

Times

OF OMAN

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MEETING IN SALALAH

Labour Minister lauds private sector role in employment initiatives

SALALAH: Dr. Mahad Said Ba'awin, Minister of Labour, emphasised the importance of supporting human resources through employment initiatives of the ministry in partnership with the private sector.

He noted the growing role of the private sector in Dhofar, particularly in tourism, stressing the need to enhance training programmes and support entrepreneurial projects linked to artificial intelligence and innovation.

He added that the current phase requires accelerating efforts to address challenges and capitalise on opportunities.

A meeting was organised by the Ministry of Labour on Wednesday at the Sultan Qaboos Youth Compo for Culture and Entertainment in Salalah to address key challenges facing business owners in the Dhofar Governorate.

The event, held as part of the 2025 Labour Forum activities, saw participation from Oman Chamber of Commerce and In-



dustry and several private sector representatives.

Titled "Strategic Dialogues and Shared Visions with the Private Sector for a Sustainable Labour Market," the meeting explored efforts to develop labour market tools and facilities provided to private enterprises. It also reviewed labour laws and regulatory legislation aimed at enhancing stability and keeping pace with global developments.

The meeting also discussed mechanisms to streamline procedures for SMEs, ways to leverage available incentives for new business ventures, and topics related to Omanisation. **-OMA**

'Rumana' event in Jabal Al Akhdar attracts 8,953 visitors

A2

OMAN, PALESTINE URGE GLOBAL ACTION TO END ATROCITIES AND FAMINE IN GAZA



Deaths
61,158
Injured
150,671

Sayyid Badr emphasised the importance of combined regional and international efforts to halt this brutal aggression

MUSCAT: Sayyid Badr bin Hamad Al Busaidi, Foreign Minister, received on Wednesday a phone call from Hussein Al-Sheikh, Vice President of the State of Palestine and Deputy Chairman of the Executive Committee of the Palestine Liberation Organisation (PLO).

During the call, they discussed the tragic developments in the

Palestinian territories, particularly the ongoing Israeli genocide against civilians in the Gaza Strip, as well as the policies of starvation and siege imposed on the Strip.

The two sides emphasised the importance of combined regional and international efforts to halt this brutal aggression, lift the blockade, and ensure the unimpeded delivery of humanitarian

aid. They also stressed the need to continue supporting diplomatic, political, and legal efforts aimed at resuming serious negotiations leading to a just and comprehensive peace, in accordance with international references and the two-state solution.

Oman's Foreign Minister called for a stronger global appeal to uphold humanity and end the atrocities and famine in Gaza.

He reaffirmed Oman's steadfast approach, based on dialogue, justice, respect for international law, and support for the Palestinian people's right to establish their independent state with East Jerusalem as its capital.

Meanwhile, Israeli occupation forces arrested 30 Palestinians in various areas of the West

Bank, including Jerusalem. Those detained included a journalist, two women, and several former prisoners.

The Palestinian News Agency quoted prisoners' institutions as saying that the arrests and field investigations were concentrated in the city of Dura in the Hebron Governorate, while the rest were distributed among the governorates of Nablus, Bethlehem, Ramallah, Tulkarm, and Salft.

The Israeli occupation continues to carry out raids, abuse, and attacks against detainees and their families, in addition to direct shooting with the intent to kill, using detainees as hostages, conducting field investigations, and carrying out widespread acts of vandalism. **-Agencies**

TOP THREE INSIDE STORIES

OMAN

Ways to reduce natural disasters

1 A two-day workshop titled "Risk and Disaster Reduction" kicked off at Sultan Qaboos Youth Compound for Culture and Entertainment in Salalah on Wednesday. **>A2**

OMAN

Surgical programme for spinal deformities

2 Khoula Hospital has made a comprehensive surgical programme for treating spinal deformities (scoliosis), with the first surgeries performed in 2012. **>A4**

WORLD

Record coral loss of Great Barrier Reef

3 The Great Barrier Reef suffered its largest annual decline in live coral over the past year, according to a report released by the Australian Institute of Marine Science. **>A7**

RESPECT FOR PRIVACY

Protecting Oman's identity in digital space is a collective duty

MUSCAT: Social media platforms are playing a pivotal role beyond entertainment and personal communication. They have become influential tools for self-expression, idea exchange, shaping collective consciousness, articulating cultural values, and defining national identity in the digital sphere.

This report highlights the importance of preserving Omani societal values, promoting responsible digital behaviour grounded in accuracy, constructive criticism, respect for privacy, and support for meaningful content.

It emphasises the necessity of adhering to authentic Omani values and etiquette—not merely as commendable individual choices but as an urgent national challenge requiring close collaboration among all segments of society.

In this context, Dr. Sabra Saif Al Harrasi, an academic and educational researcher, told Oman News Agency (ONA): "When the Sultanate of Oman is mentioned, morality precedes borders, and

demeanour precedes the name. It is an identity deeply rooted in a human heritage acknowledged by prophecy before history books recorded it, as the Prophet (peace be upon him) said: "If you were to visit the people of Oman, they would neither insult nor strike you." In this prophetic testimony, he combined noble conduct and refined speech—the essence of Omani character, marked by wisdom, tolerance, and dignity."

She added that this demeanour was not merely individual behaviour but reflected in the state's policies and choices, making Omani politics a sincere expression of a balanced identity that prioritises wisdom over clamour, responsible openness over recklessness, and mutual understanding over clashing interests.

Just as ethics are inherited, so are stances transmitted, and this collective upbringing has forged a unique model of behaviour, decision-making, and balance.

She explained that digital plat-



forms have become incubators of taste, directors of thought, and shapers of behaviour. Thus, reintroducing this Omani demeanour in the virtual space is no longer just an educational necessity but a core aspect of cultural security.

Content presented to the youth should not be disconnected from their history or distant from their spirit but should cope with an identity shaped over centuries, expressing a society that sees ethics as capital.

She noted that when reflecting on Omani values that should be present in digital content, we are not reinventing principles but re-presenting them in a contemporary context.

The Omani demeanour—characterised by composure, self-restraint, and quiet refinement—should be evident in expression, discussions, reactions, and opinion-making.

On social media's impact on Omani identity, Dr. Amal Talib Al

Jahwary, a researcher specialising in media and cultural affairs, explained that social media's influence on identity—particularly Omani identity—is dual, depending on the content these platforms offer.

She noted that these tools can be harnessed to reinforce constructive ideas, promote citizenship values, and facilitate knowledge exchange and openness, contributing to a positive national image.

Conversely, she said, social media can become a negative tool and a significant challenge due to exposure to diverse ideas and cultures, which may inversely affect national identity as societies and generations absorb foreign influences, potentially diluting their cultural uniqueness.

Regarding traditional media's role compared to social media in promoting Omani culture, she pointed out that under Oman's legal media framework, both traditional and modern media adhere to professionalism in delivering messages and content. **>A2**

TheGuide

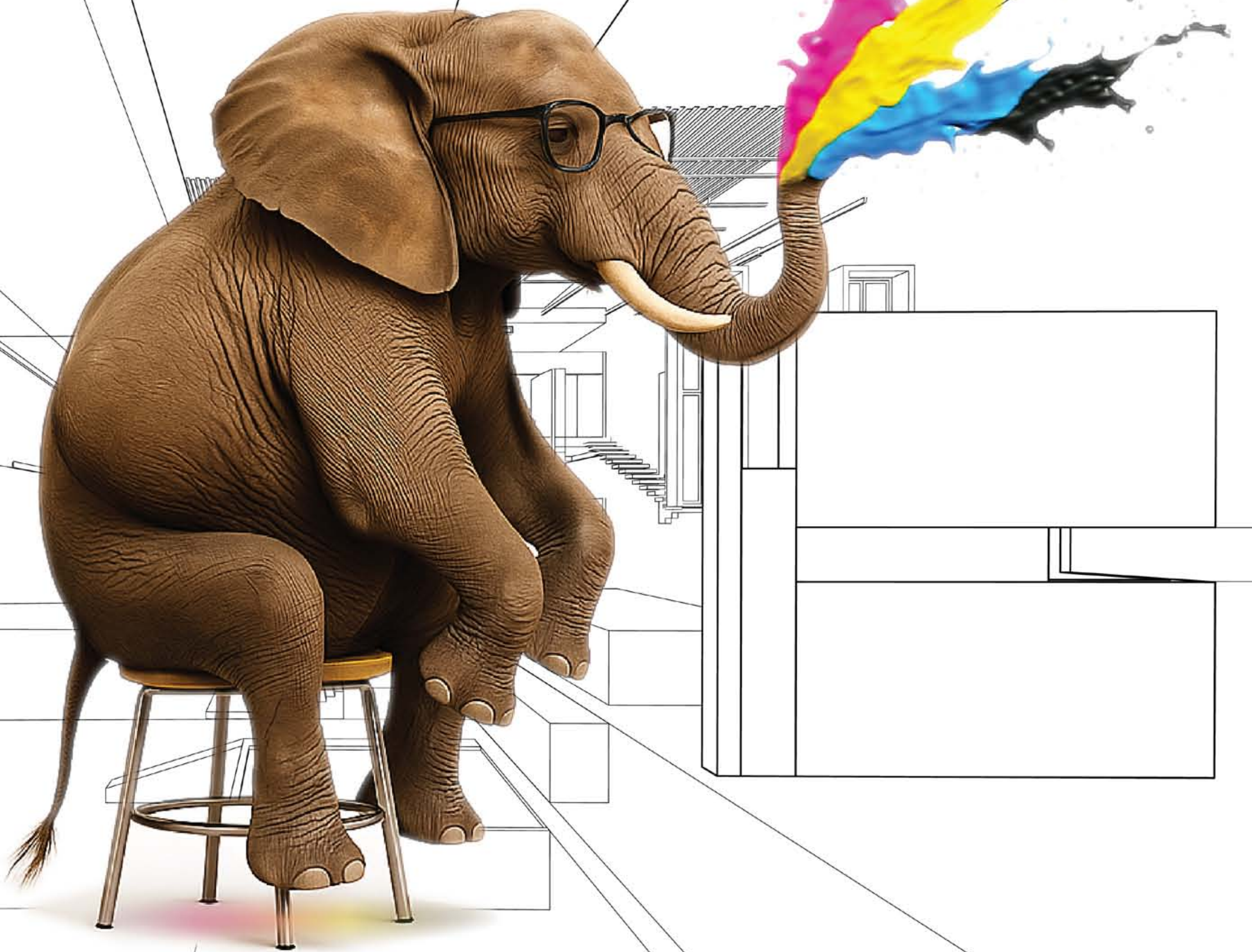
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HEAC

New batch of diploma students welcomed



MUSCAT: The Military Technological College on Wednesday welcomed a new batch of General Diploma students admitted through the Higher Education Admission Centre (HEAC) at the Ministry of Higher Education, Research and Innovation, as part of the study coupled with employment program.

The students will complete the essential admission requirements, including written tests, medical examinations, and personal interviews.

Studies at the college begin with a foundation year, which includes courses in English, mathematics, physics, and computer science, preparing students to join specialized engineering programmes.

Their academic track includes practical training in laboratories and workshops, tailored to each student's specialisation.

Students are distributed among the main specialisations based on their personal preferences, academic performance in the foundation programme, and the needs of their affiliated institution, which serves as a primary criterion.

Upon completing three years of specialised engineering studies, the Military Technological College awards an Advanced Diploma qualification.

This year, the college opened admissions for non-employment-linked studies for both male and female students, providing on-campus housing for male students and dedicated transportation services for female students.

This initiative aims to create a comprehensive educational environment that meets their needs. The new batch of students admitted under this track is expected to arrive in the coming days.

This step aligns with the Military Technological College's efforts to contribute to the local market by supplying qualified national cadres capable of meeting the demands of national development. -ONA

Workshop discusses ways to reduce natural disasters

The workshop aims to enable national cadres to understand the global framework on diminishing the scope of natural disaster risks

SALALAH: A two-day workshop titled "Risk and Disaster Reduction" kicked off at Sultan Qaboos Youth Compound for Culture and Entertainment in Salalah on Wednesday.

The workshop is organised by the Environment Authority in cooperation with the United Nations Office for Disaster Risk Reduction (UNDRR)'s Regional Office for Arab States.

The opening ceremony was held under the auspices of Dr. Abdullah Ali Al Amri, Chairman of the Environment Authority, and attended by a number of experts and specialists from the Sultanate



of Oman and abroad.

The workshop aims to enable national cadres to understand the global framework on diminishing the scope of natural disaster risks, as well as standard mechanisms for monitoring and reporting the progress made in implementing the objectives of the global framework.

It includes presentations, interactive discussions and practical training on using the global system of reporting, besides highlighting the role of institutional governance in this field.

Speaking at the workshop, Mamdouh Salim Al Marhoon, Director of the Environmental Emergency Center, said, "The Sultanate of Oman is aware of the escalating challenges associated with climate change and its geographical nature. This requires the development of an integrated national system to mitigate risks, based on knowledge, proactive planning and integration among different stakeholders."

Al Marhoon affirmed Oman's commitment to implement the requirements of the Sendai Framework for Disaster Risk Reduction 2015-2030.

He said that this commitment is realised by adopting decisions based on accurate data, in addition to building sustainable capacities that enhance preparedness and diminish the impact of disasters on people and the environment.

For her part, Noura Al Ashqar, Head of the UNDRR's Regional Office for Arab States, said, "The Sultanate of Oman is making tangible progress toward enhancing resilience by integrating the concept of risk reduction into nation-

al policies and plans, in addition to the use of data and information in a manner that supports decision-making amid rising environmental challenges facing the region."

The opening session of the workshop included a visual presentation on the Sendai Framework, in addition to an outline of the agenda of the workshop that was presented by Mirna Abu Ata, Programme Management Officer at the UNDRR.

The workshop also discusses the definition of the Sendai Framework, its goals, indicators, terminology and the extent to which the Sendai Framework is related to Sustainable Development Goals (SDGs). It also deals with the global reporting system, data classification mechanisms and periodic reporting.

Being the leading global reference in this field, the Sendai Framework for Disaster Risk Reduction 2015-2030 seeks to limit human, material and service losses, enhance the understanding and management of risks and encourage capacity building, disaster preparedness and response to disasters when they occur.

The Sendai Framework comprises seven global goals and 38 indicators to measure progress. Member states are committed to submit periodic reports via an approved electronic platform. -ONA



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JANAEN FARM

'Rumana' event in Jabal Al Akhdar attracts 8,953 visitors till July

JABAL AL AKHDAR: The third edition of the "Rumana" event, held at Janaen Farm in Jabal Al Akhdar, Al Dakhiliyah Governorate, attracted 8,953 visitors from its launch on 4 July until 31 July.

The event offers a rich selection of interactive experiences and family-friendly activities in the heart of Oman's natural landscapes.

Running until 27 September, the event is supported by the Ministry of Heritage and Tourism in partnership with Al Dakhiliyah Governorate, in collaboration with "Tibi" Company and the Agrotourism Development Company "Janaen".

It is part of an integrated vision aimed at transforming the natural and cultural assets of Al Jabal Al Akhdar into inspiring tourism experiences.

This initiative reinforces Oman's position as a leading regional tourism destination, promotes sustainable agrotourism, empowers rural communities, and leverages agricultural resources to enhance the tourism experience.

One of the key attractions of this year's "Rumana" event is the fig-picking experience, which has become one of the most popular activities during the Al Jabal Al Akhdar season.

Visitors begin their journey



with an introductory tour led by a local farmer, followed by the hands-on experience of picking figs directly from the trees.

This activity fosters a unique connection between visitors and nature, while also providing opportunities for memorable photos.

The experience is both educational and entertaining, making it ideal for families and local agriculture enthusiasts.

Coinciding with the Jabal Al Akhdar Festival, the "Rumana" event celebrates the agricul-



tural and tourism potential of the wilayat, blending authentic

agritourism with vibrant family-friendly atmospheres.

This year, visitors can enjoy direct fruit-picking experiences—including pomegranates, figs, and pears—during their harvest seasons, in addition to weekly educational and recreational workshops catering to all age groups.

The event's open-air stage features interactive performances and family competitions, while children can enjoy a dedicated entertainment zone with various games and a miniature car racing track. -ONA

SOCIAL MEDIA

Preserving national identity

<FROM A1 Aligned with Oman Vision 2040 to foster media that strengthens national identity, these platforms compete to produce content that enhances societal awareness of preserving national identity and embodies Omani demeanour in social practices.

She clarified that these media highlight national identity across visual, audio, print, and digital platforms, as reflected in content from both government and private outlets.

This does not negate traditional media's unique and vital role in preserving and transmitting Omani culture across generations.

Crucial role
Dr. Amal emphasised that media plays a crucial role in safeguarding national identity through its messaging, which inherently incorporates cultural elements. With social media's rise, media responsibility doubles—promoting positive content that leverages these platforms to reinforce national values and cultural herit-

age innovatively while educating youth on preserving their identity amid social media challenges.

In her turn, Qoot Al-Quloob Azzan Al Hussaini, a social media activist, noted that social media platforms have become daily pulpits shaping opinions and opening windows to people's concerns and opportunities.

She stated that social media actors must be ambassadors of their nation, showcasing genuine Omani societal values and adhering to Omani etiquette.

Genuine influencer
True ambassadors, she affirmed, respect their identity even when addressing the world, and a genuine influencer presents behavioural and ethical models rooted in Omani authenticity—without pretence.

She added: "Through these platforms, I believe we can reshape information dissemination and broaden perspectives. My role is simplifying complex economic and social concepts in accessible language—especially for youth—without sacrificing accuracy or

oversimplifying. I am currently working to build an environment enabling content creators to deliver these messages more professionally, as institutional development of digital media is now a necessity, not a choice."

She noted that influence on social media is not a privilege of visibility but a moral and societal responsibility, especially amid rapid youth challenges. Neutrality is not an option when a simple post may alter someone's path or inspire knowledge.

Digital space
Preserving Omani identity in this vast digital space is not a luxury but a shared national responsibility—beginning with families, extending to content creators, and reinforced by institutions like education and media.

It hinges on awareness, role models, and commitment to authentic Omani values in every word published, every piece of content produced, and every interaction built in the virtual realm—ensuring Omani identity remains the compass guiding all endeavours. -ONA

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COMMENTARY



Death of humpback whale: An irreparable marine life loss

ABBAS AL ZADJALI.

The sight of a humpback whale washed off the beach of Al Ashkharah after being trapped in the fishing nets left over by fishermen was a painful sight.

These types of incidents have become common in high seas as a result of illegal and excessive fishing coupled with the strong competition among the fleets to catch fish by disregarding environmental norms.

The albinism in the humpback whale is a rare condition that affects less than one in 10,000 whales.

A real disaster

I don't know if we have an information or there is a documented presence of a white or 'albino' humpback whale in our seas. However, the loss of this whale represents a real



disaster.

The loss is more worrying when it was found that it was from a group of rare Arabian Sea humpback whales, the number of which is estimated at only about 100 whales.

Unlike other humpback

whales, the Arabian Sea humpback whales do not migrate between feeding and breeding grounds as they remain in the Arabian Sea and are listed as Threatened in the International Union for Conservation of Nature (IUCN) Red List. It is worth mentioning that the most famous all-white humpback whale is known as Migaloo, which was documented off the eastern coast of Australia in June 1991 and considered at the time the most famous humpback whale on earth.

The popularity of the whale has led to rephrasing special legislations in Queensland to protect it along with protection of birds.

We have lost a rare whale, one that is rarely seen in history and we wonder if we can protect and preserve what remains of our whales, which are increasingly exposed to fatal accidents on a daily basis.

FLOOD PROTECTION

Construction of Al-Zahimi Dam continues in North Al Batinah



Times News Service

LIWA: The Ministry of Agriculture, Fisheries and Water Resources continues construction work on the Al-Zahimi flood protection dam project in the Wilayat of Liwa, North Al Batinah Governorate.

The project, which began on 24 April 2025, is expected to be completed by 24 February 2027, with a construction cost exceeding RO 9 million. As of the end of July, the project's completion rate has reached 19%.

Eng. Nasser Mohammed Al Battashi, Director General of Water Resources Assessment at the Ministry of Agriculture, Fisheries and Water Resources, told Oman News Agency (ONA) that the Al-Zahimi flood protection dam aims to safeguard flood-prone areas downstream in the Wilayats of Liwa and Shinas, which are often directly affected by seasonal cy-



clones and accompanying floods, leading to severe loss of life and property.

He explained that the project will enhance groundwater recharge in the region, supporting water resource sustainability and improving efficiency in water usage across various sectors, particularly agriculture.

Al Battashi added that once

completed, the dam will supply groundwater to several villages and is expected to improve living conditions in these areas by mitigating flood impacts, ensuring sustainable groundwater utilization, and boosting agricultural activity.

He noted that the project will reduce flood risks in residential and agricultural areas downstream, improve groundwater recharge rates, and provide a supplementary water resource during droughts, in addition to enhancing agricultural production through stabilized water resources.

The Director General emphasized that the Al-Zahimi flood protection dam is one of the strategic solutions to address increasing climate challenges, reflecting the commitment of relevant authorities to balancing environmental protection and sustainable development, with work progressing according to the specified timelines.

ACROSS GOVERNORATES

CPA records over 3,000 commercial violations until June

Times News Service

MUSCAT: The Consumer Protection Authority (CPA) has recorded a total of 3,141 commercial violations across various governorates of the Sultanate during the first half of 2025, according to a report from its Department of Economic Data and Information. This effort is part of the Authority's commitment to enhancing market surveillance and safeguarding consumer rights.

Violation breakdown by governorates include, Muscat Governorate with 1,363 violations, which the CPA stated reflects the high level of commercial activity and the diligent work of its inspection teams. North Al Batinah Governorate followed with 754 violations. South Al Batinah (Barka) recorded 213 violations. North Al Sharqiyah had 184 violations. South Al Sharqiyah recorded 177 violations. South Al Batinah (Rustaq) had 130 violations. Al Dhahirah recorded 111 violations, Dhofar had 88 violations and Al Dakhiliyah recorded 75 violations.

The remaining violations were distributed among other governorates.

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Khoula Hospital creates surgical facilities for treating spinal deformities

Such surgeries were previously performed outside Oman, imposing financial and psychological burdens on patients and their families

MUSCAT: Khoula Hospital has successfully established a comprehensive surgical programme for treating spinal deformities (scoliosis), with the first surgeries performed in 2012. The programme has seen significant progress in recent years, thanks to national efforts to localize these complex procedures.

Dr. Sultan Saif Al Kalbani, Head of the Spine Unit at Khoula Hospital and Consultant in Orthopedic and Spine Surgery, told Oman News Agency (ONA) that the program achieved a qualitative leap with the introduction of early scoliosis treatment last year. This advancement, he affirmed, has enabled therapeutic intervention for children at younger ages, resulting in over 50 successful cases.

He noted that such surgeries were previously performed outside Oman, imposing financial and psychological burdens on patients and their families. The localization of these services has alleviated these challenges, with national medical teams now capable of performing complex procedures without the need for patients to travel abroad.

Dr. Al Kalbani added that this achievement places Khoula Hospital among the few centers in the Gulf and Middle East offering such



advanced, precision surgeries using state-of-the-art techniques, including intraoperative nerve monitoring and modern spinal fixation systems.

The hospital has also introduced advanced surgical navigation systems and robotic-assisted surgery, enhancing precision, reducing complications, and improving surgical outcomes. Khoula Hospital is now one of the region's pioneering centers utilizing these technologies in pediatric spine surgery.

In research and documentation, he pointed out that the hospital has completed a comprehensive unit documenting its scoliosis treatment experience over the years, as part of ongoing efforts to enhance specialization, training, and scientific documentation.

Currently, an innovative strategic research project is underway in collaboration with artificial intelligence technologies to develop early scoliosis screening methods

in schools. This initiative aims to enhance early detection and reduce the need for complex surgical interventions in the future, he added.

Dr. Al Kalbani emphasized that this success results from collaborative efforts among doctors, technicians, and healthcare administrators. Work is ongoing to expand the program's scope and develop research and training initiatives to meet patient needs nationally and regionally.

He affirmed that investing in national workforce training has been—and remains—key to this success, with medical, nursing, and support staff receiving continuous training through workshops in Oman and abroad to ensure service quality and patient safety.

Dr. Al-Kalbani noted growing public awareness about early scoliosis diagnosis and expressed pride in citizens' confidence in government healthcare institutions, particularly Omani professionals who

have demonstrated their ability to provide advanced treatment services meeting global standards.

On his turn, Dr. Rashid Mohammed Al Alawi, Director General of Khoula Hospital, underlined the hospital's aspiration to become a regional reference centre for spine surgery, led by Omani professionals. This vision, he said, is being realized through continuous training programs, workshops, conferences, local and international fellowships, and advanced research in spinal disorders and surgeries published in prestigious scientific journals.

He stated that the hospital not only strives for medical excellence but also prioritises patient-centered care. Expanding specialized services and adopting cutting-edge technologies, such as robotic-assisted surgeries, aim to alleviate patient suffering, accelerate recovery, and enable them to return to a better quality of life, he added. -ONA

Trial operation for Al Bashayer Vet Hospital in Adam to begin on Tuesday



ADAM: The Ministry of Agriculture, Fisheries and Water Resources has announced the commencement of the trial operation for Al Bashayer Vet Hospital in the Wilayat of Adam, A'Dakhiliyah Governorate, starting next Tuesday.

The establishment of this veterinary hospital comes as part of the ministry's ongoing efforts to enhance the veterinary care system in the Sultanate of Oman and elevate animal health services, with an investment exceeding RO 1 million.

Al Bashayer Vet Hospital is the first specialized, integrated hospital in the livestock sector in Oman, providing advanced services in diagnosis, treatment, and surgery. It includes a range of specialised departments and facilities, such as outpatient and inpatient veterinary clinics, a fully equipped pharmacy, specialised laboratories, and operating rooms for both large and small animals, in addition to a dedicated department for camel medicine, pregnancy-related issues, infertility treatment, and artificial insemination.

Through this project, the ministry aims to develop the infrastructure for veterinary services



and encourage private sector participation in providing specialized technical services. The contracted company is committed to supplying the necessary medical, technical, and administrative staff to operate the hospital in accordance with quality standards and Omanisation policies, while also covering all operational costs during the contract period.

The trial operation marks a significant step in supporting livestock breeders in Oman and improving the healthcare services provided to them. This initiative contributes to achieving biosecurity and strengthening sustainable livestock production systems, in line with the agreement signed between the ministry and Al Khayrat Agricultural Services and Development Company, which will manage and operate the hospital to ensure comprehensive veterinary medical services in accordance with the highest standards. -ONA

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CABLE

HM greets President of Côte d'Ivoire

MUSCAT: His Majesty Sultan Haitham bin Tarik has sent a cable of greetings to President Dr. Alassane Dramane Ouattara of the Republic of Côte d'Ivoire, on his country's National Day. In the cable, His Majesty the Sultan expressed his sincere sentiments and best wishes of success to President Dr. Alassane in leading the people of his country and achieving further progress and prosperity.

— ONA





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Chief Executive Officer: Ahmed Essa Al Zedjali

EDITORIAL: Telephone: 24726666, Fax: 24813153, E-mail: editor@timesofoman.com
ADVERTISING: Telephone: 24726666, Fax: 24812624, E-mail: advertising@timesofoman.com
CIRCULATION: Telephone: 24726666, Fax: 24818270, E-mail: circulation@timesofoman.com

BILATERAL RELATIONS

Oman, Saudi discuss cooperation in civil defence areas

RIYADH: A delegation from the Civil Defence and Ambulance Authority yesterday visited the Directorate General of Civil Defence in the Kingdom of Saudi Arabia, with the aim of discussing cooperation in the field of civil defence between the Sultanate of Oman and the Kingdom. The delegation was headed Maj. Gen. Sulaiman Ali Al Hussein, Chairman of the Civil Defence and Ambulance Authority. The visit was part of steps to enhance bilateral relations between the two countries, in addition to exchanging expertise and reviewing other matters of common interest in the field of civil defence. The delegation was received by Maj. Gen. Dr. Hamoud Suleiman Al-Faraj, Director General of Civil Defence in the Kingdom of Saudi Arabia, and other officials. The visit included a field tour of the Saudi Civil Defence Institute. During the visit, the Omani delegation was briefed about specialised training programmes for different levels offered to civil defence personnel. The members of the delegation took note of the techniques and equipment used at the institute and the systems applied in the field of risk prevention and response to emergencies. — ONA



SOUTH AL SHARQIYAH GOVERNORATE

Wave breakers rehabilitation project in Sur to revitalise local economy



SUR: The wave breakers rehabilitation project in Tiwi, the Wilayat of Sur in South Al Sharqiyah Governorate, implemented by the Ministry of Agriculture, Fisheries and Water Resources, is one of the vital initiatives contributing to the development and enhancement of infrastructure for fishing ports and fish landing sites. The project provides a safe environment for fishermen, facilitates boat movement, enhances fish production, and supports sustainable development in coastal communities, in addition to protecting coastal areas from the impact of strong waves and tidal phenomena. Eng. Ismail Ibrahim Al Farsi, Director of the Fisheries Department in South Al Sharqiyah Governorate, told Oman News Agency (ONA) that the project would contribute to the growth and revitalisation of the local economy by facilitating fishing operations,



supporting job opportunities, increasing productivity, and mitigating the effects of storms and cyclones. It would also improve boat efficiency, ease navigation, and prevent sinking. He noted that the project cost approximately OMR2.9 million, with about 87% already completed. He emphasised the project's importance for coastal communities in terms of maximising

economic, environmental, and social returns. Meanwhile, Eng. Ismail Al Farsi noted that the fish production volume in Sur reached 58,000 tonnes, with an approximate value of OMR30 million. The number of boats exceeds 2,200, with 4,700 fishermen operating in Tiwi. The port is located south near Sur Industrial Area, which houses several fish processing factories. — ONA



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CHAIRMAN'S REPORT				
Dear Shareholders, On behalf of the Board of Directors of Al Jazeera Services Co. SAOG, I am pleased to present the unaudited financial statements for the half year ended on 30 June 2025. Profits and assets The revenue from catering and allied services business for the half year ended on 30 June 2025 was up by 2% to RO 5,526,864 compared to revenue of RO 5,444,214 for the corresponding half year in 2024. The operating profit of the Company for the period at RO 334,968 was down by 9% compared to RO 367,975 for the same period in 2024. The net gain from investments for the period was RO 121,081 against net gain of RO 145,121 reported for the corresponding half year in 2024. The share of profit from associate company, Al Anwar Ceramics Tiles Co. SAOG for the half year ended on 30 June 2025 was up by 52% to RO 195,925 compared to profit of RO 128,736 for the same period in 2024. The net profit after tax for the half year ended on 30 June 2025 was RO 562,455 up by 1% compared to profit of RO 557,757 for the half year ended on 30 June 2024. The shareholders' equity as on 30 June 2025 was RO 14,822,575 against RO 18,282,479 as on 30 June 2024. The net assets per share as on 30 June 2025 was up by 16% to 190 baisa as against 164 baisa as on 30 June 2024. Future outlook We remain focused on our core business of catering and allied services and our outlook for the future remains stable. I am pleased to report that your company has adhered to all the applicable regulations covering corporate governance in Sultanate of Oman. Acknowledgements On behalf of the Board of Directors, I express our sincere gratitude to His Majesty Sultan Haitham Bin Tarik for his great vision and initiatives as he continues to lead the Sultanate on the path of development, peace and enduring prosperity. We also extend our sincere thanks to our Customers, Shareholders, Muscat Stock Exchange and Capital Market Authority for their continued support. I would also like to thank the management and staff for their commitment and hard work. Abdulredha Mustafa Sultan Deputy Chairman				
CONDENSED CONSOLIDATED AND SEPARATE STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2025				
	Group		Parent Company	
	30 June 2025 (Un-audited)	30 June 2025 (Un-audited)	30 June 2024 (Audited)	30 June 2024 (Audited)
ASSETS				
Non-current assets				
Furniture and equipment	55,716	4,040	74,667	6,148
Goodwill	90,000	--	90,000	--
Investments in subsidiaries	--	320,444	--	320,444
Investments in associates	10,886,625	10,886,625	10,988,056	10,988,056
Financial assets at fair value through other comprehensive income	9,897	9,897	9,897	9,897
Deferred tax asset	178,791	158,853	219,480	215,454
Total non-current assets	11,221,030	11,379,859	11,382,100	11,539,999
Current assets				
Financial assets at fair value through profit or loss	2,066,642	2,066,642	849,650	849,650
Inventories	373,492	--	378,041	--
Trade receivable and other financial assets	4,502,997	145,377	4,281,035	8,798
Due from related parties	3,691	1,835,989	3,249	1,559,558
Cash and bank balances	563,509	78,818	4,713,185	4,361,823
Total current assets	7,510,331	4,126,927	10,225,160	6,779,829
Total assets	18,731,360	15,506,787	21,607,260	18,319,828
EQUITY AND LIABILITIES				
Shareholders' capital and reserves				
Share capital	7,820,202	7,820,202	11,171,717	11,171,717
Legal reserve	2,635,349	2,636,734	3,763,884	3,735,270
Other reserves	49,387	49,387	49,387	49,387
Retained earnings	4,530,357	4,371,509	3,603,341	3,451,162
Investment fair value reserve	(212,719)	(212,719)	(305,850)	(305,850)
Total shareholders' capital and reserve	14,822,575	14,635,113	18,282,479	18,101,686
Non-current liabilities				
Employees' terminal benefits	536,194	55,037	580,278	55,494
Total non-current liabilities	536,194	55,037	580,278	55,494
Current liabilities				
Trade and other payables	2,068,753	14,999	2,107,323	20,728
Due to related parties	556,646	129,583	536,374	121,033
Bank overdraft and short-term loans	651,168	651,168	--	--
Provision for taxation	96,025	20,887	100,806	20,887
Total current liabilities	3,372,592	816,637	2,744,503	162,648
Total liabilities	3,908,785	871,674	3,324,781	218,142
Total Shareholders' capital and reserves and liabilities	18,731,360	15,506,787	21,607,260	18,319,828
Net assets per share	0.190	0.187	0.164	0.162
CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND COMPREHENSIVE INCOME FOR SIX MONTHS ENDED 30 JUNE 2025				
	Group		Parent Company	
	30 June 2025 (Un-audited)	30 June 2025 (Un-audited)	30 June 2024 (Audited)	30 June 2024 (Audited)
Revenue from contract with customers	5,526,864	--	5,444,214	--
Cost of providing services	(4,592,438)	--	(4,501,070)	--
Gross profit	934,426	--	943,144	--
Other income	3,478	--	20,356	--
Total income	937,904	--	963,500	--
Expenses				
Employees salaries and other costs	(282,858)	(91,566)	(281,391)	(93,080)
General and administrative expenses	(293,941)	(29,375)	(292,943)	(35,855)
Depreciation	(26,137)	(1,202)	(21,193)	(1,158)
Total expenses	(602,936)	(122,143)	(595,529)	(130,093)
Profit/(loss) from operations	334,968	(122,143)	367,975	(130,093)
Net Gain from Investments	121,081	121,081	145,121	145,121
Share of profit from investment in an associates	195,925	195,925	128,736	128,736
Dividend from a subsidiary	--	383,196	--	418,590
Finance costs	(17,844)	(16,948)	(3,866)	(3,207)
Profit before tax	634,129	561,111	637,966	559,147
Income tax expenses	(71,674)	(2,460)	(80,209)	(5,587)
Net profit after tax	562,455	558,651	557,757	553,560
Other comprehensive income				
Share of fair value reserve in an associate	(7,590)	(7,590)	(32,227)	(32,227)
Total comprehensive income for the period attributable to the parent co.	554,865	551,061	525,530	521,333
Basic earnings per share	0.007	0.007	0.005	0.005

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Trump slaps additional 25% tariff on Indian imports over Russian oil purchases

Trump cited matters of national security and foreign policy concerns, as well as other relevant trade laws, for the increase, claiming that India's imports of Russian oil, directly or indirectly, pose an “unusual and extraordinary threat” to the US

WASHINGTON: US President Donald Trump signed an Executive Order on Wednesday imposing an additional 25 per cent tariff on imports from India in response to New Delhi's purchase of Russian oil.

According to the order issued by the White House, Trump cited matters of national security and foreign policy concerns, as well as other relevant trade laws, for the increase, claiming that India's



imports of Russian oil, directly or indirectly, pose an “unusual and extraordinary threat” to the United States.

After the order, the total tariff on Indian goods will be 50 per cent. While the initial duty becomes effective on August 7, the additional levy will come into effect after 21 days and will be imposed on all Indian goods imported into the US, except for goods already in transit or those meeting specific exemptions.

The Executive Order also allows for modifications based on changing circumstances, including potential retaliation by other countries or steps taken by Russia or India to address the national emergency.

“Accordingly, and as consistent with applicable law, articles of India imported into the customs territory of the United States shall

be subject to an additional ad valorem rate of duty of 25 per cent,” the order stated.

“This rate of duty shall be effective with respect to goods entered for consumption, or withdrawn from warehouse for consumption, on or after 12:01 a.m. eastern daylight time 21 days after the date of this order, except for goods that (1) were loaded onto a vessel at the port of loading and in transit on the final mode of transit prior to entry into the United States before 12:01 a.m. eastern daylight time 21 days after the date of this order,” the order added.

Earlier on Tuesday, Trump, hours after he mentioned raising tariffs on India, said he would increase the tariff charged on imports from India from the current rate of 25 per cent “very substantially” over the next 24 hours due to New Delhi's continued

purchases of Russian oil, Reuters reported.

“They're fuelling the war machine, and if they're going to do that, then I'm not going to be happy,” Trump told CNBC in an interview, as cited by Reuters.

According to the report, he added that the main sticking point with India was that its tariffs were too high but did not provide a new tariff rate.

Trump had said on Monday that the United States will “substantially raise” the tariff paid by India for buying “massive amounts of Russian Oil”, stating that much of the oil purchased from Moscow is being sold in the open market “for big profits”.

Trump's announcement, made on his social media platform Truth Social, came days after he announced a 25 per cent reciprocal tariff on India and an unspecified penalty for importing oil from Russia.

“India is not only buying massive amounts of Russian Oil, they are then, for much of the Oil purchased, selling it on the Open Market for big profits. They don't care how many people in Ukraine are being killed by the Russian War Machine. Because of this, I will be substantially raising the Tariff paid by India to the USA. Thank you for your attention to this matter!!!” the US President said in the post.

Soon after the US President's remark, India said that “the targeting of India is unjustified and unreasonable”. — **ONA**

INDIA ON ADDITIONAL US TARIFFS

‘Unfair, unjustified and unreasonable’

NEW DELHI: Terming the United States' move to impose additional tariffs on India over its oil imports from Russia as “unfair, unjustified and unreasonable,” the Ministry of External Affairs (MEA) on Wednesday declared that New Delhi will take “all actions necessary to protect its national interests.”



In an official statement, the MEA said, “The United States has in recent days targeted India's oil imports from Russia. We have already made clear our position on these issues, including the fact that our imports are based on market factors and done with the overall objective of ensuring the energy security of 1.4 billion people of India.”

“It is therefore extremely unfortunate that the US should choose to impose additional tariffs on India for actions that several other countries are also taking in their own national interest,” the statement added.

“We reiterate that these actions are unfair, unjustified and unreasonable. India will take all actions necessary to protect its national interests,” the MEA stressed.

This came after US President Donald Trump on Wednesday signed an Executive Order imposing an additional 25 per cent tariff on imports from India.

According to the order issued by the White House, Trump cited matters of national security and foreign policy concerns, as well as other relevant trade laws, for the increase, claiming that India's imports of Russian oil, directly or indirectly, pose an “unusual and extraordinary threat” to the United

States.

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HEALTH SECRETARY

US cancels mRNA vaccine contracts worth \$500 million

NEW YORK: The US government has decided to halt the funding of 22 projects focused on the development and manufacturing of mRNA-based vaccines that help fight respiratory diseases like COVID-19 and the flu.

The decision, announced by Health Secretary Robert F. Kennedy Jr., stemmed from his personal and unproven theories about the efficacy of vaccines and marks the latest attempt in a string of efforts that weave vaccine distrust into US health policy.

“We reviewed the science, listened to the experts, and acted,” Kennedy said in a statement.

The health department's Biomedical Advanced Research and Development Authority (BARDA) is “terminating 22 mRNA vaccine development investments because the data show these vaccines fail to protect effectively against upper respiratory infections like COVID and flu,” he added.

In total, the halted projects are worth “nearly \$500 million,” the Department of Health and Human Services (HHS) said.

In a video that he posted on social media, Kennedy criticized mRNA vaccines, explaining the decision to cancel projects being led by the nation's leading pharmaceutical companies, including Pfizer and Moderna, that offer pro-



tection against viruses like the flu, COVID-19 and H5N1.

“To replace the troubled mRNA programs, we're prioritizing the development of safer, broader vaccine strategies, like whole-virus vaccines and novel platforms that don't collapse when viruses mutate,” Kennedy said in the video.

“Let me be absolutely clear: HHS supports safe, effective vaccines for every American who wants them,” he stressed.

The mRNA technology is currently being used for more than infectious disease vaccines, with researchers around the world exploring its use for cancer immunotherapies.

In a statement Tuesday, HHS said “other uses of mRNA technology within the department are not impacted by this announcement.”

Kennedy has been a longtime

SILENT PRAYER HELD

Hiroshima warns against nuke weapons as it marks 80 years of atomic bombing

TOKYO: The Japanese city of Hiroshima held a silent prayer at 8:15 a.m. (2315 GMT) on Wednesday.

That was the moment when US aircraft Enola Gay dropped the atomic bomb called “Little Boy” over the Japanese city on August 6, 1945.

Hundreds of officials, students and survivors laid flowers at the memorial cenotaph.

The ruins of the Genbaku Dome, the only structure left standing in the area where the bomb exploded, were visible in the background — a stark reminder of the horrors that unfolded.

Before dawn on Wednesday, survivors and their families came to pray at the peace memorial park as the sun rose over Hiroshima.

An aerial photograph of Hiroshima, Japan, shortly after the Little Boy atomic bomb was dropped



Hiroshima seen as a warning of horrors of nuclear weapons

Hiroshima Mayor Kazumi Matsui warned in a speech against the growing acceptance of nuclear weapons and the “accelerating trend toward military buildup around the world,” against the backdrop of Russia's invasion of Ukraine and the conflicts in the Middle East.

“These developments flagrantly disregard the lessons the interna-

tional community should have learned from the tragedies of history,” he said.

Dozens of white doves, a symbol of peace, were released after the mayor's speech.

Prime Minister Shigeru Ishiba said it was Japan's mission “to take the lead ... toward a world without nuclear weapons.”

Pope Leo XIV said in a statement that “in our time of mounting global tensions and conflicts,” Hiroshima and Nagasaki remained “living reminders of the profound horrors wrought by nuclear weapons.”

The US dropped an atomic bomb on Nagasaki three days after the bombing of Hiroshima.

UN Secretary-General Antonio Guterres warned that “the very weapons that brought such devastation to Hiroshima and Nagasaki are once again being treated as tools of coercion.”

The United States, which has never formally apologized for the bombings, was represented by its ambassador to Japan. It was among the some 120 countries and regions who sent representatives to the ceremony.

Hiroshima and Nagasaki only wartime use of atomic weapons

By the end of 1945, it's estimated that the death toll from the uranium bomb detonated over Hiroshima was around 140,000 people. The explosion flattened more than two-thirds of the city.

A further 74,000 people were killed by the plutonium bomb dropped on Nagasaki.

In the years that followed, survivors faced side effects from the radiation such as leukemia or other cancers and chronic diseases.

Imperial Japan surrendered on August 15, bringing an end to

World War II.

The attacks on Japan remain the only time atomic bombs have been used in wartime.

Nine countries hold nuclear weapons: the United States, Russia, the United Kingdom, France, China, India, Pakistan, the Democratic People's Republic of Korea (North Korea) and Israel.

Russia and the United States together account for nearly 90% of the world's more than 12,000 warheads, according to the Stockholm International Peace Research Institute, better known as SIPRI.

On the release of SIPRI's most recent arms report in June, the organization warned that “we are now in one of the most dangerous periods in human history.”

“The abyss is beckoning and it is time for the great powers to step back and reflect. Preferably together.” — **W**

AUSTRALIAN INSTITUTE OF MARINE SCIENCE REPORT

Australia's Great Barrier Reef sees record coral loss

PERTH: The Great Barrier Reef suffered its largest annual decline in live coral over the past year, according to a report released Wednesday by the Australian Institute of Marine Science.

Australian scientists monitoring the reef documented the devastating effects of a mass coral bleaching event that occurred in early 2024.

“The [Great Barrier Reef] experienced unprecedented levels of heat stress, which caused the most spatially extensive and severe bleaching recorded to date,” the report found.

Surveys of the world's largest reef found that two of its three regions recorded the steepest coral decline since monitoring began in

1986. According to the report, the northern and southern regions of the Great Barrier Reef were hit hardest, with coral cover dropping by between one-quarter and one-third after several years of steady growth.

Scientists documented the most widespread bleaching event since monitoring began nearly 40 years ago, driven by record-high ocean temperatures in 2024 that triggered “unprecedented levels of heat stress.”

“We are now seeing increased volatility in the levels of hard coral cover,” said Mike Emslie, head of the institute's long-term monitoring program.

“This is a phenomenon that emerged over the last 15 years

and points to an ecosystem under stress,” he added.

Emslie said the primary cause of the decline in coral cover is climate change.

“We have seen coral cover oscillate between record lows and record highs in a relatively short amount of time, where previously such fluctuations were moderate,” he added.

The reef stretches for about 1,500 miles (2,400 kilometers) off the coast of Queensland in north-eastern Australia.

Despite the damage, Emslie said the reef remains an “amazing place.”

“It is still worth fighting for. We can't throw our arms up and give up,” he said. — **W**



SPORTS

CARDIAC ARREST

Mourinho, Ronaldo pay tribute to Jorge Costa; bid farewell



NEW DELHI [INDIA]: Former Mumbai City FC (MCFC) head coach and FC Porto legend Jorge Costa passed away on Tuesday at the age of 53 following a sudden cardiac arrest. He was FC Porto's Director of Professional Football at the time of his passing, as per the official website of the Indian Super League (ISL).

A commanding figure both on the touchline and during his playing days, Costa took charge of Mumbai City FC in 2018. In his two seasons at the helm, he led the club to the Indian Super League (ISL) semi-finals in 2018-19.

Widely respected for his leadership on and off the pitch, Costa enjoyed a remarkable playing career with FC Porto.

He captained the side to UEFA Champions League glory under Jose Mourinho in 2004, a victory remembered as one of European football's greatest underdog triumphs.

Mourinho, now the head coach of Turkish club Fenerbahce SK, was visibly emotional and broke down in tears during a pre-match press conference upon learning of Costa's passing.

"It's part of my history that goes," a tearful Mourinho said.

"You have captains and you have leaders. It's not always about the armband but what you represent. And Jorge was one of these

guys who cleaned the garbage and let the coach do his job as a coach," he added.

A few years ago, Mourinho shared how Jorge Costa's leadership on the pitch made him one of the most reliable captains he had ever worked with.

"I had captains who were not leaders. I had one at Porto, Jorge Costa. One day, we were losing a match against a team called Belenenses, we were down 2-0 at halftime. I was walking to the locker room, and everyone saw I was furious.

When I was about to enter, Jorge Costa told me, 'Wait outside for two minutes, please.' He went in, closed the door, and did the dirty work for me. Then he opened the door and said, 'Coach us.' Because in the locker room, he did everything I would have done.

We won 3-2. He was a centre-back, had never scored goals in his life; that day, he scored two. A captain and a leader are very different things. You can't buy leaders. You can't manufacture leaders. And when you have them, your team is one step ahead."

Later on Tuesday, Jose Mourinho took to social media to pay his final tribute to his "top warrior."

In addition to Mourinho, Mumbai City FC have also posted, honouring Jorge Costa's legacy and impact on the game. **-ANI**

Oman ready for historic maiden Asia Cup debut

Duleep Mendis' men set to take on cricket's heavyweights India and Pakistan in UAE

MUSCAT: Oman will take a historic step in their cricket journey this September when they make their maiden appearance in the 2025 Men's Asia Cup, to be staged in the UAE from September 9 to 28.

Drawn in Group A alongside defending champions India, Pakistan and hosts UAE, the national team players, under head coach Duleep Mendis, will get a rare opportunity to test themselves against some of the biggest names in world cricket.

The eight-team tournament to be played in T20I format features the five ACC full-member nations – India, Pakistan, Bangladesh, Sri Lanka and Afghanistan – along with three Associate qualifiers – UAE, Oman, and Hong Kong.

Oman booked their berth by finishing as runners-up in the 2024 ACC Men's Premier Cup, a strong campaign that underscored the side's growing reputation in Asian cricket.



Oman have also built an impressive record in the shortest format on the global stage, being the only associate Asian team having qualified for the ICC Men's T20 World Cup three times – in 2016, 2021 and 2024 – with their 2016 debut highlighted by a memorable win over Ireland.

For Mendis, the Asia Cup is a landmark opportunity his players must fully embrace.

"This is a wonderful opportunity for Oman to play in the Asia Cup alongside Test-playing nations," said the Sri Lankan great.

Mendis, who also serves as the Chief Development Officer & Head Coach of Oman Cricket (OC) added: "It's not every day you get to compete against the big boys – India and Pakistan. Every Omani cricketer dreams of moments like this, and our players should seize it with both hands and give their maximum.

"In T20 cricket, it's anybody's game. We are preparing well, and plan to arrange pre-tour matches against good opposition teams. Our focus is on doing well in the Asia Cup before hosting the T20

World Cup qualifiers in Oman."

Oman Cricket (OC) treasurer Alkesh Joshi hailed the team's qualification as the result of years of dedication and strategic development.

"Qualifying to play alongside five full-member Test nations is a testament to the quality of our squad and the work Oman Cricket has put in over the years," Joshi said.

"We are delighted to be in the same group as India and Pakistan. Many of our players have grown up watching the greats from these countries, and playing against them will be a massive learning experience."

Joshi added: "Appearing in three ICC Men's T20 World Cups is something we can all be proud of, and having Oman's name on a stage watched by hundreds of millions gives us a chance to showcase the quality of cricket we're building here."

The senior OC official said: "We have an exciting support team led by coach Mendis and newly appointed deputy head coach Sulakshan Kulkarni, and we are grateful to the Ministry of Culture, Sports and Youth for its unwavering support."

"We hope our fans turn out in large numbers to cheer for the national team when we take the field against India, Pakistan and the UAE," he added.

Now, with the Asia Cup stage set, the players are preparing to give their all – and, in the unpredictable world of T20I cricket, perhaps spring a few surprises against the continent's giants in a format where, as Mendis reminds his players, "T20 is anybody's game."



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- Digital Transformation Leader of the Year
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- Creative Icon of the Year
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OMAN CRUDE PRICE FALLS

The price of Oman oil has decreased, with prices for delivery by October 2025 reaching \$70.26, said Dubai Mercantile Exchange (DME). The DME statement said that the price of Oman oil fell by 10 cents from the price of Tuesday, which was \$70.36. - OMA

MARKET
BUSINESS & FINANCE



MSX INDEX ENDS LOWER

The MSX index closed at 4,809.44 points, down by 0.16% from previous close. The Sharia Index ended down by 0.04% at 469.41 points. Oman Chlorine, up 4.35%, was the top gainer while Barka Desalination, down 7.69%, was the top loser.

Thumrait sanitary landfill elevates waste management in Dhofar

Thumrait Landfill represents an effective model for sustainable, science-based waste management, adhering to global best practices to minimise emissions and maximise resource utilisation



MUSCAT: Oman Environmental Services Holding Company “be’ah” is designing and constructing a second cell at Thumrait Sanitary Landfill in Dhofar Governorate, with an additional capacity of 3,029,768 cubic metres. The first cell of the landfill was operationalised in 2017 with a capacity of 2,345,910 cubic meters. This step comes in response to the growing demand for waste management services in the governorate.

The company is also currently building an integrated leachate treatment station at the landfill. The treated water produced will be used for irrigating inedible plants, among other applications that enhance efficiency and sustainable operations, reducing environmental impact and preserving natural resources.

Eng. Mohsin Mohammed Al Barwani, Director General of Planning and Service Improvement for the Municipal Solid Waste Sector, stated that Thumrait Landfill represents an effective model for sustainable, science-based waste management, adhering to global best practices to minimise emissions and maximise resource utilisation.

In a statement to Oman News Agency (ONA), he emphasized that “be’ah” remains committed to innovation in waste management, strengthening partnerships with government entities and the community, and developing environmental infrastructure to support future generations and contribute to a cleaner, more sustainable future.

During Khareef Dhofar season, Thumrait Landfill sees intensified activity in receiving and processing waste, with operations scaling up to accommodate approximately 74 waste trucks daily—averaging 1,200 tons per day—compared to the usual 58 trucks and 850 tons per day during the rest of the year. It is worth noting that waste

reception and processing at the landfill are carried out through precise systems, including weighing, unloading, and preliminary treatment in advanced engineered cells designed and implemented according to the highest global specifications, ensuring environmental safety and community protection. -OMA

REGIONAL BUSINESS EVENT



Vodafone Oman joins hands with Riyada to empower SME growth in Dhofar

Times News Service

MUSCAT: Vodafone Oman, in collaboration with the SMEs Development Authority (Riyada), hosted its first regional business event in Dhofar, bringing together over 150 SMEs to foster connections and explore growth opportunities. The event served as a platform for entrepreneurs to exchange knowledge and discuss how digital solutions can transform businesses and drive success in an increasingly competitive landscape. Building on the discussion, Vodafone presented tailored offerings designed to support SMEs, including mobility solutions such as BLACK for Business plans with preferential rates for Riyada cardholders, messaging tools like MaxImpact Messaging for bulk SMS, and advanced cybersecurity solutions. “For us at Vodafone Oman, it’s never just about the resources we provide; it’s about the opportunities they unlock,” said Eng. Mohammed Al Alawi, Head of Enterprise at Vodafone Oman. “This collaboration with Riyada demonstrates that commitment by working closely with SMEs,

understanding their priorities, and equipping them with the right tools to work smarter, extend their reach, and contribute more meaningfully to Oman’s economic progress.” “At Riyada, we believe in empowering SMEs to be seen, heard, and celebrated by connecting them with new audiences and creating the right platforms for their growth,” said Khalfan Al Khatri, Acting Director of the Marketing and Events Department at the SMEs Development Authority. “Our collaboration with Vodafone Oman is about turning that belief into action, opening new doors and forging partnerships that make a lasting impact.” Launched in Dhofar under Vodafone’s “Live it Right” campaign, this initiative forms part of a broader series of events by Vodafone Oman and Riyada aimed at equipping SMEs across the Sultanate with the digital capabilities and strategic partnerships needed to thrive. Together, these efforts reflect a shared dedication to meeting the evolving needs of small businesses, enabling them to adapt, embrace new possibilities, and achieve sustainable growth.

CMA CGM

Khazaen Dry Port joins global shipping network as final container destination

MUSCAT: Khazaen Dry Port, a subsidiary of Asyad Group, has joined the global shipping network “CMA CGM,” enabling the port to become an approved final destination for receiving containers. This move enhances the port’s integration with international shipping lines and opens broader horizons for local importers and exporters to benefit from a more efficient and flexible global distribution network. The port recently received its first container shipment under this global network, arriving from international ports via Sohar Port as a transit hub. Customs clearance and handling procedures were completed directly at Khazaen Port, thanks to its advanced operational readiness and cutting-edge technical infrastructure. Khazaen Dry Port offers numerous operational advantages that



support local and international trade, including free storage periods of up to 14 days for loaded containers and 21 days for empty con-

tainers. It also provides advanced services for refrigerated containers, including electrical hookup and pre-trip inspection, as well

as on-site food and agricultural inspection facilities, accelerating the entry of goods into local markets and enhancing supply chain efficiency. This achievement reflects the success of a strategic partnership between Asyad Group, represented by Asyad Ports and Free Zones, and the global “CMA CGM” Group. The service was activated through a flexible customs corridor developed in collaboration with the Royal Oman Police (ROP) Customs Department. This corridor allows containers to be transported using a “shipping agent’s seal” without traditional customs sealing procedures, with the option of a “written financial guarantee” as an alternative to bank guarantees. This reduces costs for operators, encourages direct connectivity, and improves logistical efficiency. -OMA

LOW COST REMITTANCES

OAB iSend empowers customers to transfer money to over 50 countries

MUSCAT: Oman Arab Bank (OAB) launched its enhanced international money transfer service, designed to make sending funds to loved ones abroad more affordable, accessible, and secure than ever before. The service is simply known as iSend. Available through the OAB Mobile App, iSend empowers customers to transfer money to over 50 countries at highly competitive exchange rates and with fees starting from just OMR 1. This innovative remittance platform combines affordability with reliability, aiming to give customers greater value for their hard-earned money. Juma Al Fulaiti, Deputy Head of Retail Banking at OAB, said, “At Oman Arab Bank, we understand how important it is for our customers—especially expatriates—to support their families back home. With iSend, we’re offering a secure, seamless, and cost-effective remittance experience that reflects our continued commitment to customer-first innovation.” iSend not only offers the low-



est transfer fees and best FX rates in the market, but also provides 24/7 accessibility through the OAB Mobile App. This ensures customers can initiate transfers any time, from anywhere in the world, with just a few taps on their mobile devices. The platform also puts security at the forefront, with robust digital safeguards and real-time tracking for peace of

mind on every transaction. With Oman’s vibrant expatriate community and the growing demand for reliable digital banking services, iSend is the go-to solution for cross-border money transfers. Customers can download the OAB Mobile App today to explore iSend, relishing with ease the convenience of digital remittances.

SIGNIFICANT ADDITION



Barka Business Centre boosts SME growth

MUSCAT: The Business Centre in the Wilayat of Barka, affiliated to the Small and Medium Enterprises (SMEs) Development Department in South Al Batinah, represents a significant addition to the entrepreneurship ecosystem. It plays a vital role in generating job opportunities, fostering innovation, and empowering youth in economic development, aligning with the objectives of Oman Vision 2040, which aims to establish a knowledge and innovation-driven economy. The SMEs Development Department in South Al Batinah revealed that eight small and medium enterprises are currently undergoing training at the Barka Business Centre. The Centre provides shared workspaces and a supportive environment for entrepreneurs, enabling them to transform their ideas into successful ventures. -OMA

MARKET

MSX index ends lower

Oman Chlorine, up 4.35%, was the top gainer while Barka Desalination, down 7.69%, was the top loser



MUSCAT: The MSX index closed at 4,809.44 points, down by 0.16% from previous close. The Sharia Index ended down by 0.04% at 469.41 points. Oman Chlorine, up 4.35%, was the top gainer while Barka Desalination, down 7.69%, was the top loser. Shares of OQBI were the most active in terms of number of shares traded as well as in terms of turnover.

A total number of 2109 trades were executed during the day's trading session, generating turnover of RO 28.21 million, with more than 162.56 million shares changing hands. Out of 65 traded securities, 20 advanced, 18 declined, and 27 remained unchanged. At the session close, domestic investors were net buyers for RO 703K while foreign investors were net sellers for RO 446K, followed by GCC & Arab investors for RO 257K worth of shares.

Financial Index closed at 8,102.18 points, down 0.12%. Prices of Liva Group, Muscat Finance, National Finance, Al Madina Takaful, Al Sharqia Investment were up by 4.23%, 1.85%, 1.52%,

1.21%, 1.19% respectively. Prices of Takaful Oman, National Bank Oman, Bank Muscat were down by 3.70%, 1.94%, 0.65% respectively.

Industrial Index closed at 7,118.53 points, down 0.42%. Prices of Oman Chlorine, Gulf International Chemicals, Al Anwar Ceramics, Al Maha Ceramics were up by 4.35%, 1.33%, 0.53%, 0.31% respectively. Prices of Jazeera Steel Products, A'Saffa Foods, Oman Cement, Gulf Mushroom Products, Oman Cables Industry were down by 2.04%, 1.82%, 1.67%, 1.29%, 1.09% respectively.

Services Index was down by 0.03% before closing at 1,818.71 points. Prices of Barka Water & Power Company, Muscat Desalination, Al Jazeera Services, Renaissance Services, Oman National Engineering were up by 2.31%, 1.37%, 1.08%, 1.07%, 0.84% respectively. Prices of Barka Desalination, SMN Power Holding, Oman Oil Marketing, Dhofar Generating, OQ Gas Networks were down by 7.69%, 2.00%, 1.34%, 1.28%, 0.66% respectively. — United Securities

MUSCAT STOCK EXCHANGE

OMAN STOCKS

INDICES

Index	High	Low	Value	Prev. Value	Diff	Diff %
MSX 30 INDEX	4,824.29	4,793.73	4,809.44	4,817.01	-7.57	-0.16
FINANCIAL INDEX	8,134.83	8,089.97	8,102.18	8,111.72	-9.55	-0.12
Industry Index	7,158.65	7,104.30	7,118.53	7,148.45	-29.91	-0.42
Services Index	1,824.72	1,812.26	1,818.71	1,819.24	-0.53	-0.03
MSX Shariah Index	470.82	467.27	469.41	469.60	-0.19	-0.04
MSX TR INDEX	7,139.71	7,094.49	7,117.73	7,128.93	-11.20	-0.16
FINANCIAL TR IDX	9,664.46	9,611.16	9,625.67	9,637.01	-11.34	-0.12
INDUSTRIAL TR IDX	8,796.90	8,730.12	8,747.61	8,784.37	-36.76	-0.42
SERVICES TR IDX	2,333.81	2,317.88	2,326.13	2,326.80	-0.67	-0.03
FIXED INCOME INDEX	1,204.48	1,204.48	1,204.48	1,204.48	0.00	0.00

Trading Summary

Volume	Turnover	Trades	Market Cap.	Up	Down	Equal	Sec. Traded
162,560,355	28,211,023	2,109	29,273,464,686	20	18	27	65

SHARE PRICE BULLETIN FOR WEDNESDAY, AUGUST 6

ISIN	SECURITY NAME	VOLUME	TURNOVER	TRADES	OPEN PRICE	HIGH	LOW	CLOSE PR.	PREV. CLOSE	DIFF. BD.	DIFF %	LAST PR.	LAST BD.	LAST OFF.	PREV. VALUE	MARKET CAP.
REGULAR MARKET																
OM0000004768	MADINA TAKAFUL	514,189	43,138	14	0.083	0.084	0.083	0.084	0.083	0.001	1.205	0.084	0.083	0.084	0.100	14,700,000
OM0000002440	AL SHARQIA INVESTMENT HO	706,091	59,317	12	0.084	0.085	0.084	0.085	0.084	0.001	1.190	0.085	0.084	0.085	0.100	7,650,000
OM0000002226	ALJAZEERA SERVICES	309,187	58,398	45	0.186	0.191	0.186	0.188	0.186	0.002	1.075	0.188	0.185	0.188	0.100	5,054,482
OM0000002224	RENAISSANCE SERVICES	16,427	4,651	8	0.282	0.284	0.282	0.284	0.281	0.003	1.068	0.284	0.280	0.284	0.100	3,740,440
OM0000002168	AL ANWAR CERAMIC	475,977	90,322	63	0.190	0.191	0.188	0.189	0.188	0.001	0.532	0.189	0.187	0.190	0.100	41,580,000
OM0000001533	OMINVEST	297,997	67,477	21	0.225	0.227	0.225	0.227	0.226	0.001	0.442	0.227	0.227	0.227	0.100	212,406,532
OM0000008934	ABRAJ ENERGY SERVICES	2,028,490	541,603	19	0.266	0.267	0.266	0.267	0.266	0.001	0.376	0.267	0.266	0.267	0.100	205,643,400
OM0000002374	UNITED FINANCE	29,500	1,918	4	0.065	0.065	0.065	0.065	0.065	0.000	0.000	0.065	0.065	0.065	0.100	23,148,274
OM0000003398	SOHAR INTERNATIONAL BANK	13,214,121	1,850,212	100	0.139	0.141	0.139	0.140	0.140	0.000	0.000	0.140	0.141	0.140	0.100	926,414,478
OM0000003681	VOITAMP ENERGY	990	807	3	0.815	0.815	0.815	0.815	0.815	0.000	0.000	0.815	0.815	0.815	0.100	78,294,727
OM0000003968	OOREDOO	1,500	360	1	0.240	0.240	0.240	0.240	0.240	0.000	0.000	0.240	0.239	0.245	0.100	156,236,615
OM0000004420	BANK NIZWA	116,506	11,958	13	0.102	0.104	0.102	0.102	0.102	0.000	0.000	0.102	0.102	0.104	0.100	228,169,209
OM0000004925	ALBATINAH POWER	310,462	29,447	22	0.095	0.095	0.094	0.095	0.095	0.000	0.000	0.095	0.095	0.098	0.100	64,114,306
OM0000004933	AL SUWADI POWER	291,000	27,585	25	0.095	0.095	0.094	0.095	0.095	0.000	0.000	0.095	0.095	0.095	0.100	67,869,602
OM0000003026	OMAN TELECOM	12,950	11,456	11	0.885	0.885	0.884	0.884	0.884	-0.002	-0.226	0.884	0.884	0.885	0.100	663,000,000
OM0000002786	BANK MUSCAT	23,900,289	7,042,349	280	0.307	0.307	0.301	0.305	0.307	-0.002	-0.651	0.305	0.305	0.305	0.100	102,451,104
OM0000005072	OQ GAS NETWORKS	187,16,238	2,853,009	192	0.151	0.153	0.150	0.151	0.152	-0.001	-0.658	0.151	0.151	0.151	0.100	653,924,212
OM0000001707	OMAN CABLES INDUSTRY	10,205	23,165	3	2.267	2.270	2.267	2.270	2.265	-0.025	-1.089	2.270	2.270	2.270	0.100	203,619,000
OM0000002604	ASAFFA FOODS	4,534	2,393	7	0.544	0.545	0.540	0.539	0.549	-0.010	-1.821	0.539	0.500	0.539	0.100	64,680,000
OM0000001483	NATIONAL BANK OMAN	3,200,000	961,544	23	0.310	0.310	0.300	0.304	0.310	-0.006	-1.935	0.304	0.300	0.304	0.100	494,287,692
OM0000002176	JAZEERA STEEL PRODUCTS	5,100	2,450	5	0.480	0.485	0.480	0.480	0.490	-0.010	-2.041	0.480	0.480	0.500	0.100	59,951,021
Total:		63,561,751	13,663,558	881												

Parallel Market

OM0000002341	OMAN CHLORINE	680	163	2	0.240	0.240	0.240	0.240	0.230	0.010	4.348	0.240	0.230	0.250	0.100	17,162,122
OM0000007043	LIVA GROUP	30,145	8,166	3	0.250	0.271	0.250	0.271	0.260	0.011	4.231	0.271	0.260	0.274	0.100	107,959,444
OM0000003141	BARKA WATER AND POWER	7,792	1,371	6	0.177	0.177	0.175	0.177	0.173	0.004	2.312	0.177	0.156	0.177	0.100	28,320,000
OM0000009908	OQ BASE INDUSTRIES (SFZ)	64,818,095	9,390,777	491	0.143	0.148	0.143	0.147	0.144	0.003	2.083	0.147	0.147	0.147	0.040	508,545,155
OM0000001590	MUSCAT FINANCE	3,990	219	2	0.055	0.055	0.055	0.055	0.054	0.001	1.852	0.055	0.055	0.055	0.100	16,893,048
OM0000002648	NATIONAL FINANCE	93,742	12,415	5	0.130	0.134	0.130	0.134	0.132	0.002	1.515	0.134	0.131	0.134	0.100	81,488,956
OM0000007084	MUSCAT CITY DESALINATION	46,169	3,400	6	0.072	0.074	0.072	0.074	0.073	0.001	1.370	0.074	0.072	0.075	0.100	11,510,730
OM0000002028	GULF INTERNATIONAL CHEMICALS	89,531	12,832	29	0.076	0.077	0.076	0.076	0.075	0.001	1.333	0.076	0.073	0.076	0.100	1,596,000
OM0000008447	OMAN REIT FUND	801,080	69,692	6	0.087	0.088	0.087	0.088	0.087	0.001	1.149	0.088	0.079	0.090	0.100	57,073,948
OM0000001152	OMAN NATIONAL ENGINEERING & INVE	11,000	1,319	2	0.119	0.120	0.119	0.120	0.119	0.001	0.840	0.120	0.119	0.120	0.100	18,000,000
OM0000004735	SEMOBOP SALALAH	30,787,5	47,224	30	0.158	0.158	0.153	0.155	0.154	0.001	0.649	0.155	0.155	0.156	0.100	147,958,652
OM0000005005	ALMAHA CERAMICS	87,171	28,045	16	0.321	0.323	0.319	0.322	0.321	0.001	0.312	0.322	0.322	0.322	0.100	1,771,000
OM0000001160	NATIONAL GAS	110	9	1	0.083	0.083	0.083	0.083	0.083	0.000	0.000	0.083	0.081	0.084	0.100	7,055,000
OM0000001681	OMAN EMIRATES HO	85,763	5,953	5	0.069	0.070	0.069	0.070	0.070	0.000	0.000	0.070	0.069	0.070	0.100	8,531,250
OM0000001772	ALANWAR INVESTMENT	66,960	5,744	10	0.085	0.086	0.085	0.086	0.086	0.000	0.000	0.086	0.084	0.086	0.100	25,675,552
OM0000001962	AL MADINA INVESTMENT HOLDING	12,000	326	1	0.044	0.044	0.044	0.044	0.044	0.000	0.000	0.044	0.043	0.044	0.100	3,740,000
OM0000002200	AHLI BANK	1,137,190	168,304	13	0.148	0.148	0.148	0.148	0.148	0.000	0.000	0.148	0.148	0.160	0.100	400,606,448
OM0000002549	BANK DHOFAR	4,128,000	524,056	9	0.126	0.127	0.126	0.127	0.127	0.000	0.000	0.127	0.119	0.127	0.100	386,054,414
OM0000003000	ALMAHA PETROLEUM PRODUCTS MARKETING	10,222	9,200	4	0.900	0.900	0.900	0.900	0.900	0.000	0.000	0.900	0.880	0.900	0.100	1,000,000
OM0000005963	PHOENIX POWER	90,700	8,254	12	0.091	0.091	0.091	0.091	0.091	0.000	0.000	0.091	0.086	0.091	0.100	133,096,733
OM0000008868	THE PEARL REIF	23,808	2,992	6	0.125	0.126	0.125	0.126	0.126	0.000	0.000	0.126	0.125	0.126	0.100	74,521,047
OM0000009759	OQ EXPLORATION AND PRODUCTION	4,081,690	1,392,525	146	0.342	0.344	0.340	0.341	0.342	-0.001	-0.292	0.341	0.341	0.341	0.010	728,000,000
OM0000001400	OMAN FLOUR MILLS	1,500	714	1	0.476	0.476	0.476	0.476	0.476	0.000	0.000	0.476	0.476	0.476	0.100	78,719,000
OM00000010120	ASVAD SHIPPING	22,062,720	2,697,197	332	0.123	0.124	0.121	0.123	0.124	-0.001	-0.806	0.123	0.123	0.123	0.000	640,675,546
OM0000007407	DHOFAH GENERATING	23,232	1,789	5	0.077	0.077	0.077	0.077	0.078	-0.001	-1.282	0.077	0.076	0.082	0.100	17,112,480
OM0000002267	GULF MUSHROOM PRODUCTS	69,543	15,865	25	0.230	0.230	0.227	0.230	0.233	-0.003	-1.288	0.230	0.227	0.233	0.100	10,526,134
OM0000002572	OMAN OIL MARKETING	5,500	4,043	3	0.735	0.735	0.735	0.735	0.745	-0.010	-1.342	0.735	0.735	0.752	0.100	45,037,125
OM0000001749	OMAN CEMENT	1,630	773	3	0.478	0.478	0.470	0.470	0.478	-0.008	-1.674	0.470	0.455	0.478	0.100	155,510,174
OM0000004248	SMN POWER HOLDING	1,888	372	2	0.196	0.196	0.196	0.196	0.200	-0.004	-2.000	0.196	0.196	0.196	0.100	39,125,578
OM0000004776	TAKAFUL OMAN	100,650	5,234	5	0.053	0.053	0.052	0.052	0.054	-0.002	-3.704	0.052	0.052	0.054	0.100	13,968,000
OM0000008710	BARKA DESALINATION	4,168	551	4	0.132	0.133	0.132	0.132	0.145	-0.013	-7.699	0.132	0.131	0.142	0.100	1,968,000
Total		31	98,282,934	14,419,729	1,185											



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ACCA qualified candidate, 2-3 yrs of experience including Oman experience. Looking for accounting, finance, advisory roles with D/L. Contact 76636273/WA 78636562. Email: abdulmkay55@gmail.com

ACCOUNTS/FINANCE

Indian male, 10 yrs experienced, Currently in Oman looking for a job in pay roll, accounts, indoor sales and any administrative job. Contact: 99632298. Email: irfanm2804@gmail.com

Indian (M), 28, Accountant with overall exp 3 yrs valid D/L. Contact: 78624277

Senior accountant. ACCA, MBA finance 12 yrs Gulf exp, can join immediately. NOC & D/L available. Contact 77258382

Experienced in accounting, administration, and mall management with 6 yrs of experience. strong skills in Tally, VAT, bank reconciliation, and tenant coordination, lease management. D/L, NOC available. Immediate joining. Contact +96878059036 E-mail: azeemahmadsheikh@gmail.com

Indian Chartered accountant (female) having above 10 yrs experience banking & consulting, specializing in forensic audits, investigations, internal audits, etc, seeking challenging post. Contact: 77282658. Email: tricia4329@gmail.com

Sri Lankan finance professional (CA, BSc. Accounting) with 8+Yyrs experience in Oman & Sri Lanka. Skilled in IFRS, MIS, audit, budgeting, cash flow, payroll, and banking. Contact: +968 79154591 | gayan.jayasena@gmail.com

Looking for accountant job, with D/L Cont. 92092486, Email: sagarjohn28@gmail.com

Indian male, MBA finance, 7 yrs Gulf experience in accounting up to finalization, VAT filing & submission. Proficient in Tally ERP 9.0, IDS, and WINHMS ERP. Ready to join immediately. Contact +968 93875431 Email: vijethkumari73@gmail.com

Indian male accountant M.Com 12 yrs exp. in Oman with DL/NOC looking for suitable job Contact: 95061334 Email: eliyasbeig87@gmail.com

Chief Accountant, finance manager Indian male with 19 yrs experience in Oman. Accounts up to finalization. MIS, audit, tax, VAT. Contact 78543201 E-mail kramct2021@gmail.com

ACCOUNTS/FINANCE

Indian male, Accountant, M.com (finance) 12 years experience in Oman. Handling accounts up to finalization independently. Noc & D/L available. Contact: 99859141.

ADMINISTRATION

MBA HR & marketing, Indian female, looking for a suitable job, Currently in Oman Contact 72851131, E-mail: teenavalen01@gmail.com

Indian female, M.Sc. (Computer Science), overall 13+ yrs of experience in different administrative as well as project roles looking for suitable placement. Contact: 79166904/97498882

Indian (M), Oman experience includes projects, corporate communications, CEO office, operations. Contact: 99283938

ARCHITECT

Graduate Architect with valid Oman D/L. Proficient in various Design software. Looking for Architect, interior designer roles. Contact: 93249129, Email: psmenez2015@gmail.com

Architect, Interior designer having more than 8+ yrs of experience with design and engineering consultants. Contact: 95759832, Email: ar.ahmedfaizal@gmail.com

DRIVER

Driver with 5 yrs experience looking job. Contact 94431468

Looking for driving job, with 5 yrs experience. Contact 79353551

Looking for driving job with 8 yrs experience. Contact: 79453891

Looking for suitable job. Has 10 yrs driving experience. Knows Arabic, English & Hindi. 97133246

Looking for driving job with 15 yrs experience. Contact: 78037801

Looking for driving job have car. Contact: 98586920

Looking for driving job. Contact: +968 99532361

Looking for driving job with 2 yrs experience. Contact: 97995898

EDUCATION/TRAINING

Indian female, completed MCA and also having experience in teaching, available in Oman on family visa, looking for a suitable job. Contact: +91 79090343/ +968 94117967, Email: induchandran01@gmail.com

Egyptian Senior Surveyor B.A.G (very good) with professional experience of 15 yrs in detail-oriented surveyor in the construction industry looking for job. Can join immediately Currently in Oman Contact: +96877164627. Email: sayed.gamel.said@gmail.com

Mech, oil & gas, D/MA,QA/QC, NDT Contact: 76255997

Diploma in Electrical Engineering looking for Fire Fighting site supervisor/suitable job. Contact: 95933453, Email: haquefaizan3786@gmail.com

Project Manager (Civil) Indian, 18 yr GCC experience, valid D/L and transferable visa, can join immediately. Contact: 97723786

Experienced Biomedical Engineers seeking opportunities in Oman. Presently in Oman & available for immediate joining. Email: asmathalipvi@gmail.com Contact: +968 72031225

17 yrs experience MEP engineer with good experience in commercial, industrial & residential projects seeking suitable placement & can join immediately. Contact 97803827

Mechanical Engineer completed Masters in supply chain management & logistics from UK, seeking job opportunities in mechanical, production, logistics & oil & gas. Having 6 yrs of experience. Contact 91251757 Email : jighilthooprath@gmail.com

Civil Engineer with 10 yrs of experience in Oman. D/L & transferable visa. Contact 94037606 Email Urdijamu299@gmail.com

Civil Engineer, 4 yrs experience in construction in India, lab technician, soil, aggregate, cement, concrete, bitumen, rock test & supervision. Contact: 78903049

ENGINEER

Senior Electrical engineer with 17 yrs of experience in Oman seeks placement. Contact: 98148034

DESIGNER/AUTOCAD D/MAN

16 yrs in animation, 9 as a CG animator, 6.5 as a studio owner. Contact /WA +919830660503, +96899354966.

IT

Indian male Btech in computer science and engineering. Looking for job opportunities in Oman having 3 yrs sales experience in UAE with valid D/L. Contact 94216172. Email: jaijinnn@gmail.com

Experienced systems administrator with 12+ yrs in UAE healthcare. Bachelors in IT with certifications in AWS, Microsoft & Cisco. Skilled in SAP & Dhamani. Currently in Oman seeking new opportunities in Oman. Ph: +968 98377611. Email: rajnkri71@gmail.com

Indian male graduate with 25 yrs of proven experience in Car rental, fleet Management & logistics. Currently seeking for Senior/ middle management position. Contact: 92152334.

MEDICAL

Medical coder, insurance coordinator with 4 yrs experience (BDS graduate) Contact: 98903962

Indian, 4 yrs experience in medical social work (MSW postgraduate), looking for a suitable job in hospitals or institutions. Contact: 77030210, 99573353

MANAGER

Operations manager, finance, customer support Indian female experienced operations and team management professional with over 18 yrs in fintech, retail, BPO, and training sectors. Immediately available and looking for job in the suitable role. Contact: 93866248.

Indian, production manager 10 yrs GCC experience in aluminium facade industry looking for job, immediate joining. Contact: 78026010

Indian male, MBA. 12 yrs of experience as (branch Manager & key accounts executive) looking for suitable position. Contact : 98132055

Indian project manager seeks job 23+ yrs experience in oil & gas, buildings, and infrastructure. Available immediately. Contact: 93932763. Email: captainmahan@gmail.com

SALES/MARKETING

Indian male, 08 yrs experience having Oman D/L looking for suitable placement in Sales and Marketing. Contact: 9456 6786

Indian male 14 yrs of sales & marketing experience in construction related materials looking for suitable placement with valid D/L. Contact: 95136784

Indian male, 17 yrs experience in sales marketing in Oman with valid D /L. (FMCG, electrical, sanitaryware). Contact: 99508485

6 yrs experience Indian male looking for job in sales. Contact: 78627221

Indian male 22 yrs, Diploma in Precision manufacturing with VMC knowledge, actively seeking for position in sales, marketing, purchases, administration or any other suitable field. Contact 76778110. Email: aqibkaleem018@gmail.com

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Khareef Dhofar Season: A timeless symphony of nature and tradition

Introduction

With the first rains, the countryside stirs to life in a scene that reflects the profound connection between man and nature

SALALAH: The mountain villages of Dhofar Governorate undergo an extraordinary natural transformation during the Khareef (monsoon) season, as life blossoms across the verdant slopes shrouded in mist. With the first rains, the countryside stirs to life in a scene that reflects the profound connection between man and nature.

The Khareef season in Dhofar marks a pivotal annual milestone in rural life, reviving age-old customs, inherited preparations, and manifestations of community cohesion and reliance on natural resources, as affirmed by several citizens speaking to Oman News Agency (ONA).

Bakhit Said Da'an Al Shahri says: "Khareef is our sustenance. We prepare for it from early June—repairing livestock pens, gathering firewood, storing fodder, and preparing water tanks to collect rainwater, which we depend on for drinking and cooking throughout the season."

In pastoral life, camel herders follow a seasonal rhythm adapted to weather patterns. Said Mohammed Al Mashaikhi, a camel owner, explains that herders move their camels to less humid areas, such as the cotton-growing plains behind the mountains, before returning them to higher ground after the rains cease, selecting grazing routes daily based on grass availability.

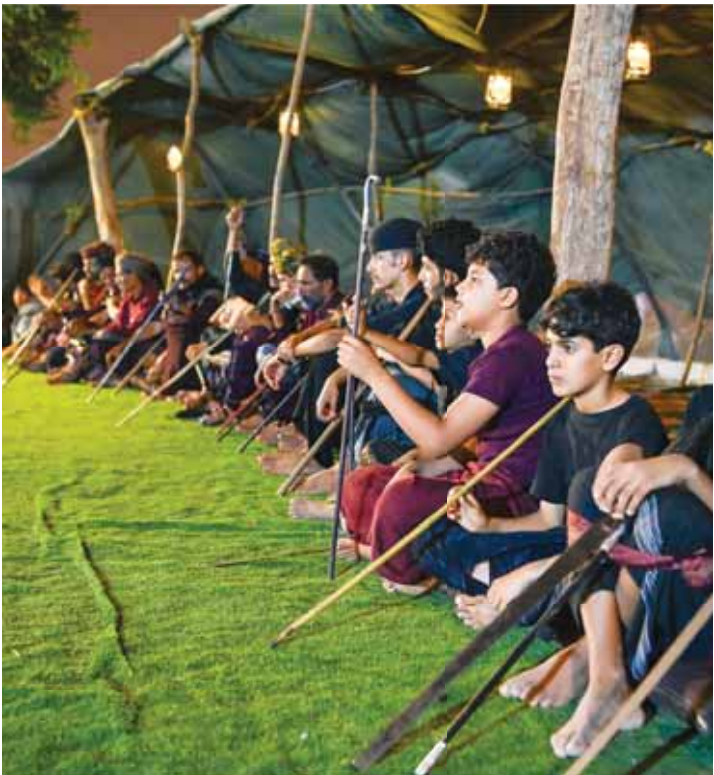
The "Makhraf"—a temporary camel shelter—doubles as a social gathering spot where guests are welcomed with pastoral offerings like fresh milk and daily conversations are exchanged.

Salim Mussalam Al Amri highlights how the season intertwines agriculture, tourism, and spirituality, noting that mountain villages witness an influx of local and international visitors during Khareef. This communal vibrancy prompts many employees to schedule their annual leave around this period.

Meanwhile, rural women play a vital role in organizing seasonal life through farming, traditional crafts, and preparing local products. Mazoon Agham Al Shahri says: "We used to thatch cow sheds



The Khareef season in Dhofar marks a pivotal annual milestone in rural life, reviving age-old customs, inherited preparations, and manifestations of community cohesion and reliance on natural resources



(Duqoof) with grass and fertilizer, prepare hides for churning milk into ghee, and stitch traditional attire for celebrations, as Khareef is a season of weddings and visits."

She adds that modern infrastructure and services have transformed rural lifestyles, with better-equipped homes and barns, piped water, and electrical tools freeing women to focus on cultivating crops like cowpeas (Al-Dougar), corn (Al-Mahindi), and millet (Al-Thayrit).

Khareef Dhofar season paints a recurring portrait of life cradled by nature, embodying the continuity of practices and traditions passed down through generations. Each year, it weaves together heritage and renewal, man and land, in an enduring embrace.

SPORTS

Biggest challenge of my career: Khaka on Sunderland move

Khaka, known for his leadership qualities and on-pitch grit, explained what drew him to Sunderland, a club with rich history but only recently clawing its way back into the Premier League

LONDON : Former Arsenal midfielder Granit Khaka has opened up about his decision to join newly-promoted Sunderland ahead of the 2025-26 Premier League season, calling it a big challenge in his career. The Swiss international, who left Bayer Leverkusen to join Sunderland, shared his thoughts, discussing everything from the club's ambitions to his role in shaping its future.

Khaka, known for his leadership qualities and on-pitch grit, explained what drew him to Sunderland, a club with rich history but only recently clawing its way back into the Premier League.

"I felt I needed a new and big challenge," he said on JioHotstar.



"When I spoke with the club, I was very excited to come here--to feel the energy, the mentality, the people, the players, and overall atmosphere around the club. It was exactly what I wanted, and that's why I decided to join," he added.

Having spent seven years in English football already, the 32-year-old is no stranger to the rigours of the Premier League. Yet, Sunderland's current project seemed to strike a different chord.

The move isn't just a fresh start, it also brings a unique kind of pressure but Khaka seems up for the fight.

"It's definitely a different kind of

pressure," he admitted.

"That's why I said before--it's a big challenge for me, the club, and my teammates. But I have a good feeling. I see the potential for a big change, and I want to be part of it, to be part of this football club and write our own history. I'm really looking forward to it," he noted.

Khaka, who played a key role in Bayer Leverkusen's Bundesliga title-winning run in 2023-24, believes that his experience in both English and continental football will help Sunderland navigate the top flight.

"I've been in the UK for seven years, so I understand the mentality here and the league well," he said.

"What you can expect from me is a wealth of experience from different types of European football I've played, along with a strong mentality. I believe in working hard every day to achieve the team's goals, and also supporting the club and each other. I want to bring a positive feeling and the belief that we can succeed--that's who I am," he noted.

He admitted that once he began conversations with the club, he realised the gravity of its footballing culture.

"When you start talking with the club, you begin to understand its history. I know where they've been and where they were, which makes the challenge bigger than ever," he said.

"It's great to have that background, but now we're back where the club needs to be. We want to stay here and write our own history. I have a very good feeling about this, and that's why I decided to make this step," he noted.

Passion, effort, and leadership, Khaka promises to bring it all in his Sunderland journey and it's not just about performance, it's also about setting a tone.

"I will give the fans a lot of energy, mentality, and passion--fighting

for every ball, for my teammates, for the badge, and for the club," he stated emphatically. "That's what I want to give both the fans and my teammates," he said.

He also spoke highly of the vibrant squad, full of potential and ambition.

"A team needs a good balance--a solid mix of young players and experienced ones. I'm not finished yet; the hunger to achieve great things is still very much here," he noted.

"That's why I chose to join Sunderland--I feel ready to help the team with both my experience and quality. I have a good feeling about the mix we have now, and though we need to find our rhythm on the pitch, I don't think that will be a big problem," he added.

Khaka, never one to shy away from difficult paths, signed off with a powerful message about his ambitions and mindset heading into the season.

"I love challenges, and this is a big one--perhaps the biggest of my career so far. I've taken it on, I'm here now, and I want to prove myself day by day, weekend by weekend on the pitch," he noted.

In a heartfelt message to the Sunderland faithful, Khaka asked for support while assuring them of one thing, commitment.

"I'm sure this team will give everything on the pitch from the first whistle to the last. We need the club's and fans' support, no matter what happens," he said.

"But one thing is certain--we will give our all and hopefully achieve the goals we've set," he noted. **-ANI**

CASEY WASSERMAN

LA Olympics chairman gifts three medals from 1984 Olympics to Trump

WASHINGTON DC: Chairman of the 2028 Los Angeles Olympics, Casey Wasserman, gifted US President Donald Trump three medals from the 1984 Los Angeles Olympics Games as Trump signed an Executive Order creating a task force for the 2028 Olympics in Los Angeles, which the US is co-hosting.

Trump on Tuesday formed a task force for the 2028 Summer Olympics and Paralympics, which will be chaired by him and co-chaired by the Vice President of the country. He will designate an Executive Director, who will administer and execute the day-to-day operations of the Task Force, and will report to the Chair through the Assistant to the President and Deputy Chief of Staff for Strategic Implementation, as per the official statement.

The Chair, the Vice Chair, or a member of the Task Force designated by the Chair will convene regular meetings of the Task Force,



determine its agenda, and direct its work, consistent with this order. The Executive Director and the Assistant to the President and Deputy Chief of Staff for Strategic Implementation will assist in the performance of these duties. The Chair may designate any member of the Task Force to preside over meetings of the Task Force.

The Task Force will include key members of the President's

Cabinet and senior White House officials, such as the Secretaries of State, Treasury, Defence, Commerce, Transportation, and Homeland Security, along with the Attorney General, FBI Director, and Chairman of the Federal Communications Commission. Representatives from other federal agencies may also be added as needed, the statement added.

According to the order, the Task Force will coordinate federal efforts on security, transportation, and immigration processes; facilitate interagency communication with state and local authorities; identify regulatory or legal hurdles; and support the smooth processing of visas and credentials for international athletes, coaches, officials, and media personnel.

The Task Force is scheduled to function through the conclusion of the Games, with an expiration date of December 31, 2028, unless extended by the President. **-ANI**

SOLID PERFORMANCES



Embrace the grind along with glamour: Greg Chappell's message to England's Harry Brook

NEW DELHI: Former Australian batter Greg Chappell heaped praises on batter Harry Brook for his solid performances in the recently-concluded series against India, saying that he has "tools to be one of England's finest", but must "embrace the grind along with glamour".

Brook emerged as the 'Player of the Series' for England during the series against India, nominated for the same by Indian head coach Gautam Gambhir. He was the fifth-highest run-getter in the series, with 481 runs in five matches and nine innings at an average of 53.44, and a strike rate of over 81, with two centuries and two fifties. His best score was 158. During the final Test at The Oval, he played a counter-attacking 111 in just 98 balls while chasing 374, but a rash shot saw him lose his wicket to Akash Deep.

In his ESPNcricinfo column as quoted by Wisden, Chappell termed Brook as a worthy successor to Joe Root, England's top run-getter in Tests and second-highest run-getter of all time in Tests, given his "time, range and confidence".

However, he urged him to strike a balance between playing attacking and restraint-filled cricket. He termed Brook's dismissal during the final Test as reckless.

"Brook has the tools to be one of England's finest batters, arguably their most destructive, in the modern era - a worthy successor to Joe Root," Chappell wrote.

"He has time, range, confidence, and that rare gift of mak-

ing batting look effortless. But cricket, particularly Test cricket, is not just about shot-making. It is about judgment. About recognising when the moment demands attack - and when it demands restraint."

"Brook's dismissal at The Oval, with the game finely poised, was symptomatic of the conundrum that is facing the England setup. The 'Bazball' philosophy - of fearless, attacking cricket - has revitalised their Test side. But it cannot become an excuse to avoid doing the hard yards. At 301 for 3, all England needed was for one batter to hold his nerve. To absorb pressure. Brook went for the glory shot - and perished," he continued.

Chappell said that there is nothing wrong with "positivity, but "positive cricket does not mean reckless cricket".

"It means confident, calculated risk-taking. Brook is emerging, and he will learn. But to become the match-winner England need, he must embrace the grind along with the glamour. Root did not become England's most prolific batter by always playing pretty strokes. He earned it with grit. Brook will need to do the same if he is to fulfil his vast potential," he added.

Already in his 30-Test career, Brook has 2,820 runs at an average of 57.55, with 10 centuries. Another 180 runs in his next innings could make him the joint-second-fastest to 3,000 Test runs. His career strike rate of 87.52 is the best among players with at least 1,000 Test runs. **-ANI**

LEGENDARY BATTER

Sachin explains rationale behind Pant falling while executing sweep shot

NEW DELHI: Legendary batter Sachin Tendulkar revealed he "enjoyed" India vice-captain Rishabh Pant's masterful batting display in the recently concluded tour of England. Sachin demystified Pant's widely discussed on-field approach and the reason he often falls to his back while playing certain shots.

Pant, who is classified as an entertainer in the red-ball format, put up a spectacle with his swash-buckling strokeplay in his four appearances during the inaugural Anderson-Tendulkar Trophy. On several occasions, he pulled off his trademark sweep to pick up boundaries.

While the shot has been deployed by numerous players from different generations, one factor that makes Pant's variation stand out is his falling. The explosive southpaw falls to the ground while executing the shot, which has left people wondering whether it is deliberate or unintentional. Sachin revealed that falling is the secret sauce in Pant's execution, allowing him to get the desired height.

"If we talk about Rishabh, there



is no dull moment when he is out in the middle. I enjoyed his batting. Especially the sweep shot, when he tries to get under the ball, to scoop it and get the elevation. People think that he falls while playing the shot, but it is intentional so that he can get under the ball," Sachin said in a video posted on his Reddit account.

"The secret is to get under the ball. The plan is to fall, it is not being off-balance. If the length is near him, he falls; otherwise, he plays it normally. I really enjoyed that," he added.

Pant has earned a reputation for playing unorthodox shots, but the sheer consistency in successful implementations makes it a treat to watch for the spectators. Sachin, who has closely witnessed Pant dazzling on the field, feels his sublime technique is a "god's gift".

"When he bats, I have noticed for a few minutes that bowlers are trying to get him out, but then later they look to dry runs. When he hits, the impact he has, the way his hands work, the punch he generates, it's a god's gift. He has a nice habit of playing impactful innings. He has figured out his game. Someone like Rishabh should be left alone, not when you are trying to save a match, which calls for a different approach," he said.

Pant was ruled out of the series finale at The Oval after he sustained an injury to his foot. In Manchester, a toe-crushing yorker from England pacer Chris Woakes struck him, forcing him to retire hurt on 37(54) at that time, he couldn't walk back and went off the ground on a golf buggy.

To everyone's surprise, he returned to the field with a broken foot and was met by a heart-stirring applause from the spectators. He added valuable runs, raised his bat to celebrate a hard-fought fifty and propelled India to 358. For Sachin, Pant's memorable act in the fourth Test proves he is a "great team man". **-ANI**

IN PICTURES



Summer life in Almaty, Kazakhstan
This photo shows the Koktoobe TV Tower in Almaty, Kazakhstan. xinhua



Venezuela stuns Argentina with late home run in The World Games softball opener
Players of Venezuela celebrate victory after the men's preliminary round Group A match between Argentina and Venezuela of Softball at the World Games 2025 in Chengdu, southwest China's Sichuan Province. xinhua



Seto Kingdom celebration held in Saatsse village of Setomaa county, southern Estonia
Women in traditional Seto costume attend the Seto Kingdom celebration in Saatsse village of Setomaa county, southern Estonia. The annual celebration, rotating among bigger Seto villages, was held in the village of Saatsse. xinhua



Bol Bom pilgrimage in Kathmandu, Nepal
Devotees are seen during the Bol Bom pilgrimage in Kathmandu. xinhua



Digital Transformation Indonesia Conference and Expo 2025 held in Jakarta
A robotic dog is seen during the Digital Transformation Indonesia Conference and Expo 2025 in Jakarta, Indonesia. The event features a conference and an expo showcasing innovative technologies in cyber security, artificial intelligence, network infrastructure, etc. xinhua



Firefighters try to put out fire in Manila, the Philippines
Fire trucks are seen at the site of a huge fire that hit a slum area in Manila, the Philippines. Around 1,500 families were affected by the fire according to the Philippine Bureau of Fire Protection. xinhua



Malaika Arora attends ET Inspiring Women Conclave & Awards 2025
Bollywood actress Malaika Arora poses for a photograph during the ET Inspiring Women Conclave & Awards 2025, in Mumbai. ANI Photo

ROUND-UP

LONGSTANDING COMMITMENT



Empowering SMEs: Sohar International sponsors Tamkeen and Sumou expo

MUSCAT: Reaffirming its long-standing commitment to advancing Oman's entrepreneurial landscape and driving inclusive economic growth, Sohar International has assumed the role of Official and Exclusive Banking Sector Sponsor of the "Tamkeen and Sumou" (Empowerment and Elevation) Exhibition for Small and Medium Enterprises. Organized by the Oman Chamber of Commerce and Industry (OCCI), represented by the SME Committee, the exhibition is being held under the patronage of HH Sayyid Harib bin Thuwaini Al Said, Assistant Secretary General of the Council of Ministers for Conferences, and runs from 5 to 20 August in Dhofar Governorate.

The event brings together more than 75 Omani SMEs from nine key economic sectors, including light manufacturing, technology and innovation, Omani handicrafts, tourism, and agriproducts such as honey and dates. It serves as a vital national platform for promoting local products, enhancing SME competitiveness, and facilitating direct engagement with private sector stakeholders—all in alignment with Oman Vision 2040 and the bank's strategy to empower the private sector as a catalyst for sustainable development.

Commenting on the bank's participation, Abdulwahid Mohamed Al Murshidi, Chief Executive Officer of Sohar International, stated: "SMEs represent a vital force within any dynamic economy. Their capacity to innovate, stimulate domestic value chains, and respond swiftly to market needs contributes meaningfully to economic resilience. Our engagement in this exhibition is a reflection of our long-

term dedication to empowering this segment; beyond offering impactful financial solutions, we prioritize opportunities that enhance visibility, strengthen capabilities, and support sustainable growth. Platforms such as these are integral to cultivating robust, future-ready enterprises that will ultimately steer Oman towards a more diversified and competitive economy."

As part of its active engagement, Sohar International has launched the 'Sohar International Competition for SMEs', aimed at elevating exhibition standards, encouraging innovation, and recognizing excellence. The competition features six categories—Best Booth Design, Best Brand Identity, Best Visitor Engagement, Most Innovative Idea, Best Internal Organization and Layout, and the Audience Choice Award. Winners will be selected through a robust evaluation framework that rewards creativity, executional excellence, and public appeal.

The exhibition also highlights the Chamber's ongoing efforts to enhance the business environment and provide the enablers necessary for SME sustainability. It underscores the importance of fostering market access, brand visibility, and strategic collaboration between SMEs and the broader private sector. Sohar International's partnership in this flagship event builds on its broader mandate to serve as an active enabler of SME development across all governorates—by supporting platforms that inspire innovation, build commercial networks, and reinforce the competitiveness of Omani entrepreneurs in local and regional markets.

TOP SAFETY PICK+

Kia secures prestigious honours in 2025 IIHS Safety Awards

MUSCAT: Kia Corporation has once again raised the bar for automotive safety, earning recognition from the Insurance Institute for Highway Safety (IIHS) in its rigorous 2025 crash test evaluations. Reaffirming its commitment to occupant protection and advanced vehicle engineering, three Kia models have received the prestigious 2025 TOP SAFETY PICK+ (TSP+) designation, the highest possible safety rating awarded by the IIHS. The recognised models include the 2025 Kia K4 (built after January 2025), as well as the acclaimed 2025 Kia EV9 and 2025 Kia Telluride, all of which are specific to the US market.

An official from Kia Corporation commented, "At Kia, safety is a foundational pillar of our brand. Being recognised by the IIHS with three TOP SAFETY PICK+ awards under their most rigorous criteria to date is a strong validation of the work we're doing. We're



continuously raising our safety standards by integrating advanced driver assistance systems (ADAS), reinforcing structural integrity, and subjecting our vehicles to stringent internal and external testing protocols. Whether it's through enhanced protection for rear occupants or technologies

that help prevent night-time collisions, we remain focused on delivering real-world safety benefits to our customers."

"This recognition reinforces our role as a leading Sustainable Mobility Solutions Provider in automotive safety and reflects our commitment to protecting every

passenger, in every journey." He further shared.

Kia continues to prioritise safety in its overall strategy through integrating advanced technology and stringent testing protocols, elevating safety benchmarks across its lineup.

The Insurance Institute for Highway Safety (IIHS) is an independent, non-profit scientific and educational organisation dedicated to reducing deaths, injuries and property damage from motor vehicle crashes through research and evaluation and through education of consumers, policymakers and safety professionals. It's TSP and TSP+ ratings are widely cited in the North American auto industry by consumers, media and analysts alike.

Reliable International Automotive LLC (RIA), the official distributor of Kia in Oman, is committed to delivering an exceptional ownership experience.

REDEFINING WORKPLACE CULTURE

Europcar Oman & Bahrain achieves 10+ years of zero attrition

MUSCAT: In a region where high staff turnover is considered the norm, Europcar Oman & Bahrain has achieved a milestone that defies industry expectations: over 10 years without a single voluntary resignation. Even more remarkable, some employees who left have since returned—underscoring the company's reputation as a workplace that feels like home.

"At Europcar, our obsession is our people. When they feel trusted and valued, they take care of our customers like family," said Nitin Sapre, CEO of Europcar Oman & Bahrain. "Europcar's success isn't just built on strategy—it's built on culture."



Culture built on trust and empowerment

Europcar's approach to leadership is based on freedom, ownership, and internal growth: All managers have grown through the ranks, having held 2-3 different roles within the company.

The organization maintains flat hierarchies and avoids micromanagement. Employees are expected—and

empowered—to lead from any level.

People-First Policies That Go Beyond the Norm

Europcar offers a progressive set of employee benefits designed to support both personal and professional well-being:

- Interest-free car loans
- Cash gifts for major life events (marriage, childbirth)
- 50% sponsorship for any learning program—even if unrelated to work
- Flexible hours and remote work when unwell (no doctor's note required)
- Paid sightseeing day when traveling for business

Overseas incentive trips for top performers

Monthly employee recognition and celebration programs

The company also boasts a world-class Wellness Lounge that includes a gym, yoga space, licensed mental health counselor, and a certified nutritionist. In addition, a fully equipped Gaming & Movie Lounge provides recreational spaces for employees to unwind.

Corporate social responsibility: impact beyond the workplace

Europcar's commitment to community is just as strong as its internal culture:

- Annual Ramadan food drives benefiting over 100 families

Support for blood donation campaigns, cancer walkathons, and beach cleanups

Organizer of Oman's largest internship fair, in partnership with OABC, The Diplomatic Club, BBF, and INMECC

Annual Iftar events that include employees' families

An internal crisis fund to support team members during emergencies

With this bold, people-first approach, Europcar Oman & Bahrain is setting a new benchmark in the region for what it means to build a high-retention, high-trust workplace culture. "We're not just redefining work," added Sapre. "We're humanizing it."

From care to comfort: Apollo Hospital Oman reinvents patient journey

Titled 'You Are the Experience: From Workers to Care Ambassadors', the programme marks a transformative step towards human-centred healthcare and positioning patient experience as a structured capability

MUSCAT: Apollo Hospital, Sultanate of Oman has ushered in a new chapter in the Nation's healthcare journey with the launch of a pioneering staff training initiative that places patient experience at the heart of care delivery.

Titled "You Are the Experience: From Workers to Care Ambassadors," the programme marks a transformative step towards human-centred healthcare and positioning patient experience as a structured capability.

More than a training module, the initiative signals a strategic shift—moving beyond clinical procedures to embrace empathy, cultural sensitivity, and meaningful communication throughout the patient journey.

"Every team member, from the front desk to nursing, was reminded that they're not just performing tasks. They're guiding, healing, building trust, and touch-



ing lives," said KP Shobha, Director-Operations at Apollo Hospitals, Oman. "More than training, it was a mindset shift."

The program's strength lies in its alignment with traditional Omani values like hospitality, harmony and dignity, ensuring culturally respectful care. Staff were trained

to reflect these values in subtle but powerful ways: their tone of voice, choice of words, and how they greet patients, handle delays, and conclude interactions.

Conducted over three days, the sessions were led by Vaishali Rajpara, renowned patient experience strategist and coach known for her

practical and culturally grounded approach. Through scenario-based learning, live roleplays, and guided reflection, staff learned how to handle difficult moments with presence, empathy, and professionalism.

Staff feedback has been overwhelmingly positive, with many describing the program as deeply transformative.

"I learned how to stay kind even when I'm stressed and how just a few words can help a patient feel safe," said one participant. Others noted that the training equipped them with tools to balance empathy and efficiency in daily hospital interactions.

"At Apollo, we believe our people are our promise," said VT. Saileswaran, CEO & Managing Director. Investing in our team's emotional intelligence and cultural fluency translates directly into safer, more trusted, and world-class care.

A key insight from the training emphasised that meaningful transformation in patient experience does not require a massive systems overhaul.

Instead, consistent, conscious changes in tone, language, and intention can make a lasting impact. As Vaishali explained, "Patient experience is not a global template. It must be locally relevant. What we built here respects Omani values while aligning with international standards."

By pioneering this initiative, Apollo Hospital Oman sets a compelling precedent for integrating clinical excellence with compassionate care, aligning itself with Oman's evolving healthcare vision of delivering people-first, high-quality service.

Apollo's proactive approach signals a strong commitment to redefining patient care through empathy, trust, and cultural integrity.

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