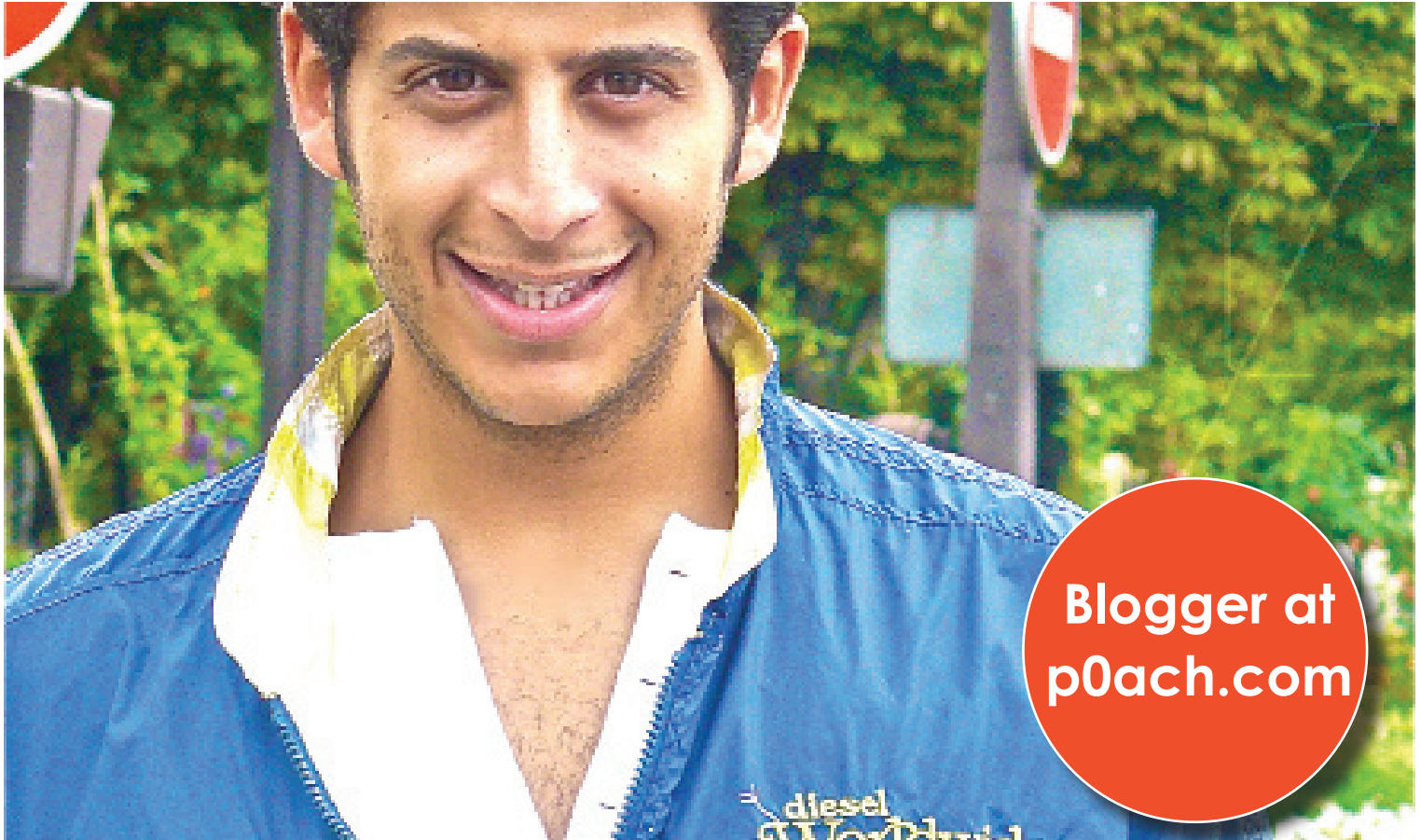


Studentalk Meets...

Abdullah Al Falah



Kuwait has readily adopted blogs as a prime form of new media, indeed over the past few years some of the bloggers have unwittingly become celebrities themselves. Yet almost without exception they guard their privacy closely, and prefer to share their thoughts and their lives through the medium of their blog rather than through any other conduit. However, we did persuade one such blogger, Abdullah Al Falah, whose p0ach.com has become one of the county's most-visited blogs, to call in on some old friends in the world of traditional media and share his thoughts with the readers of Studentalk.

ST: For those of our readers who haven't yet visited p0ach, perhaps you'd like to introduce it to them?

AF: It's simple, p0ach is a place where there is no drama, it's a hassle-free space. It's a focus on the positive, a collection of the things around me that I like. There's a lot of exciting people and activities in Kuwait, and I want p0ach to be able to focus on these things.

ST: How do you choose who and what you feature?

AF: They are chosen because they represent the broad range of what is happening in Kuwait today. I want to encourage people, I don't want anyone to say that they can't do what they want, and I want give these people examples of others who are doing great thing, and so encourage them to have a go. When

I approach people to be featured on p0ach I'm flattered every time they graciously agree.

ST: You clearly have a great gift in making people feel comfortable so that they'll open up to you.

AF: I think people just like the style of p0ach. They like that p0ach is first and foremost a positive reflection on their country. It's easy to criticise and yet not do anything constructive. p0ach is constantly constructive in showing all that is good and positive. There's nothing not to like on p0ach.

ST: I notice that even the comments people leave are invariably positive.

AF: Sure. People are tired of negativity. Both negativity and

positivity are contagious. We're just trying to tip the balance towards positivity. I'm in favour of freedom of speech, and the comments are not moderated – they write what they want to write and it's published on p0ach. That they choose to follow us with so much good energy excites me.

ST: You have around 2,500 readers a day. It's quite a responsibility to be entertaining and informing that number of Kuwait's opinion makers.

AF: It is. But again, because of the way p0ach handles Kuwait we have grown from zero to 2,500 over less than a year. The p0ach atmosphere helps.

ST: With the growth in importance of blogs worldwide there is a real opportunity to make money from p0ach. How have you seen this develop?

AF: The opportunity has become a reality. When you look at p0ach you'll see the companies that want to attract business from my readers. It's a strong source of income today, and one that is growing month by month.

ST: And what of the future for you and p0ach?

AF: I'll continue what I'm doing right now. Promoting Kuwait and giving a voice to those aspects of the country that will help it to grow in stature and strength.

You can catch up with the latest news at p0ach by visiting www.p0ach.com

Quoting Abdullah:

“My parents are my inspiration for everything that is good and sublime. I dedicate any act of kindness and all my success to them.”

“I have been through ups and downs growing up. I've made many mistakes, all my mistakes and sins are dear to me. They made me who I am today. I've learned lessons, can't wait to see what life has to offer now. I've slowly come to realize that I am a temple, I find peace within myself.”

“Eckhart Tolle is this generation's Buddha, I adore him dearly”

“I am not religious. I am spiritual. If you're religious without spirituality, it's like you're a body without soul. Spirituality is what this whole world misses”

“Things that changed the way I view the world are these two key elements, never take things personally, never judge. If you believe in these two principles, you'll rule the world.”

“Fact, if you give out 1 KD, with a kind heart, knowing that there is something greater than you rewarding you, you'll earn 10 times what you spent. I play tricks with that rule, I give out hundreds and receive thousands. I'm not kidding, it's a fact, I don't know how to explain it, it just happens.”

