

# RENEWS

THE OFFICIAL MAGAZINE OF  
KENYA REINSURANCE CORPORATION LIMITED.

Q2 2021



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**FORCED AND CHILD  
MARRIAGE**



# **WE'RE LISTENING, WE'RE HERE AND WE CARE.**

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

## **WHAT IS A COMPLAINT?**

- 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."
- 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.

## **HOW WILL WE HANDLE YOUR COMPLAINT?**

We will:

- Acknowledge your complaint, in writing or via email, within 24 hours of us receiving it.
- Enquire into your complaint and consult any relevant persons who should help resolve it fairly and within a reasonable time frame.
- Treat you and your information with confidence and respect, in line with our guidelines.
- 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.
- Take action to resolve the complaint as best possible to your satisfaction and, where possible, recommend any changes needed to ensure the cause is fixed.
- Let you know in writing the outcome of your complaint and, as is relevant, the reasons behind this outcome.

## **WHAT SHOULD YOU TELL US?**

- Your name, address and the best way to contact you.
- The details that will help us understand the reason/s for your complaint.
- Copies of any documents relevant to your complaint.
- If you have already discussed your complaint with us, the details of the persons in Kenya RE.
- 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**

- You may make a complaint verbally and/or in writing e.g. email, and/or calling.
- We may ask for your help in the course of handling your complaint.

You can make a complaint to Kenya Reinsurance Corporation by contacting or writing to:  
Assistant Communications Officer | Kenya Reinsurance Corporation  
P.O Box 30271-00100 | Nairobi, Kenya  
Call: (+254) 0703 083 212  
Email: [ComplaintsCommittee@kenyare.co.ke](mailto:ComplaintsCommittee@kenyare.co.ke) | [jongicha@kenyare.co.ke](mailto:jongicha@kenyare.co.ke)

# Word from the MANAGING DIRECTOR

**We are in the second quarter of the year, and I welcome you once again to our Re News edition.**

Kenya Re continues to run its day-to-day activities with objectivity to ensure that we provide you with risks solutions that secure your future.

According to the A.M Best stress test, the insurance industry is resilient and fully capitalized to endure the harsh economic downside. Kenya Re, with its record of a strong balance sheet, will ensure stability even as the gross claims and loss recoveries are projected to have a positive trajectory.

The Corporation announced its financial results for the year ended 31<sup>st</sup> December 2020. Despite the harsh economic environment caused by the Covid-19 pandemic, the Corporation performed and posted **Ksh3.984 billion** in profits before tax for the period ended 31<sup>st</sup> December 2020 compared to **Ksh4.176 billion** recorded in the previous year.

This was a **4.6%** drop which was majorly attributed to the decrease of unrealized fair value gains on revaluation of investment properties, increase in net claims incurred caused by increase of the claim's reserves between the two periods because of change in methodology used to compute Unearned Premium Reserves (UPR) and a drop in share of associates profits, from Zep Re which dropped by **295 million**.

We have immensely invested in technology especially since the outbreak of the covid-19 virus. We continue to use technology to deliver service to our clients and stakeholders. Based on this, the Corporation has embraced a Virtual Private Network (VPN) that enables staff to connect and access all systems and IT resources away from the office. As a result of this, the Corporation has embraced the **25%** staff office rotation. Staff continue to work **25%** of the month in the office and work from home the remaining three weeks.

This is intending to reduce the population present in the office and combat the spread of the Coronavirus.



**Mr. Jadhiah Mwarania, OGW**  
*Managing Director*

The Corporation also joined the world in marking the 6<sup>th</sup> UN Global Road Safety Week. According to the World Health Organization, between 3,000 to 13,000 Kenyans lose their lives in road traffic crashes every year.

This was particularly important as up to one quarter of disability results from by road carelessness. In this regard, the Corporation signed a commitment poster in support of the 30km/hr UN Global Safety Week.

Looking into the year, the Corporation intends to continue tapping into its areas of business focus with the sole purpose of growing stakeholder value. I believe that you will continue to walk with us in every step.

***Thank you for your continued support.***



# Word from the EDITOR

## HELLO READER

We proudly bring to you the second edition of our Re News magazine.

How time flies! I hope you enjoy what we have in store for you this quarter. As always, we bring you content that informs you on the trends in the reinsurance sector, educate you on the general topics as well as content that entertains you.

Due to the disruptions caused by the Covid 19 pandemic as well as the continued ban on social gatherings by the Ministry of Health, the Corporation conducted the Annual General Meeting virtually. Stakeholders were taken through the company's 2020 financial performance as well as future prospects.

Amongst other corporate organizations, we also took part in a tree planting event at Kinale, Kiambu County, in partnership with the East African Wildlife Society where 5,000 tree seedlings were planted.

This is in line with our value of Good Corporate Citizenship.

In this edition, we have focused some of the articles around the performance of the Corporation amid the Covid-19 pandemic.

One of our contributors also effortlessly pens down how social media has propagated disinformation and misinformation, especially during these unprecedented times.

While we might be in dilemma on what determines what we do and why we do it, one of the writers extensively talks about developing lifelong motivation and the relationship between motivation and action.

Finally, are there any costs to not being a good listener? Well, you are about to find out. These and many more are in store for you. Get comfortable and enjoy the read!



*We also bring you an investment lingo. Yes! Good for you if your interests are in the Investment industry.*



*Sylvia Karimi*  
**Ag. Corporate Affairs Manager**

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# INDUSTRY NEWS



## Liberty Holdings Ranked as Most Attractive Listed Insurance Company In Kenya.

Cytonn Investments has recently released its FY'2020 Insurance Sector Report, which ranks Liberty Holdings as the most attractive Insurance in Kenya, supported by a strong franchise value and intrinsic value score.

The franchise score measures the broad and comprehensive business strength of Insurance across 8 different metrics, while the intrinsic score measures the investment return potential.

The report analyzed the FY'2020 results of the listed Insurances excluding Kenya Re. "The Net Premiums grew by 1.6 percent in FY'2020 which was slower than the 10.2 percent growth in FY'2019 mainly due to the coronavirus-induced downturn in the economy, which led to reduced disposable income leading to people prioritizing other activities over insurance premiums.

The Loss and Expense Ratios deteriorated and consequently, the Combined Ratio also worsened to 151.1 percent in FY'2020 from 136.2 percent in FY'2019.

The sector was suffering from declining penetration even before the pandemic and this was worsened by the interruptions caused by the pandemic.

However, the sector continues to undergo transition where traditional models have been disrupted, mainly on the digital transformation and regulation front. We expect a moderate growth in premiums as underwriters come up with products suited to the pandemic period mostly in the medical and life businesses.

On the other hand, the recovery and opening of logistical barriers currently at play will see an increased uptake of a motor vehicle and marine insurance.

We also expect that there will be increased regulation in the sector as insurers adjust their insurance contract recognition methods in preparation for the coming into effect of IFRS17 in January of 2023 or earlier." said Ann Wacera, Investment Analyst at Cytonn Investments.

"We expect continued partnerships with other financial services players including Fund managers who have ventured into offering insurance-linked products as well as the current bancassurance relationship with Banks. Insurance companies will still want to leverage the penetration of bank products to also push insurance products.

We also expect most underwriters to consider growing their investment income through diversifying their investments by moving to some non-traditional asset classes, necessitated by the slow growth in premiums against an increase in underwriting expenses." said Solomon Kariuki, Analyst at Cytonn Investments.

Liberty Holdings improved to position 1 in FY'2020 from position 3 in FY'2019 mainly due to improvements in the franchise score following their resilient earnings in FY'2020. Jubilee Holdings' rank declined to position 2 in FY'2020 from position 1 in FY'2019, on the back of a weak franchise score, driven by the deterioration in its Loss and Expense ratios.

**Story by: Organization of Eastern and South Africa Insurers**

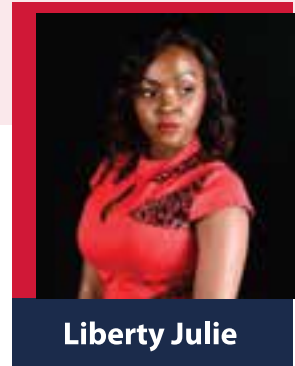


# KENYA RE MANAGING DIRECTOR INTERVIEWED ON CLIMATE CHANGE

Climate change is the global phenomenon of climate transformation characterised by the changes in the usual climate of the planet (regarding temperature, precipitation and wind) that are especially caused by human activities.

As a result of unbalanced weather, the sustainability of the planet's ecosystems is under threat, as well as the future of humankind and the stability of the global economy. But what does this mean for the **Insurance Industry**? Are there any threats and opportunities that can arise from the global phenomenon? Climate risk is less likely to stress all aspects of the global economies because its effects are systematic.

To understand where the industry stands in the face of this spectacle, the Corporation's Managing Director, Jadhah Mwarania was interviewed by Nation Media Group on the impacts of climate change on the 24<sup>th</sup> of May 2021, where he expressed how the Corporation is adequately and effectively responding to issues on climate change.



Speaking during the interview the Managing Director noted that the sustainability and risks are embedded in the Corporation's Risk Management Strategies and that climate change is one of the top risks to insurance because of its consequential impacts on the financial results of a business. The whole interview was published in the Daily Nation newspaper on Sunday, 30<sup>th</sup> May 2021.



The MD, Mr. Jadhah Mwarania (r) and Evans Ongwae (l) of Nation Media Group during the Interview in the Managing Director's office.

# KENYA RE JOINS THE WORLD IN MARKING THE 6<sup>TH</sup> UN GLOBAL ROAD SAFETY WEEK

Welcome to a world where speed is everything, speed has become the measure of success- faster deals, faster computers, faster networks, faster connectivity, faster communications, faster transactions, faster product cycles, faster driving etc. But why are we so obsessed with speed and cannot break its spell?

The worship of speed has promoted a profound shift in cultural values that occurred with the advent of modernization. It is mostly seen as a health issue regarding road crashes.

Think about an estimated 1.5 million people who die from road carnages annually and others who are seriously injured or disabled from the same and would avoid this if certain measures were put in place more so individually?

To raise awareness on the importance of road safety and as part of the 2021 Performance Contracting Deliverables, the Corporation joined other Corporates and like-minded individuals around the world to mark the **6<sup>TH</sup> UN GLOBAL ROAD SAFETY WEEK (17<sup>TH</sup> – 21<sup>ST</sup> MAY 2021)**.

The objectives of the week's campaign were to garner policy commitments at both national and local levels to deliver **30km/h speed limits** and zones in these urban areas, generate local support for such low-speed measures and build momentum towards the launch of the Global Plan for the Decade of Action for road safety 2020-2021 in late 2021 and the High-Level Meeting of the UN General Assembly in 2022.

During this week, a signing ceremony led by the Managing Director, Jadhiah Mwarania "took place. He expressed his support to the campaign which sought to encourage people to **#LOVE30** and help build **#STREETS FOR LIFE**. The campaign also encouraged people to take responsibility for the way they drive on the roads and help reduce road carnages. Information on the campaign was disseminated to the public through various channels. These included: The Corporation's Website, internal e-bulletins, and other IEC's

**KRE#LOVES30**



**Liberty Julie**



**The Managing Director, Mr. Jadhiah Mwarania holding the #Love30km/hr poster, in his office.**



**The General Manager Finance, Ms. Jacqueline Njui, Managing Director, Mr. Jadhiah Mwarania, General Manager Reinsurance, Ms. Beth Nyaga and the General Manager Property, Mr. Michael Mbeshi pose for a picture while holding the #Love30km/hr posters.**



**The Managing Director, Mr. Jadhiah Mwarania signing a commitment poster in support of this year's 6<sup>th</sup> UN Global Road Safety Week.**



# KENYA RE PARTNERS WITH EA WILDLIFE SOCIETY IN PLANTING TREES IN KINALE



Stella Tiyoy

Kenya Re acknowledges the unpredictable weather patterns attributed to human activities that lead to environmental degradation.

This among many include deforestation. As a result, the Corporation continues to carry out tree planting exercises.

On 21<sup>st</sup> May 2021, Kenya Reinsurance joined the East African Society as one of the sponsors in planting 5,000 red cedar seedlings in Old Kijabe town, Kiambu county. The tree planting took place in an effort of restoring the devastated sections of the key water reservoir of the forest. The following are some of the highlights of the day.



Kenya Re staff, Ms. Jane Nyambeki (r), Kenya Forest Service staff (c) and the Ag. Manager Corporate Affairs, Ms. Sylvia Karimi during the tree planting activity in Kinale, Kiambu county.



# RETAKAFUL TRAINING FOR KENYA RE DIRECTORS

Re-Takaful, an alternative to conventional insurance, is an Islamic insurance concept founded on the cooperative principle where policyholders pool resources to help each other in times of need.

Under this regime, funds and operations of shareholders are separated from those of policyholders who pool resources to help each other in times of need.

Considering this, The Corporation organized a two-day training programme for new board members on the theme, "Board members Takaful and Retakaful Training." The training took place in the Corporation's boardroom offices and was facilitated by Salihin Advisory Limited, a registered shariah adviser with the securities commission.

Among the Board members present were:

**Director Ambassador Peter Ole Nkuraiya**

**Director Nasra Ibren**

**Director Michael Monari**



Kenya Re Directors Ambassador Peter Ole Nkuraiya, Nasra Ibren and Michael Monari pose for a picture together with the training facilitators.



Kenya Re directors together with the Retakaful training facilitators during the Retakaful Board training at Kenya Reinsurance Plaza.

The Facilitators of the training were:

**Professor Ahcene Lahsasna**

**Sheikh Lethome**

**Jaafar Sheikh**



***The Kenya Reinsurance Corporation remains committed towards establishing a fully compliant Re-Takaful window.***

# KENYA RE SHAREHOLDERS TO RECEIVE KSH0.20 DIVIDEND PER SHARE



Andrew Ongicha

**On the 30<sup>th</sup> of June 2021, Kenya Re held its 23<sup>rd</sup> Annual General Meeting and presented a performance review of the year ended 31<sup>st</sup> December 2020.**

The event was held virtually for the second time since the onset of the Covid-19 pandemic. All the safety protocols laid out by the government of Kenya were adhered to.

The event was led by the Corporation's Former Chairman Mr. Chiboli Shakaba and the Group Managing Director Mr. Jadhiah Mwarania who engaged the various stakeholders through their presentations as well as the Questions and Answer session.

It was noted that the Corporation posted an increase of 6% in Gross Written Premiums from Ksh17.52 Billion in 2019 to Ksh18.54 Billion in 2020.

Net earned premiums rose by 34% from Ksh15.53 Billion in 2019 to Ksh20.85 Billion in 2020. Investment income grew by 2% from Ksh3.71 Billion in 2019 to Ksh3.79 Billion in 2020 and was underpinned by an effective investment strategy.

Profit before tax stood at Ksh3.984 Billion in 2020 compared to Ksh4.18 Billion in 2019, a decrease of 5%. This was attributed to a decrease of unrealized fair value gains on revaluation of investments properties, increase in net claims incurred caused by increase of the claims reserves between the two periods because of change in methodology used to compute Unearned Premium Reserves (UPR) and Deferred Acquisition Cost (DAC) and a drop in share associates profits from Zep Re of Ksh295 Million (an associate company).

The Corporation's asset base grew by 6% from Ksh50.36 Billion in 2019 to Ksh53.24 Billion in 2020 while the Shareholders Funds increased with an 8% growth from Ksh31.95 Billion in 2019 to Ksh34.40 Billion in 2020.

The Corporation declared a first and final dividend of Kshs.0.20 per share for the financial year ended 31<sup>st</sup> December 2020.

During this difficult operating environment, businesses have to adapt to new ways of responding to the changing market needs. "The Corporation reviewed its business model and put in place measures to respond to the business environment.

Our focus was geared towards improving our market engagement with stakeholders through structured sessions for business development." Said Kenya Re Former Chairman, Mr. Chiboli Shakaba.

Alluding to this and speaking during the virtual session, Kenya Re Managing Director, Mr. Jadhiah Mwarania said the Corporation will continue to implement its 2017-2021 strategic plan in view of the changing market requirements through the annual reviews documented in the annual business plans.

"This will ensure we remain focused on the achievement of the set strategic objectives which are sustainable and robust financial growth, maintaining systems and processes that address business needs and stakeholders' interests, growing and diversifying quality portfolios for business sustainability, maintaining robust risk management initiatives and developing human resources and culture to match the Corporation's performance requirements."

In response to the COVID-19 Pandemic, the Corporation has continued to implement relevant strategies to mitigate the impact of the pandemic.

"The Business Continuity Plan in place has quickly enabled adjustment to the disruptions to allow staff to work away from the office, added Mr. Mwarania."

The Corporation has put in place a robust Virtual Private Network (VPN) connectivity in place that allows staff to connect from anywhere and access all systems and resources they would normally access while in office.

The Corporation is optimally utilizing use of digital communication platforms including Microsoft Teams, Webex, WhatsApp messaging, emails and telephone calls to frequently keep in touch with the cedants/brokers and hence enhance visibility.



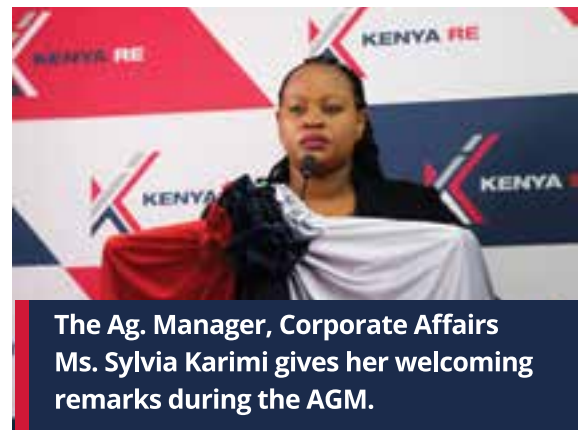
# At a glance



The General Manager Property and Administration, Mr. Michael Mbeshi and the Managing Director at the event.



The Corporation Secretary, Mr. Charles Kariuki during the 23<sup>rd</sup> virtual Annual General Meeting.



The Ag. Manager, Corporate Affairs Ms. Sylvia Karimi gives her welcoming remarks during the AGM.



From left: The Corporation Secretary Mr. Charles Kariuki, Former Chairman Mr. Chiboli Shakaba, Managing Director Mr. Jadhiah Mwarania, KENAO's Richard Nyachieo and Image Registrars Chief Executive Mr. Lawrence Kibet during the 23<sup>rd</sup> virtual Annual General Meeting.

# PRINCIPLES & STANDARDS OF ETHICAL SUPPLY MANAGEMENT



## Principles for a Supply Chain Professional

*Integrity in Your Decisions and Actions  
Value for Your Employer  
Loyalty to Your Profession*

## Standards

### 1. Perceived Impropriety

Prevent the intent and appearance of unethical or compromising conduct in relationships, actions, and communications. any activity or engagement between supply management professionals and active or potential suppliers must be strictly professional.

### 2. Conflicts of Interest

Ensure that any personal, business or other activity does not conflict with the lawful interests of your organization.

### 3. Issues of Influence

Avoid behaviours or actions that may negatively influence, or appear to influence, supply management decisions.

### 4. Responsibilities to Your Employer

Demonstrate loyalty to the employer by diligently following the lawful instructions of the employer, using reasonable care and granted authority.

### 5. Supplier and Customer Relationships

Promote positive supplier and customer relationships. Supply management professionals should promote mutually acceptable business relationships with suppliers and customers.

By affording all business contacts the same courtesy and impartiality in all phases of business transactions, professionals will enhance the reputation and good standing of their employer, the supply management profession and themselves.

### 6. Sustainability and Social Responsibility

Champion social responsibility and sustainability practices in supply management. Corporate social responsibility (CSR) emphasizes that the entire supply chain of a company should protect the natural environment and tangibly contribute to social well-being.

Sustainable supply chain management involves integrating environmentally and financially viable practices into the complete supply chain lifecycle, from product design and development to material selection, (including raw material extraction or agricultural production), manufacturing, packaging and transportation.

### 7. Confidential and Proprietary Information

Protect confidential and proprietary information. Proprietary and confidential information requires protection. Such information may or may not be upheld by patent, copyright, or nondisclosure agreement. Proprietary and confidential information should be released to other parties (internal and external) only on a need-to-know basis. It is the responsibility of the individual sharing confidential or proprietary information to ensure that the recipient understands his or her obligation to protect such information.

### 8. Reciprocity

Avoid improper reciprocal agreements. Supply management professionals and their organizations must be able to recognize reciprocity and its ethical and legal implications.

### 9. Applicable Laws, Regulations, and Trade Agreements

Know and obey the letter and spirit of laws, regulations, and trade agreements applicable to supply management. Supply management

professionals should obtain and maintain an understanding of the legal concepts that govern their activities as agents of their employers and of the various laws that govern the purchase and sale of goods and services. These include laws and regulations at the international, national, state, provincial and local levels.

### 10. Professional Competence

Develop skills, expand knowledge, and conduct business that demonstrates competence and promotes the supply management profession.

The professionals must be committed to making decisions per-core of honesty, integrity, respect for others, taking responsibility for their actions and being accountable for them. To be an effective, ethical leader, managers must learn how to spot ethical issues in their organization.

### 11. SOCIALLY DIVERSE PRACTICES

Encourage support for socially diverse practices. All business concerns, large or small, the majority- or minority-owned, should be afforded an equal opportunity to compete.

Government entities and businesses have developed specific guidelines and procedures to enforce policies designed to support and stimulate the growth of socially diverse practices. Examples support of AGPO program.

Success as an SCM Leader is not accomplished by working harder, working faster or making customers happy ..... SUCCESS happens when you streamline processes, increase profit, and create Corporate advantage.



# COVID-19

## PANDEMIC NIGHTMARE



Jane Nyambeki

The eve of the new year 2020 was marked by reports of a virus that was previously un-known.

The virus was associated with pneumonia deaths in Wuhan China. Barely three months down the line, what seemed like an epidemic confined to China has now spread all over the world and has since been declared a pandemic.

The impact of this pandemic has not spared Kenya as a country, and neither has companies been spared. Consequently, in a day's time, the companies sort alternative ways of working have been put in place in abide to continue with work for the sake of the economy, a disruption characteristic of pandemics.

Now we are a third wave of the pandemic, as for the nature and effects of the infection, there is no limit to the sources of information, both from the mainstream and social media platforms. There is a great deal of information that is factual and helpful, and a reasonable amount that would qualify for fake news and propaganda, again form both the mainstream and the social media.

Nevertheless, by now a significant number of the Kenyan population is aware of the precautionary measures required to avoid getting infected as well as avoiding transmission of the virus but its like beating a drum to a deaf person, Kenyans! Kenyans they are not adhering to the washing of hands using soap and running water, do not use sanitizers, no more keeping social distance, shaking of hands for Kenyans is like taking breakfast, forgetting there is no adequate facilities for self-quarantining and health facilities are full.

Unfortunately, the psychological impact of this pandemic has not been given as much attention. Stress levels, and anxiety are at an all-time high as witnessed in the panic buying that is bordering on hoarding, mass exodus to the rural homes, in-cessant flow of messages on social media and all manner of theories on why the pandemic, in this time and age. The herd instinct has already kicked in and we are interpreting the danger her-aided by the virus based on what other people are doing; we are buying more than we need...like why all the tissue paper, and the hand sanitizers?

There is also forwarding of information that is not well thought through, and whose accuracy is in most



cases questionable. Any pandemic will test the limits of resilience of any country at both the community and the individual. But what can we do to remain psychologically healthy during this time?

### Prepare/ Plan

Be proactive and not reactive. What are you going to do to keep yourself busy for the next one month? Have a plan that will Practice social media distancing. Social distancing is one of the ways to keep the virus at bay and the next best thing that you can do to keep stress at bay is being selective on what you read or watch especially on social media.

Different people deal with stress differently and in the process, some people end up making your life much more manageable within the next few days. Explore various options so that you have more alternatives when it comes up to pulling through this period. Remember that worrying is not preparation, however, anticipating challenges and having practical options on how to navigate them is key.

Shift your focus from the pandemic "If life hands you a lemon, make a lemonade". This could be the time when this saying comes true for you. Remember the virus does not know the rich or the poor all are in the same boiling pot so be human and not "an' animal by "adhering" to the rules "set.

**Stay safe!**



# THE COST OF NOT LISTENING



Lilian Kanari

## We often lose a lot by not listening and end up not understanding what the other party said

It is no wonder people argue partly because of miscommunication and majorly because they failed to listen to what was said. We also fail to get the point because some people choose to hear what they want and not listen to the entire statement.

A case example is during an interview or meeting. The interviewer or chairperson asks a straightforward question but because our mind wanders off, we choose to shoot from the hip and fail the interview or fail to answer questions as asked in meetings.

Many confuse hearing for listening. While hearing is a passive action that occurs with or without your consent, listening, on the other hand, requires a conscious choice that demands your attention and concentration.

A good listener keeps an open mind, refrains from judgement, and makes direct eye contact and will not glance up at the clock or look at his watch, while the other person is speaking.

The workplace often creates so many distractions, that we are lost in our mind before we start a discussion with someone else. Research shows that your breathing is the best indicator of your listening.

It is best to practice slowing your breath, which automatically creates a space in your mind when you are preparing to have a conversation with someone. Companies hire professionals who must possess good listening and communication skills to execute their job well.

An employee must ensure that they listen to their client when interacting with them, to understand their needs and address challenges. To conduct successful client meetings, a good listener should refrain from interrupting a speaker to interject his thoughts.

Poor listening habits may lead to organizations losing a lot of their hard-earned profits because an employee made errors in the fine print or can lead to derailed business negotiations by simply not remembering your clients' name or confusing the same with a competitor's name!

Research shows that companies lose millions annually, owing to ineffective listening and communication.

Ineffective listening is a huge cost and maybe one of the highest sources of risks both at personal and organizational levels.

You and your organization should be concerned about how effectively you listen!



# INVESTMENT LINGO THAT REQUIRES YOUR ANTENNA TO BE UP



Peter Angwenyi

“offshore”

“the opportunity of a lifetime”

“prime bank”

“This baby’s gonna move.”

“guaranteed”

“You need to hurry.”

“It’s a sure thing.”

“our proprietary computer model”

“The smart money is buying it.”

“options strategy”

“It’s a no-brainer.”

“You can’t afford not to own it.”

“We can beat the market.”

“You’ll be sorry if you don’t . . .”

“exclusive”

“You should focus on performance,  
not fees.”

“Don’t you want to be rich?”

“can’t lose”

“The upside is huge.”

“There’s no downside.”

“I’m putting my mother in it.”

“Trust me.”

“commodities trading”

“monthly returns”

“active asset-allocation strategy”

“We can cap your downside.”

“No one else knows how to do this.”



# Pictorial



The Kenya Re AGM committee male members pose for a picture during the 23<sup>rd</sup> virtual Annual General Meeting.



General Manager Finance Ms. Jackline Njui (front) Ass. Manager Claims Ms. Rose Waganda (c) and Legal Officer Ms. Winnie Gikonyo (l) at the lounge during the 23<sup>rd</sup> virtual Annual General Meeting".



The Kenya Re AGM female committee members pose for a picture during the 23<sup>rd</sup> virtual Annual General Meeting.



The Corporation Secretary Mr. Charles Kariuki, Former Chairman Mr. Chiboli Shakaba, Managing Director Mr. Jadhiah Mwarania, and KENAO's Richard Nyachieo pose at the conclusion of the AGM event.



Kenya Re staff members at the lounge during the 23<sup>rd</sup> virtual Annual General Meeting.



# Pictorial



Mr. Mohammed Omar blesses the AGM with an opening prayer.



Kenya Re staff pose for a picture during the event.



Behind the scenes of the AGM virtual production by Image Registrars



Ms. Rose Waganda blesses the AGM with an opening prayer.



Sign language interpreters Ms. Judy Kihumba and Ms. Elizabeth Wanjiku pose for a picture during the AGM.

# THE VIRTUAL GOLD & MONETARY PHENOMENON



## Let us Talk Money, A tale of Bitcoin!

In the recent past, I successfully overcame the misfortune of degenerative myopia through a no-touch surgical procedure dubbed C-Ten, there and then, it dawned on me squarely and first-handedly how an exciting age in time it is to be alive. Such is a privilege to witness the unlimited capabilities and revolutionary potential of technological innovations in basically all spheres of life like in medicine, manufacturing, and ICT.

Pondering on how these advancements have changed everything, it is crystal clear that we should be ready and prepare for even more massive changes. Conceivably very soon, the world may experience unimaginable tech that can be embedded to the human brain therefore making the persons superhumans. The possibilities that the human intelligence can hypothetically be amplified to a superhuman level is debatably intriguing and yet demonstrative that no economy, corporate or persons can flourish minus tech in the 21<sup>st</sup> century and thereafter. Two of the top three fortune 500 companies are tech giants (Amazon, Apple), and it's not surprising that on the top five richest people on Earth, four are founders of tech companies, (Bezos, Musk, Bill Gates & Zuckerberg).

Translating the above conversation to the depth of the world of money, its intuitively obvious that the globe is prepared for digital money. In fact, some economical parties have for a while now embraced and transacted using bitcoin and other cryptos. In this article, I share my opinion on why bitcoin may be the forthcoming monetary phenomenon.

This is not by any means an investment advice and should not be construed as so.

### The Numerous Disguises of Money

Over the ages of humankind, money has taken changing forms and continues to advance to-date. From as late as the early twentieth century, the widely accepted form of money were cowries.

Widely accepted as they were divisible, durable, portable, scarce and could not be counterfeited. Then, the world advanced from cowries to commodity money like cocoa beans, cigarettes as widely used in prisons, silver, and gold.

Commodity money was similarly widely accepted for possessing same and additional characteristics relative to

cowries. Other than the use as money, they possessed intrinsic value. For instance, the value of gold lies in its magnificence and ability to be converted to jewelry. Thereafter, there was a shift to commodity-backed money, where currencies like dollars and other denominations in circulation were backed up by gold and silver held by the banks.

However, as the economies expanded globally and populations increased, commodity backed currencies became burdensome and impossible leading to adoption of fiat money used in the current age.

Unlike commodity backed money, fiat has no intrinsic value, but its accepted and used due to an endorsement by the respective government as legal tender. The latest in the world of money is **virtual money** which is setting stage to probably replace fiat.

Unlike all other forms of money, current major cryptocurrencies and specifically bitcoin, do not have intrinsic value and yet to get any backing decree from respective governments.

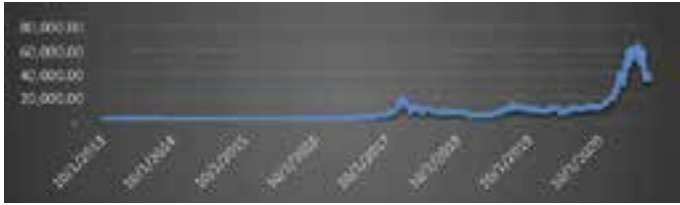
### The Intrigues of Bitcoin

Bitcoin, the dominant virtual currency by market capitalization has had very eventful 12-year run since its inception in year 2009, and my guess is this trend may continue into the unforeseeable future.

Companiesmarketcap.com currently ranks bitcoin as the 9<sup>th</sup> most valuable global asset with a market capitalization of over **USD 700 billion**, Just slightly below Facebook that has a market Cap of **USD 773 billion**.

According to data I obtained from CoinDesk, the below chart shows bitcoin trajectory for the past 8 years. As at Jan 2013, the value of one bitcoin was **USD 123.65**, and ever since it has been snowballing all along to a historical high of **USD 38,894.56** on June 14, 2021, an historic gain of 31,354%. Business analysts have termed the bitcoin growth as meteoric and denoted it to the investors' enthusiasm to the asset.

This steady, continuous, and immense rise in value and adoption has attracted worldwide debate by governments, corporates and regulators and arouse questions on whether bitcoin is the future of digital currency or yet another mighty bubble waiting to burst!



One may wonder, what makes bitcoin unique given that it lacks any intrinsic value. Its value is fueled by the following distinct features ;

i). Developed at the right time. I dare say bitcoin came at a time when the world was ready for it. An age where the world was hinged on the internet and information technology, the idea of a financial revolution through virtual money is worth endorsing. A decade prior to bitcoin, the distinguished Nobel laureate economist Milton Friedman had predicted a future of cryptos when he said that the internet would soon develop a reliable e-cash.

ii). The decentralized nature. There is no central authority, or third party to control bitcoin transactions. Instead, every participant has an equal opportunity to mine, store or distribute bitcoin. Unlike central governments where the money function lies with the treasury and central bank. In addition, the mystery of the founder remaining anonymous, leaving the system under the guard of a community of programmers is more appealing and assuring that the tech is free from manipulation and blackmail from central governments.

iii). Fascinations of the blockchain technology. Bitcoin operates on blockchain technology that supports an open public ledger which displays every single transaction on the network. Using this tech, the founder ensured that it operate autonomously without backing. Does not need central servers or other reinforcements since it is an open-source technology.

iv). The security and risk to fraud. Since its inception, bitcoin platform has been verified as very improbable to be hacked as no previous attempts on the tech has revealed any vulnerability. And since security is a fundamental aspect for any asset, users have built trust towards this technology. Nevertheless, if hackers access user's personal information, they may gain access to individual digital wallets and steal the persons bitcoins, and therefore the buck stops with the users.

v). The scarcity aspect. Just like gold, bitcoin was programmed to be naturally scarce. Currently, there is approximately 18.7 million in circulation, meaning that in future only 2.3 million bitcoins would be mined since the maximum number of bitcoins is 21 million. Unlike fiat money which are printed by governments from time to time thus debasing its value, no bitcoins can be introduced into circulation other than the existing 21 million, meaning that once the true price is established, it's very unlikely that it would lose its purchasing power.

vi). The need for a virtual currency. Covid-19 pandemic awakened the world to the need for virtual currency. It was established that fiat money exchange between different people contributed to the spread of the virus.

The virtue that bitcoin is scarce, secure, decentralized (free from government value manipulations), divisible and virtual has given the innovation a bull-run over time and worldwide acceptance. Currently, its estimated that bitcoin has over 40 million users. According to CNBC News, on June 06, 2021, El Salvador became the first country in the world to adopt bitcoin as legal tender thus introducing the era of virtual currency. This is a big milestone for the virtual currency revolution, and exciting to note that some of the biggest companies in the world are joining the wagon and accepting bitcoin as a form of payment. According to yahoo finance, some of the biggest companies that accept bitcoin include Microsoft, Home Depot, Starbucks, PayPal, Yum! Brands, Inc., Coca Cola distributor Coca Cola Amatil, Overstock.com, Inc. and Restaurant Brands International Inc. Other Financial companies like JP Morgan Chase, Citi Group and Mastercard are considering adopting cryptocurrencies on their platforms and note that bitcoin could soon be the most preferred choice of international trade.

### The Setbacks

Even as the globe prepares for what the future holds in the world of money, concerns have been raised by regulators on the technological hitches like lack of transparency that has increased the risk of tax evasion and seen criminals adopt cryptos in financing their illegal activities. This has made countries like China to totally ban operations of all virtual currencies like bitcoin, instead China is spearheading their own government regulated virtual currency. On the other hand, the United States has been laying in place stringent laws and regulations that would regulate and control cryptocurrencies.

Fears on the environmental impact like the amount of energy used in mining bitcoins have also been observed especially when Elon Musk halted bitcoin transactions at Tesla and disposed 10% stake of their shares. The issue of price volatility has also affected the reception of cryptos, especially for bitcoin whose prices have been chaotic due to speculations and the many uncertainties surrounding it.

### Conclusion

Blockchain technology is evidently a game changer in the world of money. With certainty, I believe the time for money to evolve to virtual has come, and bitcoin has already set pace, regardless of whether it will survive the test of time or not. With major global players endorsing cryptocurrencies, the tone has been set for the rest of the world.



# FORCED AND CHILD MARRIAGE



**The most obvious marital practices that deny a woman her rights are marriages where she cannot make a free and informed choice about her own partner. These are, forced and child marriage.**

Forced marriage is any marriage in which one or both of the partners enter into it “without full, free and informed consent”.

Child marriage (a subset of forced marriage) is any marriage where at least one of the parties is under the age of 18 and has therefore not reached the age when she or he can express full, free and informed consent.

Both forms of marriage violate an individual’s rights, including rights associated with bodily autonomy and integrity. These marriages are rooted in patriarchal attitudes and deny women and girls autonomy in general, and their power to make decisions about health care, contraception, and sex in particular.

Child marriage is a form of gender-based violence. It is also a powerful constraint on the agency of women and girls, forcing them into lifelong subordinate relationships before they achieve the legal capacity to make decisions that affect their entire lives.

The most recent estimates indicate that there are 650 million women alive today who were married before the age of 18, and every year another 12 million girls are married before they become adults .

Even though almost all countries have ratified the Convention on the Rights of the Child, many countries still allow marriage under the age of 18, sometimes with the consent of a parent, guardian, judge or other governmental official.

But even where child marriage is prohibited by law, it continues in practice. Many such marriages take place through traditional or religious ceremonies and are never registered with civil authorities.

In some parts of the world, cohabitation where one or both partners are minors is also common.

With continued high rates of child marriage in South Asia and sub-Saharan Africa and parts of Latin America and the Caribbean, it is projected that by 2030, in the absence of high-impact interventions, there could be as many as an additional 120 million women and girls who will have been married by the age of 18.

Forced marriages are driven by institutionalized patriarchal practices, including payment of dowry or bride price, bride kidnapping, marriage of widows to in-laws, or “widow inheritance”, and marriage of rape survivors to their assaulters.

Through these practices, brides become a commodity, or property, to be owned, bought, sold or traded, with no regard for their rights or autonomy. Through dowries the bride’s family pays, in cash or in kind, the groom’s family to “take her off their hands”. Dowries ostensibly provide for the welfare of the bride.

In almost all cases, the dowry practice directly or indirectly oppresses women, often leading to abuse and violence and maintaining a system of gender inequality.

It encourages child marriage because families pay smaller dowries for younger brides. It also results in violence: about 8,000 dowry deaths, where women are killed because families are not paid the expected dowry, are recorded each year in India alone, according to that country’s National Crimes Statistics Bureau.

Bride price is the opposite of dowry: a girl or woman is “bought” by the groom’s family to become a wife for their son. The practice is common in some parts of Africa where “a bride price is the conditional exchange of property, usually cows or money, from the groom to the parents of the bride in return for marriage”.

It relegates the woman to the status of property and supports the notion that a man has purchased his wife’s reproductive and productive capacity as well as, most importantly, her obedience. The payment of a price can give the man licence to use violence against his wife to make her obey.

Moreover, the bride price must be refunded if a man decides to divorce or separate from his wife: "this practice hangs like a threat over her head and that of her parents, ensuring the wife's compliance".

The tradition of refunding the bride price is especially problematic because it means that if a woman or her family cannot afford to repay it, then she can be trapped in an abusive relationship with no recourse.

Bride price also takes place in other parts of the world, including some Pacific Island countries.

### **Bride kidnapping**

There are other, less common, traditional patriarchal marriage customs that take away female autonomy. In some parts of the world, for example, there is a tradition of bride kidnapping.

Bride kidnapping is the act of physically removing a girl or woman to take her to the home of a man who wants to marry her. According to a study in Kyrgyzstan, the tradition of bride kidnapping persists, despite being illegal.

Under the custom, a man may abduct a woman or girl from her home or school or work and take her to his family's home, where she is usually forced to write a letter asking consent from her family.

The letter is accompanied by a bride price payment from the groom's family. Fewer than one in 10 such "proposals" is turned down by the woman's or girl's family. The study found that almost one fifth of marriages in Kyrgyzstan follow the traditional practice of "kidnapping", and an estimated one quarter of those are without the bride's "consent".

### **Widow inheritance**

Another still-practised tradition is that of widow inheritance, whereby a woman whose husband has died is forced to marry a relative of the deceased, usually a brother. Traditionally, this was seen as a means of providing protection for the woman and her children and of keeping the woman in her husband's family, especially after dowry had been paid. But the widow does not give her consent and often ends up in a relationship she did not want or ask for.

### **Widow cleansing**

The more pernicious of the female-subordinating marital practices, which violate a woman's right to bodily autonomy, have also been shown to have negative consequences for sexual and reproductive health.

Widow inheritance, for example, requires a woman to engage in sexual relations with the man who "inherits" her, regardless of how many sexual

partners he (the Inheritor) may have had in the past, increasing the risk of HIV transmission. A study in the Bondo district in Nyanza found that 56.3 per cent of widows had been "inherited" through a traditional ceremony. Among those women, the ones who had taken part in a sexual ritual known as "widow cleansing" were found to be more likely to be infected with HIV.

Widow cleansing is a ritualized dissolution of the bond of the spirit of a dead man with his wife, through her submission to sexual intercourse with one of his living relatives.

### **Negative consequences**

Child marriage has countless deleterious effects on a girl's sexual and reproductive health and bodily autonomy. Forced sex and early and frequent pregnancies are closely linked to high maternal and infant morbidity and mortality rates, as well as poor mental health.

In low- and middle-income countries, complications from pregnancy and childbirth are the leading cause of death among girls aged 15 to 19 years, and adolescent mothers face much higher rates of complications during pregnancy and childbirth, with higher rates of stillbirths and newborn deaths, than mothers just a few years older, 20 to 24 years.

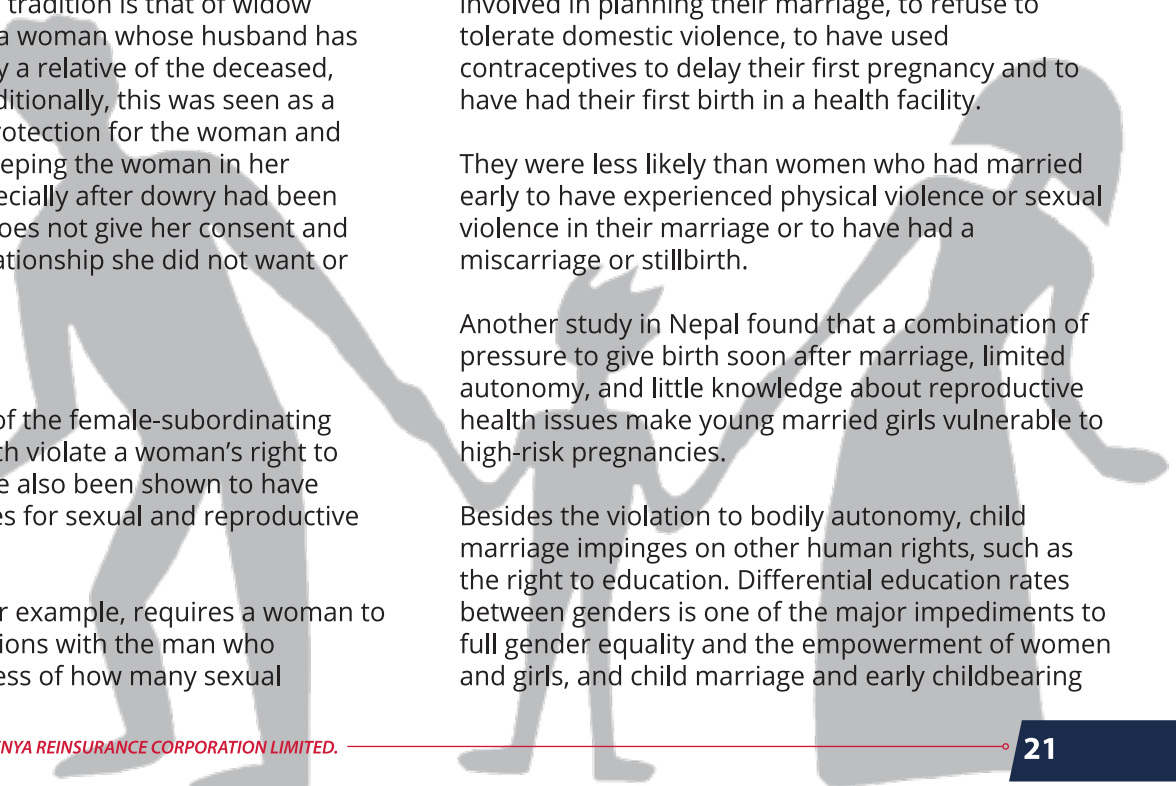
Girls and women who are subjected to child and forced marriage are often denied their right to make decisions about, or lack accurate information about, their sexual and reproductive health.

A large-scale study in India, for example, documented negative reproductive health consequences of child marriages: young women who had married at the age of 18 or older were more likely than those who had married before the age of 18 to have been involved in planning their marriage, to refuse to tolerate domestic violence, to have used contraceptives to delay their first pregnancy and to have had their first birth in a health facility.

They were less likely than women who had married early to have experienced physical violence or sexual violence in their marriage or to have had a miscarriage or stillbirth.

Another study in Nepal found that a combination of pressure to give birth soon after marriage, limited autonomy, and little knowledge about reproductive health issues make young married girls vulnerable to high-risk pregnancies.

Besides the violation to bodily autonomy, child marriage impinges on other human rights, such as the right to education. Differential education rates between genders is one of the major impediments to full gender equality and the empowerment of women and girls, and child marriage and early childbearing



are significant obstacles to ensuring educational, employment and other economic opportunities for girls and young women.

Studies have shown that child marriages have an effect on reproductive health and decision-making power mostly through its indirect impact on educational attainment. The shortening of formal education for girl brides has economic implications for them and society, but it also has a real impact on their sexual and reproductive health and their ability to exercise their agency and make autonomous decisions.

### Humanitarian crises and conflicts

Evidence from humanitarian crises around the world shows that a breakdown of family, social and legal networks increase the risk of sexual violence as well as fueling widespread perceptions that the “honour” of girls and women, and therefore their families, is in danger. This fear of “damage” to family honour may underpin families’ decisions to marry girls at an early age, resulting in higher numbers of forced and child marriages. Fear of sexual violence against women and girls has been found to be a leading cause for families to flee their homes in emergencies—and an incentive to marry off their daughters at a young age in the belief that marriage will protect them.

Within countries with high prevalence rates of child marriage, girls who are displaced or impacted by crisis are some of the most vulnerable. Niger, for example, has the highest child marriage prevalence rate in the world (76 per cent of girls are married before 18), but the rates in regions with large numbers of persons receiving humanitarian assistance are even higher—up to 89 per cent.

Another study found 70 per cent of girls in a northern town in Sudan were married before the age of 18 after an outbreak of fighting in the region, much higher than the national average. Conflict and post-conflict settings are particularly conducive to gender-based violence, including forced and child marriage, because of such factors as the breakdown of the rule of law and security, changes in traditional gender roles and constraints on the freedom of women and girls, cultures of impunity, loss of economic and social capital, and even extremist ideologies that encourage the abduction of women and girls into armed groups.

### Sex slaves & human trafficking

In the case of these extreme ideologies, in recent years armed non-state actors have enforced a social order that perceives women and girls as either tools of their movements or as threats. In some cases, girls and women have been forced to marry members of these groups to serve as sex slaves. For example, beginning in 2014, Yazidi girls and women in Iraq were forced to marry members of Islamic State in

Iraq and the Levant (ISIL). ISIL in the Syrian Arab Republic, Boko Haram in Nigeria and Cameroon and Al-Shabaab in Somalia abducted girls and women to be raped, sold and forced into marriage. The ideological exploitation of child and forced marriage has been reported in the Central African Republic, Libya, Mali and Somalia, while armed and organized crime groups in Malaysia and Nigeria have been reported to use child and forced marriage as a cover for sexual exploitation and human trafficking.

### Marital rape laws

can a woman say no to her husband or partner if she does not want sexual intercourse? Whatever the interpersonal dynamics inside a marriage, it is the case that in some countries the law permits the husband to have sexual intercourse whether the wife wants it or not, and there are countries where a man who rapes a woman can escape penalties if he marries her against her will.

Whether a woman has been forced into a marriage or entered into it freely, traditional patriarchal norms have held that once a marriage has taken place a man “owns” his wife’s body and can use it for sex whenever he wants.

It is only within the last few decades that “marital rape” has been recognized as a concept and as constituting an egregious human rights violation.

The victims of marital rape are subject to the manifold harms suffered by all rape survivors: psychological damage as well as the physical injuries associated with forced sex, unintended pregnancies, miscarriages and sexually transmitted infections.

This human rights violation has important reproductive health consequences. The risk of HIV and other sexually transmitted infections is increased because of forced vaginal penetration and abrasion, which facilitates entry of the virus into the body. Women experiencing abuse in marriage are one and-a-half to three times more likely to test positive for HIV and two to four times more likely to report another sexually transmitted infection.

The various practices that enforce male control and violate the bodily autonomy rights of women are interrelated. Studies have found a strong correlation, for example, between marital rape and child marriage. A study found that most cases of marital rape in Uganda were committed against 15- to 19-year-old girls whose older husbands had paid a bride price to obtain their wives. Forty-three countries do not have any legislation that addresses the issue of marital rape.

Even in countries that recognize the concept, the penalties for non-consensual sex within marriage may be significantly lower than in other cases. Likening marriage to a “get-out-of-jail-free card”, a



marital exemption to criminal sexual offences.

### “marry-your-rapist” laws

In some countries and territories, marriage may be considered a legal “cure” for rape by allowing perpetrators to marry their victims and thereby avoid any penalties for their crime. Laws allow men convicted of rape to have the verdict overturned if they marry the women they have assaulted in Algeria, Angola, Bahrain, Bolivia, Cameroon, Dominican Republic, Equatorial Guinea, Eritrea, Gaza, Iraq, Kuwait, Libya, Philippines, the Russian Federation, Serbia, Syria, Tajikistan, Thailand, Tonga and Venezuela.

In 2017, the NGO Equality Now undertook an extensive review of “marry-your-rapist” laws. It found, for example, that in Iraq, if the perpetrator marries the victim, any legal action against him becomes void, and any ongoing investigation or legal case is discontinued. If a sentence has already been handed down, it is reversed and not carried out, but it can be reinstated if there is divorce within three years.

In Kuwait, if the perpetrator legally marries his victim with the permission of her guardian and the guardian requests that he not be punished, the perpetrator is set free. In Russia, if the perpetrator has reached 18 years of age and has committed statutory rape with a minor below 16, he is exempt from punishment if he marries the victim. In Serbia, “cohabiting with a minor” is prohibited; however, “if a marriage is concluded, prosecution shall not be undertaken and if undertaken it shall be discontinued”.

In Thailand, marriage can be considered as a settlement for statutory rape if the offender is over 18 and the victim is over 15 years old, if she “consented” to the offence and if the court grants permission for marriage.

Marriage laws and practices that subordinate women and deny them agency are widespread and difficult to root out. However, they are far from the only ways in which patriarchal structures reinforce male dominance and circumscribe female sexuality.

The practices deny women and girls their rights to: physical and mental integrity; freedom from violence; the highest attainable standard of health; freedom from gender discrimination; and freedom from torture and cruel, inhuman and degrading treatment, among others.

### No gender equality without control over one’s own body

Forced and child marriage, marital rape and female genital mutilation are some of the more stark examples of the relationship between gender-unequal norms and the erosion of a woman’s or girl’s power to make autonomous decisions in life.

Assaults on this power come from many other directions as well, ranging from legal and economic systems that deny women financial independence, to patrilineal inheritance traditions and education systems that fail to impart knowledge to girls about their bodies and rights.

### Right to control one’s own body

Breaking through the many economic, social and institutional barriers to full gender equity and equality is complex and difficult, but any achievements that are made are of little consequence unless they provide the most fundamental right: the right to control one’s own body.

This has become globally recognized through the Sustainable Development Goals, which acknowledge that Goal 5 to achieve gender equality and the empowerment of all women and girls has to include universal access to sexual and reproductive health and reproductive rights.

And one of the measurements of achievement is the proportion of women who make their own informed decisions about sexual and reproductive choices—in other words, the extent to which women control their own bodies.





# PADDLING TOO HARD?



Davis Onsakia

**An ant struggling through a drop of water on the floor.**

**A man struggling to steady his ship of life. A young woman trying to provide for her own.**

**All are paddling through their streams and storms.**

The wind blows strongly against their sweaty faces, but trudge on they must. The determination and focus on their faces say it all. There is no giving up on this life. Surrender is not in their vocabulary. The young ones might sweetly be sleeping at the stern, knowing father is in control when he knows it is only the Father who is in control.

Kids are very safe, even in a shit hole, if the parents are with them there. They don't give a damn. Dad and mom are here, all is well and nice. Till they grow up and realize what a situation they were in, but still, they have mad respect for mzae (old man - all fathers are old men, according to their children) for staying there with them. Likewise, if we let our Father take the wheel. I should lay back and close my eyes, not necessarily to sleep, but in the sure belief that wherever the boat wanders to, it is where I'm supposed to be. Can you try that? Today?

This reminds me of Jesus in the boat with His disciples. These guys were sweating, probably cursing the gale storm, but Jesus is deeply asleep, man. Deep asleep. Sleeping when everyone is making what they consider their last prayers. 'Dude, get up and help?' Somebody will shake him up with these words, in today's setup. Not nicely, definitely.

And He stands up and commands the storm to cease, immediately! It obeys, man.

Everyone will be looking at Him wondering, what? All the struggle was for what? Wish we had woken Him earlier. With faces shining and dripping wet with sweat and palmy hands, you lower your gaze and say, 'Jesus take the wheel'. Reminds me of a song of this very title. And you sit down. Relaxed. You breathe hard and exhale. It helps. A man relieved.

When you feel like you are giving your all and you are not moving, at least in your judgement, can you try and do nothing, at least for a moment? And look upwards? Probably that is all you need to do.

To get a clearer vision. Probably the paddles are worn out or you have run out of fuel. Or you are resting on an iceberg, hence you cannot move. Or you have run into the woods, you cannot pass through. Or sweetly, you have arrived at the shore and you need to alight and continue your journey on foot, to the promised land.

Sometimes, stop paddling buddy.

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# POETRY

## SON OF THE SOIL

I do not have perfumed lips  
But I speak the truth

I do not have cat eyes  
But I can see the true colors of the universe

I do not have donkey ears  
But I can hear what make sense and what is a nuisance

I do not have a dog nose  
But I can smell and distinguish between carbo-monoxide & oxygen

I do not have a big heart  
But I do have passion for love and I love people

I do not have soft hands  
But I can deliver my people from shame

I am the son of the soil  
Like daughters of the land

I am the filament of freedom  
I am the pistil of peace  
I am the calyx of consciousness  
I am the corolla of peoples cause  
I am the pollen of prosperity  
I am the anther of amicable solutions

I am the stem of our society  
The son of the soil

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# SOCIAL MEDIA HAS KILLED



During this pandemic

Through disinformation and misinformation.

First things first. The Merriam-Webster dictionary defines disinformation as 'false information deliberately and often covertly spread (as by the planting of rumours) to influence public opinion or obscure the truth'. It defines misinformation as 'incorrect or misleading information.

Distorted messages have been distributed while being attributed to world leaders and experts on Covid-19 when these people neither spoke what has been picked as their speeches nor meant what has been marked as their 'spoken word'. Or not spoken by them at all!

The notorious platforms are WhatsApp and Facebook, from a Kenyan context. Is it not interesting that all these are part of the Facebook empire? If you were not aware, now you know - that WhatsApp is owned by Facebook.

Other social networks giants like Twitter and LinkedIn seems to have put in place mechanisms to try and relay 'correct' Covid-19 messages, deliberately, from reliable sources like WHO, Ministry of Health (MoH) - from the concerned countries, reliable media houses etc. However, it does not mean that there are no missing distortions about Covid-19 messages on these platforms, it means that if you want reliable information, they have at least provided a quick way for that. Another platform not to be forgotten is Instagram (another Facebook company). However, 90% of the users there are fashionistas - no much serious or engaging content is found here.

It is important to note, from the foregoing, that the Facebook empire controls approximately 80% of any disinformation or misinformation being peddled in Kenya, about Covid-19 and much anything else. It is due to this recognition that Cambridge Analytica was engaged a while back in influencing the election outcome in Kenya through access to this empire's data repositories. If you are in the dark about this, I request you use DuckDuckGo and search about this subject - do note I've not said you 'Google' that! And Google is a noun and not a verb - an annoying attempt from some corners. Probably we need to discuss this one day.

Now, knowing that WhatsApp and Facebook belong to the same mother, the question is, how and who have they killed during this pandemic?

The posts and messages being peddled on these two platforms are so manipulated and distorted that if you make the mistake to blindly follow them, you will be dead meat before your appointed time. Personal views are being presented as facts. This is so serious that one self-proclaimed expert on virology had his presentations and postings about Covid-19 being pulled down by Facebook on Facebook and YouTube. The guy was banned from YouTube (owned by Google). Nobody has done in-depth research on the deaths as a result of what people saw online and followed to execution, but my wild guess (which cannot be far from the mark) is that many have succumbed to the 'misadvised' on these online social media platforms. You and I know that 'desperate times call for desperate measures, sometimes to a deadly end.

The world has recognized the power of these platforms and that is the reason why they have engaged these giants to try and deal with falsehoods being pushed through their servers. To give the devil his due (is the devil male?), these guys are trying but then you know gossip and rumors thrive, even in a normal societal setup. With dangerous outcomes. And this what we are addressing here.



Inhale these concoctions...eat these fruits, vegetables, take these medicines (they add that the medication is proven and approved by some doctor - mostly with an Indian name)...etc., are some of the lies there.

What has fanned these lies are not just the Facebook conglomerate but rather the local internet service providers, who are at the same time mobile service providers (MSP). I believe you have seen something, aka package, which gives you a bundle to access the Internet and 'free' WhatsApp and/or Facebook! Have you ever asked yourself who is paying for that 'free' Facebook or WhatsApp? Mark you, there's no free lunch in town, or worse off you might be the menu, the lunch to be munched away. Who told you Safaricom is so philanthropic that they feel so magnanimous enough to allow you access their network, for free? Which they build using shareholder funds (who are and will demand a return on investment)? There are intricate contracts that govern such a relationship (between MSPs and Facebook) - dig deeper and you will find that you implicitly consented to this relationship when you picked your SIM card and activated it. The problem of fine print and not reading it. Lawyers in the house?

WhatsApp has attempted to deal with the problem of disinformation and misinformation and fake information through tags like 'forwarded too many times. What do you want me to do when I see that? Ignore? Not read? It has already 'arrived'. They are just warning you to be careful of that forward or message, but the question is, do people care about that? Or even see such a tag? If they were, then it would not have been forwarded so many times! Someone should have broken the chain. That's how badly these guys have failed and we are willing accomplices in this failure.

The main reason why disinformation and misinformation and fake news is thriving in social media is due to the 'noble' state of this pandemic. Noble in the fact that it has not been there before and even the experts are trying to wrap their minds around it. It is mutating so fast that the vaccines of yesterday cannot deal with new variants.

This the reason why we have, so far, a South African variant, a Tanzanian variant, a UK variant and now a deadlier Indian variant. Meaning virologists are not sleeping, they are daily studying the patterns...and relaying the information to the public and vaccine manufacturers.

They cannot afford to wait until they get the complete picture before communicating, we might be dead meat by then. Remember the initial case of burying a loved one who had succumbed to Covid-19? It was painful, ugly and scary. Now they know better and the send-offs are more decent, thank God.

This changing messaging is what has provided fodder for the online gutter press to churn a lot of garbage due to the noble nature of this pandemic.

My call to all of us is to: think, pause, before you hit the post, share or forward - whether it is about Covid-19 or anything else. Regularly check updates about this virus from reputable sources: WHO, MoH (although sometimes they are too slow, probably they are verifying the accuracy and authenticity and correctness and completeness of the messages), mainstream media - although sometimes they can get it wrong and your intuition - if it feels it is not right, it is not right.

Lastly, mask up buddy, CORRECTLY (cover your mouth AND nose using the right mask) - you won't die from lack of oxygen behind the mask, but you can die from lack of oxygen in the hospital if you get sick. Wash your hands, regularly, with soap. Stay away from crowds, if you can.

This way you are protecting yourself and your loved ones - and in the end, protecting humanity. Without you and me passing on the virus, it won't move - it will die. That's all we want! Don't be the agent of the virus. It won't pay you.

Do your civic duty and I do mine, we will be so safe.

Thank, God.





# DEVELOPING LIFE-LONG MOTIVATION



Samuel Ruugia

## Motivation is often cited as the magical answer to everything you want.

If you were motivated you would lose that weight, write that book, and start the business and so on. So how do we develop the habits and mind power needed to stay motivated daily?

Below are some 5 Step Process to Developing Lifelong Motivation.

Before then let us try and answer the following questions;

**What if motivation never strikes?  
What are you going to do then?  
Is Motivation the solution?**

I often hear people say *"if I could just find the motivation to..."*

Within these words are an implication. The implication is that motivation is the solution to your problems. If you were motivated you would pay off that debt, find a new job, and go back to school. But what if that is not the case?

**What if motivation is not the solution?**

**What if motivation is a consequence of the actions you take?**

**What comes first: Motivation or action?**

I believe that there is a dance between motivation and action. The two of them work together to ignite each other. **Who makes the first move? The first step? Who leads the dance?**

Practically speaking, what is easier to do in the next five minutes: find incredible motivation or act? Motivation is not something that can be summoned upon demand. But action... is a

different beast. Right now, can you take step 1 to get what you want in your life? In case you do not know the answer: It is "yes". You can act right now.

**Want to write a book?** Write page 1

**Want to lose weight?** Go on a run

**Want to find a new job?** Send out your resume.

So, we know that action is easier to take than to find motivation. However, within all of this, another question looms: **Is motivation a consequence of your actions, or are your actions a consequence of your motivation?**

## The Misconception of Motivation

The unfortunate misunderstanding of motivation is that you must be motivated to achieve what you want. Yes, motivation is wonderful. It feels good and gets us excited. But motivation can be fickle. It is here one day and gone the next.

## 2 types of motivation:

There is short term motivation and long-term motivation. The short-term motivation is shallow, fickle, and vulnerable to the ebbs and sways of daily life.

The long-term motivation is not fickle nor shallow. It is not vulnerable to the economy, the news, the "experts", or anything in the outside world. It is a deep lasting motivation. It is internal. You feel it deep in your soul. It is lifelong motivation.

**Therefore, how do we develop lifelong motivation?**



## The 5 Step Process to Develop Lifelong Motivation

### **Step 1: Identify and Write Down your goal or objectives to achieve.**

When you know exactly where you want to go, what you exactly want to achieve, it plants the seed for lifelong motivation. Here is a great exercise to start gaining clarity on where you want to go in your life: Take out a piece of paper and get ready to write. Imagine 5 years have passed. Everything you have wanted to accomplish has happened.

**What is your day like?**

**What activities do you do?**

**What relationships do you have?**

**How do you make money?**

**How much money do you make?**

**How do you feel?**

**What are your hobbies?**

Write. Write. And write some more.

### **Step 2: Write Down Why You Want It**

Knowing what you want is the first step but knowing why you want it feeds your motivation. You are establishing a purpose for your purpose. So, look over your 5-year vision. Then write down your response to this question: **Why do you want to achieve this vision? What impact will it have on your life if you fulfil this vision?**

### **Step 3: Develop a Step-by-Step Plan**

A killer of motivation is ambiguity or a lack of knowledge. Therefore, to nurture motivation you need to gain knowledge and establish clarity. A critical part of gaining clarity is to identify the specific steps you must take to fulfil your vision.

Look at your 5-year vision. Begin to write out the specific steps that you will need to take to fulfil that vision. Do not make this difficult. You are not going to know all the steps. But you will know some of them. Develop the plan. It does not have to be perfect, but it has got to be something. By creating this plan, you have created a map to start working with.

### **Step 4: Act on Step 1**

So, you have put together the plan to fulfil your vision. Now is when the rubber hits the road. You need to act on step 1. You have identified exactly where you want to go, why the vision matters, and the plan to fulfil the vision. Now, take the first step to make it happen. This brings an alignment between your daily actions and where you want to go over the long term. This brings meaning and purpose to each day... Which is fuel for lifelong motivation.

### **Step 5: Reflect Then Adjust**

After about 1 week look at the actions, you have taken. Reflection allows you to learn from your experiences and to increase the rate at which you achieve what you want.

This allows you to constantly learn and grow as you move forward. As you learn and grow you will become the person you need to be to fulfil your vision. Look at the actions you took over the previous week and answer these 3 questions:

**What actions are moving you towards your 5-year vision? Keep doing those.**

**What actions are preventing you from achieving your 5-year vision? Stop doing those.**

**What is 1 action you can start taking this week to accelerate you towards achieving your vision? Immediately implement this.**

Remember: a huge killer of motivation is a lack of knowledge. When you feel like you are just running on a treadmill it kills your motivation. By taking the time to step back and assess your actions and plans you are providing fuel for your motivation.

### **Above All Else Act**

Here is a simple reality, you can spend a lifetime waiting for motivation to strike... and it might never happen. But right now, this moment, you can act. As you can see with the steps above when you act, you allow yourself to gain motivation. Finally, below is a closing quote:

***“You are much more likely to act your way into feeling, rather than feel your way into acting”.***



# VISIBILITY KEEPS YOU SAFE

Make sure that you are visible to other road users, whether you are walking, riding or driving.



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We are pleased to have Ms. Tamara Caroline Banda joining the Corporation as an accountant in the Zambian Subsidiary.

Ms. Tamara joined the Kenya Re Zambian team on 24<sup>th</sup> May 2021.

Ms. Tamara worked with National Milling Corporation Limited, Zambia as an Internal Auditor since June 2019.

Previously she worked with LOLC Finance Zambia as a management trainee between 2018-2019. Prior to that, she worked as an External Auditor at KPMG Zambia.

Ms. Tamara holds a bachelor's degree in accountancy, from the Copperbelt University, Kitwe and is a chartered accountant (ACCA).

We wish Ms. Tamara all the best in her exciting new role!







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