

BUSINESS

TUESDAY, SEPTEMBER 20, 2011 | MUSCAT DAILY | 21

daily to 8 tonnes

gain 10% year-on-year sales rise



tonnes in 2010 from 2,602 tonnes in 2009.

Hadharami said that high temperatures in Oman and unavailability of raw materials are major challenges in growing mushrooms. "We have to import all the raw materials that increase production costs as well as dependence on external factors. You need very low temperatures to grow mushrooms. However, we have overcome all these difficulties and in the process have acquired the unique technical expertise of growing mushrooms in desert conditions."

Most of the consumers of mushrooms in Oman are expatriates. Generally, mushroom is not a part of the Omani diet.

"There is a need for spreading the awareness of the benefits of mushrooms in Oman - that it is a very good source of protein without cholesterol and with less calories," Hadharami said.

ject opportunities

and leading pri-
panies across
tors.

days, confer-
be involved in

ment, oil and gas and social infra-
structure.

Keynote ministerial speeches
will be given by H E Shaikh Saad
al Saadi, Minister of Commerce

Falcon Insurance Co call centre to be run by blind

Our Correspondent
Muscat

Falcon Insurance Company has announced a new initiative under its corporate social responsibility (CSR) to support visually handicapped people in the sultanate. The company's new call centre will be managed and run by the visually handicapped.

Masoud Humaid Malik al Harthy, chairman of Falcon Insurance, and Salim bin Mohammed Khalfan al Rawahi, chairman of Al Noor Association for the Blind, signed an agreement on Sunday at the Grand Hyatt Muscat to set up the new call centre which will employ the association's members.

A R Srinivasan, deputy general manager of Falcon Insurance, said that ten per cent of the total premium from business generated through the call centre will be donated to the Al Noor Association for the

Blind.

"The unique feature of the call centre is that it will be managed entirely by the visually handicapped who are members of Al Noor Association for the Blind. We look forward to the support of the insuring public. The more the business generated via the call centre the more will be the contribution to the activities of Al Noor Association," Srinivasan said.

According to Rawahi, "This is the first campaign of its kind. We hope people will help in making this CSR campaign a success by buying insurance through the call centre."

The Capital Market Authority (CMA) has already given its approval to Falcon Insurance for setting up the call centre.

Al Noor Association for the Blind represents the interests of blind people in Oman and also prepare plans and programmes that aim to improve the living standards of the blind in the sultanate.

