

transVIEW



Chairman wins India Seatrade 'Businessman of the Year Award'

Congratulations to Transworld Group Chairman Ramesh S. Ramakrishnan for being awarded the 'Businessman of the Year' title at The India Seatrade Award for Excellence in Coastal Shipping & Inland Water Transport held on 7 August 2015 at Kochi. The Management and Staff take this opportunity to congratulate Chairman on this well deserved accolade.



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Capt. V. K. Singh - CEO Shreyas Shipping and Logistics Limited won the 'Leadership of The Year Award' while the company won the 'Ship Operator of The Year Award'



Shreyas Relay Systems Limited won the Coastal Container Operator of The Year Award and Outstanding Achievement of The Year Award. Mr. S Varadarajan, CEO of the company collects the award.

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Editorial

Dear Readers,

Years back what Alexander Graham Bell said :
 “When one door closes, another door opens; but we so often look so long and regretfully upon the closed door, that we do not see the ones which open for us,” has suddenly come true in today’s contemporary, multi-polar world.

China seems to have hit a bad patch, and its slowing down has pummelled the stock markets and sentiments the world over, but when one engine shut, another has sprung to life – the US – to offset the negative effects of the slowdown.

On a more regional level even as the oil process are cooling, the vibrancy of the GCC, Indian and newly opened Iran possibility portends well for the economies and markets.

Transworld Group, with strong presence in dynamic markets of GCC, India and geographic proximity to Iran, is uniquely positioned to capitalise on the burgeoning project activities expected in the next few years.

While mega events like the Expo 2020 to be held in Dubai, UAE and the FIFA World Cup to be held in Qatar are expected to trigger a spike in project activities, the regular cycle of trade are also expected to keep up the momentum.

The recent visit of Indian Prime Minister Narendra Modi to the UAE, the first by an Indian premier in 34 years, has further boosted bilateral trade. The UAE and India have agreed to bolster their economic and investment relations by setting up a US\$75 billion infrastructure fund and boost two way trade by 60% taking it to US\$100 billion a year.

This significant visit points to the increasing importance the world’s second most populated country gives to the UAE and the region. India is keen to boost its manufacturing capabilities and exports to the GCC region which has traditionally been a key trade partner.

The spate of activities in India and Iran are also expected to boost transit through UAE as there is renewed interest and participation of the developed economies in the “Make in India” campaign in India and the post-nuclear deal scenario in Iran.

But before we proceed any further we pay tribute to the memory of our late founder R. Sivaswamy who left us for heavenly abode on 21 July 1989. Although he departed 26 years ago, he has never left us. He continues to guide, inspire and encourage us every day.

The Annual Valli & Sivaswamy Memorial Concert held every year on that day is but a small homage to our Founder. This year a fusion music concert featuring some of India’s best talents was held to mark the anniversary.

Back to the industry and latest developments.

While the situation is challenging, it has been a very good summer for Transworld Group. Shreyas Shipping and Logistics Limited acquired two more container ships – SSL Bharat and SSL Chennai in July.

“Shreyas is proud to add 37597 GRT to Indian tonnage and also to its own existing GRT of 98696 to raise the total fleet strength to eight Indian flag container ships of 136293 GRT,” said Mr. Ramesh S. Ramakrishnan, Chairman of Transworld Group.

August was a month of recognition.

Transworld Group had a rich haul at The India Seatrade Awards for Excellence in Coastal Shipping and Inland Water Transport at Kochi on 7 August 2015. Chairman Ramesh S. Ramakrishnan was awarded the ‘Businessman of the Year’ title and the Group were also proud recipients of four more awards.

In the same month Shreyas Shipping and Logistics Ltd also won the Coastal Shipping Operator of the Year title at “The Gateway Awards” held in Mumbai. September saw the Group triumphant at MALA Awards 2015 held in Mumbai winning three titles.

But whatever has been achieved we dedicate ourselves once again to step up our efforts and scale greater heights.

Best Regards,
 B. Mannan

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 Ritesh S. Ramakrishnan, B. Mannan, Sanjit Roy,
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Mesmerising music at Valli & Sivaswamy Memorial Concert

The Valli & Sivaswamy Memorial Concert, an annual event in remembrance of Smt. Valli & Shri. R. Sivaswamy, the inspiration and guiding light of Transworld Group, was held on 21 July 2015 in Mumbai.

An eclectic mix of internationally acclaimed musicians across various styles and genres combined superbly to make it an evening to remember.

The concert featured Purbayan Chatterjee on Sitar, Ranjit Barot on Drums, Stephen Devassy on Keyboards, Mohini Dey - Bass Guitar, Giridhar Udapa - Ghatam, Manjoor Khan Manganiyar on Dholak, Deu Khan Manganiyar - Khadtal.



Shreyas Shipping and Logistics Ltd. acquires two more container ships, raises total fleet strength to eight

MUMBAI, 16th July 2015: Shreyas Shipping and Logistics Ltd the leading coastal container operator and part of global conglomerate Transworld Group (www.transworld.com) which owns most number of container ships in India has taken delivery of two more within three days.

"Shreyas is proud to add 37597 GRT to Indian tonnage and also to its own existing GRT of 98696 to raise the total fleet strength to eight Indian flag container ships of 136293 GRT," said Mr. Ramesh S. Ramakrishnan, Chairman and Managing Director of the company and also Chairman of Transworld Group.

SSL BHARAT of 29383 GRT and 2959 TEU capacity, which is one of the largest Indian flag container vessel, was delivered at Jebel Ali, Dubai, United Arab Emirates on 16th July, 2015 and SSL CHENNAI of 8214 GRT and 700 TEU capacity became part of the fleet at Port-Kelang, Malaysia on 14th July 2015.

"Shreyas plans to operate both newly acquired vessels on the Indian coast thereby plying all its eight container vessels, with a total capacity of 11,954 TEUS and 1,68,406 DWT, for coastal shipping, thus helping to raise container service across Indian coast to a new level and service the needs of domestic as well as Exim transshipment trade on the Indian coast," added Mr. Ramakrishnan.

SSL BHARAT will be deployed on the existing PIX2 service along with SSL MUMBAI and SSL GUJARAT on a weekly service frequency between Mundra – Tuticorin – Kattupalli – Vizag – Tuticorin – Cochin – Jebel Ali – Mundra. This container ship of 2959 TEU and 34769 DWT will be the largest container vessel operating on the Indian coast for domestic coastal trade emphasising the company's confidence about the prospects for growth of coastal shipping, and its commitment towards development of coastal shipping in India.

SSL CHENNAI will be deployed as a feeder support vessel for PIX2 service along with SSL SAGARMALA on the North -Eastern region on a service rotation of Vizag – Kolkata – Chittagong – Vizag. The service will cater to the trade requirement of coastal containerised cargo movement between India and Bangladesh as well as Exim transshipment through Vizag.

"With this addition, we will be able to substantially increase the business prospects of Shreyas' wholly owned subsidiary Shreyas Relay Systems (referred to as "SRS"), both along the Indian coast and also internationally. SRS will commence its business in Bangladesh very shortly," explained Mr. Ramakrishnan.

With the addition of these ships on the coastal service, Shreyas will be able to provide increased tonnage and better service frequency to customers by providing connectivity between all main container ports from Mundra up to Kolkata on a weekly basis, and also provide direct service from Chittagong, Kolkata, Vizag, Kattupalli, Tuticorin and Cochin to Middle East thus avoiding transshipment of such cargo through Colombo.

Shreyas had announced earlier this year about plans for acquiring four container ships in a span of 18 to 24 months. With this fleet enhancement, two ships have now been acquired and two more ships are planned for acquisition in the next one year.



Shreyas Shipping wins at The Gateway Awards



Shreyas Shipping and Logistics Ltd, part of Transworld Group, won the 'Coastal Shipping Operator of the Year' title at 'The Gateway Awards' held recently in Mumbai.

Capt. V. K. Singh, CEO of Shreyas Shipping and Logistics Ltd received the award.

Chairman of Transworld Group, Mr. Ramesh S. Ramakrishnan said : "I take this opportunity to congratulate Shreyas Shipping and Logistics Ltd and wish them continued success in all their endeavours." The Gateway Awards was established in 2008 and is one of the coveted awards in the maritime industry honouring individuals, organizations and companies from across India's maritime industry. These awards promote best practices, innovation and motivation.

Transworld Group reaps success at India Seatrade Awards for Excellence in Coastal Shipping and Inland Water Transport

Transworld Group had a rich haul at The India Seatrade Awards for Excellence in Coastal Shipping and Inland Water Transport held on 7 August 2015 at Kochi.

Chairman Ramesh S. Ramakrishnan was awarded the 'Businessman of the Year' title and Transworld Group were also proud recipients of the following awards :



Chairman at the Business Forum



Outstanding Achievement of the Year Award

Leadership of the Year Award: Capt. V. K. Singh - CEO Shreyas Shipping & Logistics Limited

Ship Operator of the Year Award: Shreyas Shipping & Logistics Limited

Coastal Container Operator of the Year Award: Shreyas Relay Systems Ltd

Outstanding Achievement of the Year Award: Shreyas Relay Systems Ltd

The India Seatrade Award for Excellence in Coastal Shipping & Inland Water Transport recognises institutions, enterprises, and individuals, who have made a difference with their outstanding contributions to these sectors.

The objective of these awards is to reward consistent leadership, significant efforts, exceptional commitments and path-breaking initiatives taken in developing, supporting and scaling coastal shipping and inland water transportation in India.



Container Operator of the Year Award



Awardees pose for a group photo



Memento for launching SSL Bharat

Transworld Group triumphs at Maritime and Logistics Awards 2015

Transworld Group won three awards at the Maritime and Logistics Awards (MALA) held at Mumbai on 4 September 2015.

Orient Express Lines won the Best Feeder Operator of the Year title, Balaji Shipping Lines was recognised as Best NVOCC of the Year and Shreyas Shipping & Logistics Ltd won the Best Coastal Operator of the Year award.

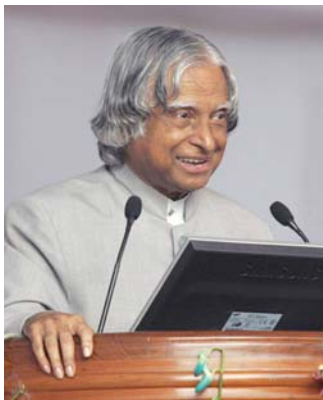
MALA has emerged as the authoritative recognition of quality service, best practices and innovation in the various segments of the maritime and logistics sector.

This year's keenly contested event was attended by the veritable who's who of industry - stalwarts and professionals, as well as policymakers and regulators, past and present, who had turned out in large numbers to applaud and cheer the winners.



(Left to Right) Capt. Rakesh Raje, Vice President - Balaji Shipping Lines, Mr. Ritesh S. Ramakrishnan, Director - Strategy and Business Planning of Transworld Group and Mr. Sony Antony - General Manager, Orient Express Lines at the awards function

An important leadership lesson from late Dr. A.P.J. Kalam



The following is extracted from the book "Wings Of Fire" - Autobiography of Dr. APJ Abdul Kalam, former President Of India.

This is from a session with Dr. Kalam At Wharton India Economic Forum , Philadelphia , 22 March 2008.

Question: Could you give an example, from your own experience, of how leaders should manage failure?

Dr. Kalam: Let me tell you about my experience. In 1973 I became the project director of India's satellite launch vehicle program, commonly called the SLV-3. Our goal was to put India's 'Rohini' satellite into orbit by 1980. I was given funds and human resources - but was told clearly that by 1980 we had to launch the satellite into space. Thousands of people worked together in scientific and technical teams towards that goal. By 1979 - I think the month was August - we thought we were ready. As the project director, I went to the control center for the launch. At four minutes before the satellite launch, the computer began to go through the checklist of items that needed to be checked. One minute later, the computer program put the launch on hold; the display showed that some control components were not in order. My experts - I had four or five of them with me - told me not to worry; they had done their calculations and there was enough reserve fuel. So I bypassed the computer, switched to manual mode, and launched the rocket. In the first stage, everything worked fine. In the second stage, a problem developed. Instead of the

satellite going into orbit, the whole rocket system plunged into the Bay of Bengal. It was a big failure. That day, the Chairman of the ISRO, Prof. Satish Dhawan, had called a press conference. The launch was at 7:00 am, and the press conference - where journalists from around the world were present - was at 7:45 am at ISRO's satellite launch range in Sriharikota [in Andhra Pradesh in Southern India].

Prof. Dhawan, the leader of the organization, conducted the press conference himself. He took responsibility for the failure - he said that the team had worked very hard, but that it needed more technological support. He assured the media that in another year, the team would definitely succeed... Now, I was the project director, and it was my failure, but instead, he took responsibility for the failure as Chairman of the organization. The next year, in July 1980, we tried again to launch the satellite - and this time we succeeded. The whole nation was jubilant. Again, there was a press conference. Prof. Dhawan called me aside and told me, 'you conduct the press conference today.'

I learned a very important lesson that day. When failure occurred, the leader of the organization owned that failure. When success came, he gave it to his team. The best management lesson I have learned did not come to me from reading a book; it came from that experience.!



Umesh Suratkal

By Umesh Suratkal

Head, Transworld Saudi Arabia Damman

Albatross Shipping further increases reefer truck fleet strength



Albatross Shipping Limited, part of Transworld Group, further increased its reefer truck fleet strength with the addition of two more trucks on 23 July 2015. Both trucks were in the office where Mr. V. Ramanarayan, Mr. Ritesh S. Ramakrishnan, Mr. R. Nambiar, Mr. Satish Pillania and Mr. P. Sethuraman, joined Capt. Bharat Sabharwal and the entire Alba Team for the puja ceremony.

Finding Work-Life Balance

Thanks to technological advances, we've become connected 24/7, which has blurred the boundary between work and personal life. A day has 24 hours, An average person should be getting 6 hours sleep, while you day is almost consumed by your office work for almost 8-12 hours and what is remaining with you out of the twenty four hours is some 6 hours for yourself (and in case you are married the remaining 6 hours are going to be further taxed. Also please do note that as your professional graph moves upwards the more you will try to devote your time towards office.) As work-life conflict becomes intensified, so has our fixation on to the idea of finding the right work-life balance as the ultimate solution.

But work-life balance is not the ultimate solution because it is inherently unnatural. It assumes that there can be

an equal, perfect distribution of time, energy, and focus allocated to our professional and personal lives. This is simply not true.

In nature, perfect balance occurs only twice a year—the spring and equinox. On these two days, day and night are exactly the same lengths—12 hours. Outside of these two days a year, nature doesn't rely on a concept of balance, but on her own pace and rhythm. Nature does this to survive and thrive. Now, we must also do the same.

We should stop trying to achieve work-life balance, instead focus your energy, time, and attention on finding our own pace and our own rhythm for your life.

How to incorporate a "spring" mindset into your days, weeks and months. What are the old commitments, file folders, and time expenditures that no longer

serve you and are preventing the budding of new growth? What meetings or stale to-dos can you remove from your week to create space for brainstorming, ideation, and innovation?

We should strive to find our "spring" rhythm and clear out the old and enjoy the new growth.

Honour ourself and let our needs and desires set the rhythm and pace for Our life.



Sharon Kavil

By Sharon Kavil
Senior Executive
Shreyas Relay Systems Ltd., Ghandidham

The 'Kind Manager'

A wealthy manager was driving in his car when he saw two men along the roadside eating grass. Disturbed by the sight, he ordered his driver to stop and he got out to investigate. He asked one man "Why are you eating grass?"

"We don't have any money for food," the poor man replied. "We have to eat grass." "Well, then, you can come with me to my house and I'll feed you" the manager said.

"But sir, I have a wife and five children

with me. They are over there, under that tree".

"Bring them along," the manager replied. Turning to the other poor man he stated, "You come with us also."

The second man, in a pitiful voice then said, "But sir, I also have a wife and seven children with me!"

"Bring them all, as well," the manager answered.

They all entered the car, which was no easy task, even for a car as large as it was.

One of the poor fellows turned to Mr. Manager and said, "Sir, you are too kind. Thank you for taking all of us with you."

The manager replied, "Glad to do it. You'll really love my place; the grass is almost 1 meter high!"

Lesson: Never trust managers... They will take you to any extreme to finish their job.

And there is nothing like KIND MANAGERS. Dedicated to all managers and upcoming managers.

A brief history of shipping and ports

Early Maritime History and Prehistory

The first boats were dugout canoes, developed independently by various stone age populations, and used for coastal fishing and travel. The earliest seaworthy boats may have been developed as early as 45,000 years ago, according to one hypothesis explaining the habitation of Australia.

The Mediterranean was the source of the earliest historically verified seaworthy vessel, the galley, developed before 1000BC, and development of nautical technology supported the expansion of Mediterranean culture.



Age of sail

The age of sail mostly coincided with the age of discovery, from the 15th to the 18th century. This period was marked by extensive exploration and colonization efforts on the part of European kingdoms. Slightly prior to the European development of large sailing fleets, the Chinese Treasure ships were a significant development.

Age of Steam

While steam technology was first applied to boats in the 1770's, the technology only became relevant to trans-oceanic travel after 1815, the year Pierre Andriel crossed the English Channel aboard the steam ship *Élise*. From 1815 on, steamships increased significantly in speed and size. Trans-oceanic travel was a particularly important application, with steam powered Ocean liners replacing

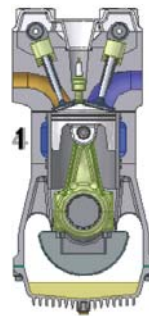


sailing ships, then culminating in the massive Superliners which included the RMS Titanic.

Recent maritime history

In the 1900s, the internal combustion engine and gas turbine came to replace the steam engine in most ship applications. A few ships, notably aircraft carriers, nuclear submarines, and nuclear powered icebreakers make use of Nuclear marine propulsion. Sonar and radio augmented existing navigational technology. An outgrowth of Morse code-based radio transmissions is the modern Global Maritime Distress Safety System.

While rudimentary freight containers, then known as lift vans, were used in the United States as early as 1911, it was not until the 1950s that containers started to revolutionize freight transportation. One pioneering railway was the White Pass and Yukon Route, who acquired the world's first container ship, the Clifford J. Rogers, built in 1955, and introduced containers to its railway in 1956. Starting in the 1960s the use of containers increased steadily.



- Containers are specially designed to be easily handled, stored, transported, and give a number of advantages:
- Less damages and breakage,
- Less losses and theft,
- Cheaper handling due to more efficiency in loading and discharge

Panamax

Panamax is determined principally by the dimensions of the canal's lock chambers, each of which is 33.53 metres (110 ft) wide by 320.0 metres (1050 ft) long, and 25.9 metres (85 ft) deep. The usable length of each lock chamber is 304.8 metres (1000 ft). The available water depth in the lock chambers

varies, but the shallowest depth is at the south sill of the Pedro Miguel Locks, and is 12.55 metres (41.2 ft) at a Miraflores Lake level of 16.61 metres



Dinesh D. Mallia

Suezmax

Economies of scale have dictated an upward trend in sizes of container ships in order to reduce costs. One



limit on ship size is the "Suezmax" standard, or the largest theoretical ship capable of passing through the Suez Canal, which measures 14,000 TEUs. Such a vessel would displace 137,000 DWT, be 400 meters long, more than 50 meters wide, have a draft of nearly 15 metres, and use more than 85 MW to achieve 25.5 knots, specifications met by the Emma Mærsk

Malaccamax

Beyond Suezmax lies the "Malaccamax" (for Straits of Malacca) ship of 18,000 TEUs, displacing 200,000 DWT, 470 meters long, 60 meters wide, 16 meters of draft, and using more than 100 MW for 25.5 knots. This is most likely the limit before a major restructuring of world container trade routes. The biggest constraint of this design, the absence of a capable single engine, has been overcome by the MAN B&W K108ME-C.

Capesize ships are cargo ships too large to traverse either the Suez Canal or Panama Canal (i.e., larger than both panamax and suezmax vessels). To travel between oceans, such vessels must round the Cape of Good Hope and Cape Horn

History of Shipping and Ports (contd.)

Capesize vessels are typically above 150,000 deadweight tons, and ships in this class include VLCC and ULCC supertankers and bulk carriers transporting coal, ore, and other commodity raw materials. The term is most commonly used to describe bulk carriers rather than tankers, however. A standard capesize bulker is around 175,000 tons deadweight, although larger ships (normally dedicated to ore transportation) have been built, up to 400,000 dwt. The massive dimensions (and generally very deep drafts) of such large vessels mean that only the largest deep water terminals can handle them. Also their size is better suited to the harsh ocean conditions that are often encountered off the southern tips of Africa and South America.



Aframax

An Aframax ship is an oil tanker with capacity between 80,000 dwt and 120,000 dwt.

The Aframax tanker is mostly employed in the intra-regional trade of the North Sea, the Caribbean, the Far East and the Mediterranean. The term is based on the Average Freight Rate Assessment (AFRA) tanker rate system.

This class is largely used in the basins of the Black Sea, the Caribbean, the China Sea and the Mediterranean. Non-OPEC exporting countries may require the use of Aframax tankers because the harbors and canals through which these countries have exported their oil are too small to accommodate VLCC's and ULCC's.

Bulk Carriers

Bulk carriers are cargo ships used to transport bulk cargo items such as ore or food staples (rice, grain, etc.)

and similar cargo. It can be recognized by the large box-like hatches on its deck, designed to slide outboard for loading. A bulk carrier could be either dry or wet. Most lakes are too small to accommodate bulk ships, but a large fleet of lake freighters has been plying the Great Lakes and St. Lawrence Seaway of North America for over a century.

Container Ships

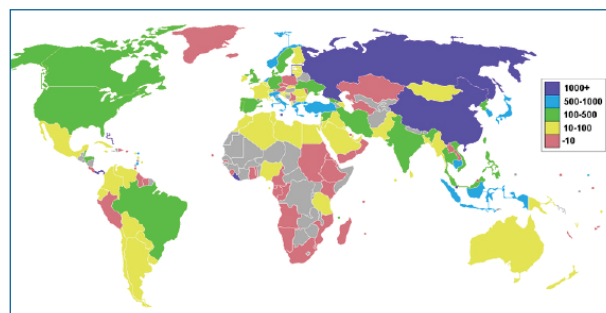
Container ships are cargo ships that carry all of their load in truck-size containers, in a technique called containerization. They form a common means of commercial intermodal freight transport. Informally known as "box boats," they carry the majority of the world's dry cargo. Most container ships are propelled by diesel engines, and have crews of between 20 and 40 people. They generally have a large accommodation block at the stern, directly above the engine room. Container ships now carry up to 15,000 containers on a voyage.

As of the new M/V Emma Mærsk container ships can carry up to 12,000 containers, and the total value of cargo per vessel can reach \$300 million. The ceaseless transit of these containers (at any given time, between 5 million and 6 million units) entails a great deal of risk.



Break Bulk or General Cargo Ships

Break bulk was the most common form of cargo for most of the history of shipping. The term break bulk derives from the phrase breaking bulk—the extraction of a portion of the cargo of a ship. Break bulk or



Map of the number of merchant ships per country

General cargo is transported in either packed forms such as bags, boxes, crates, drums, barrels of all shapes, sizes, and weights or in unpacked form like steel products. These goods may neither be in shipping containers nor in bulk as with oil or grains. Ships that carry this sort of cargoes are often called Break Bulk or General cargo ships. In shipping, break bulk cargoes are goods that must be loaded individually and the ships are usually equipped with cranes for handling of various types of cargo. Break bulk ships generally take much longer time to load and unload, in comparison to containerships. Ever since the containerization has grown worldwide, the volume of break bulk cargo has declined dramatically but still an effective mode of transportation for specific commodities like steel products, machineries and industrial project cargoes.

Tankers

Tankers are cargo ships for the transport of fluids, such as crude oil, petroleum products, liquefied petroleum gas, liquefied natural gas and chemicals, also vegetable oils, wine and other food - the tanker sector comprises one third of the world tonnage

Reefer ships

Reefer ships are cargo ships typically used to transport perishable commodities which require temperature-controlled transportation, mostly fruits, meat, fish, vegetables, dairy products and other foodstuffs.

By Dinesh D. Mallia

Senior Executive
Shreyas Relay Systems, Kochi.

Building Core Business Processes for Our Future: A View



Sai Hrushikesh Reddy Yadam

The business process is a complex construct. Viewing work as a process, which can be analyzed and improved, has a long history. Many different terms have been linked with business process concepts, including, amongst others, Lean thinking, Total Quality Management, Six Sigma, Business Process Re-engineering (BPR), Business Process Management and Business Systems Engineering. Many authors have also sought to trace the origins of these terms. Smith and Fingar (2003), for example, suggest that the progression of business process concepts can be categorized under three 'waves'. The first can be directly traced back to Taylor's scientific management in the early 1900s, the second is found in the 1980s and 1990s BPR movement. The proposed third wave relates to a more recent 'Business Process Management' movement, which purports to bring together different strands of process thinking into a more comprehensive approach.

Defining and Classifying Business Processes

A number of definitions have been proposed in past. For instance, an early definition by Davenport and Short (1990) consider a process as "The logical organization of people, materials, energy, equipment, and procedures, into work activities designed to produce a specified end result". Grover and Malhotra (1997) emphasize the value of the output in their definition; a "collection of activities or tasks that create outputs of value to a customer". Childe et al. (1994) place more focus on flows, defining a process as "a conduit along which a commodity flows" they note that a commodity may be conceptual or material. Earl (1994) noted that it is important to classify processes, as this gives a more sophisticated understanding of their character and scope. He suggests that processes are either core, support, network or management in nature, and points toward a hierarchical structure noting that 'processes have sub processes, just as systems have subsystems'. Childe et al.(1994) subdivide processes into three main areas. 'Manage' processes are concerned with strategy and direction setting, 'Operate' processes relate specifically to satisfying an external customer, and 'Support' processes facilitate the first two categories.

This stratified view of business processes is closely aligned with the ideas proposed in this article, and the CBP framework adopted by Late Parnaby. Building on the work described above, we must adopt a three level definition for our business processes which is summarized in table. The highest level, concerned with holistic system aims and goals is the CBP level. CBPs may subsume a large number of sub processes, which, in turn, may consist of work tasks.

Process Type	Description
Core Business Processes	A fundamental flow of activities critical to the achievement of goals and marketplace requirements.
Sub Processes	Take complex inputs to transform concepts and materials to add value for internal or external customers, but as a standalone entity these would not result in the realization of holistic business goals and marketplace requirements.
Work Tasks	Sub processes may involve 1 or more individual work tasks, which involve simple transformations to add value for internal or external customers.

Table: Classification of Business Processes

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Onion Exports: from open containers to reefers



Ronald Lobo

We, as Orient Express Lines and Balaji Shipping Lines have, over the period of last many years, carried huge quantity of onions especially from the erstwhile Bombay port as general cargoes and later in containerised form and till date continue to carry the same.

The carriage of onions has been done traditionally in one door open containers for ventilation and to preserve the nature of the cargoes. Trends have changed and now we carry onions in reefers, which enable the exporter to deliver better quality of onions since customers can get quality product and also eliminate wastage. We have been carrying this special vegetable that has also been responsible for toppling Governments in India. This humble bulb is the world's most ubiquitous foodstuff. The UN estimates that at least 175 countries produce an onion crop, well over twice as many as grow wheat, the largest global crop by area harvested.

Unlike wheat, onion is a staple of every major cuisine - it is arguably the only truly global ingredient. "Based on genetic analysis onions came from central Asia, but there's also very early evidence of their use in Europe in the Bronze Age," says food historian Laura Kelly in *The Silk Road Gourmet*.

Without doubt, onions would have been traded along the Silk Road as far back as 2,000BC. Today, though, there is little global trade in onions. About 90% are consumed in their country of origin. This may be why, in most parts of the world, onions generally escape much notice.

China and India dominate production and consumption - between them they account for about 45% of the world's annual production of more than 70million tonnes.

India is the second largest onion growing country in the world. Indian onions are famous for their pungency and are available round the year.

Indian onions has two crop cycles, first harvesting starts in November to January and the second harvesting from January to May.

Varieties:

The major varieties found in India are Agrifound Dark Red, Agrifound Light Red, NHRDF Red, Agrifound White, Agrifound Rose and Agrifound Red, Pusa Ratnar, Pusa Red, Pusa White Round. There are certain varieties in yellow onion which are suitable for export in European countries Tana F1, Arad-H, Suprex, Granex 55, HA 60 and Granex 429.

Areas of Cultivation:

• The major onion producing states are Maharashtra, Karnataka, Madhya Pradesh, Gujarat, Bihar, Andhra Pradesh, Rajasthan, Haryana and Tamil Nadu. Maharashtra ranks first in Onion production with a share of 27.72% followed by Karnataka with a market share of 22.35% and Gujarat with a market share of 10.39%.



India Facts and Figures:

There is a lot of demand for Indian onion in the world. The country has exported 12,38,102.60 MT of fresh onion worth Rs. 2,300.57 crores during the year 2014-15.

Modern pack-houses for sorting, grading and packing of quality onions are available at production zones. Guidelines have been framed to determine the compliance with maximum residue levels (MRLs) for the identified pesticides. Grade designation and quality development parameters have been set up.

Major Export Destinations (2014-15): Bangladesh, Malaysia, Sri Lanka, United Arab Emirates, and Nepal.

- Onion is the largest vegetable produced and consumed not only in India but also in the world.
- Although, it is classified as vegetable, it has special qualities, which add taste and flavor to food and hence it is mainly used in Indian cuisine and culinary preparations.

- In addition to its use in cuisine, it is also relished in raw form with meals. Onion is consumed by all classes of people- poor and rich and hence assumes a place of essential item. Onion possess very good nutritive and medicinal values. In Maharashtra, though Nasik, Ahmednagar, Pune and Satara are the major onion producing districts, the production is taken in three seasons, i.e. Kharif (May-July to Oct-Dec.) Late-Kharif (Aug-Sep. to Jan-Mar) and Rabi (Oct-Nov. to April-June). Though onion is produced in three seasons, the onions produced in Rabi season are only suitable for storage as the variety grown in this season has higher TSS, dry matter and more number of outer dried intact scales.

- Maharashtra is a leading state in onion production. Out of total annual production of about 60 lakh tonnes of country, about 16 lakh tonnes are produced in Maharashtra alone.

- Lasalgaon in Maharashtra, Asia's biggest onion market.

- There are hundreds of varieties of Onion grown in the world. According to colour, there are red, white and yellow types. Red and white varieties are grown in India. Although, onion is consumed in all the countries of the world, it is cultivated only in some countries. Hence it has export market and export value. Area under onion cultivation in the world is about 20 lakh hectares. India has the largest area of about 4 lakh ha. (20%) followed by China about 3lakh ha. But the production is the highest in China (48 lakh MT) as against India (44 lakh MT) due to higher productivity in China (16 MT/ha than India 14 MT/ha). In India, of the four lakh hectares of are a under onion, the maximum area of about 95,000 ha (about 24%) is in Maharashtra. Other important states are Karnataka, Orissa, U.P., Andhra Pradesh, Rajasthan, M.P., Tamil Nadu, Bihar and Gujarat.

By Ronald Lobo

General Manager Operations - All India Albatross Shipping Ltd., Mumbai

Importance of service excellence in maritime industry



Amrish Rai

Globalization of the world economy and our supply chains has advanced at an almost unbelievable speed. Growth in maritime trade, and increase in cargo container movements, continues to exceed overall economic growth, meaning that trade volumes are doubling every 5-7 years. Overall maritime industry is a very complex environment. Most of maritime organizations not only strive to provide the best service possible, it is integrated in organizations business model as a core component of their business. To stay competitive in this complex maritime environment, providing a consistent professional service and staying active is very essential. We often

hear many companies saying that good customer service is very important for them, but in real, actions do not seem to support their statement. Service Excellence means that it is not about exceeding the expectations of customers, but primarily about "delivering what is promised and dealing well with any problems and queries that arise". Service Excellence topic is drawing more attention. Being more customer-focused and providing Service Excellence is becoming a significant advantage and performance differentiator for both, private and public organizations. In an extremely competitive market service excellence facilitates cost-saving. Employees

are focal point for achieving service excellence in any organization.

The real challenge in seeking to strive for service excellence is how can an organization get all its employees to really care, to really believe in what an organization is trying to achieve? However, service excellence is a longer term journey & it can be only achieved by passion and commitment, a structured approach, engaged employees and total customer focus.

By Amrish Rai,
Manager
Shreyas Relay Systems Ltd., Kandla

SRS conducts workshop on "Scripting Service Excellence"



"Service Excellence means exceeding the expectations - primarily about delivering what is committed for and to build stable relationship with the customer".

Shreyas Relay Systems conducted a three day workshop on "Scripting Service Excellence @ SRS" in Mumbai from 24 -26 July 2015 attended by senior management of the company. During the workshop the team worked on Silega Expedition Business Simulation model, defining service quality with "SERVQUAL" model and group activities / case studies with learning and adapting from the world's best known customer service organization.

Quotes About Life

- When the middle is well and good, the past is repaired and the future is prepared.
- When flood comes fish eat ants and when flood recedes ant eat fish. It is only a matter of time, just hold on, nature gives opportunity to every one.
- In a theatre when drama plays you opt for front seats when film is screened you opt for rear seats, your position in life is only relative not absolute.
- For making soap oil is required but to clean oil soap is required, this is the irony of life.
- Every problem has (N+1) solutions Where N is the number of solutions that you have tried and 1 is the that you have not tried.



J. Vasanth

By J. Vasanth
Branch Manager
Albatross Shipping Ltd., Tuticorin

Our Most Valuable Resources – Our People

Chit-Chat with Mr. Shivaramakrishnan (Ram): Life in Transworld - 29 Glorious Years of Learning, Growth

I hail from South India, studied and lived in Kanyakumari with my parents. My father was a temple poojari and mother was a homemaker. I started work in Thiruvallur Transport Corporation in Kanyakumari depot as an apprentice radio mechanic.

Late Mr. Sivaswamy often used to visit Mahadanapuram at Gramam. He used to stay next to my house. During that time I used to interact with him and take him to the river Periyakulam to swim along with Aiya Mani Mama.

One morning in 1984, he asked me if I was interested to take up a job in Dubai as a house/office boy - I gladly accepted. I landed in Dubai on 23 June 1986 and joined Bin Hyder Shipping located in Bur Dubai in one small villa.

Mr. Sivaswamy was staying alone in Bur Dubai opposite National Flour Mills, Almoosa Building, Flat Number 416, 4th floor. I stayed with him and used to cook pure vegetarian food for him. I used to go to the office at 10 in the morning and work there till late evening. During that time I did jobs like sending telex messages, sending manually cargo arrival notice to consignee by post and learning all other shipping related administrative jobs. There were around 12 staff working in the company.

In 1989 Albatross Shipping Company was formed independently by Mr. Sivaswamy. The company was located in Bur Dubai – Khaleed Bin Waleed Street. In 1988 my first visit to Port Rashid was to the ship Orient Express, followed by Orient Pride, Orient Triumph, Orient Success and other ships.

During this period -1988 to 1992 - there was no computer system available in port / office during cargo operation while working in port gantries / ships' crane. I used to do cargo loading plan manually, write the container number in the bay plan and once I completed the cargo operation provide one set of cargo bay plan to vessel command and one set of container loading list with relevant detail and one set of documents for office use, and also do all immigration related activities to clear the ship. Those days we had to walk to the port. I used to go to the ships round the clock depending on the arrival of the ship and travel in the ship to all the down ports in UAE - Jebel Ali,

Sharjah, Fujairah, Khorfakkan and Dubai to handle all related cargo operation. When not on ships, I used to go to port CFS yard making necessary arrangements for transshipment LCL cargo to down port. (Those days maximum LCL cargo to Iraq was only by road). I have also worked in import / export / transshipment and Delivery Order counter and issuing delivery order for the clients, going to the customs for clearing the cargo to the particular consignee. Everything had to be done manually.

In 1994 we shifted our office to Al Khaleej building in Karama under Seabridge shipping and I moved into vessel operations. I worked as a Stowage Planner, regularly going to the port to attend meetings and doing all operation activities and custom formalities. In 2005 we moved to Jebel Ali under Transworld Shipping LLC and continued full-fledged being responsible for vessel handling, agency divisions / OESM Activity / customs work, bunker arrangements and immigration formalities etc.

Memories in Transworld Group are in abundant, to name a few :

- As a young boy, I cherish the memories of our late Founder Mr. Sivaswamy who used to hold my hand and go walking to office in the morning and evening. I felt so secure as though I was holding my father's hand who showed me the right path.
- He used to always call me Ambi. He motivated me, enlightened me and gave me all the support to come up in life and make a successful career. Mr. Sivaswamy was a God fearing, loving and affectionate person.
- In 1987 Mr. Sivaswamy lovingly gifted me two T-shirts.
- Empires grow from one man's vision and determination. Today as we grow outwards and upwards, we pay homage to your helmsmanship and dedicate our efforts to make your star glow brighter in wider horizons.
- I used to maintain a diary and note down all vessel operations reports which the Chairman Mr. Ramesh Ramakrishnan would always read and sign. It is still preserved with me since 1989.



- I have received long service awards for completing 10, 15, 20, 25 years of service.

I had the privilege to work with so many Managers and Employees of many different personalities and nationalities and gained a lot of knowledge. Under the guidance of Mr. Sivaswamy and Mr. Ramesh, I have learnt so much about shipping and still continue to learn from within Transworld. I feel elated that I worked with three generations Mr. Sivaswamy Iyer, Mr. Ramesh Ramakrishnan and Ritesh Ramakrishnan. Working with every generation was a learning curve for me.

On December 18, 2013 during office hours I had a silent heart attack and was rushed to the hospital in the night hours in an ambulance. During that time, Mr. Ramesh, Mrs. Geeta, Mr. Ritesh, Ms. Anisha, Mr. Culas and Capt. Leslie and all staff extended tremendous support to me and my family in all possible ways to ensure my life was saved, which was a great miracle that happened in my life. I am always indebted to the company for all the support and blessing. I have no words to express my gratitude to Transworld. I am extremely happy with the management and the company. Transworld is my first job and will be my last job in Dubai. I am so grateful to our Chairman Mr. Ramesh Ramakrishnan and

[Contd. on next page](#)

Our Most Valuable Resources – Our People – Contd.

his family for all the love and support they have extended to me. I thank the Almighty God for this wonderful journey in Transworld and for every blessing he has showered upon me.

Regarding my family, I came as a bachelor to Dubai, I got an arranged marriage in the year 1998 in Tirunelveli and I am blessed with a beautiful and loving daughter Saundarya who is now 9 years old and studying in Our Own Indian High School at Grade 5. My wife Chitra is a homemaker.

I came as a simple boy to Dubai and

today I feel very ecstatic and overjoyed to have reached the level of Deputy Operations Manager in Orient Express Lines and gained vast shipping knowledge in Operations.

I maintain a balanced life with work and home thus handling the pressures of work and home to satisfaction. My hobbies are playing cricket, badminton and sea swimming. After work, I enjoy being with my family, and play badminton with my daughter.

I plan to settle in Mahadanapuram in Kanyakumari my home town.

From the Editor: Ram is a strong pillar in the Transworld Family for more than 29 years and is truly a loyal, humble, simple, dedicated and hard-working employee. His amazing ability to handle high pressure situations of multiport vessel operations, with a smiling face is inspirational to all colleagues..

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

Enter the Heart

You are now entering the human heart
As you step inside
Please remove your slippers of sadness
Please hold onto the handrail of courage
Enjoy it, for it will be an inspiring journey.

When you step inside
Please wash your hands of feet of impurities
Please do not bring anything to eat
You will be served with fresh words of encouragement.

You do not need to bring any extra clothing
The heart will indeed take great care of you
It will envelop you in layers of positivity
So that you can see the bright side of life.

I can assure you that -
Whatever the kind of person you are
The heart will not judge you
It will not turn its back on you

It will not betray you
It will not leave you stranded in the desert of your life.

There are no tickets
For you to embark on this journey
You can start and finish whenever you like
You can stay with the heart
For as long as you like.

When you leave, please take
Your belongings of encouragement and positivity with you
But please do not forget two things:
When you leave, the heart will miss you
And, when this heart is in desperate need
It will need you...

By Pritpal Singh
Senior Assistant Customer Service
Transworld Logistics FZE, Dubai.



Pritpal Singh

Scribe Surprise

Your favourite newsletter TransVIEW 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.com
and if selected, you stand to win attractive prizes.

So get cracking on those ideas and start sending them.
Winning was never so easy!

The following are the winners of the Scribe Surprise

1st Prize : Cash Award of US\$ 100/-:
Dinesh D. Mallia, Senior Executive, Shreyas Relay Systems, Kochi.

2nd Prize : Cash Award of US\$ 60/- :
Sai Hrushikesh R. Yadam, Strategy, Shreyas Relay Systems, Mumbai

3rd Prize : Cash Award of US\$ 40/-:
Pankaj Singhi, Asst. GM, Shreyas Relay Systems, Gandhidham



Scribe Surprise Winners

Go to Gemba, the real place



Pankaj Singhi

I am reading the last 3 editions of Transview and let me compliment the Editors of Transview newsletter for issuing such a beautifully composed newsletter.

Transworld Group has extremely dynamic and diverse professionals who are associated with the Group for more than 2-3 decades. If readers - the employees - get the chance to learn from the real time experience from the legends of the industry it will be very good learning. We all are thousands of miles away from each other, but having the experience and knowledge in this platform will go farther than anything else.

I shall start with my own experience and would term as a "Go to Gemba" which is the Japanese term meaning "the real place." Gemba refers to the place where value is created; in manufacturing the gemba is the factory floor and in shipping I would reckon CFS or ICD's are the "Gemba the real place" where you can find all the activities related to shipping taking place under one roof and you learn a lot as a fresher in shipping.

In the CFS's or ICD'S on the job you physically observe the cargo aggregation and segregation, actual equipments movements, different stuffing pattern which you cannot learn until you handle or see from your own eyes and that experience always helps to visualize the state while taking decisions.

When I started in coastal shipping around six years back I still remember my first meeting with our CEO, Mr. Varadarajan where he advised me to always visit the "Transport Nagar" to the particular area for exploring new markets and commodities for coastal shipping. Transport Nagar in India works on Hub and Spoke model and once you visit the place you will get insight into that particular place and you can gather all information needed and then start working on your project.

This golden advice has really worked for me all the time and I call it : "Go to Gemba" - to be at the place of real work. In the present situation of volatility where supply is greatly outstripping the demand and freight rates are going down on daily basis on global chart, "Go to Gemba" can be really a useful tool to perform up to the expectations of the management.

By Pankaj Singhi

Assistant General Manager
Shreyas Relay Systems, Gandhidham

New Faces

We extend a warm welcome to all those who have recently joined Transworld Group family and wish them a successful career



Dencil Davis

Executive Documentation &
Operations
Transworld Shipping & Logistics LLC



Jothi Basu

Reach Truck Operator
Transworld Logistics FZE



Vaibhav Khadse

Assistant Manager, Trade Lane
Transworld Logistics FZE



Karan Arora

Executive Customer Service
Transworld Shipping & Logistics LLC



Sukumaran Annamalai

Documentation Assistant
Transworld Logistics FZE



Aarti Singh

Executive Customer Service
Transworld Shipping & Logistics LLC



Subham Nair

Tally Clerk
Transworld Logistics FZE

In Memoriam

*You anchored us in values,
navigated us through storms,
guided us in uncharted waters and
helped us set sail into the future*

*You departed 26 years ago...
but you never left us.*

*You continue to guide,
inspire and encourage us every day.*



R. Sivaswamy
Founder Chairman
(1937 - 1989)



transworld
GROUP

Thanks for sending in your articles, poems etc. but sometimes, due to space constraints, we are unable to carry your articles in a particular edition. But please bear with us, they will definitely be published. Keeping writing to us ! We treat your comments as a gift - Feedback is always positive, so feel free to drop us a line: email: transview@transworld.com.