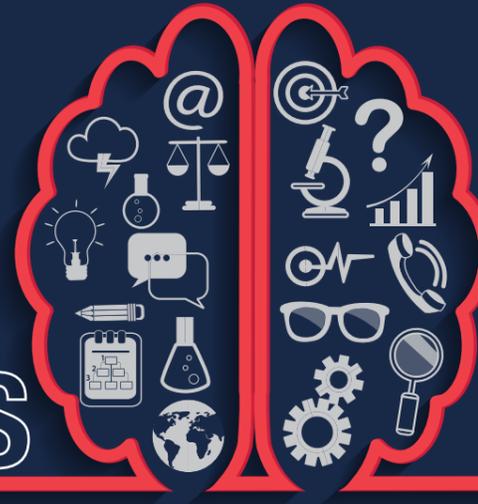
The Assistant Manager Corporate Affairs, Ms. Sylvia Karimi read a speech on behalf of the General Manager, Property and Administration who was the Chief Guest. The feedback from the tenants in general was that of great appreciation to Kenya Re by hosting the cocktail. During the open forum, the tenants had a platform to share both negative and positive feedback on their highs and lows as our tenants.

In attendance at the cocktail were some of the tenants based at the building such as: AFC, NHIF, Izwe Loan, Onsongo & Co. Advocates, Odeny & Co. Advocates, Tourism Fund, First Class, BAT and FKE. In conclusion, the guests appreciated of the thought that was put into remembering them and hosting the cocktail. Although the cocktail was to end at 9.00pm guests stayed on until past 11.00pm enjoying themselves.

The cocktail was a welcome treat for tenants and would serve as a means to maintain relations, boost loyalty and motivate tenants at the premises.



ATTRIBUTES of mind management



By Joel Irungu

Our mind is unlimited in its potential to create whatever we desire. When you put your mind power to work, the possibilities are endless. There are no limits to what you can achieve and absolutely no restrictions to how high you can propel yourself in life. Prosperity is not essentially determined by our geographical location or the economy of the nation in which we live. What we become in life is largely determined by the content and quality of our mind. With the mind we can change anything about us; with it, we can establish a perfect structure and administration for our lives and organizations. New risks call for a dynamic mind-set, we have to establish profitable policies structured to cover the modern risk and keep updating them.

However for all these to happen, we must know how to use our mind. The content and character of your mind must be rich and positive enough to pull toward you what you want. Failure to use your mind will only result in stagnation and retrogression, but if you want a transfiguration and transportation to a higher and better quality life, then you've got to learn how to use your mind right. Who you are today is a function of your mind. Your personality is the expression of the contents and working of your mind. For instance, as an underwriter you are presented by new different, diverse and distinct risks some are new and require your adjustment in relation to a similar risk. That is why in insurance, we are trained to acquire a mind-set befitting any risk and develop an appetite for it.

Managing your mind is the primary principle for increasing your value, multiplying your success, upgrading your state, and thus, enlarging your estate. Can you manage your mind differently regarding a situation? Can you access your mental hard drive to see what files you need to delete and the new ones you need to download and install?

So far, we've established an important point here; you can transform anything concerning your life by changing your way of thinking i.e. renewing or managing your mind. This is reason why an employer always encourages his team to acquire more knowledge in terms of degrees, diplomas, professional papers whatever is being offered out there and to allow specialized trainings both within and without. This is with the prospects of feeding the mind and keeping it fresh by allowing many to teach/train.

Let's begin with definition of the mind:

The mind is the faculty of man's reasoning and thoughts. It holds the power of the imagination, recognition, and appreciation, and is responsible for processing feelings and emotions, resulting in attitudes and actions.

Key word in this definition is 'thoughts'. Thought(s) is the creation, recalling, reviewing and processing of images, for meaning, reason, language and expression.

This means you can create, recall, review, and process images for meaning. In other words, you can give



meaning to the images you get, you can also process those images for reason, language, and expression. All of these take place in the mind.

When your eyes focus on an image, it's your mind that interprets that image, and that's when you really see. If your mind can't interpret it, it doesn't matter what the image is, it'll make no sense to you. For instance, if you're given an Arabic policy or claim report and your mind hasn't been trained to understand Arabic letters, they'll be unrecognizable to you. Your first surprise would be that the words are written from right to left.

When underwriters place business internationally, they liaise with an Anglophone or Francophone office/ correspondence in a market. However, what happens when a claim occurs, where the supporting documents are all in the native language and your mind has to adjust accordingly or refer another mind-set to process/ interpret the images for you? In most, if not all job applications adverts, there exists a rider that is French/ Chinese/Arabic that would be an added advantage, a perfect opportunity to venture.

Man primarily has a twofold nature: the outward man and the inward man. The inward man, however, is the human spirit and his soul (the seat of his mind, will, emotions, reasoning and intellect). Your human spirit has spiritual senses, and they function through your soul and its mind. This shows why your mind is so powerful

and important because it is the connector of your spirit to your body.

The processing and eventual interpretation of information by the mind determines human behaviour or attitude. You may not always be responsible for how information comes to you, but you are certainly responsible for what you do with it, that is, how you process and act on it. And that is what matters. So how do you process the information that comes to you? Someone once said that the most dangerous person is an informed person, think about it.

Today, we talk about crude oil, gold, diamond and all kinds of precious substances beneath the earth and all the beautiful things that come from processing them. But do you know there are nations walking on oil, gold and diamond today that get nothing from them? It is the same thing with the mind. If you don't learn how to process your thoughts and mine the rich deposits of your inward man, you'll get nothing from it and it'll reflect in the quality of your life. Make the very important choice to get the best out of your spirit, through the diligent management of your mind.

You are responsible of your promotion at work or any field concerning you and remember everything that has life has to grow.

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PROTOCOL AND ETIQUETTE TRAINING

By Andrew Ongicha

THE BOARD MEMBERS' PROTOCOL AND ETIQUETTE TRAINING, 2017

As is customary, Kenya Re held a protocol and etiquette workshop that took place on 14th December 2017 at the Norfolk Hotel, Nairobi. The participants consisted of Kenya Re's Board Members, Board Secretary and some Public Relations Department staff. In total, there were around 10 participants. However, the training targeted the Corporation's Board of Directors.

At the end of the training, they were able to illustrate official protocol practices applicable in their roles, demonstrate the rules of etiquette and their various applications, demonstrate the process of lobbying and various support legal provisions. The Board learnt protocol involves etiquette on a local and international scale and the practice of good manners on a daily basis.

Protocol and etiquette practices have evolved as a result of old traditions where in the early days hospitality was extended to an arriving guest. Today, it's particularly important because it not only covers the ceremonial rules that are followed during official functions and how to behave on these special occasions, but it also provides a set of established rules of courtesy that are to be respected in society.

They also learnt that order of precedence, as defined by Wikipedia, is a sequential hierarchy of nominal importance of persons. Most often, it is used in the context of people by many organizations and governments, for very formal and state occasions, especially where diplomats are present. It can also be used in the context of decorations, medals and awards. Historically, the order of precedence had a more widespread use, especially in court and aristocratic life. The handling of VIPs was also taught. They are special and the way of handling them is different for them to feel and be recognized as VIPs. Seating arrangements is also very important in protocol and etiquette.

The Board got to know that well-chosen gifts can be quite effective at establishing good relationships. However, a poorly chosen gift can leave you looking disingenuous. Media relations are also key in protocol and etiquette because the media shape your image to public. Well-written press releases are essential for the media to be able to understand a certain event and the way they will eventually portray it to the public.

The team also became proficient in dining etiquette where they were taught proper table manners, how to act and be around people while eating as well as how to use the dining table cutlery setup. Dressing etiquette was also taught i.e. what to wear when and how to wear it. Color is significant in the work setup and the team learned the appropriate dressing for different occasions. Communication and cross cultural etiquette was part of the training as well. Different people from different parts of the world preserve things differently and this is very important especially when meeting people at an international level. There is need to know how to greet them, how they like to be addressed and how to generally treat them so as not to offend them.

Public affairs and lobbying is an essential part of any organization. They need to know how not only create the public policies affecting their sector, but also lobby the relevant authorities and people to support and push for their agenda. This goes hand in hand with understanding the legal framework that dictates the way your sector works and their effects. The role of Board and parliament lobbying was also included in the training as it is what the organization's heads needs in order to push their agenda and their public policies.

Protocol and etiquette is quite essential for any organization as seen above. Kenya Re's Board of Directors was thrilled to have gone through this training as it equipped them with essential knowledge.



NIKO FITI

assistive and mobility devices distribution drive goes to Kitale

By Sylvia Karimi

Niko Fiti, Kenya Re's Corporate Social Responsibility (CSR) initiative, seeks to empower persons living with disability (PWDs) to undertake their daily operations with minimal dependency. This enables them to have access to education and employment thus resulting in economic growth. It is geared towards eradicating the stigma that disabled people face by creating awareness about their condition. Kenya Re has called for increased inclusion and opportunities among people living with disability to enable them to participate in the country's economic development agenda.

Speaking with the campaign partners, Kenya Re's Former Managing Director, Mr. Jadhiah Mwarania, said, "Our social responsibility stems from a national duty that calls for the inclusion of all persons in social and economic activities. Since inception of the project, we have assisted over 4000 Kenyans living with disabilities and it is our hope that, together with our partners, we will advance this further in the coming months."

Disabled beneficiaries in Kitale were given 250 assistive and mobility devices through the Niko Fiti - Ability Beyond Disability campaign. Kenya Re's Corporate Affairs Manager, Gladys Mwangi distributed walking frames, walking canes, wheelchairs, special seats and tricycles at Kitale Referral Hospital.

Upon receiving the devices, the beneficiaries attested that their lives would change for the better. Having learnt so much, they can now adequately boost their income to provide for their families. They added that they will advise others back at home to register with APDK and be future beneficiaries of similar initiatives. The beneficiaries reiterated that the devices will enhance functional independence and make daily living tasks easier by helping them travel, communicate with others, learn, work and participate in social and recreational activities.



Gladys Some-Mwangi of the Kenya Reinsurance Corporation is all smiles with Niko Fiti Brand Ambassador, Jalang'o (right) and Fred Omuse (middle) who received a new tricycle which, among other assistive and mobility devices, were being distributed as part of the Niko Fiti distribution in Kitale.

Access to these devices is a precondition for achieving equal opportunities, enjoying human rights and living in dignity. Disability increases the possibility of falling into poverty by being excluded from participation in development initiatives. In this regard, Kenya Re in conjunction with APDK conducted a two-day training workshop for the beneficiaries to equip them with various skills, which will enable them to start their own businesses seamlessly.

Ms. Mwangi said the Corporation was working with other partners to support disabled persons, adding that this would expose them to economic opportunities. "We are striving with other partners, the Standard Group and Association for Physically Disabled of Kenya, to ensure the disabled cope with life by providing them with mobility devices," she said.

Standard Group North Rift Commercial Executive Irene Rota, who represented acting Chief Executive Officer Mr. Orlando Lyomu, said the Corporation was passionate about supporting the disabled as part of its Corporate Social Responsibility. "As a company we will continue to provide the Niko Fiti campaigns with the desired visibility and publicity, thereby helping to raise public awareness of the plight of people with disabilities," she said. Association for Physically Disabled of Kenya Chairman, Fred Owako urged the Government and society to support the disabled and provide them with basic needs without discrimination.

Mr. Owako called for the provision of proper healthcare for pregnant women to reduce the number of cases of disabilities as a result of poor nutrition and healthcare. He also called for the passage of laws related to disabilities to make way for the recognition and representation of the disabled to improve their livelihoods. He accused some parents of hiding their disabled children and failing to provide them with basic needs.

"You should not see a disabled child as a burden but instead support them to access education and healthcare and expose them to opportunities," said Owako. Nandi Deputy Governor, Mr. Yulita Cheruiyot and Health Executive, Ms. Ruth Koech also attended the event.



A beneficiary speaking on how Niko Fiti has impacted their lives while at the function in Kitale.



NIKO FITI

mobility and assistive devices distribution drive goes to Bungoma

By Andrew Ongicha

About 200 people living with disability in Bungoma received equipment under the Niko Fiti - Ability Beyond Disability campaign. They were granted 400 assistive and mobility devices worth Ksh 1.2 million from Kenya Reinsurance Corporation, Niko Fiti campaign. The equipment included wheelchairs, tricycles, crutches, walking frames, white canes, special seats, yaya seats, polio boots, slates and stylus among others.

Kenya Reinsurance Corporation Corporate Affairs Manager, Ms. Gladys Some-Mwangi, said, "The programme empowers Persons living with disabilities to effectively participate in social, economic and academic activities with ease."

She continued, "Persons living with disabilities should be able to receive a proper education and participate in social and economic activities that will help them provide for their families, as well as contribute to the economy of our beloved country." The project, which has benefited over 4,000 people across the country so far, is part of Kenya Re's Corporate Social Responsibility.

Living with disabilities can be challenging. People who do not have any disabilities may find it difficult to understand the plight of those who do. The personal stories of those living with disabilities offered a refreshing perspective on the meaning of life and the ability to endure an entirely new way of living.

One such story is that of Henry Makokha, a beneficiary from Busia, who says he regained his self-esteem after he received prosthesis for his right leg that was amputated following a bone infection. As a teacher, he can now concentrate on his students as he is now able to teach full time, which was not possible before he received the prosthesis from Kenya Re.

While in Bungoma Kenya Re's Managing Director, Mr. Jadhiah Mwarania said that the 400 assistive and mobility devices were distributed to the PWD's to assist them in being able to participate in social and economic activities that will help them provide for their families as well as contribute to the economy of our country.

Through the distribution of these assistive devices, Niko Fiti na Kenya Re's goal is to impact the lives of all people in our society. These devices are meant to ease the movement of the beneficiary and enable them to live independently.

People living with disability should join the existing support groups that will enable them to benefit fully

from the funds set aside specifically for them. The Niko Fiti Campaign is a noble idea that has brought love and joy to needy people in our society. We shall continue to urge the national government, county government, our esteemed partners; such as APDK and the Standard Group, to support this initiative and come up with more initiatives like this because Kenya Re alone cannot help every person.

Speaking in Bungoma County while handing over the devices at Kenya Medical Training College grounds, Kenya Reinsurance's manager in charge of corporate affairs, Gladys Some-Mwangi, said the campaign is dubbed 'ability beyond disability'. She challenged those living with disability to stop despising themselves as disability is not inability citing the case of this year's KCPE top candidate Goldalyn Kakuya who is living with albinism. Gladys added that the aim of 'Niko Fiti' campaign's is to demystify disability and to stop stigmatization.

Since its inception in 2011, the Campaign has touched and changed the lives of over 4000 persons living with disability in different counties across Kenya, through the provision of assistive and mobility devices. The campaign has traversed the whole country through caravans in the last 4 years, with a dedicated team that issued the various devices. The Campaign also aims at complete eradication of stigma associated with disability in the various counties. APDK also hosted an educative training for the mobile vending units beneficiaries to equip them with various skills such as financial management including leadership and governance.

The objective of the campaign is to lift the stigma towards persons living with disability and to provide assistive devices that will enable them have accessibility and mobility to engage in daily nation building activities. This will integrate them into social and community life.



Kenya Re's Corporate Affairs Manager, Ms. Gladys Some, interacting with some of the beneficiaries in Bungoma.

INSURANCE

Why Digital Transformation is essential for today's insurers

CHAMPION – LIFE REINSURANCE SYSTEM IMPLEMENTATION

By Brian Tarus



For a long time now, the insurance sector has lagged behind in terms of digital transformation in the financial services industry. The relatively slow speed of adoption of the digital approach by players in the sector may be attributed to challenges such as regulatory constraints, high cost of legacy technology overhaul, low internet penetration in some areas, consumer data protection and cyber security among others. However, with the rapidly changing marketplace characterized by fast technological advancement, insurers have to leverage on Digital Transformation to enhance agility, competitiveness, stability and sustainability.

Digital Transformation can be defined as the realignment of, or new investment in, technology, business models, and processes to drive new value for customers and employees and more effectively compete in an ever-changing digital economy (Briansolis.com, 2017).

Despite the significant improvement in financial inclusion across the African continent, the average insurance penetration rate still stands at about 2.8%. This implies that the African insurance industry still has a long way to go. As a remedy, the industry has to focus on creating awareness and building trust through robust customer centric strategies.

Digital Transformation is one of the key strategic vehicles that will help insurers to grow the industry. Through Digital Transformation, insurers can: improve on efficiency and

Turn-Around-Times (TATs), have better engagements with customers, improve the ease of accessing insurance services, gain insights into the needs of customers and develop products that are in line with these needs.

Here are five key reasons why Digital Transformation is a strategic enabler in the modern insurance market:

1. ACCURATE RISK ASSESSMENT AND FASTER CLAIMS SETTLEMENT

Ability to effectively and efficiently process claims and settle them quickly gives an insurer/reinsurer a major competitive advantage. Accurate risk assessment also makes it possible to correctly price risks. There are newer ways of evaluation which do not only rely on intelligence and experience of people involved in the process but also on historical data, new insights, geospatial and economic drivers. Much of this data is currently unused due to the limitations of legacy systems. Data is a key strategic asset and it's high time insurers/reinsurers make good use of it.

Technology in the world today is constantly improving. Mobile phone apps release new updates every few days or weeks, computer companies release newer OS versions quite often, innovative game changer technologies are causing major disruptions in many sectors, just to mention a few scenarios. In the banking industry, disruption brought about by FinTech has led to a major shift in the banking industry landscape. Banks have had to re-engineer their business models and move away from the traditional banking model in response to the changing landscape characterized by

technological advancement and changing customer needs/expectations. Will the rise of InsurTechs cause a similar disruption in the insurance industry?

To conclude this first point, it is important to note that data is readily available in huge amounts, we just need to find it and make the best use of it in risk assessment and for modeling products suitable for the ever-changing needs of consumers. If not to assess risk, then to meet consumer demands. Insurers/reinsurers can achieve this by leveraging on technology to enable them make better use of data that is at their disposal.

2. CUSTOMER RETENTION

The market has become extremely competitive. Insurers/reinsurers have to continuously provide top-notch services to their customers in order to remain competitive. It is important to develop a consumer centric system in order to retain consumers as the bottom line is, if your customers have a bad experience with your services, they will leave for another service provider. Customer retention has a direct influence on the performance of a company.

Insurers/reinsurers need to keep up with the constantly changing trends as well in order to retain their customer base and grow it in the process. This is also important in order to remain relevant and not go obsolete as having and providing access to up-to-date information is a key strength.

3. INCREASED EFFICIENCY

Investment in technology to drive key business operations results in significant improvement in efficiency. Integrating

automated systems can drastically reduce operation costs and speed up service delivery. For instance, the speed of claim assessment and settlement, which is a major pain point in the industry, can be significantly improved.

4. TIGHTENING FRAUD PREVENTION AND ELIMINATION SYSTEMS

Fraud prevention, detection and elimination remains a key focus area in the financial services industry. Fraudsters are continually adapting their techniques in the evolving business world and therefore simply having fraud analytic tools that only flag out fraud possibilities is not enough. The industry needs to not only strengthen fraud prevention systems, but also use the available data to develop strategies and create sophisticated systems that will weed out fraud networks in the hope of eventually eliminating fraud cases.

5. ADAPTING TO NEW REGULATIONS

Industry regulators are continually developing and enforcing new regulations in an effort to protect the consumers as well as to grow the industry through policy formulation. Insurers' data technology systems, policies, practices and technology need to keep up with the changing regulations and consumer privacy demands. Regulators keep putting on more pressure on insurance/reinsurance companies to control the way they run their business, handle personal data and manage relationships with customers. Compliance to these regulations requires robust IT systems that ensure proper data management.

PIC TORIAL



2017 Niko Fiti Brand Ambassador Jalango engages one of the beneficiary



Acting CEO Mr. Michael Mbeshi awards Ms. Rahab Kariuki with a long service award of 5 years.



Staff members react during one of the gift give away sessions.



A Niko Fiti beneficiary contributes during the Niko Fiti distribution in Kitale



Mr. Odek of Burgundy leads staff in a mugithi dance.

The Niko Fiti truck during one of the sensitization sessions in Kitale town



Corporate Affairs Manager Ms. Gladys Some (Left) and Niko Fiti ambassador Jalango (3rd R) pose with a beneficiary during the distibution event in Kitale



Mr. Jackson Nganda (l) awards Ms. Yvonne Mwancha (r) with a gift as the best dressed lady of the night



THE THIN LINE - ONLINE AND IN LIFE

By Davis Onsakia

We value our privacy in both the online world and in the physical realm. We want to protect our turf.

Here I was, kind of lost. Then I remembered I could Google my way out. I just searched where I was and voila! I got my location and asked Google for one last favour, to give me the directions to my destination. This is after turning on my location because by default, location access on all my mobile devices is disabled. I was obliged and relieved, the lost son was found.

Hours later it requested I rate my experience, publicly. I could have but this would have given anybody an idea of where I'm or where I was. With calculation of approximation, they could also tell with close accuracy where I might be in the next 12 hours. I wasn't comfortable with that so I ignored it.

This brings me to the question of privacy online and even in our physical world. Google (and many other mobile applications) tracked my movement and knew where I was and wanted a personal review, ostensibly to assist others who might be visiting the same place. Granted, it's a good and noble idea but, in my opinion, quite intrusive. If at all they still need my assistance, I'll be happy to rate a place after at least a week.

This is not exactly the same in the physical world. If you don't know how to get to a certain place, you can ask anybody for directions. In this particular case, the person does not follow up to ask you about the place. Google has the advantage of technology but I think they need to minimize such intrusiveness. I'll be happy to voluntarily give my reviews rather than being prodded about it, basically reminding me that I've been followed courtesy of the gadget in my hand. Imagine a stranger you asked for directions following you closely behind, watching all you do. Quite stalkerish, isn't it?

If a real-life stranger doesn't have the audacity to follow

up to know how you liked or disliked where you were going, what gives Google the confidence to do that? Although to Google you might not be a stranger because they have droves of information about you. However, my rule of thumb is 'Unacceptable offline, unacceptable online'.

Hence I would like to suggest a few tips on how to avoid such tracking:

1. Make sure location access is turned off on your mobile device. Ironically, you can Google how-to if you don't know the procedure. This is unless you really need the service, like in my case above;
2. Don't rate places where you're at that moment, more so publicly. While you are enjoying your holiday in Hawaii, someone else will be happy that your home is unattended;
3. Use offline maps if possible whenever searching for a location. This one will not necessarily track your movement since it's not required for you to be online to use it;
4. If you've been assisted by Google to track your location and you feel uncomfortable, you can delete that particular location history;
5. Remove geo-codes from photos that you upload online. With geo-codes we can tell where the photos were taken, therefore, where you were. Many parties have been 'sold' by this.

The 1st and 3rd point above also assist to save battery on your device.

Doing the above will not grant you 100% anonymity online, but will prevent some nosy layabout getting details on your movement and using them against you. By the way, can you be 100% anonymous online? Yes and no. However, that's a discussion for another day, one day I will delve into this.

Remember, be safe online, be safe offline.



LET'S LEARN VERY BASIC FRENCH

By Lucy Kagwiria

LESSON ONE: GREETINGS & INTRODUCTION

Juma: Bonjour, comment ça va ? (Hello, how are you?)

Sarah: Bonjour, ça va bien merci. Comment allez-vous ? (Fine thank you. How are you?)

Sarah: Comment vous appelez- vous? (What is your name?)

Juma: Je m'appelle Monsieur Juma. Et toi? (My name is Mister Juma. And you?)

Sarah: Je m'appelle Sarah. (My name is Sarah.)

Juma: Au revoir, Sarah. (Good bye, Sarah.)

Sarah: A bientôt, Monsieur Juma! (See you soon, Mister Juma)

TAKE NOTE

- In the morning, you could say "Bonne journée" which means "Have a good day".
- In the afternoon, you could say "Bon après-midi" which means "Have a good afternoon".
- In the evening, you could say "Bonne soirée" which means "Have a good evening".
- At bedtime, you would usually say "Bonne nuit" which means "Good night".

C'est fini à bientôt - Lesson over, see you soon!



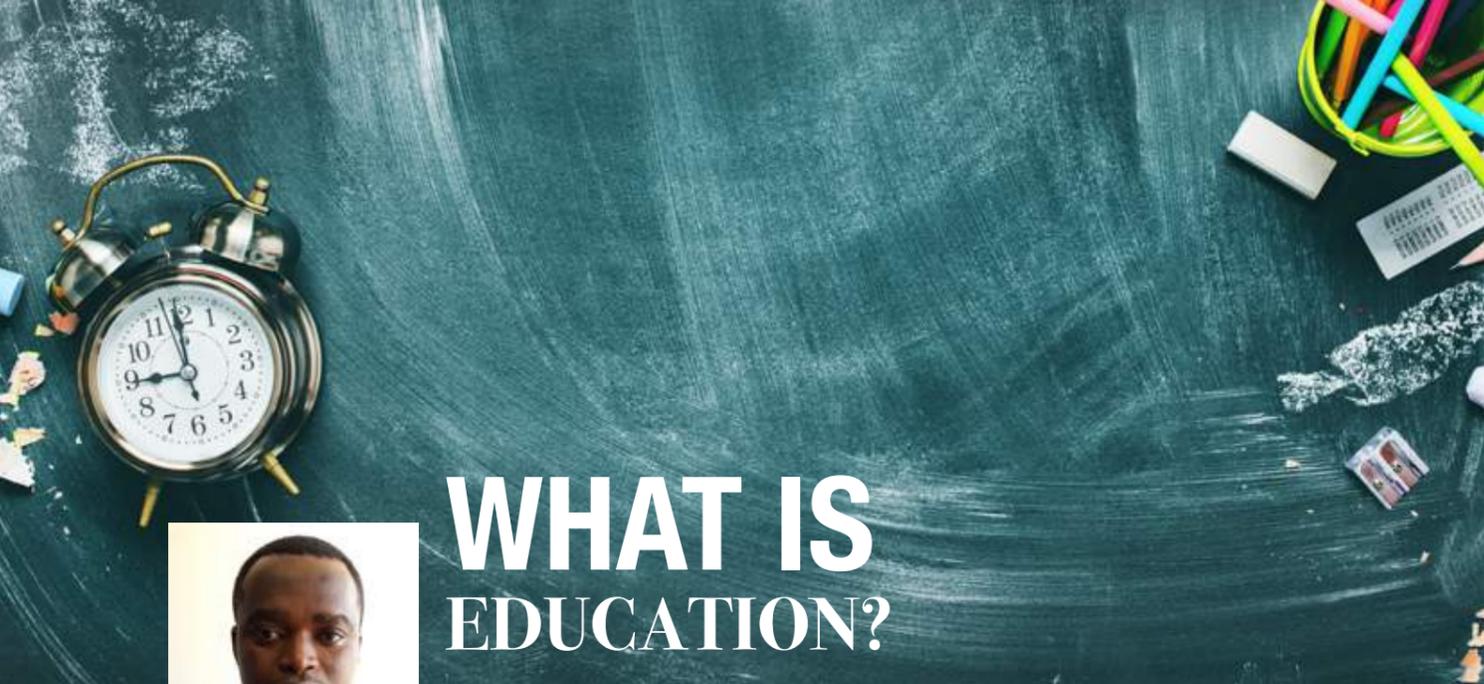
THE BEST MEDICINE

By Peter Angwenyi



"I hope you're feeling very honored," said the businessman to the life insurance agent. "You ought to be because so far today I've had my secretary turn away eight insurance agents."

The agent said, "Yes, I know, I'm all of them."



WHAT IS EDUCATION?



By Samuel Ruugia

December 2017 was a great month for my immediate extended family. We had three members graduating with various degrees, two undergraduates and one graduate. In case you are not aware, back there 'ushago', a child graduating is a great deal. Parents modify their walking styles, vocal tones and associations. They get recognized and are elected baraza leaders in church, school and even village memberships. All graduates were treated to sumptuous parties by their parents and villagers.

Having gone through the path of undergraduate and graduate before I was requested to talk about education during one of the parties. Immediately, I realized education should have been among the list of the things that I thought I knew; yet I didn't. I did a quick research and came up with the following speech. It actually surprised me to note that education is simply a tool, what matters is how you use it. This information is quite insightful, therefore I wish to share it and enlighten. Below is an extract from my speech.

"My task today is to shed some light on what education really is. Before looking at some basic definitions associated with education, it is important to note that one key term stands out, that is **learning**. What is the difference between education and learning? By the end of this short speech, it will be noted that education is a system or method while learning is the expected product that varies with an individual.

Some go through an education system and learn a great deal while others fail to learn anything that is beneficial to their growth. When a person is educated, it simply means that person has gone through a specific education system, while when we say a person is learned, this person

goes through a specific education system and gained knowledge and skills that he applies to better his/her life and others.

What is education? Is it important in life? Why do we have people miserable and poor even after going through a proper education system? Education is mainly misconceived to be a guarantee for success. Basic education is mandatory. Where does education start and end?

BASIC DEFINITIONS OF KEY TERMS

1. Education

According to Wikipedia, education is *the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Educational methods include storytelling, discussion, teaching, training, and directed research.*

Education is a process or a method. It does not guarantee success in life but it facilitates it.

2. Learning

Oxford dictionary defines learning as *the acquisition of knowledge or skills through study, experience, or being taught.* We go to school to learn, but learning can also happen in many other areas e.g. home, church, kamukunjis and chamas. There is a lot to learn in primary and high schools, universities, polytechnics, colleges as well as other areas of learning. Be careful of what you are learning at any given moment.

It is what we **learn** and how we **apply** it that guarantees **success** in life.



QUESTIONS TO ASK

Did I learn anything? Who am I becoming and who do I want to be? How do we use available resources like the internet? What skills do I have that can help better my life and that of others? How am I using my skills? What other skills do I need to learn? Where can I get these other skills? Is what I am doing right now building or destroying me?

HOW TO LEVERAGE LEARNING TO BETTER OUR LIVES

A learned person knows that there is no end to learning because it's not limited to schools. Learning is everywhere. They constantly thirst for knowledge and different skills. These people become lifelong learners where every day is an opportunity to learn something new. They set goals that help them constantly learn. They know why it is important to constantly learn and apply the knowledge and skills acquired to build a strong character and tough mental strength. Lifelong learning does not mean staying in learning institutions for the rest of your life. It means being able to learn from as many sources as possible and apply accurate application of knowledge and skills learnt.

There are two key important things to do:

1. UNDERSTAND WHY YOU NEED TO CONSTANTLY LEARN

An unquenchable desire to learn is one of the most powerful tools you can use to come a step closer to success. Never give up on education and personal growth lessons.

Why lifelong learning?

a) Lifelong learning broadens your horizons

Learn to do new things, experiment and communicate. Build more skills and widen your knowledge base. Be ready to teach others what you have learnt. Build capacity because there are no limitations to how many skills you can have. The more knowledge and skills you have, the better your chances for survival and success in life.

b) Lifelong learning helps you understand yourself better

You gain the ability to learn lessons from mistakes and failures. Accept failures, doubling the rate of failure doubles the rate of success. It also helps one understand why you made the mistakes, feeds your wisdom and

boosts success. I used to fear failure until when I realized that the more you fail, the more you succeed, so never fear to fail. When you are afraid of not joining or starting, then that is failure guaranteed.

c) Lifelong learning helps you develop your natural talent

Everybody has their own natural talent. When you keep developing, growing and learning the world, it becomes easier for you to figure out the talents you were born with. People making a living from their talents are proven to be happier than the rest.

d) Lifelong learning helps one to be more adaptable

Acquiring different skills helps one to adapt from one industry to another. People with numerous skills are more prepared for life changes and easily blend with others in different fields or domains.

e) Lifelong learning helps you meet new people

You are as good as the network of people you keep. As you strive to learn, you meet different people with different skills who propel you to higher heights. Carefully choose your network and always be with people who are positive minded and actively seek out knowledge. Mingle with people who have skills that you can learn from and avoid negative people who are always complaining or discouraging you. Stay away from people with bad habits like drug abuse, dishonesty, jealousy, gossipers because these people are going nowhere. If you join them you will suffer the same fate.

f) Lifelong learners don't care about the years

To a lifelong learner age is not an obstacle to achieving goals. A 70-year-old lifelong learner keeps learning rather than worrying about old age. They are enthusiastic and have many goals. Lifelong learners don't care about numbers but find purpose in anything and everything they do. They constantly seek knowledge that will help them achieve their goals as they set new ones.

g) Lifelong learning encourages you to take part in educational programs

Lifelong learners are always out there to share and receive more knowledge. They are constantly busy setting up programs and systems and they know that in the process



of sharing knowledge, they sharpen their already existing skills and acquire more. They are usually very resourceful and this gives them confidence as they become a source of enlightenment to others.

h) You live a life of purpose

There are so many souls who have no idea why they exist i.e. lost souls. Lifelong learning gives one a purpose to live for. Actively participating in making your world better gives one a higher calling.

2. USE WHAT YOU LEARN TO DEVELOP A STRONG CHARACTER AND MENTAL TOUGHNESS

STRONG CHARACTER

Strong character is the ability to create and follow a set of habits come rain come sunshine. Strong character is usually associated with high discipline, a sense of responsibility and strong will power. Discipline is the ability to follow a certain procedure and do laid down tasks to proper completion whether you like it or not. Responsibility is simply doing what is expected of you. There are personal, family and societal expectations and failing in any of these expectations is simply being irresponsible.

MENTAL TOUGHNESS

Mensfitness.com describes mental toughness as the *ability to maintain the focus and determination to complete a course of action despite difficulty or consequences—to never quit. To many athletes and coaches, it's an innate quality that can't be trained.*

10 traits of mentally tough individuals:

1. They take responsibility for everything.
2. They move on quickly from self-pity.

3. They don't let circumstances stop them from winning.
4. They recognize what they cannot control and let go of it.
5. They do not let the past chain them down.
6. They are motivated beyond belief to never give up no matter what.
7. They know they are not entitled to anything. They are hands on.
8. They expect many failures and rejections before success.
9. They recognize the inevitable change of the universe.
10. They do not let other people influence or control them.

CONCLUSION

Knowledge is power and learning is the key. Decide whether to take advantage of immense knowledge available or give it up. Many have gone through the education system but end up miserable, simply because they stopped learning immediately they left school where they may have learnt little. Lifelong learning and mainly self-education is the surest way of acquiring success in any field. A teacher only gives basic education. One needs to be a student of life and go out on an individual basis and seek knowledge.

Learn to apply knowledge and skills learnt to better one's life and touch others. Be careful of destructive behavior and always choose that which builds you. At any given point in your life you are the sum total of all your past choices and actions. Be careful of different teachings around you. With a lot of caution avoid teachings that do not grow you and uphold the good ones. Above all keep God first in your life and he will direct your paths. God bless and keep you all."



KENYA RE

Sponsors FANAF 2018

In Kigali

By Jane Odipo



The Federation of African Insurance Companies (La Fédération des Sociétés d'Assurances de Droit National Africaines) FANAF held its 42nd Annual Conference in Kigali, Rwanda from 11th February to 16th February 2018. The event took place at the beautiful Kigali Convention Centre. Kenya Re took up bronze sponsorship at a cost of 7,000,000 RWF (\$8,187) towards the event.

Kenya Re was represented by a delegation consisting of: Mr Arthur Levry - West Africa Regional Manager, Mrs. Jane Odipo - Marketing Manager, Mr. Peter Angwenyi - Manager, Life and Mr. Longin Nterere - Assistant Manager, International Business Division. The forum provided the company representatives with networking opportunities and visibility amongst a key section of its market. At the company's meeting booth, the representatives held meetings with several stakeholders and transacted business. After the conference, the team took time to visit some of the company's clients within Kigali.

Kenya Reinsurance Corporation is a member of FANAF, an association of 196 insurance and reinsurance companies from 29 African French speaking countries. Francophone Africa is a key source of business for Kenya Re, having generated Ksh. 1.2b in premium in 2016. This is expected to grow with the enactment of the CIMA code, which aims at domesticating West African reinsurance business. FANAF appreciated Kenya Re's sponsorship with a portrait and certificate.



CAR ETIQUETTE:

Simple rules every passenger should know

By Lilian Kanari

There has been a lot written about people behaving badly on airplanes, but what about in cars? We seem to have given priority to matters of driving and safety, but paid little or no attention in learning motor vehicle manners as well. Most of us seem to leave courtesy at the door, when we step into an enclosed space like a motor vehicle.

To enlighten ourselves, here a few basic tips we should all know:

1. **My car, my rules** - The same applies as to when we lived with our parents, who constantly reminded us, "As long as you are living under my roof, you obey my rules". In matters of car etiquette, the owner has the final say and if you do not like it, you can alight.
2. **All subordinates are expected to offer the front passenger seat to their seniors/bosses.**
3. **When two men and two of their female colleagues are travelling together, the men are supposed to sit in the front while the ladies should hop in at the back.**
4. **If someone lends you their car, return the favour by refilling the tank** - Even if you drove for only 2 kilometres! It also does not matter if it was half full when you drove the car. This is especially important if you actually borrowed the car, rather than got a lift. While refilling, quickly rinse it at the carwash, keeping it cleaner than you found it.
5. **Older people in front, kids at the back**- It is awkward to have a child in the front seat and an adult in the back. Any child below the age of 12 should sit at the back for safety reasons. Car seating is based on hierarchy. The younger you are, the further back you seat. Those who are up the hierarchy get to choose where to sit.
6. **Expectant mothers sit at the back.**
7. **When your friend is driving, it is rude to sit in the rear seat, unless you want to make him or her feel like a chauffeur!**
8. **Do not touch the controls without permission** - Most people will agree that you do not touch another person's stereo, unless the driver permits you to. The only controls you are allowed to touch are those that affect you alone, e.g. the air conditioners or your seat positions.
9. **Mind your own business** - Do not rifle through things in people's private storage boxes or dashboards, unless asked to. Keep your hands to yourself.
10. **Do not touch the glass** - Do not press your finger against a glass to point things out. Do not use your hand to wipe away mist. If you must, ask the driver for permission or a cloth.
11. **Do not litter** - Leaving rubbish or debris in someone's car is rude and disrespectful. If you would not leave dirt in someone's bathroom, then you should not do so in someone's car. If you must eat in another person's car, be prepared to clean up any spills or crumbs. Remove excess mud or dust before getting into a car.
12. **If you're a man who has to pick up a lady in your chauffeur-driven car, you're supposed to hold the door open for her** - If she starts opening the door by herself, just assist her, by pulling the door and not her hand. If she does not want you to help her with the door, don't.
13. **While getting out of a car, be nice and don't bang the door shut. There are other ways of venting out your anger.**
14. **Resist the urge of smoking in another person's car. Ask for permission only if the owner is smoking.**



A DAY AT THE

Nairobi Securities Exchange

By Sylvia Karimi

The Kenya Reinsurance Corporation is one of the 62 listed companies in the bustling Nairobi Securities Exchange (NSE), one of the most respected securities exchange in Africa. The Corporation was listed in the year 2007 and thereafter achieved privatization through offering 40% of its shares to the public. The government still holds majority shares in the Corporation (60%) that has now been a publicly traded company for the last 11 years.

The NSE holds training programs throughout the year on various courses ranging from basic to highly advanced courses on securities and related topics. I was privileged to attend the "A-Z of Securities Markets and its products" training, which is a basic training course for anybody with a keen interest in the securities market. The objective of the training was to equip participants with prerequisite knowledge and skills in the stock market and enable them to make rational investments. Through the training, participants also boost their financial skills and gain a deeper understanding of the Nairobi Securities Exchange.

Highly experienced staff from the NSE deliver the course. They not only teach and verify on textbook knowledge but also infuse the training with multiple real life experiences, acquired first-hand from listing and delisting of top Kenyan companies. It was insightful to learn that Kenya Re's stock is among the prime, fairly priced stocks. It's among the top 15 liquid stocks and has a 50/50 demand from both foreign and local investors.

The course covered some of the following topics: Introduction to Stock Market; overview of different financial instruments traded at NSE such as Shares, Bond Derivatives, Real Estate Investment Trusts and Exchange Traded Funds; impact of digitization in the securities exchange such as online trading and direct market access; how to invest in the securities markets; stock market information analysis and interpretation; introduction to the Automated Trading System; career opportunities in the capital markets and professional positioning in the capital market.



DEMYSTIFYING CSR



By Kenya Reinsurance Corporate Affairs
Manager, Ms. Gladys Some- Mwangi

Corporate Social Responsibility, CSR, is one of the most important factors in bolstering your company's public image and reputation. In the recent years, CSR has become somewhat of a buzzword, as corporate relationships with non-profit efforts have become increasingly important in the public eye. In this article, I'll be answering: what is CSR? Why is it so important? What does it mean for your business? And what makes a CSR campaign successful?

According to the World Business Council for Sustainable Development, CSR is *the continuing commitment by a business to contribute to economic development while improving the quality of life of the workforce and their families, as well as of the community and society at large.* CSR, in its full essence, looks beyond profits and instead focuses on how businesses can be of benefit to the greater community.

CSR practice for B2C (Business to Consumers) companies is the most recognizable and common perhaps because of the close relationship the businesses have with consumers. However for B2B (Business to Business) organizations such as the Kenya Reinsurance Corporation, we do not directly trade with consumers but with businesses that serve them directly i.e. insurance companies. For that very reason, most B2B organizations decide not to get heavily invested in CSR.

The Kenya Reinsurance Corporation, the region's leading reinsurer, wanted to set an example in the region; that B2B companies should practice CSR and effectively so. We therefore came up with the *Niko Fiti, Ability Beyond Disability* initiative.

The Niko Fiti Campaign is a flagship CSR initiative of the Kenya Reinsurance Corporation. It has touched

and changed the lives of over 4000 Persons living with Physical Disability. This is through the distribution of assistive and mobility devices as well as mobile vending units in Kenya over the last five years.

The campaign was informed by statistics developed by The National Disability Survey covering: the number of PWDs and their distribution countrywide; the demographic, socio-economic and socio-cultural characteristics of PWDs; the nature, types and causes of disability in the country; the gender specific problems faced by PWDs; the coping mechanism and needs of people with disability and the nature of services and rehabilitation programs of PWDs by type.

The study, KNSPWDs 2007, found disability prevalence to be 4.6%. The most prevalent of disability was physical followed by visual impairment. Slightly more females (50.4%) than males (49.6%) had some form of disability. Diseases were found to be the leading causes of disabilities (19%), followed by congenital (14%) and accidents at (12%) followed by 'other causes'.

The high disease burden in rural areas is a major cause of about a quarter of disabilities in those places. 25% of the people with disabilities experience moderate difficulties, which results into restriction in Activities of Daily Living (ADLs).

Having earmarked disability as a national priority with low intervention structures, Kenya Reinsurance Corporation developed Niko Fiti na Kenya Re. It's a commitment to grow awareness around disabilities while championing PWDs inclusion and participation in national building activities.

The campaign is now recognized nationally for the promotion of mobility and accessibility of PWDs faced by mobility impairments through provision of assistive devices. By so doing, the beneficiaries can now engage in daily community, social and nation building activities. The campaign also aims at destigmatizing disability in the Kenyan society.

A properly implemented CSR such as Niko Fiti can bring along a variety of competitive advantages such as: enhanced access to capital and markets, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer loyalty, better decision making and risk management processes.

I cannot fail to mention that CSR also puts the 'humane factor' back in your business. The public tends to be more attached to your brand and good will is established. A socially responsible organization has a positive image and trust from the key players of the industry it trades in. Whether you are a B2B or B2C organization, CSR still remains a vital factor for any business.



Niko Fiti story picture - A smiling beneficiary



IMPORTANCE OF INTERPERSONAL RELATIONSHIPS IN THE WORKPLACE

By Monica Oyaro,
Counseling Psychologist

An interpersonal relationship refers to a strong association among individuals working together in the same organization. Employees working together ought to share a special bond for them to deliver their best. It is essential for individuals to be honest with each other for a healthy interpersonal relationship and eventually enjoy positive ambience at the workplace.

- **An individual spends around eight to nine hours in his organization and it is practically impossible for him to work all alone.** Human beings are not machines who can work at a stretch. We need people to talk to and share our feelings with. Imagine yourself working in an organization with no friends around. We are social beings who rely on strong friendships. An individual working in isolation is more prone to stress and anxiety as they hardly enjoy their work and show up just for the sake of it. It is essential to have trustworthy colleagues around with whom one can share secrets with without fear.
- **A single brain alone can't solely make all the decisions.** We need people to discuss various issues, evaluate pros and cons and develop solutions benefiting not only the employees, but also the organization. Employees can brainstorm together and come up with better ideas and strategies. Strategies must be discussed in an open platform where every individual has the liberty to express his/her views. Employees must be called in for meetings at least once a week to promote open communication. Interaction on a regular basis is important for healthy relationships.
- **Interpersonal relationships have a direct effect on the organization culture.** Misunderstandings and confusion lead to negativity at the workplace. Conflicts lead you nowhere and in turn destroy the work environment.

- **We need people around who can appreciate our hard work and motivate us from time to time.** It is essential to have some trustworthy co-workers who not only appreciate us when we do good work, but also points out our mistakes. A pat on the back goes a long way in bringing out the best of individuals. One needs to have people at the workplace who are more like mentors than mere colleagues.
- **It always pays to have individuals around who really care for us.** We need colleagues to fall back on in time of crises. If you do not talk to anyone in the workplace, no one will come to your help when you need it.
- **An individual needs to get along with fellow workers to complete assignments within the stipulated time frame.** An individual working all alone is overburdened and hardly finishes tasks within deadlines. The support of fellow workers is important because you just can't do everything on your own. Roles and responsibilities must be delegated as per specialization, educational qualification and interests of employees. An individual needs the help of his fellow workers to complete assignments on time and for better results.

TIPS TO IMPROVE INTERPERSONAL RELATIONS AT WORKPLACE

Employees must get along well for a positive and healthy ambience at the workplace.

- **Do not treat office as your home.** There is a certain way of behaving at the workplace. It is essential to be professional at work. Never misbehave with any of your colleagues. Leg-pulling, criticism and backbiting are a strict no no. It is better to avoid someone you don't like rather than fighting or arguing. Your office colleagues can be your friends as well but one must know where to draw

the line. Too much of friendship is harmful and spoils relationships among employees.

- **An individual should not interfere in his colleague's work.** Superiors must formulate specific KRAs for all the employees and make sure job responsibilities do not overlap. Overlapping of job responsibilities leads to employees interfering in each other's tasks and eventually fighting over small issues. One should be concerned only with his work rather than trying to find out what the other employee is up to.
- **Give space to your fellow workers.** Giving space is essential to all relationships. Overhearing anyone else's personal conversation is strictly unprofessional. An employee must not open envelopes, couriers or letters not meant for him. Such practices lead to severe displeasure among employees and eventually spoil relationships.
- **Do not spread baseless rumours at workplace.** Even if you know something about someone, learn to keep things to yourself. Discuss it with the individual concerned in private rather than publicizing the whole thing. The organization has nothing to do with anyone's private matters.
- **Pass on the correct information to others.** If your superior has asked you to share some information with any of your colleagues, make sure it is shared in its desired form. Data tampering and manipulating information sabotages relationships among colleagues and leads to confusion in the workplace.
- **Do not share all your secrets with your coworkers.** You never know when they might misuse them. Even if you do, make sure you are doing it with someone you trust blindly.
- **Leave your ego behind.** Do not bring personal tension to work. Think before you speak. Making fun of colleagues is something that is not expected of a professional.
- **A team leader should not scold any of his team members in front of others.** Call the individual concerned either to your cabin or conference room. Avoid comparisons among team members. The employees must be strictly judged according to their work and nothing else. Employees doing well should be suitably rewarded.
- **Stay away from nasty politics at the workplace.** Do not try to harm anyone. It is absolutely okay to appreciate someone who has done something exceptionally well. Avoid being jealous as it will harm you in the long run. There should be healthy competition among the employees for a healthy working environment.

INTERPERSONAL RELATIONSHIPS SKILLS AND QUALITIES

A strong association between individuals sharing similar interest and goal is called as an interpersonal relationship. It is important to have trustworthy colleagues around at the workplace.

- **Stay positive.** Do not cheat; no individual on this earth is perfect. Do not always find mistakes in others.
- **Respect your colleagues.** It is unprofessional to misbehave with fellow workers. An employee must behave in an acceptable way at the workplace. Maintain decorum.
- **Being rude to fellow workers spoils employee relationships.** Remember the way you behave speaks a lot about your education, upbringing and family background. Be polite to everyone respective of his/her designation and income.
- **An individual needs to have effective communication skills** for healthy workplace interpersonal relationships. One must be careful about the pitch and tone of his voice, never be too loud or too soft. Being loud sometimes is considered rude and being too soft signifies lack of interest in the other person. Choice of words is also equally important so never say anything that you would not like to hear. Avoid using slang and foul words at the workplace. Communicate more through emails as they are considered to be more reliable as compared to verbal communication.
- **Be cheerful at the workplace.** Smile more. It works. Wish your colleagues on their birthdays, anniversaries and important festivals. They will feel special and appreciated.
- **Make your fellow workers feel important.** Show how much you care for them. If they have done something for you, do remember to thank them. Good work should be acknowledged and appreciated in front of all. Being jealous does not help and in turn, ruins your relationship with your fellow co-workers.
- **Stand by your colleagues in times of crisis.** Lend a sympathetic ear to their troubles and help them whenever required.
- **Be honest to others.** If any of your colleagues is doing something wrong, tell him to his face. It is better to be straight forward than spreading rumours about someone. Criticizing and making fun of fellow workers spoils relationships and eventually turn friends into foes.
- **Be a patient listener.** Listen to what the other person has to say. Understand the other person's point of view as well before jumping to conclusions. Wrong perceptions of people lead to unnecessary confusion and misunderstandings.
- **Being trustworthy** helps you gain the confidence of fellow workers. Learn to keep things to yourself.
- **Be a little more understanding** and compromising to avoid conflict in the workplace. Put yourself in your colleague's shoes before taking any crucial decisions.

Remember it's only you who can make a difference to the organization. Behave as a professional.



BASIC tea scones

By Dorry Gangla

Happy New Year!

Tea is a big part of the average Kenyan household. We love to share a cup of tea and it's usually the standard offering when a visitor arrives in your home. If you enjoy indulging in a delicious pastry with your chai and would like something that's simple to put together, then this basic tea scone recipe is just what you need.

Ingredients (Makes 10 round or 8 wedge-shaped scones)

- 2 cups (260 grams) all purpose flour (You could also use whole wheat flour);
- 50 grams desiccated coconut;
- 1/4 cup (50 grams) granulated white sugar;
- 1-teaspoon baking powder;
- 1/2-teaspoon bicarbonate of soda;
- 1/2 cup (113 grams) unsalted butter or margarine, cold and cut into pieces;
- About 3/4 cup of maziwa lala;
- 1-teaspoon vanilla extract (optional);

Method

Preheat oven to 200° and place oven rack in middle of the oven. Line a baking sheet with aluminum foil and lightly grease it with some oil.

In a large bowl, whisk together the flour, coconut, sugar, baking powder, baking soda and salt.

Cut the butter into small pieces and blend into the flour mixture with a pastry blender or two knives. The mixture should look like coarse crumbs.

Add the maziwa lala and vanilla extract (if using) to the flour mixture and stir just until the dough comes together. Do not over mix.

Transfer the dough to a lightly floured surface and knead the dough gently and form it into a 7-inch (18 cm) circle that's about 1-inch thick.

Use a plastic tumbler to cut the dough into circles or alternatively, a sharp kitchen knife to cut it into wedges.

Transfer the scones to the baking sheet and brush the tops of the scones with a little milk.

Bake for about 18-20 minutes or until golden brown and a toothpick inserted in the middle comes out clean.

Remove from oven and transfer to a metallic tray to cool.

You could have them slightly warm or well cooled. They also store well at room temperature for a few days.

Happy Baking!



BE A HOME OWNER TODAY

OUR HOME OWNERSHIP SCHEME

At Kenya Re, we understand that owning a home requires a significant investment. So, we have considered financing members of the public to acquire homes of their choice through our Commercial Mortgage Scheme.

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ELIGIBILITY

- All Kenyan citizens, permanent residents or expatriates are eligible.
- Maximum age at the end of the mortgage term must be 60 or retirement age, whichever is earlier.
- Salaried customers, directors of reputable companies or well-established SMEs with demonstrable and verifiable monthly income for the past 12 months.
- Professionals and consultants who earn a regular monthly income and are purchasing a residential property for owner occupation.

REQUIREMENTS

- The property should be fully serviced, ready for occupation and with valid title document.
- The house loan should be from Ksh. 3 Million to a maximum of Ksh. 20 Million.
- Maximum repayment period of 20 years.
- Financing up to a maximum of 90% of the value of the property.
- The property should be within a municipality.

DOCUMENTS REQUIRED

- Certified copy of ID / passport.
- Copy of KRA PIN certificate.
- Certified letter from employer stating terms of employment (it should include your pay / position / duration of service / retirement age).
- Certified copies of last six pay slips.
- Sale agreement.
- Documentary evidence of any other income.
- Certified copies of bank statements for 12 months and audited three years annual accounts for self-employed applicants.
- Copy of title deed.

ON ACCEPTANCE OF THE OFFER YOU WILL PAY

- 10% deposit of the property value to the vendor/ Kenya Re.
- Commitment fee of 1% of the loan approved.
- Valuation fees payable to the valuer directly.
- Legal fees payable to the advocates.
- Stamp duty of 4% of selling price payable to the government.

COST SUMMARY

Deposit	10% deposit of the property value
Commitment fee	1% of loan approved
Valuation fees	Depends on property value
Legal fees	Depends on loan amount
Property Insurance	Based on value of the property
Mortgage Life Policy	Based on outstanding loan amount
Stamp duty	4% of the property value

For more information contact:

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