

INSURANCE DEPARTMENT

A Seminar was organized by the Asia Insurance Company Limited on 26-04-2017 at Mughl-e- Azam Hall Lahore which was chaired by Dr. Mubashir Rasheed Zonal Manager Operation ZTBL Lahore. The topic was how to protect Crops & Livestock. Mr. Muhammad Imran Qureshi Agri & Corporate Head of the company elaborated the background of the company and their role to provide awareness to the farmers community for protecting crop and livestock through insurance cover. He also appreciated EVP planning, SVP Insurance Department and SVP/Incharge (C&GIU) of ZTBL who played an important role in planning for the ongoing series of Seminars under the supervision of Asia Insurance Company Limited.

Dr. Asrar Hussain Choudhary, Vice President/Head Livestock projects of the company explained in his presentation about the milk & meat producing animals. It was a detailed discussion about the identification of animals, their feed, growth and marketing to maximize the profit for the Borrower. Mr. Sajjad Ahmad Bodla CEO of M/S Kettle Kit Pakistan explain about Corn Silage making for livestock. Ch. M. Maqsood Ahmad Jatt Member Punjab Agricultural Commission glanced through about the scarcity of food, global warming & surplus food. He was of the view that there is shortage of food and if the deficiency is overcome through better farming then prices fall and farmer suffer loss.

Mr. Ali Raza, Agri Head of Faisal Bank talked about how to save your earnings, how to use the money as banker. He emphasized that borrower has to use the money properly so that principal & markup could be returned easily. Dr. Sheikh Abdul Rehman Director Communication Dairy Development (Govt. of Punjab) told the audience about his experience for providing livestock loan to a village women and arrange insurance to eliminate risk.

Dr. Mubashir Rasheed Zonal Manager Operation ZTBL Lahore explained ZTBL's role for providing loan facility to the farmers. He talked about the use of pass book for providing loan, arranging disbursement of loan and awareness for its proper use. He also talked about the role of ZTBL for providing insurance cover to the farmers to save interest of borrower/bank. Khawaja Sohail Iftikhar an executive of the company thanked the audience for their participation and for taking keen interest to uplift the cause of the Seminar.

Finally the speakers of the occasion / guests were awarded shields in recognition of their participation in the Seminar followed by lunch for all participants. It was very good learning session which added to the knowledge about crop & livestock.
