

An Effective Interface Between The People Of Transworld Group

transview

newsletter of the Transworld Group of Companies

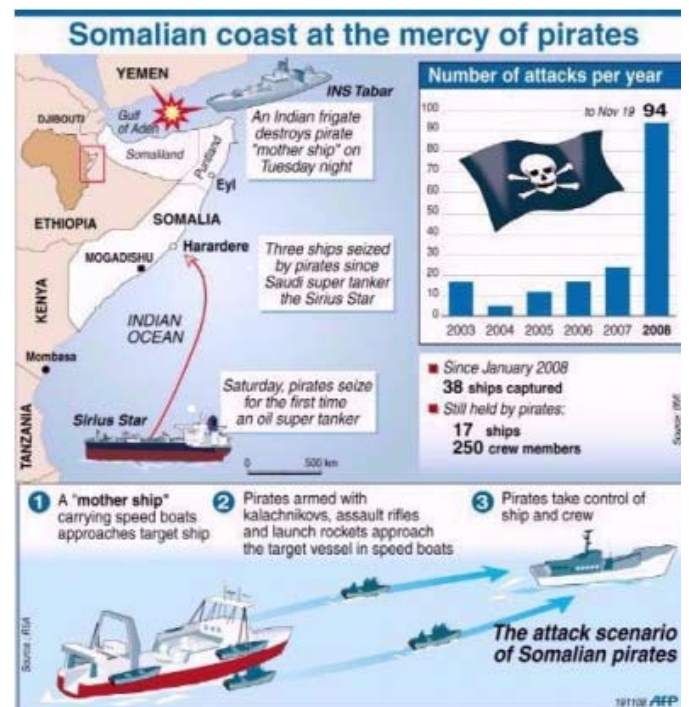
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Mr. Ramesh S. Ramakrishnan presenting a memento to H.H. Sheikh Nahayan Mubarak Al Nahayan - Minister of Higher Education and Scientific Research, UAE.

Conflict Resolution in Somalia A case study on Piracy by Anisha V. Ramakrishnan

During the last 50 years, no country in the world has experienced a period of time without a functioning and capable government as Somalia. “TWO decades of war and terror have made Somalia one of the world’s worst places to live. Last year at least 80,000 people died in a famine and 2.3m continue to need food assistance” (The Economist 2012). For the past two decades, no institution has been able to maintain governance and provide security for the people of Somalia. Millions of people die every year in the Horn of Africa because of the region’s insecurity. The most recent initiative to establish a functioning government came at the Nairobi peace accords in 2004, where the Transitional Federal Government (TFG) was established; however, the TFG’s future looks very bleak in Somalia. Somalia, like many other nations in Africa and the Middle East, is a nation of tribes with very distinct and separate traditions. These tribes have been unwilling and unable to negotiate a working government and many of the tribes resist a state-building initiative in general. To complicate matters even more, in 1991, the tribal region of Somaliland in northern Somalia declared its independence from Somalia; and in 1993, Puntland located in the Northeast corner of Somalia, declared its autonomy.



20 Years of Orient Express Lines in Sri Lanka

This year marks the completion of 20 years of operations in Sri Lanka by Orient Express Lines. It is indeed a memorable feat considering that OEL with small beginnings in Colombo has now become one of the premier feeder operators serving the Port of Colombo.

It was in 1992 that the first vessel of Orient Express Lines sailed into the port of Colombo which was our flagship vessel at the time, m.v. 'Orient Express'. The vessel was under charter to APL and running on the Colombo / Cochin service. OEL had a small share of space on this vessel in order to cater to the customers as a common carrier feeder, and this was the beginning, that laid a strong and solid foundation for a long road ahead.

1994 marked the turning point for the OEL business in Sri Lanka, as we started our first service operated independently by deploying the m.v. 'Nordica' on the Colombo / Tuticorin sector. Services into Mumbai and Chennai followed soon after and before long OEL had become a well established name in Sri Lanka. In 1997 OEL set up its joint venture agency in Sri Lanka which resulted in the formation of Lanka Orient Express Lines Ltd. This was a strong message sent out to the trade that it was further committed to its business growth in Sri Lanka.

Today Orient Express Lines is among the foremost feeder operators in Sri Lanka. Our annual throughput is in excess of 225,000 Teus and is close to 6% of total volumes

handled through the port of Colombo. A remarkable feature during these last 20 years which needs to be highlighted is that our original partner APL who were with OEL at the time of our entry into Colombo is still very much aligned to OEL on the Colombo Hub and has been the backbone of our growth curve. With the support of such committed customers, we are confident that OEL can only go from strength to strength and serve the trade in Sri Lanka for several more years to come, with many more milestones and accolades.

– Contributed by Sumedha Perera
OEL Colombo

“The thing always happens that you really believe in; and the belief in a thing makes it happen.”

- Frank Loyd Wright

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Editorial

Dear Readers,

Hope you all are well.

It was a year ago since we re-launched Transview and the response has only been getting better with every new issue. The editorial team would like to thank all the readers for the lovely contribution and all the kind words of encouragement without which we would be unable to keep doing what we do.

Our Transview newsletter has generated a great deal of response from the staff and we love hearing from you good or bad. After all we are in a process of continuous improvement.

Let us conclude on a beautiful note quoting Henry Ford “coming together is a beginning, staying together is progress and working together is success”

Thank you, Happy reading and season's greetings to all of you.

Editorial Team:
Ritesh S. Ramakrishnan, Sanjit Roy & Amit Powar

All emails for Transview to be sent to:
transview@transworld.co

Transworld Group takes Male by Storm

Although with a very small population, the Maldives which is located South West of Sri Lanka was well served by the Blue Chip Shipping Lines for the last few decades, however with the Entry of OEL into the Male service, the NVOCC operators associated with the Transworld Group have been gradually increasing their presence and today have established themselves as a force to be reckoned, with a throughput exceeding 300 teus per month through its port located in the island of Male. This volume is quite significant considering that the total market itself is very small.

– Contributed by Suharsha Perera
Colombo



Quote On Leadership

The leaders who work most effectively, it seems to me, never say “I.” And that’s not because they have trained themselves not to say “I.” They don’t think “I.” They think “we”; they think “team.” They understand their job to be to make the team function. They accept responsibility and don’t sidestep it, but “we” gets the credit.... This is what creates trust, what enables you to get the task done. – Peter Drucker

– Contributed by Marius Gomez
Colombo

Rail Car Loaded



National Bolt Makers Loaded



Picnic Pictures



Stop and snap!



Seizing the moment with Capt. Lesile



Approaching destination



Photo op...killing time



Ladies and a gentleman...their turn to check if the life vests are working.



... so it's been told... the banana is weak but the vest is really life saving.



Soaking In!



Oh yeah! We're Aliiiiive!!!



Off to go to find out if banana can really be a boat.



Hip Hip Hurray!



Girls...girls...girls!



...and so the day's over

Debuts into Oman- Port of Sohar



*I am standing by the seashore.
A ship at my side spreads her white sails to the morning breeze
and starts for the blue ocean.
She is an object of beauty and strength,
and I stand and watch
until at last she hangs like a peck of white cloud
just where the sun and sky come down to mingle with each other.
Then someone at my side says, 'There she goes!
Gone where? Gone from my sight - that is all.
She is just as large in mast and hull and spar
as she was when she left my side
and just as able to bear her load of living freight
to the places of destination.
Her diminished size is in me, not in her.
And just at the moment when someone at my side says,
'There she goes! ',
there are other eyes watching her coming,
and other voices ready to take up the glad shout : 'Here she comes!'*

-by Henry Van Dyke



Mr. Andre Toet presents the plaque to Mr. Ritesh Ramakrishnan, Mr. Lawrence Fernandes & Mr. P.R.Ajit

BALAJI SHIPPING LINES FZCO added Port of Sohar to its AGS Liner Shipping Service and has opened another Direct Liner Highway in providing a call from Mundra to Oman- Sohar port. The vessel m.v.India Express made its first Sohar call on 24th April 2012 and has been calling Sohar regularly since then.

This maiden voyage marked the commencement of the regular call of Sohar into the AGS service, which originally connects Mundra, UAE and Saudi Arabia, also now opens Sohar-Oman to the International Trade. The strategic location of Port of Sohar which is just outside the Straits of Homruz, will benefit many of our customers.

The vessel was welcomed by the officials of Port of Sohar and Oman International Container Terminal (OICT), who presented a commemorative plaque to Captain Arvind, representatives of BSL-Dubai and Transworld Shipping - Muscat. The following voyage was marked by the senior officials of Port of Sohar and OICT exchanging plaques with Ritesh Ramakrishnan and Lawrence Fernandes.

Andre Toet, Group CEO, Sohar Industrial Port Company & Sohar International Development Company, said : "We recognize and appreciate the quick reaction of Balaji Shipping lines to add SOHAR as a direct port of call and this marks the beginning of a long relation

between the two companies, we thank Balaji Shipping for setting a new stage for the Port of Sohar and we extend full support to make all voyages a success"

Jamal T. Aziz – Dy. CEO Port of Sohar and CEO Freezone Sohar, Edwin Lammers- Executive Commercial Manager, expressed their support and appreciation for the AGS Service.

Capt. Rashid Jamil, Deputy CEO , COO - OICT said: "We are pleased to welcome the AGS Service and extend our full support. We are delighted that Balaji Shipping Lines FZCO has deployed a dedicated vessel to connect Sohar with the growing trade in this region".

Stef De Wild, Chief Financial Officer and Hariprasad, Business Development Manager - OICT were present throughout the occasion and were instrumental in making the Sohar call a success.

BSL – Always On The Move !



Mr. Ritesh Ramakrishnan presents a plaque from BSL to Capt. Rashid Jamil, Mr. Hariprasad & Mr. Stef De Wild.

AGS Services – Direct call Dammam to Karachi

Just the beginning
There's so much more, God has in store
Just the beginning
It's not the end, this is just the overture
Just the beginning

- Kurt Carr

BALAJI SHIPPING LINES FZCO has opened yet another Direct Liner Highway in providing a call from Dammam to Karachi. This maiden voyage marked the commencement of the regular call of Karachi into the AGS service, which originally connects Mundra, UAE and Saudi Arabia. The month of April also witnessed another feat with the vessel sailing with full capacity from both west bound (Mundra Port) as well east bound loadings (Dammam Port).

TWSA team provides their customers with an unparalleled global resource delivered locally and tailored to each customer's individual needs. Our experienced, friendly and qualified multilingual personnel are always ready to respond to the day to day challenges in the industry.

We thank our valued customers for their continuous support in order to make our voyages successful.



Seema gets Certificate from IICL

Woman Power in Balaji Mnr Team: With utmost pleasure, we would like to inform you all that first time in Transworld history a female ie Seema Shelar from Balaji came up with an IICL (international institute of container lessors) certificate this year with 85% of marks!

Also she was married last month at Mumbai and the lucky man is Mr. Deepak. All members from Balaji and Alba were present there to bless them!

All the best for both the milestones!



“The only way of finding the limits of the possible is by going beyond them into the impossible.”

- Arthur C. Clarke

***“Do not follow where the path may lead.
Go instead where there is no path and leave a trail.”***

- Harold R. McAlindon

Training



Training Topic : "Chartering", Date : 22nd April / 29th April / 06th May 2012, Speaker : Capt. Leslie Reis



Training Topic : "Leadership Excellence", Date : 04th & 05th June 2012, Speaker : Mr. D.R.Nagraj



Training Topic : "Letter of Credit", Date : 20th May 2012, Speaker : Mr.Viraf Raimalwala

Seminar



Annual International Conference, 2012
organized by ICAI UAE Dubai Chapter

Top 10 Values Employers Look for in Employees

1. Strong Work Ethic

Employers value employees who understand and possess a willingness to work hard and smart. This means learning the most efficient way to complete tasks and finding ways to save time while completing daily assignments. It's also important to care about your job and complete all projects while maintaining a positive attitude.

2. Dependability and Responsibility

Employers value employees who come to work on time, are there when they are supposed to be, and are responsible for their actions and behavior. It's important to keep supervisors abreast of changes in your schedule or if you are going to be late for any good reason. Being dependable and responsible as an employee shows your employer that you value your job.

3. Possessing a Positive Attitude.

Employers seek employees who take the initiative and have the motivation to get the job done in a reasonable period of time. A positive attitude gets the work done and motivates others to do the same without dwelling on the challenges that inevitably come up in any job. A positive attitude is something that is most valued by supervisors and co-workers.

4. Adaptability

Employers seek employees who are adaptable and maintain flexibility in completing tasks in an ever changing workplace. Being open to change and improvements provides an opportunity to complete work assignments in a more efficient manner. While oftentimes employees complain that changes in the workplace don't make sense or makes their work harder, oftentimes these complaints are due to a lack of flexibility. Each person possesses their own set of strengths and adapting personal behaviors to accommodate others is part of what it takes to work effectively as a team. New strategies, ideas, priorities, and work habits can foster a belief among workers that management and staff are both committed to making the workplace a better place to work.

5. Honesty and Integrity

Employers value employees who maintain a sense of integrity above all else. Good relationships are built on trust. When working for an employer they want to know that they can trust what you say and what you do. Successful businesses work to gain the trust of customers and maintain the attitude that "the customer is always right".

6. Self – Motivated

Employers look for employees who require little supervision and direction to get the work done in a timely and professional manner. Companies which hire self-motivated employees do themselves an immense favor. For self-motivated employees require very little direction from their supervisors. Once a self-motivated employee understands his/her responsibility on the job, they will do it without any prodding from others.

7. Motivated to Grow & Learn

In an everchanging workplace, employers seek employees who are interested in keeping up with new developments and knowledge in the field. It has been noted that one of the top reasons employees leave their employers is the lack of opportunity for career development within the organization. Learning new skills, techniques, methods, and/or theories through professional development helps keep the organization at the top of its field and makes the employee's job more interesting and exciting. Keeping up with current changes in the field is vital for success and increased job security.

8. Strong Self – Confidence

Self-confidence has been recognized as the key ingredient between someone who is successful and someone who is not. A self – confident person is someone who inspires others. A self-confident person is not afraid to ask questions on topics where they feel they need more knowledge. They feel little need to have to impress others with what they know since they feel comfortable with themselves and don't feel they need to know everything. The self-confident person does

what he/she feels is right and is willing to take risks. Self- confident people can also admit their mistakes. They recognize their strengths as well as their weaknesses and are willing to work on the latter.

9. Professionalism

Employers value employees who exhibit professional behavior at all times. Professional behavior includes learning every aspect of a job and doing it to the best of one's ability. Professionals look, speak, and dress accordingly to maintain an image of someone who takes pride in their behavior and appearance. Professionals are enthusiastic about their work and optimistic about the organization and its future. To become a professional you must feel like a professional and following these tips is a great start to getting to where you want to go.

10. Loyalty

Employers value employees they can trust and who exhibit their loyalty to the company. Loyalty in the workforce has taken on a new meaning. Gone are the days when employees plan on starting out and retiring with the same company. It is said that most people will hold between 8 – 12 jobs throughout their career. What does this mean in terms of loyalty in today's workforce? Companies offering employee growth and opportunity will ultimately gain a sense of loyalty from their employees. Employees today want to feel a sense of satisfaction in their jobs and will do a good job when they feel that the employer is fair and wants to see them succeed. Although this may mean only staying for five or ten years in a position, employees can offer loyalty and make an important contribution during their time with the company. Finally bear in mind that your work place is your home. Treat it with love , kindness and respect.

– By Penny Loretto and Edited by L B Culas

A dream comes true...

14th April 2012, it was a bright sunny morning as we drove early morning to Sohar. We were expecting a vessel at Sohar port around 1500 hours under our agency. We were advised by our operation team that around 1400 hrs the pilot has boarded and vessel will arrive alongside the berth soon. We quickly reached the berth in anticipation of seeing the vessel berthing. We had handled lots of vessels under our agency.... but this was special, a proud moment for all us in Transworld Oman, a vessel fully loaded with Balaji boxes on Balaji operated vessel berthing at Sohar port. This was India Express on her maiden voyage call at Sohar port. It was a dream that had come true, In 2002 almost 10 years back we were the first shipping agency who had opened an office in Sohar. At that time the import/export trade was routed through Muscat port since there was no port at Sohar. In 2004, Sohar port commenced operations and container terminal was opened for receiving containers at Sohar. When the first container vessel called Sohar port, the first container loaded through Sohar

port on that vessel was our export booking. That was through Maersk Line.

During 2008/2009, we started stuffing/loading BSLi boxes on third party slots from Sohar port. We would load around 10-15 teus per month. We had that time dreamt of our vessels calling Sohar so that we don't have space problems/shut outs etc. we tried to provide logistic solutions to the Sohar customers by offering them competitive rates via Muscat port. However due to higher transportation charges we could not convert that business.

During mid of February 2012 we had an opportunity to meet a customer who was looking for a line who could provide them with regular service and equipment's. We then approached Balaji commercial team to join us for convincing the customer that we have the resources and the capabilities to provide them with regular service and equipments for their requirements at their Sohar factory. The first trial shipment of 500 tons were booked through Jebel Ali as their

requirement was utmost urgent. We delivered the same in time and the customer was quite convince that we are their right choice . After the initial hick ups, regular meetings/follow ups our import bookings have been finalized by this customer in advance.

Since we started the office in Oman, we have handled many vessels under our agency. Container, break bulk and cable lying ships at Salalah ,Muscat and Musandam ports. However the handling BSL operated vessel carrying BSL boxes was a proudest and happiest moment in our 11 years of agency handling.

The dream of handling a Balaji operated vessel with Balaji boxes on board has been fulfilled in this year.

We would like to thank the entire BSL/ Dubai team for their continuous and full fledge support .

- By Navin Menon

Maersk Line Award for the year 2011



This year Maersk Line / Oman awarded their Platinum award to Transworld Shipping, Trading & Logistics Services LLC, Oman for our performance with Maersk Line in Exports as well as in Imports.

Award function was held on 27.05.2012 at Chedi Hotel, in Muscat.

We are the only shipping company in Muscat to get Platinum Award from Maersk Line.

Award received from Mr. Lars Oestergaard Nielsen - Managing Director – Uae / Qatar / Oman.

Also Mr. Vasudevan – Country Manager – Maersk Line - Oman.

Mr. Balbir – Maersk Line Oman.

Mr. Anand Kenkare – Senior Manager – Transworld Oman.

Sohar office



Photos of Sohar office - Mr.Ranjit, Mr. Anoop, Mr.Lawrence, Mr.Ritesh, Mr.Ajit, Mr.Navin.

Our Most Valuable Resources – Our People

Chit-Chat with Mr. Ramchandran Nair

– Life in Transworld



I was appointed as a trainee in Transworld Mumbai in 1987 and worked as a telex operator cum office assistant for 3 years. In 1989 I moved to Dubai and took up a job in Transworld Dubai (Company name was Sea Bridge) as a delivery order clerk cum office administration. Transworld office was a small set up with approximately 8-10 staff during that time. I got a chance to work in various departments (container control, invoicing, issuing of delivery order, JV accounts, sales and marketing and operations. During my tenure, I had the privilege of working with several Senior Managers who were of great help to me in my profession and personal front. My colleagues who are still with me ever since I joined are Arjun, Ram, Ambika, Dhana, Rajgopal, Mohan and Kannan.

I am a very happy and a satisfied employee, currently working as an Operations Manager – Transworld Shipping & Logistics (TSL). All this is because of the support given by my colleagues and Superiors. My current position is challenging and keeps me busy interacting with top officials in Dubai Customs and Port Authorities and Customers. I am proud to be associated with Transworld and see the company grow to greater heights.

My unforgettable moments in Transworld are many – to name a few - When the Iraq-Kuwait war started in 1990, all of us were tensed and in fear and did not know what to do. One day the local news paper reported that incase Saddam uses nuclear weapon – everything will be shutdown and we will not get any food from hotels and the super market will be closed down. We (a group of 5-6 staff) had approached our Director (Mr. L. B. Culas) and we explained our fears. The reply from him was comforting "you do not worry for anything, I will take care of all your needs" and he instructed the accounts department to release the funds to the staff to buy essential food like rice and water etc. for few days. This gave us courage and helped us to ease our mental stress that we are all safe and will be taken care during the crises.

My memorable moment was I could interact with Late Shri. Sivaswamy when I was in Mumbai and as well as in Dubai. I got an opportunity to prepare a letter / telex messages given by Mr. Shivaswamy when I was working in Transworld – Mumbai. Many of the times I could visit Takur Nivas for obtaining cheque signature from Late Smt. Valli Sivaswamy.

When my elder daughter was born in Dubai our Chairman showed his humbleness to visit my house along with his wife Mrs. Geeta, though I was staying in a small studio apartment in Karma and gave a valuable gift to my daughter. This was a memorable moment in my life. In many of the annual company parties, my daughters got a chance to participate for dance and musical programmes.

I have been working in Transworld, Dubai for the past 23 years and the company has given me an opportunity to work in various departments with full support and empowerment given by the management and colleagues. My journey in Transworld is an enriching experience full of knowledge and a learning experience. There has been tremendous changes during the past years, when I joined there was only a manual typewriter in our office and we used to do everything manually. Today we use the

computers so easily with so many user friendly software's which makes the job more accurate and easy.

After work, I enjoy being with my family, especially supporting my children in their studies and taking care of their needs.

My home town is Palghat, Kerala. I belong to a farmer's family and got married on June 02, 1991 to Meera. I am blessed with two daughters – Reshma Chandran who is studying in Amrutha College in Ernakulam (Kerala) and my second daughter Greeshma Chandran is studying in IHS Dubai and is learning Carnatic Music.

My retirement plan is to still be active and take care of the existing farming in Kerala.

I would like to certainly say that it is truly a blessing from God to work with TRANSWORLD and I feel immensely blessed.

Mr. Ramchandran Nair is a strong pillar in the Transworld Family for more than 25 years and is truly a loyal, humble, simple, dedicated and hardworking employee.

Dear Ramachandran - All of us at Transworld appreciate your efforts and hard works and thank you for your perseverance, dedication, commitment and wish you continued success in the years ahead and may you reach greater heights.

Parents Require our Presence than our Presents

While returning, he was driving the car very slowly. Only his physical instruments were working which helped the car to run. Mentally he was haunted with some past memories and which lead him to a school where he was standing in front of the class room expecting his Amma or Appa to come and take him to home after the school hours, the happiest moment you can say in everyone's life will be when you see the face of your parent in school when they come to pick you. But what he did now in return? Is it for money or is it for the upgraded comfort level or just to get rid of the burden? he was clueless and disturbed which again took him to that particular day when he got the offer letter from the current foreign company where he is working now with 05 digit salary. Parents were overjoyed with excitement!

They were proud about him and also about his frequent visits to foreign countries. Whether he is justifiable to his self conscious now? NO, will be the answer for sure. He could not curtail his mind going back to his marriage day when all were present to bless them along with his

proud parents! He could easily make out from the face of his parents that now they are going to take rest from the routine things of day to day life. But now he is settled as an NRI out of India. What about his parents? they don't want to go with him to his work place and like to continue where they are now. Suddenly His right leg gave more weight on the brake as a young man was taking his old parents from one end of the road to another end with utmost care. This sudden process made his small son to wake up from his sleep and look around. Smaller one stared 2-3 times to the oldies & young man at road and his father. Car halted for a while and 03 of them out for a cool drink near the road which made their mind and body cool. just dropped the glass on table, he immediately got into car and take a reverse direction from where he was coming and after a long continuous drive, he could see the gate of the old age home from where he started the journey in the morning hours.

- Contributed by Sajan Mathoor

How To Be A Better Manager... by F. John Reh

The need for good managers is not going away. It is intensifying. With 'flatter' organizations and self-directed teams becoming common; with personal computers and networks making information available to more people more quickly; the raw number of managers needed is decreasing. However, the need for good managers, people who can manage themselves and others in a high stress environment, is increasing.

I believe anyone can be a good manager. It is as much trainable skill as it is inherent ability; as much science as art. Here are some things that make you a better manager:

As a person:

- You have confidence in yourself and your abilities. You are happy with who you are, but you are still learning and getting better.
- You are something of an extrovert. You don't have to be the life of the party, but you can't be a wallflower. Management is a people skill - it's not the job for someone who doesn't enjoy people.
- You are honest and straight forward. Your success depends heavily on the trust of others.
- You are an includer not an excluder. You bring others into what you do. You don't exclude other because they lack certain attributes.
- You have a 'presence'. Managers must lead. Effective leaders have a quality about them that makes people notice when they enter a room.

On the job:

- You are consistent, but not rigid; dependable, but can change your mind. You make decisions, but easily accept input from others.
- You are a little bit crazy. You think out-of-the box. You try new things and if they fail, you admit the mistake, but don't apologize for having tried.
- You are not afraid to "do the math". You make plans and schedules and work toward them.
- You are nimble and can change plans quickly, but you are not flighty.
- You see information as a tool to be used, not as power to be hoarded.

Take a look at yourself against this list. Find the places where you can improve and then get going.

Dynamic management: Better decisions in uncertain times

Companies can't control the weather, but they can design and build a ship, and equip it with a leadership team, that can navigate the ocean under all weather conditions. Organizations that become more flexible and skillful at making critical decisions when the timing is right have enormous opportunities to capture markets and profits from companies that persist in managing as if the future business environment is reasonably predictable- Lowell Bryan (strategy practice)

- Contributed by Capt. Leslie Reis

"Nothing great was ever achieved without enthusiasm."

- Ralph Waldo Emerson

Although these regions are not internationally recognized as separate states, it only furthers the gap between a united Somalia and an end to conflict. Along with the splintering of several areas of Somalia, in recent years there has been a rise in the involvement of piracy and radical Islamist militant groups. These two particular groups have caused a great deal of insecurity in the region and they have also brought international attention to the area.

Peace negotiations are difficult in this area because of the complexity of issues in the area, as well as the unwillingness to cooperate with international governments by the Somali people. Future negotiations need to be wary of the complexity of Somalia, instead of simply ignoring it. Negotiations must involve all actors, whether they are internationally recognized or not.

The Somali people have been plagued by international interference in domestic affairs. Due to this interference, many Somalis resist international involvement in their issues. Unfortunately, many of the issues that plague Somalia also involve its surrounding neighbors. Somali nationals have begun to engage in acts of piracy around the Horn of Africa and the important Malacca Strait. These pirates have abducted cargo ships from nations and have held the crew for ransom in Somalia. Many of the main actors of the international community, such as India, China, and the United States (U.S.), have begun to deploy their navies to protect their ships of interest through the strait. Although piracy is a major concern to the international community because of the high cost of protecting the cargo ships, it is not the biggest issue to the Somali people.

Another critical issue has been the rise of the Islamist militant group, al-Shabab. Al-Shabab, previously the armed wing of the Supreme Council of the Islamic Courts (SCIC), is determined to spread the rule of Wahhabi, an extremist and radical view of the Koran; most of Somalia's inhabitants practice the Islamic school of Sunni and are strongly opposed to the views of Wahhabi and therefore, they oppose the rule of al-Shabab. It is the position of the Ahlu Sunna Wal Jamaa (ASWJ) to ensure that al-Shabab does not gain control over the country and will continue to seek the removal of this extremist group until a legitimate government can be established in the nation. ASWJ support a united Somalia and with the help of the TFG and the international community, there is still the belief that there is a great future for Somalia.

Ahlu Sunna Wal Jama (ASWJ) was formerly known as a religious brotherhood of moderate Islamists, but has recently become

a Somali Sufi paramilitary group that strongly opposes the al-Shabab. There is "a proxy force of Sufi Somalis known as the Ahlu Sunna Wal Jamaa (the Majority) or ASWJ, which now controls a wedge of land along the Ethiopian border" (The Economist 2012). ASWJ was founded in 1991 after the Islamic Scholars Assembly of Somalia broke up. This previously non-militant group drew up active support in late 2008 with loyal fighters ready to battle for a moderate, and free Somalia. ASWJ was initially formed with the objective of de-legitimizing the radical Islamist theology promoted by militant groups such as the al-Shabab. (Ahlu Sunna). "Al-Shabab's ideological persuasion is Takfiri: An ultra-conservative interpretation of scripture in which the killing of apostates or the Kafr (unbeliever) forms the core conceptual basis. Additionally, un-Islamic cultural practice is banned and a strict version of Sharia enforced" (Al Jazeera 2011). ASWJ's main objective is to defend traditional Sufi values against radical and militant Islamic forces being advocated by various Somali jihadist groups such as the al-Shabab.

Somalia has the largest coast in Africa, more than 3,000km long along with one of the worst functioning governments in the world. The main symptom of this Somali conflict is piracy. "Pirates have caused havoc among ships traversing vast parts of the Indian Ocean, as far east as the Seychelles and as far south as the Comoro islands" (The Economist 2012). Piracy being a largely rampant issue has not only harmed Somalia's external frontiers but has also tampered with its inner workings. Expanding over the country's anarchic south, piracy has especially stretched across the weakly governed northern borders. The dogma of the Al Shabab and desperation of the pirates situation making it a problem of, "of organized crime, not terrorism" since any links between the pirates and al Shabab are "profit-motivated, which suggests that even for al Shabab, ideology can yield to pragmatism" (Bruton 2009). Somalia's current state can be termed as a cause of many factors, some unsolvable while others existing within the meager system of the country. "The patrolling navies say they have begun to do better. Yet the number of recorded hijackings rose from 32 in 2008 to 42 in 2009. The average ransom paid by shippers also rose, from \$1m to \$2m. If un-publicized pay-offs are included, some by Spain's government, the pirates probably earned around \$100m last year" (The Economist 2010). "By October 2009, piracy attacks had already surpassed 2008 numbers, and the use of guns had increased by 200 percent (Hanson 2010).

There are four main ways the international community can help Somalia tackle these piracy issues by: onboard deterrents, naval deployments, regional anti-piracy patrols, and establishing a Somali coast guard. These range of options are available to combat maritime piracy, "but experts stress that most of the current tactics are defensive in nature, and do not address the state instability that allows piracy to flourish." It is still hard to prosecute pirates when they are caught due to the complexities of the international maritime law (Hanson 2010).

Coordinated and organized sea patrols with the local armed forces must be deployed. There should be an agreement in which each region polices its own territorial water, but they are transparent in terms of communication with one another. But water policing is not enough; airplanes must also be added to search the water for pirates. These flight crewmembers must also be transparent with sharing their information between nations. If these cooperated actions are taken together, it will become more costly and difficult for the pirates to operate. "The pirates' main advantage is the lawlessness of Somalia which has long been enmeshed in a civil war"(The Economist 2010). But to avoid these patrols, the pirates' geographical range has increased. "On the rare occasions when pirates are taken aboard, they are usually given medicine, water and enough fuel to go back to Somalia. Within days they will set off again to seek their prey" (The Economist 2010). And now ship owners must pay extra insurance premiums just to pass by Somalia's waters. This has a direct effect on the cost of goods, since the shipment charges drastically go up. But the patrolling navies are still reluctant to arrest the pirates due to the legal complexities.

The core values of Islamic Al-Shababs clash with the unethical and morally incorrect pirates. Al-Shababs condemns the boozing and whoring habits of the pirates. The idea of profit making by piracy is also strongly condemned by Islam. This could ideally make the pirates and Al-Shababs sworn enemies, which could benefit the rest of the world. However, in poverty driven Somalia, money equals to power, the pirates buys protection with money. The GDP of Somalia is \$600 (2010 est.), whereas a low ranking pirate could earn about \$ 20,000 a year (Somali GDP 2011).

Somalia depends on the world for food aid, which over the past five years this has warded off famine in that country. EU has taken upon itself to protect the aid-food laden freighter ships. Its next step is to deter piracy by placing fully armed warships. This

may also help in arresting illegal fishing along the Somali coast, and help prevent the irresponsible habit of dumping toxic waste along the seacoast. This effort is but a drop in the ocean, but nevertheless a force to reckon with.

While international efforts are on, political parties within Somalia like ASWJ can start by securing ports with international help. Poor judicial systems in and around Somalia are preventing the pirates from getting harsh and fitting punishments. The UN could step up their efforts in this area of lacking. Laws must be amended to severely prosecute the arrested pirates in the region they are arrested. Maritime experts say that creating sufficient risk for pirates is critical to deterring and reducing piracy. "After enough of them are put in jail, they may say it's not worth it" (Hanson 2010).

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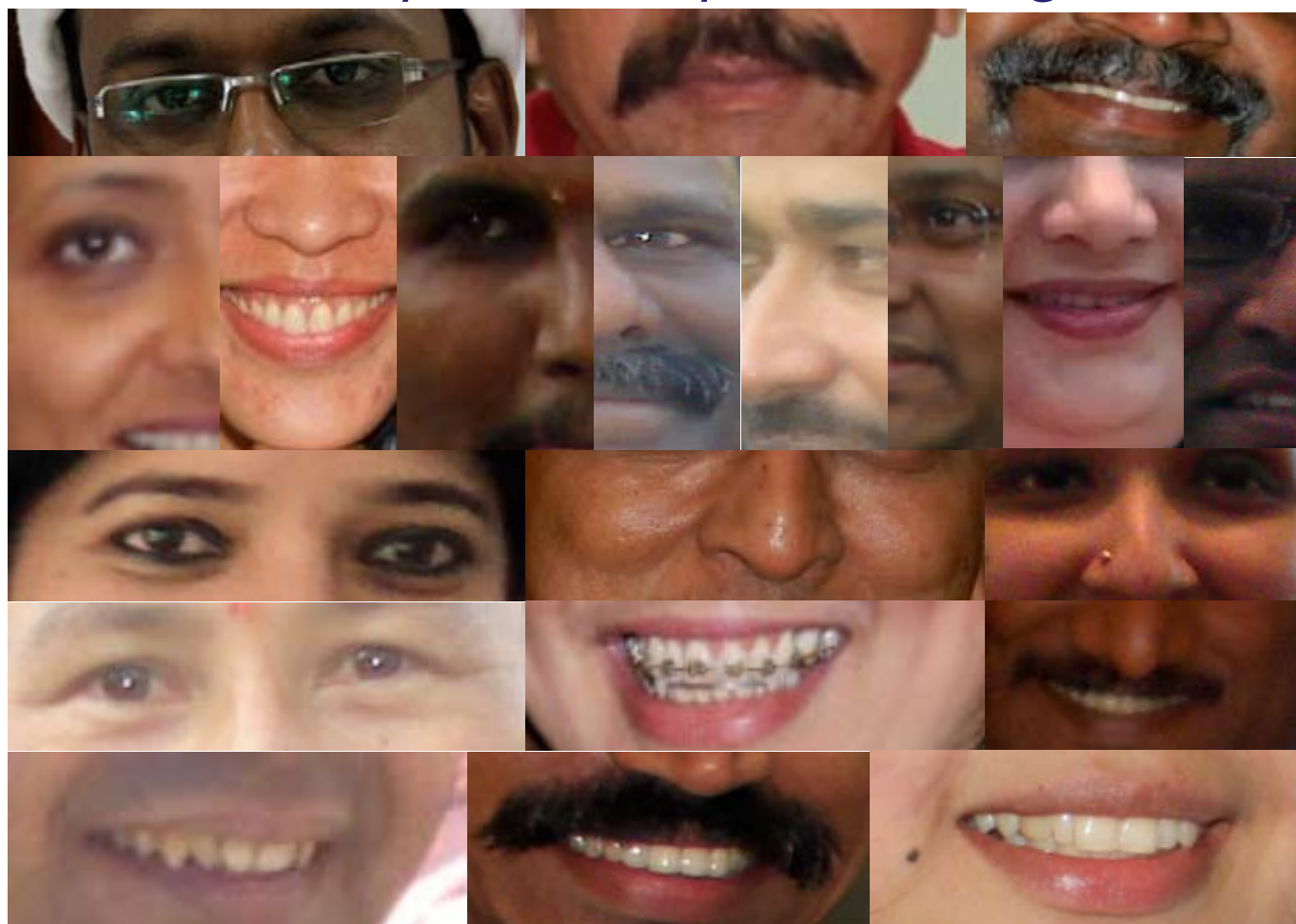
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How well do you know your Colleagues???



- Contributed by Rizza Landicho

Send us the name of your colleagues seen in these photos. One correct entry by draw, from correct answers will win a gift voucher of AED 100. The current answer and name of the winner will be published in next issue of Transview.

How to be a Good Leader

- Remember: leadership skills and techniques can be learned. You don't have to be a natural leader. Very few people are.
- Care for your team. That means knowing what matters to each member: their health, their partner, their children, their relatives, their interests, their hopes, their fears.
- Stay close to your team. At some point, every day, walk around the office and say "Hi" to everyone who works for you. If you're not in the office that day, call and see how people are. This gives you a chance to enquire or encourage and gives them an opportunity to raise issues or make suggestions.
- Meet your team. Regularly - daily, weekly or monthly, depending on your place and type of work - have meetings of all the members of the team. Keep these meetings short, focused and action-orientated. Make sure every member of the team contributes in some way and acknowledge that.
- Train your team. Every team member should have at least two days training a year. Newer and more senior colleagues should have more. If they don't ask to go on training sessions, suggest some suitable courses.
- Grow your team. Through varied experience and regular training, you should be developing each team member to be more and more confident and more skilled.
- Inspire your team. Consider making available a motivational quote or story every week or month
- Celebrate with your team. This might be a personal event, such as a member's birthday or anniversary, or a professional occasion, such as completing a project or winning a contract.
- Socialise with your team. Have lunch or an after-work drink with them, especially when a member has a birthday or there's another reason to celebrate.
- Set objectives for each team member. As far as possible, these objectives should be SMART - Specific, Measurable, Achievable, Resourced, Timed.
- Review the performance of each team member. At least once a year - at least quarterly for the first year of a new team member - have a review session where you assess performance, give feedback and agree future objectives and training.
- Thank constantly. The words "Thank you" take seconds to say, but mean so much.
- Praise constantly. The words "Well done" take seconds to say, but will be long remembered and appreciated.
- Communicate constantly. Don't assume that people know what you're doing, still less what you are planning or thinking. Tell them, using all the communication tools to hand: team briefings, electronic newsletters, organisational newspapers.
- Eliminate. Too often we do things because they've always been done. Life changes. Consider whether you could stop doing certain things altogether.
- Delegate. You don't have to do everything. Develop your team members by training them to do more and trusting them to take over some of the things you've been doing.
- Empower. A really effective leader sets clear objectives for his team members, but leaves detailed implementation of these objectives to the discretion and judgement of individual members of the team. As Second World War U.S. General George S. Patton put it: "Don't tell people how to do things. Tell them what to do and let them surprise you with their results".
- Facilitate. A confident leader does not try to micro-manage his team, but makes it clear that, if team members need advice or assistance, he is always there to facilitate and support.
- Be on time. Always start meetings on time and finish them on time. Natural breaks keep people fresh. Short meetings concentrate the mind.
- Be seen. Don't just talk the talk, but walk the walk. So visit each unit or department for which you are responsible on a regular basis. Don't do this unannounced - you are not out to undermine other leaders or catch out staff. So arrange with the unit leader or departmental head when you'll visit and ask him or her to walk round with you.
- Make time. Managers are often very busy and this can deter people from approaching you, so make time for people and be approachable. People will appreciate you taking five minutes out of your busy schedule, especially if you act on/listen to what they say.
- Really listen. Many of us - especially those who think they are important - don't really listen, but instead think about what they're going to say next. Give the person speaking to you your full attention and really take on board what they are saying. Accept honest criticism. Criticism is hard to take, particularly from a relative, a friend, an acquaintance or a stranger - but it's a powerful tool of learning. Above all, assess criticism on merit, without regard to its originator.
- Think strategically. The doers cut a path through the jungle; the managers are behind them sharpening the machetes; the leaders find time to think, climb the nearest tree, and shout "Wrong jungle!" Find time to climb the trees.
- Have a mentor or buddy, someone doing similar work in the same or a similar organisation with whom you can regularly and frankly discuss your progress and your problems as a leader.
- Have a role model, someone who can inspire you to be a truly great leader. If you can't find one, study Jed Bartlet as the American President in any episode of the television series "The West Wing".
- Constantly revisit and review these tips. In his seminal work, "The Seven Habits Of Highly Effective People", Stephen Covey puts it this way: "Sharpen the saw".
- Plan your succession. You won't be there forever and you may not be in control of the timing and circumstances of your departure. So start now to mentor and train at least one colleague who could take over from you

- Contributed by Amit Powar

New Faces

We extend a warm welcome and wish them a successful career in Transworld Group of Companies



Shajahan Thayel



Jothibasu Manthaice



Muhassan Abdul



Diksan Bandara



Karthi Panneerselvam



Genceilla Roberts



Capt. Rakesh Raje

Intern



Richard Salvios



Mathew Thomas



Reuben Alphonse



Bathily Birante



Viswesh Radhakrishnan

Newly Weds

Wishing you happiness & togetherness forever.



Seema Shelar Hatge & Deepak Hatge
16/4/2012

New Born

Congratulations to the Proud Parents!



Carl Marcus Simbulan
Son of Michelle Simbulan & Mark Simbulan
Born on 02/10/2011



Joanna Elza Jacob
Daughter of John Jacob & Sheena Jacob
Born on 09/02/2012

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