

An Effective Interface Between
The People Of Transworld Group

transview

newsletter of the Transworld Group of Companies

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BSL launches upgraded AGS service to Umm Qasr



Iraq's political scenario continues to be challenging, but trade and commerce is expected to boom from 2012 onwards. There was a strong need expressed by the trade to have a "trusted and reliable" carrier who is willing to partner in the transport chain and provide two-way transparent information in difficult markets. Its not a surprise, that BSL was the first name that came to mind. We at the Transworld Group & BSL have always been convinced about the important role of Jebel Ali in the Middle East Logistics scenario. Our network of in-house and strong local offices/partners ensures that customers always receive top-class service in the toughest of markets.

The launch of this new and upgraded AGS service from Jebel Ali to Umm Qasr shall provide a reliable and dedicated highway for our customers. The service also includes calls from Mundra and Dammam thus providing customers with multiple export/import points. Apart from the carriage of dry cargo, BSL now provides customers with a dedicated reefer

cargo highway as well. This dedicated reefer high-way is another first from BSL.

Jebel Ali is ideally positioned to be the critical hub for traffic into Umm Qasr - Iraq. With continuously upgraded facilities and state-of-the-art infrastructure, Jebel - Ali is geographically perfect for smooth flow of both transshipment and logistics / 3 PL operations. With a growing economy and GDP projected to be above 9% in 2012, Iraq is expected to source their requirements from the neighbouring countries in the Indian Sub-Cont, Colombo, Karachi and Saudi Arabia. In addition, a large share of the Far-east traffic is expected to seek routing via Jebel Ali.

BSL will constantly serve the ever-growing needs of our customers and promises to continue with upgrades in line with the trade requirements. We look forward to your support and patronage, without which our presence in this region for over 25 years would not have been possible.

– Contributed by Mr Lawrence Fernandes



Dear Colleagues,

Trust all is well with you and your near and dear ones. Its time to bid goodbye to 2011 and heartily greet 2012. In our quest for greater achievements, its always good to halt once in a while and reminisce what is past, take stock of the present and plan for the future. As 2011 is drawing to a close I take this opportunity to look back on a very eventful 2011 that has whizzed past, marred with natural disasters and unprecedented financial crisis. To name a few:

- A magnitude-6.3 earthquake struck near Christchurch, New Zealand, on Feb. 22 2011
- Commencement of protests and uprising in various Middle Eastern Countries causing colossal hardships to human beings
- A magnitude-9 Earthquake struck Japan on March 11, the largest quake ever recorded in Japan and consequent tsunami taking away so many lives.
- Osama Bin Laden was found and killed by the US forces. The U.S war on terrorism for over 10 years, was given a

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**MV OEL DUBAI 200
VOYAGES NOT OUT**

03



**TRANSWORLD
GROUP
KSA -DAMMAM 1ST
ANNIVERSARY**

06



SPORTS DAY

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huge boost with the death of bin Laden.

- The financial crisis in Greece, Spain and other European countries.
- The United States credit rating is cut by Standard and Poor citing the looming deficit burden.
- Steve Jobs co-founder Apple Inc passes away leaving a void that cannot be filled but leaving behind a proud legacy for the common man.
- The Indian rupee depreciated to an all time low of INR 55/- to a US Dollar
- Oil Prices continue to remain high.
- In view of the financial crisis in US and Europe the world trade shrinks drastically..

Consequently the shipping industry is now going through a very crucial time with a number of vessels being laid up. Most of the international shipping lines are registering huge losses and some of the major companies have chosen to exit from the liner business. All this does not augur well for 2012. However, despite the bleak market conditions Transworld Group has stood up boldly to these challenges and recorded a fair performance. This is largely due to each one of you being very proactive and taking timely decisions. Transworld was founded in 1977. We have completed 35 years of being in existence. 35 years is a long period of time to be in business and we have reached this landmark amidst a lot of hardships on the way. No matter whatever hardships we faced

during this journey it has been a journey of great achievements, a journey of building assets and a journey of building an organization of this stature. Each one of you in your own way have contributed in making this into a strong and vibrant organization. In order to keep ourselves well geared here are some points which we could ponder about and ensure the year 2012 will see it put to action.

- Measure each company's contribution in terms of revenue
- Improve our bottom line through rigid cost control with absolutely no compromise on quality of services to our customers.
- Focus on Productivity and Efficiency.
- Enhance contribution level of each person within the group
- Exceed customer expectation
- We must strictly adhere to our credit policies.
- IT software solutions - We have invested a lot of resources in our state of the art IT software solutions. I would urge all of you to take full advantage of the systems.

December is always the time for making resolutions for the new year - please make yours without fail. Let's get down to reaching our targets and all the other KRAs we set for ourselves and do not forget to develop your own selves. It gives me immense pride to have you as part of the Transworld family and take this opportunity to wish you and your family a very happy, healthy and prosperous 2012.

Thank you and Best Wishes,
Ramesh S. Ramakrishnan

Christmas at Balaji Shipping Ring in the Festive Cheer



2011 was a very special year at BSL, with us closing the calendar year with a number of achievements. We were so tied up with our daily business matters that we suddenly realised that Christmas was just around the corner and we hadn't put up the festive cheer as yet! In the typical BSL style....there was a sudden spurt of brainstorming and instant ideas about the best and fastest way to spruce up the office. With great Creativity and Teamwork, the entire BSL office suddenly went abuzz with frenetic activity. We did set a few records of our own, setting up the off-the-cuff decorations for Christmas!! It was a

mixed-bag with decorations contributed by each team member and so many more created from scratch! Our creative genius was at its best! A fastest "Nativity Scene (Crib)" was made by Ms. Maria, out of tissue paper, discarded cartons and loads of creativity. Ms. Karin decorated each of the office computers in the festive colours. Snowflakes of various shimmering colours were quickly made from scratch and adorned the passage. The BSL ladies went into overdrive as stars, lanterns and streamers appeared in minutes jazzing up the office. All felt that the team have outdone our

creativity!! It was a sight to behold!! Trust me...Santa couldn't have done better!! DJ Anton, could be seen mixing the Christmas Carols from his 1TB music collection, enthusing a few hearts in the bargain! A very special hand-made "Christmas Tree" was crafted out of paper by Ms. Minette. Each BSL Teammate wrote a "special message on an individual star". Our Chairman and Directors were kind enough to add their special messages in the stars too. These glitzy stars then adorned the BSL Christmas Tree!! What a pretty sight the tree made! Looks like this is the beginning of a new tree'nd at BSL. While the Christmas Spirit cheered our hearts.... home made cakes, Christmas sweets and Marzipan brought by the team gladdened our tummies. Our very own photographer, Deepak went amok with the camerafor your viewing pleasure! The Christmas spirit was permeating from each of us with 1000 watt smiles being flashed all around!! What better way to spend Christmas...than with our very own Transworld Family! May we be blessed with the grace to give more than we get!! And may we learn each day to forgive and forget!! May we appreciate great efforts from those who don't breathe a word or cuss!! And may the Almighty bless our Transworld family with the Peace, Prosperity and Happiness of Christmas!! The BSL Team.

- Contributed by Mr Lawrence Fernandes

MV OEL Dubai 200 Voyages not out



The 22nd of April 2008 was a red letter day when the M.V 'OEL DUBAI' sailed into the Port of Colombo with all horns blazing straight from the builders in Singapore, and Principals Orient Express Lines declared that the vessel was to be deployed on the Colombo – Cochin shuttle.

This was indeed creating history in the annals of the Port of Colombo, as it was the first instance where a common carrier feeder vessel was coming in straight from the builders to be used on a Colombo shuttle.

The 13th of February 2012 marked another milestone when this vessel the M.V 'OEL DUBAI' completed 200 voyages on this shuttle over the Port of Colombo.



To commemorate this remarkable feat a ceremony was held onboard the vessel in Colombo . The Chairman of Orient Express Lines Mr S . Ramakrishnan made a special visit to Sri Lanka to be a part of this .Dr. P.B. Wickrema, Chairman SLPA, Capt Nihal Keppetipola MD SLPA and other senior port officials were also present.

The climax of the ceremony was when 200 balloons were sent from the bridge of the vessel to signify the 200 voyages . On the 16th of February 2 a similar function was held onboard the vessel in Cochin as the vessel completed her 200th voyage . Senior politicians, the Chairman of the Cochin Port Trust along with other Port Personnel, Senior officials from ICTT Vallarpadam and the Management of Orient Express Lines participated.

Plaques were exchanged between the Chairman CPT and Orient Express Lines and the CEO ICTT and Orient Express Lines to signify the event.

– Contributed by Marius Gomez



OEL makes glorious entry into the Colombo – Male sector

The Maldives better known for its pristine white sand beaches and turquoise waters, which attracts many a celebrity to its luxury hide away resorts had a celebrity of a different sort entering recently, this was when Orient Express Lines Fzco Dubai decided to serve the Male – Colombo sector, which added to the array of feeder routes it offers to its customers.

The Maldives, with its capital Male is located South West of Sri Lanka and consists of 1193 tiny islands most of which are uninhabited. With a population of just over three hundred thousand people Maldives is highly dependent on Sri Lanka for various reasons.

Tourism is its main source of income and close to 30% of its GDP revolves around same, while Sri Lanka has been one of its main trading partners considering its close proximity.

OEL was studying this route for some time and when the time was ripe during the 4th quarter of 2011 decided to enter this route by launching a service through its JV company in Sri Lanka – Hayley Lines.

The vessel Morning V-Ship of 508 teu capacity was deployed to shuttle between Male and Colombo and today has a frequency of a call every 10 days.

Within a short span of time this service has managed to capture close to 50% of the common carrier feeder market on this trade route and is still growing. All major Blue Chip Shipping Lines viz-a-viz Maersk,



MSC, CMA, APL etc. currently use this service considering the high levels of service being offered to them.

The aim of OEL is to capture a major portion of the market on this trade lane and stabilize itself as the main player serving this route.

– Contributed by Suharha Perera, OEL Colombo

01st of January 2012 marked the completion of 15 Years of service at Orient Express Lines, Colombo by Mr. Marius Gomez. This was indeed a remarkable achievement as Marius was very much instrumental in developing in essence the OEL business and as a whole the activities of the Transworld Group in Colombo during this period.

Marius, who was formerly the head of the Orient Express Lines agency in Colombo, resigned from this post to join Transworld Group on 01st January 1997 as the Owners Representative for OEL in Colombo. This was a time when OEL was just establishing itself in container feeder business on the Colombo Hub. Marius was a person who would not shy away from a challenge and this new appointment too was accepted in the same stride. Today, looking back, the growth of OEL in Colombo during the last 15 years has been phenomenal. From a

single sector operator, OEL has now grown into multi sector's and is considered one of the biggest and most reputed feeder operators in Sri Lanka. Much of this could be attributed to the tireless effort put in by him.

On the 01st of March 2000 Marius was handed over the additional responsibility of handling the Colombo Hub feeder services which included all South Indian sector's. Under his guidance the services on these sector's have further grown and today the name OEL and Feeder has become synonymous with OEL being established as a household name in the region.

In recognition of his invaluable services the management promoted him as Vice President on 01st of May 2011 which position he still holds. We are sure that with Marius at the helm OEL will go from

strength to strength and we wish him the best of health and many more fruitful years of service at Orient Express Lines.

Mr Marius Gomez
Vice President - Colombo Hub



OEL Progress: Keel laying & Pooja

The pooja and keel laying for the first of three bulk carriers which we have contracted to build with GWS was held on 30th November 2011 in Guangzhou. The function was attended by Mr. L.B. Culas and Mr. Ritesh S. Ramakrishnan. We expect delivery of the first bulk carrier in September 2012.



Quotes on leadership

- Being a good leader or motivating others doesn't call for a special personality or require any certain chemistry or training. Any one of us can do it. There is a simple formula: You must care!
- Greatness in leadership starts with the ability to be a good leader.
- A good leader is not a boss - he is a servant.
- A good leader is someone who is not worried about his own career, but is more concerned about the lives of those around him- those he works with.
- You must value the individual and hold him high in regard.
- A good rule to follow is to treat others as you would wish to be treated should your roles be reversed.
- A great man shows his greatness by the way he treats little men.
- It is a fine thing to have ability, but the ability to discover ability in others is the true test of leadership.
- You can always tell who the boss is: He's the one who watches the clock during coffee breaks.
- It takes a small man, insecure in his authority, to keep insisting on respect, loyalty, and obedience, instead of inspiring it voluntarily in his followers' hearts by his own kind and considerate sample.
- You'll never fully appreciate your leaders till you have join to them in leadership.
- Always remember, in whatever you do, the mark of a good leader is to always consult with others. Be sure to consult the right people.
- Great leaders are usually the humblest of all people, willing to do anything. They don't feel worthy of their great responsibility.
- Any truly good leader welcomes questions, suggestions and even contrary ideas.
- The price of greatness is responsibility.
- There are limitless possibilities to a man with a vision

Accepting Responsibility by taking the Blame

Some people tend to blame everybody else for all their troubles. "Why me? I didn't do it. they did it to me! It wasn't my fault, it was his fault, her fault! They're the ones who made me do it! "

How can you ever grow or learn lessons from life when you're blaming others for everything bad that happens to you and if you won't accept the responsibility for your own problems? Even if you were not directly to blame for something, as a leader, you still need to take responsibility and work for a solution. No matter who caused the problem, blaming others will not resolve it. Concentrate not on placing blame, but on finding solutions. Don't be too quick to judge and blame others!

Remember, failure to hit the bull's eye is never the fault of the target. That's why successful leaders focus on responsibility instead of blame. Many people want to wear the cloak of leadership, but remember, with it comes the burden of responsibility.

Another important quality of leadership is being able to admit your mistakes and apologize when necessary. When you are not afraid to admit your mistakes and apologize for them, your team will respect you and be willing to follow you more.

. Apologize sincerely.

. Be willing to acknowledge and accept responsibility for mistakes.

– Contributed by Syed Ibrahim Rizwan

Transworld Group KSA -Dammam 1st Anniversary



Guide to a Better Life

Personality:

1. Don't compare your life to others'. You have no idea what their journey is all about.
2. Don't have negative thoughts of things you cannot control. Instead invest your energy in the positive present moment
3. Don't overdo; keep your limits
4. Don't take yourself so seriously; no one else does
5. Don't waste your precious energy on gossip
6. Dream more while you are awake
7. Envy is a waste of time. You already have all you need..
8. Forget issues of the past. Don't remind your partner of his/her mistakes of the past. That will ruin your present happiness.
9. Life is too short to waste time hating anyone. Don't hate others.
10. Make peace with your past so it won't spoil the present
11. No one is in charge of your happiness except you
12. Realize that life is a school and you are here to learn. Problems are simply part of the curriculum that appear and fade away like algebra class but the lessons you learn will last a lifetime.
13. Smile and laugh more
14. You don't have to win every argument. Agree to disagree.

Community:

15. Call your family often

16. Each day give something good to others
17. Forgive everyone for everything
18. Spend time with people over the age of 70 & under the age of 6
19. Try to make at least three people smile each day
20. What other people think of you is none of your business
21. Your job will not take care of you when you are sick. Your family and friends will. Stay in touch.

Life:

22. Put GOD first in anything and everything that you think, say and do.
 23. GOD heals everything
 24. Do the right things
 25. However good or bad a situation is, it will change
 26. No matter how you feel, get up, dress up and show up
 27. The best is yet to come
 28. Get rid of anything that isn't useful, beautiful or joyful
 29. When you awake alive in the morning, thank GOD for it
 30. If you know GOD you will always be happy. so, be happy.
- While you practice all of the above, share this knowledge with the people you love, people you school with, people you play with, people you work with and people you live with. Not only will it enrich YOUR life, but also that of those around you.

– Contributed By Biju Varghese

Flat Tyre Story

This story can be used during contradiction analysis to help people articulate problems in terms of solutions.

One day a car was driving down a deserted road out in the middle of nowhere, when suddenly it had a flat tyre. The passengers got out, opened the trunk, and discovered to their dismay that there was no Jack. They decided they needed a jack to change the tyre, so they started off on foot down the road to try and find a gas station in order to borrow a jack.

A couple of minutes later, another car came down the deserted road. Suddenly, it too had a flat tyre. The passengers got out of the car, opened the trunk, and discovered there was no Jack. They thought a while and decided they needed to find a way to lift the car, so that they could change the tyre. They looked all around and found a big rock and a log. Using the rock and the log, they lifted up the side of the car and changed the tyre.

So while the passengers of the first car were still walking down the road looking for a gas

station, the second car had already changed its tyre and was continuing along to its destination.

Why was it that the passengers of the second car resolved the problem of the flat tyre first?

Answer :- The difference is the way each group named the problem.

The first group named it in terms of the solution- No Jack. Thus, their only option for a solution was to get a Jack.

The second group named the problem as having No way to lift the car. They, therefore, had many possible options for finding a way to lift the car, not only one.

Moral of the Story :- Solution depends on how you define the problem. Try defining it in different ways to get solution.

– Contributed by Rajgopal

Imperfect Journey

It bruises and pains, wonder why?

*The endless path that i embarked on..
Dreams that i dared to dream, oh yes!
and so i must press on..*

*Seamless journey is almost a mirage..far
and away,As I walk amidst these changing
seasons..tomorrow is now today.*

*Heart beats, Yes! but the heart seems to
be lost,I do Breathe.. but Life seems to
be lost.*

*Thats when i looked up and my being
filled with brightness...In the end its as
innocent as happiness.*

*Manifestations and Realizations and i am
on the edge of a Knife!! Its still worth the
imperfections...what we call as Life !!*

– Contributed by Marina Fernandes

Think Green

Be mindful of sensitive to the natural environment in your daily life

The 3 R's of environmental protection. Reduce, Reuse, Recycle. Zv

REDUCE

...YOUR CONSUMPTION

The first step to reducing your impact on the environment, is reducing the amounts of resources you consume and use. Think twice before you buy or use anything. Do you really need it? By reducing your consumption you will also decrease the amount of waste you produce.

... YOUR WASTE

There are also many other ways to reduce your waste. The opportunities are nearly endless. Here are just a few ideas.

- Think before you print or photocopy! Print and copy as little as possible.
- Edit on screen, not on paper.
- Use e-mail to minimize paper use.
- Send and store documents like necessary papers and business proposals electronically instead of on paper.
- When you must print or copy, do it double-sided.
- Circulate documents instead of making an individual copy for everyone.
- Change the margins on your Word documents. The default margins on the documents you print are 1.25 inches on all sides. Simply changing the margins to 0.75 inches will reduce the amount of paper you use by almost 5 percent.

... YOUR ENERGY CONSUMPTION

There are so many ways of optimizing your energy consumption

- Turn off unused or unneeded lights.
- Use natural lighting instead of electric lighting whenever possible.
- If you have a desk lamp, make sure it uses

fluorescent bulbs (instead of incandescent bulbs).

- Dress appropriate to the season
- Select cold water for washing clothes
- Keep windows and doors closed in heated and air-conditioned areas.
- Turn off computers when they are not in use.
- Turn off printers, especially laser printers, unless printing.
- Don't use power strips to turn on all computers and desk equipment at once.
- When purchasing computers and peripherals, buy low wattage equipment
- Minimize use of screen savers and instead enable power management features
- Purchase only energy-efficient products
- Move your refrigerator. Leaving space between your refrigerator and the wall increases air circulation around the condenser coils, allowing the fridge to operate more efficiently.

... YOUR OIL CONSUMPTION AND POLLUTION

- Drive Efficiently - If you must drive, buck the trend toward more wasteful vehicles and drive a fuel efficient car, i.e. one which gets more miles per gallon, and don't drive it more than you really need to!
- Park your car in the shade. Gas evaporates from your fuel tank more quickly when you park in the sun. Parking in the shade lowers the temperature in your gas tank by up to 7 degrees, significantly reducing fuel evaporation.

REUSE

Plastic containers can become food storage, paper can become wrapping paper. The ways in which to reuse things are unlimited. All you need is to be creative. If being creative is

not your thing, here are some other ideas:

- Reuse envelopes by placing a new label over the old address.
- Designate a box for scrap paper and use it for printing all drafts or unofficial documents.
- Reuse plastic bags or better get a reusable canvas bags.

RECYCLE

When buying any type of product, see if it is available with post consumer recycled content.

- Wrap presents in gift bags. Once you tear the wrapping paper off a holiday gift it ends up in the recycle bin, but gift bags can be used over and over again.
- Production of recycled paper uses only half the water and 3/4 of the energy than new paper
- Every ton of recycled paper saves almost 400 gallons of oil, three cubic yards of landfill space and seventeen trees.
- If you recycle soda cans, the energy used and air pollution created, is 95 percent less than if the cans were produced from raw materials.
- You could operate a TV set for an estimated three hours with the energy saved by recycling just one aluminum can

Thinking green means being aware of our interconnectedness with the world and reflecting on the unintended damage we cause nature in the daily course of our lives. Thinking green leads to acting green - taking corrective action to make environmental responsibility a reality.

"Every person is the right person to act. Every moment is the right moment to begin". THE Time to Act is Now!

– Contributed by Barkha Bijlani

**Mr Ramesh Ramakrishnan
being felicitated by
Mr.P.Chidambaram - Home
Minister - Govt of India at a
private function**



Why employees leave organisations ?

– Azim Premji, CEO - Wipro

Every company faces the problem of people leaving the company for better pay or profile.

Early this year, Mark, a senior software designer, got an offer from a prestigious international firm to work in its India operations developing specialized software. He was thrilled by the offer.

He had heard a lot about the CEO. The salary was great. The company had all the right systems in place employee-friendly human resources (HR) policies, a spanking new office, and the very best technology, even a canteen that served superb food.

Twice Mark was sent abroad for training. "My learning curve is the sharpest it's ever been," he said soon after he joined.

Last week, less than eight months after he joined, Mark walked out of the job.

Why did this talented employee leave ?

Mark quit for the same reason that drives many good people away.

The answer lies in one of the largest studies undertaken by the Gallup Organization. The study surveyed over a million employees and 80,000 managers and was published in a book called "First Break All The Rules". It came up with this surprising finding:

If you're losing good people, look to their immediate boss .Immediate boss is the reason people stay and thrive in an organization. And he 's the reason why people leave. When people leave they take knowledge,

experience and contacts with them, straight to the competition.

"People leave managers not companies," write the authors Marcus Buckingham and Curt Coffman.

Mostly manager drives people away?

HR experts say that of all the abuses, employees find humiliation the most intolerable. The first time, an employee may not leave, but a thought has been planted. The second time, that thought gets strengthened. The third time, he looks for another job.

When people cannot retort openly in anger, they do so by passive aggression. By digging their heels in and slowing down. By doing only what they are told to do and no more. By omitting to give the boss crucial information. Dev says: "If you work for a jerk, you basically want to get him into trouble. You don 't have your heart and soul in the job."

Different managers can stress out employees in different ways - by being too controlling, too suspicious, too pushy, too critical, but they forget that workers are not fixed assets, they are free agents. When this goes on too long, an employee will quit - often over a trivial issue.

Talented men leave. Dead wood doesn't.

Jack Welch of GE once said. A company's value lies "between the ears of its employees".

– Contributed by Rijish Rajan

Congratulations TSL



Transworld Shipping and Logistics LLC proud to receive a certificate of appreciation from WORLDBANK towards the survey was conducted by them in UAE for doing business in a More Transparent World for the year 2012.. Doing Business in a more transparent world is the ninth in a annual series of reports released by the World Bank launched in October 20th, 2011 with their advice to us that it was a great success and extensive media coverage."

We would like to invite you to visit their interactive website at <http://www.doingbusiness.org> here you can see our contribution to their project "Contributors section" in UAE.

The web site provides more detailed information on the methodology and background studies and permits customized queries and cross-country comparisons of the business indicators.





Coffee With Chairman

Every month, the CEO of the respective units (OEL, BSL, TSL, TL) nominates a staff (by picking up a chit) who will then be invited for Coffee with the Chairman and have an informal chit-chat.

In the month of December 2011, the below mentioned staff had Coffee with the Chairman. The Chairman was pleased to spend time interacting with staff and understanding the views and commitment towards taking Transworld to greater heights.



Marina Fernandes (TWL)



Venugopalan Pillai (TSL)

New Faces

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



Viraf Raimalwala



Vikas Velikkoth



Veerapandian Ponnuswamy



Amardip Singh

New Born

Congratulations to the Proud Parents!



Tulein Abdulkareem
Daughter of
Abdulkareem Aljurayed
Born on 19/11/2011



Dyanne Izabella Makavitage
Daughter of Karin Holmes
Born on 14/9/2011



Ridhu Ricku
Daughter of Ricku &
Dhanya Murali
Born on 27/1/2012



Rishan Rajan
Son of Mr Rijish Rajan &
Manju Rajan
Born on 07/11/11

Newly Weds

Wishing you happiness & togetherness forever.



Leena David & Vimal Nathan
04/11/2011



Gopal Kandel & Sunita Bhusal
13/12/2011



Niranjana Venkatesh & Rohini Kamat
14/12/2011

Sports Day



transview

Editorial

Dear Readers,

Hope you all are well. We all are aware of the current market situation all around the world. The big question: How do we survive competition, recession and financial crisis?

Innovation & Creativity.

Innovation is all about creating novel solutions to problems. In business circles, it's as much about the product as the process. Innovation is about resisting traditionalism; doing something new. Rejecting the old. True innovation in business is that rare confluence of meeting a consumer need in a fresh way and designing a sustainable business model at the same time.

"The ability to transcend traditional ideas, rules, patterns, and relationships, and generate meaningful new ideas, forms, methods, interpretations."

This definition clearly captures that creativity is about grappling something that is stagnant and encumbered by tradition, morphing

and adding value. A spark of genius. A bit of joy. A new possibility. A sense of wonder. A novel work.

Being creative is about bringing new solutions to old problems, fresh perspectives and aha moments. It's about new connections. Heck it's really about all things new. It's the essential component of innovation, perhaps even a synonym in some respects.

All of us at Transworld have a responsibility to ourselves and our customers to be prepared and ensure that we continue to be the customer's first choice through quality service, cost effective solutions, innovation and creativity.

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

Amit Powar

Editorial Team:

Ritesh S. Ramakrishnan, Sanjit Roy, Amit Powar
All emails for transview to be sent to transview@transworld.co

Christmas @ Transworld FZE



Sponsored Events



SCRIBE SURPRIZE



Your favourite newsletter Transview is now 'Trans'formed. It's got your views, it's got your news and we need them coming. Just send in your contributions to transview@transworld.co and if selected, you stand to win attractive prizes. So get cracking on those ideas and start sending them. Winning was never so easy!

Write to us! We treat your comments as a gift – feedback is always positive, so feel free to drop us a line. We are on the lookout for your pictures, news, and stories. Email : transview@transworld.co