

# transVIEW



## New Vision, Mission and Value Statement

The new Vision, Mission and Value statement for Transworld Group was launched by our Board of Directors on August 17, 2016 in Dubai.



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## Orient Express Lines rebrands as Transworld Feeders

The common carrier feeder division of Transworld Group, Orient Express Lines FZCO, has rebranded as Transworld Feeders FZCO effective 16 August 2016.

With this rebranding Transworld Feeders reemphasises its objective to be a leading common carrier container feeder company, whilst further leveraging on the strong brand of the parent company.

Transworld Group and Transworld Feeders both stand for the highest standards of integrity, service and commitment to our customers and business associates. We thank customers for their continued support for the group and look forward to serving your feeder requirements as Transworld Feeders FZCO.



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GROUP

### The Dawn of a New Tomorrow

**Orient Express Lines fzco**, the flagship Common Carrier Container Feeder operator of the Transworld Group has been linking transshipment ports in the region with the Indian subcontinent for well over 30 years. With the addition of new ports, owned/ chartered vessels, valued customers, as well as a team of committed professionals, the last three decades has created a springboard for the next chapter in our overall growth story.

Say Hello To  
**Transworld Feeders FZCO**

Whilst we have changed our name, what remains unchanged is our unwavering Commitment to providing you the most efficient feeder services in the region.  
*Now and tomorrow.*

P.O. Box 261036,  
Plot No. 5 20119,  
Jebel Ali Free Zone (South),  
Dubai, United Arab Emirates.  
t+ 971 4 8035 500  
e tgc@transworld.com

**Transworld Feeders FZCO**

Flexible solutions for your feeder needs

## Editorial

Dear Readers,

**A**s Heraclitus, the Greek philosopher, once said: "change is the only constant in life." Or, as sometimes it is paraphrased, "the only constant is change."

Traditionally summer is considered to be a quiet time. But constant evolution and diversification of the integrated business model at Transworld Group, to chart a new course for growth, has meant a very busy summer of change for the better at the organisation.

Emblematic of the changes, and realignment of the many business verticals, were best summed up with the redefining of the Mission, Vision and Values Statement.

A campaign was launched in June 2016 seeking inputs and feedback from all stakeholders to redefine the core ideals statement of Transworld Group, in the context of the growth, expansions and diversifications in business sphere beyond pure shipping and also to reflect the growth trajectory and future aspirations.

Incorporating the valuable inputs from all concerned, the new Vision, Mission and Values statement for Transworld Group was launched by the Board of Directors on 17 August 2016 in Dubai.

Just a day before, on 16 August 2016, Transworld Group's common carrier feeder division, Orient Express Lines FZCO, rebranded as Transworld Feeders FZCO.

Mr. Ritesh S. Ramakrishnan, Executive Director of the Group said: "This name change will allow us reemphasize our objectives as a common carrier container feeder company, whilst further allowing us to leverage on the strong brand of our parent company."

He added: "Transworld Group and Transworld Feeders both stand for the highest standards of integrity, service and commitment. We thank all our customers and business associates for continued support towards the Group and look forward to serving the Feeder requirements as Transworld Feeders FZCO."

Again in August, the Group acquired its latest vessel, the MV OEL Transworld, the 18th addition to the fleet. It is of 52,267 DWT and 4,038 TEU capacity.

The dynamic pace of change and growth was also acknowledged by the industry with Chairman Mr. Ramesh S. Ramakrishnan and Transworld Group being honoured with prestigious titles at the 4th Coastal Shipping & IWT Business Summit and India Seatrade Awards held in Kochi.

Mr. Ramesh S. Ramakrishnan was adjudged "News Maker of the Year" while Transworld Group's Shreyas Shipping & Logistics Ltd won the "Coastal Vessel Operator of the Year" award, and Shreyas Relay Systems Ltd. bagged the "Coastal Container Operator of the Year" title.

As we look around it is obvious that the global slowdown has impacted the industry and associated businesses significantly, with the overcapacity and plummeting rates taking its toll. It is the visionary leadership, and its evolving strategy over the years of measured diversification, that has ensured that despite the buffeting winds the Group is able to hold its course and sail full steam ahead.

The Group is ever thankful to the vision of the Founder which has been successfully implemented down the years by the Chairman and the Transworld Group Family.

The Group once again paid obeisance to that vision by marking the Founder's Day with The Valli & Sivaswamy Memorial Concert on 21 July 2016 in Mumbai.

Going forward, the forecasts are that globally the headwinds will continue to create challenges for the industry for some more time.

But with our key markets being some of the most dynamic in the world, with robust growth predicted for the short, medium and long term, we have to ensure that with our pro-activeness and quality of service we stay ahead of the curve.

Over the years the Transworld Group Family has shown that when the times are tough, the tough get going.

Let us once again resolve to make sure that the strength of commitment and power of hard work are harnessed to lead us to greater heights.

Let us commit ourselves to make that vision lead us to greater heights.

Best Regards,

B. Mannan

Editorial Team:

Ritesh S. Ramakrishnan, K.B. Balmurali, B. Mannan, Sanjit Roy, Amit Powar.

All mails for Transview to be sent to:  
transview@transworld.com

## Founder's Day marked with a melodious musical evening



MUMBAI: Transworld Group marked Founder's Day by organising a grand and melodious musical evening - The Valli & Sivaswamy Memorial Concert - on 21 July 2016 at Grand Hyatt Mumbai.

Mr. Ramesh S. Ramakrishnan, Chairman of Transworld Group, senior officials of the Group, representatives from associates, business partners, customers,

vendors and media attended the event.

Mr. Ritesh Ramakrishnan - Executive Director, Transworld Group welcomed the invitees and extended his heartfelt gratitude for the immense support extended to the Transworld Group. The Valli & Sivaswamy Memorial Concert is an annual event organized in fond remembrance of Mr. R. Sivaswamy,

the Founder of Transworld Group, and Mrs. Valli Sivaswamy.

The performance was led by Pandit Vishwa Mohan Bhatt (Mohan Veena) who was accompanied by K. Sathyanarayanan (Keyboards-Carnatic), Satyajit Talwalkar (Tabla), Sridhar Parthasarthy (Mridangam), Mukul Dongre (Drums) and Sonu Sangameshwaran (Bass Guitar).



## Rich haul for Transworld Group at Coastal Shipping and IWT Summit



Congratulations to Chairman Mr. Ramesh S. Ramakrishnan and Transworld Group for winning prestigious titles at the 4th Coastal Shipping & IWT Business Summit and India Seatrade Awards held in Kochi in August.

Mr. Ramesh S. Ramakrishnan was adjudged "News Maker of the Year." Transworld Group's Shreyas Shipping & Logistics Ltd won the "Coastal Vessel Operator of the

Year" award, and Shreyas Relay Systems Ltd. bagged the "Coastal Container Operator of the Year" title. Capt. V K Singh, CEO of the company collected the award on behalf of Shreyas Shipping and Logistics Ltd while Mr. S Varadarajan, CEO and Mr. CM Muraleedharan received on behalf of Shreyas Relay Systems Ltd.

The awards recognise individuals and organisations that make significant contributions to the the Coastal Shipping and Inland Water Transport sectors.



## Transworld Group acquires its latest vessel, MV OEL Transworld



Transworld Group acquired its latest vessel, MV OEL Transworld on 11 August, 2016

Chairman Mr. Ramesh S. Ramakrishnan said : "It is fitting to mention here that it is the dedication and hard work of each and every member of the Transworld Team which has made this acquisition possible. Thank you to one and all."

OEL Transworld is the 18th addition to the fleet of Transworld Group and has a 52,267 DWT and 4,038 Teu Capacity. Transworld Group is confident that this new acquisition will significantly enhance our ability to serve our customers better.

## Transworld Group redefines Vision, Mission and Value Statement



Dear Colleagues,

We had launched a campaign in June 2016 to rechristen the Vision, Mission and Value statement for Transworld Group, in the context of our growth, expansions and diversifications in business sphere beyond pure shipping, also reflecting our growth trajectory and future aspirations.

To re-emphasise, the Transworld flag has been flying high primarily because of dedicated efforts of our team members and most importantly, the cornerstone of our Culture and Work ethos – Our Vision, Mission and Value statements, conceptualised by the Founding Father and Directors, that has constantly guided us.

We would like to thank all of you for the valuable suggestions received from staff across locations and Group Companies. We had a workshop in July 2016 with

the senior management team wherein all the suggestions were discussed thread-bare. After taking all ideas into consideration and detailed discussions, we are pleased to inform you that the new Vision, Mission and Value statement for Transworld Group was launched by our Board of Directors on August 17, 2016 in Dubai.

Each one of us has to passionately work towards achieving our Vision, working diligently, inspired by our Mission, inculcating the Values enshrined into our professional and personal lives. We will be having a series of workshops and initiatives as a part of the launch and familiarization of the new Vision, Mission and Value statement.

Executive Director

Ritesh S. Ramakrishnan

## TW Ship Management enters into agreement with Colombo Dockyard PLC



Mrs. Manori Mallikarachchi, Manger Legal, Mr. Prince Lye, Head of Marketing, Shipbuilding, Mr. Wasantha Kumara, Assistant General Manager (Estimating) and Mr. Darshana Chandrasekera, Head of Marketing, Ship repairs were present at this occasion.

TW Ship Management PVT Ltd entered into an agreement with Colombo Dockyard PLC to represent the shipyard as exclusive agents in India on 2 September 2016.

Mr. Satish Pillania, Chief Executive Officer, Mr. Marius Gomez, Vice President, Transworld Group and Mr. Deepak Singh General Manager (Fleet Personnel) were present, while senior officials from the Shipyard Mr Ranil Wijegunawardana, Managing Director, Mr D.V. Abeysinghe, Chief Operating Officer, Mr M. Koshi, Director, Mr Benny Fernando, General Manager, Ship Repair Business,

## Media coverage of Shreyas Relays Systems' Visakhapatnam team

The article that appeared in May 2016 in Business Destiny, a magazine published from Visakhapatnam, AP

SHIPPING SHREYAS
SHIPPING SHREYAS

3  
YEARS

**E**xpansion could qualify as a fair description for Shreyas of Relay Systems in more ways than one. In terms of size, visibility, reach or growth, the 39-year old shipping company still remains among the two who own their own vessels in Visakhapatnam. SRS is a member of the Transworld Group, based out of Dubai UAE. The group has been in the business of ship owning, Feeder operations, shipping agencies, ship management, Freight Forwarding, Contract Logistics and NVOCC operations.

In September, 2015 when the shipping industry was showing a downward trend, SRS took their first step into Visakhapatnam shipping market, with their corporate office in Mumbai. Prior to this, the company was operating in Visakhapatnam under an agency. SRS are devising measure to transform the road transportation to transport through vessels, for best end to end cost cutting solutions. Central Government is supporting Coastal transportation for the same. The company has its own trucks, Vessels, containers and experienced logistics team without having to rely on partners. Gradually, the company is reaching the expectations it had when it arrived in Visakhapatnam, says the Sales Executive of the Visakhapatnam Branch.

Within India, the exports are made from Calcutta, Tuticorin, Chennai and Mundra. Right now, they are trying to match the retails of Road Transportation. They offer both, Door to Door and Port to Port Services. But not the stevedoring service, which will be future service offering.

Though the present Shipping industry is in a slow pace, SRS has its own set of Clients and have limited destinations outside India serving

# They bring you the World

By MeghaShyam Kurnool

**“The logistics company plans to set up more branches and aims to provide low cost and in house, end to end services in the global market and has its own market share in Visakhapatnam.”**

only in Middle East Gulf ports Jabel Ali, Sharjah.

The exports include Minerals, Granites, Slabs, Shrimps, Fish, Meat, Coconuts. Right now the focus is more on exports relative to imports. An interesting thing is, there were just 10-15 vessels earlier but now the trend is different with close to 35-40 Vessels per month that narrows down to one vessel per day.

As long as the ports are active in Visakhapatnam, the shipping industry will not be affected. The main points of procurement for Cargo to Visakhapatnam is Bhimavaram and Kakinada. Mainly, Shrimps are received from Bhimavaram and which will be exported from Visakhapatnam. But if Krishnapatnam port is completely into operations, there might be a scope that the Cargo will go to Krishnapatnam instead of Visakhapatnam.

“Though, Krishnapatnam and Paradeep are taking the share of

imports, it doesn't seem to affect Visakhapatnam Port much as the transshipment from Calcutta to Mundra has to go only through Visakhapatnam as Paradeep port is not for Containers,” says the sales manager.

Apart from MAERSEK, the only shipping Company which owns Vessels and Containers is Shreyas. Moreover, currently, only two services are present to Jabel Ali and one of them is Shreyas and other is SimaTech.

Though it's been seven months, the company is on par in terms of performance relative to its other branches. For the shipping industry to thrive further, Visakhapatnam should have Manufacturing Industries. Pharma Industry is there but it isn't great. Nevertheless, we might expect the growth in this industry as Government has started taking Pharma seriously. Currently, there are 15 - 25 industries around Vijayanagar but they aren't functioning due to power issues. If Power tariffs are subsidized, shipping industry will thrive again in Visakhapatnam.

“Right now shipping to other countries is a costly affair, as the rates have come down and China has started their own manufacturing for the good which it used to import. Nevertheless, Future of shipping will be good as Government is supporting the coastal transportation and we definitely look forward for Visakhapatnam to achieve the boom and its past glory,” Says the sales manager.

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## SRSL handles 300 MT of ODC Project cargo for Kalmar

The transportation vertical team of SRSL handled and transported approximately 300 MT of Over Dimensional Cargo (ODC) project cargo from MBPT to Nhava Sheva, Dronagiri Area. This movement was done for the customer Kalmar, a global leader in container handling technology solutions.

This was a complete set of 2 RTGS for consignee APM Terminals India Pvt Ltd for their container freight station. This movement was completed using a combination of 20 High Bed, Low Bed, Semi-Low, 70 Feet and 80 Feet long trailers. Route survey was done to ascertain the obstacles of the route and to plan execution.

The main challenge was to take under the hook delivery of entire project cargo from the ship to the trailers stationed below.

It was also very critical to place the vehicles in a timely manner and monitor the loading through slings operations in difficult rainy season and to pass through corners in the intra-city part of the route.

The operation took 10 days to complete. The project cargo was delivered successfully on time and the customer was extremely happy with the professionalism and commitment shown by the team.



## Balaji Shipping Lines (BSL) Customer Felicitation

**BSL recently honoured its privileged and loyal customers at a series of functions held at the Transworld Group Head Office in Jebel Ali, Dubai.**



**GPDC : Mr. Jim Kuiken and Mr. Vipin Chandra**

It has been more than five years since our business relationship started with few trial shipments and then was converted into a full-fledged engagement between the two companies. The mutual cooperation and our ability to provide niche solutions to GPDC's requirements have developed in setting up customized stronger services and with each year the mutual confidence is increasing.



**Eurasia Shipping Services LLC – Mr. Mohmoud S. A. Kullab and Mr. Sooraj Ismail**

What started as a persuasion for small shipments has now been converted into a full dedicated account in the last 3 years which has been a testing phase for BSL in providing our best services to Eurasia Shipping Services LLC. Our consistent and proactive support has built greater confidence on our shipping and logistics capabilities and they are a very satisfied customer.



**Master Global Logistics LLC - Mr Siju Thekkan, Managing Director**

Transworld Group has been associated with Master Global Logistics LLC for the last 5 years and the business since then, and the partnership is growing. Mr. Siju Thekkan, Managing Director of the company expressed his satisfaction and the attention he gets from BSL and our excellent service has helped them to establish good relation with their customers.

## BSL Freight Solutions receives new Reefer Trucks

BSL Freight Solutions, enhancing its fleet, received five out of 15 new reefer trucks ordered at Sanpada DC Cold Chain office.

The new arrivals are TATA 3118, 32 Feet Reefer Trucks with carrying capacity of 19 MT and refrigeration is by Supra 1100.

The high-tech trucks are equipped with GPRS and online transit temperature enabled.



## Tree analogy

I have this tree analogy when I think of people in my life, be it friends, family, acquaintances, employees, co-workers, whomever... They are all placed inside what I call my tree test. It goes like this:



Sanjit Roy



### LEAF PEOPLE

Some people come into your life and they are like leaves on a tree. They are only there for a season. You can't depend on them or count on them because they are weak and only there to give you shade. Like leaves, they are there to take what they need and as soon as it gets cold or a wind blows in your life they are gone. You can't be angry at them, it's just who they are.

### BRANCH PEOPLE

There are some people who come into your life and they are like branches on a tree. They are stronger than leaves, but you have to be careful with them. They will stick around through most seasons, but



if you go through a storm or two in your life it's possible that you could lose them. Most times they break away when it's tough. Although they are stronger than leaves, you have to test them out before you run out there and put all your weight on them. In most cases they can't handle too much weight. But again, you can't be mad with them, it's just who they are.

### ROOT PEOPLE

If you can find some people in your life who are like the roots of a tree then you have found something special. Like the roots of a tree, they are hard to find because they are not trying to be seen. Their only job is to hold you up and help you live a strong and healthy life. If you thrive,



they are happy. They stay low key and don't let the world know that they are there. And if you go through an awful storm they will hold you up. Their job is to hold you up, come what may, and to nourish you, feed you and water you.

- **Just as a tree has many limbs and many leaves, but few roots, so are human beings too!!**
- **Look at your own life. How many leaves, branches and roots do you have?**
- **What are you in other people's lives?**
- **THANK GOD FOR THE ROOTS and try to BE A ROOT TO MANY!!**

### Sanjit Roy

Executive Manager- Human Resources  
Transworld Group, Dubai

## SRS Drivers take part in T1 Prima Truck Racing Championship



In order to support and boost the motivation of Shreyas Relay Systems truck drivers, they were enrolled for T1 Prima Truck Racing Championship conducted by Tata Motors.

Two SRS truck drivers Mr. Ashok Khashid and Mr. Santosh Kashid were shortlisted for this program on Pan India basis. They went through intensive training and cleared few levels. The competition was intense for them to reach final levels, however appreciating the efforts, Tata Motors sponsored them to watch the final race held at The Buddh International Circuit, Greater Noida.



## 12 Things All Successful People Do



**Amit Powar**

**1. Boldly fail.** Failure can and will happen, regardless of how awesome your work ethic is. The most successful people understand the reality of failure and its importance in finding success. While you may want to run and hide after you fail, you must learn from your mistakes to ensure you don't fail in the same way the second time around.

**2. Set goals.** Those who are successful set daily achievable goals. Find success by solidifying goals that are S.M.A.R.T. — smart, measurable, attainable, realistic, timely. Get rid of long-term goals and establish small daily goals.

**3. It's not always about luck.** It's all too easy to chalk up success to being in the right place at the right time. While this certainly is an element of success, you can't forget the crucial involvement of blood, sweat, and tears. Don't hold yourself back by waiting for the perfect timing or idea.

**4. Carefully track your progress.** Often, success comes down to keeping your eye on the prize while regularly monitoring behaviors,

strategies, and tactics. You can't make adjustments if you don't know how you're doing. Be sure to hold yourself accountable by checking your progress as often as possible and getting feedback when it's due.

**5. Don't wait to act.** Successful people don't always know the right answer, but they keep moving anyway. Taking action will lead to answers, so don't let obstacles stall you.

**6. Connect the dots.** Those who are successful have the ability to see the greater picture. Look at things in a "past, present, and future" context to receive favorable results.

**7. Harness your confidence.** You've got to truly believe in your abilities. Assess yourself to gain a clear understanding of what you are able to accomplish, and use this as fuel to light your own fire.

**8. Commit.** Success doesn't come without effort. The most successful individuals are often the most committed to what they're working toward.

**9. Be alert.** Awareness breeds success. If you're not keyed in

to your environment, you're sure to miss opportunities. Listen to what's being said about your company.

**10. Persevere.** Truly successful people never give up. Do they ever fail? Yes. But as times get hard, their stamina to move forward doesn't wane.

**11. Communicate like a pro.** Those who are successful have an ease for convincing others. They don't manipulate or pressure but logically explain the benefits.

**12. Display humility.** Success doesn't have to come with an ego. In fact, many successful people don't have one. This is because they understand that while extraneous factors come into play, some failure can be chalked up to their own shortcomings. Never forget to hold yourself accountable for every aspect of your life. This is how you'll remain focused and humble.

**Amit Powar**

Assistant Manager- Human Resources  
Transworld Group, Dubai

## Jacqueline : an inspiring story



I recently was on a sales trip to Los Angeles, I had several customer meets but one in particular was very interesting. I met a young girl named Jacqueline

Talavera, she is logistics manager with Nadeau, a leading importer of furniture in US. I have been in touch with Jacqueline for the last three years and has always been impressed with the fact that she would always respond to my emails.

I spent some 30 minutes with her but was inspired by this young lady

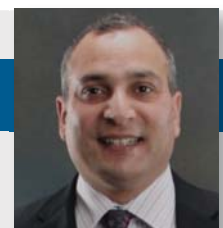
- she is a perfect example for "work with passion and commitment." Jacqueline was kind enough to share with me the story of her meteoric rise in the company from just being a receptionist to a logistics manager in four years. From just receiving calls at the desk and forwarding to her colleagues, she become a manager who is today receiving maximum calls in the office.

Every call she handled she engaged with the callers, she learned at the job and had the drive to make the most of everything that came to her desk. She came to work with the right attitude and commitment

to make something out of everything. Today the management of the company trusts her and lets her handle a huge responsibility of managing the entire logistics for the company. I found her to be one of those extraordinary persons whom we come across in the most simple situations in life and yet can have a huge impact on young, aspiring people.

**Viren Prabhakar**

Director - Sales & Marketing  
TLSS Inc. New Jersey USA



**Viren Prabhakar**

## 'Duties' and 'Responsibilities'



George Varghese

Childhood is the most innocent phase of a person's life. With the passage of time, it fades into adolescence and adulthood. Yet the sweet memory of childhood lingers on, still bringing useful thoughts to our mind!

If we recollect our childhood games like "police and thief", "teacher and student", "father and mother", etc..... the real discussion on 'duties' and 'responsibilities' started from there! If we pay attention, we will see a 'duty bound mother', a responsible father'.....and it goes on.....and by moving forward, it becomes necessary to thoroughly understand our 'duties' and 'responsibilities' in every sphere our life.

Everyone has come across the terms 'duty and responsibility.' Duty is a moral commitment to something or someone, whereas responsibility is a condition of being responsible.

According to renowned scholar and writer, Marcus Tullius Cicero, duties come from four different sources : as result of being human, as a result of one's particular place in life (one's family, one's country, one's job), as a result of one's character, as a result of one's own moral expectations for oneself. His philosophy of duty has been depicted in his famous work "De Officiis (On Duties).

As duty refers to moral commitment, it denotes an active feeling for doing something. Once a person engages with some duty or if he/she has been entrusted with a duty, then that person fully commits to it. In the case of duty,

the person will be involved in activity without any self-interest. Responsibility is the obligation to successfully complete an assigned task. In responsibility, a person takes upon the duty to complete the task and to make the task a success.

Responsibility refers to something that you are accounted to do. If you take credit for your success, you must also be responsible for your failures. Examples of responsibility are honesty, love, loyalty, etc.... Yes, it is asked from you and you have the last say whether or not you shall do it. But whether or not you do it, only you, and none other than you, should be held responsible for the result of such a decision.

A person needs to be responsible so he/she can acquire freedom. Freedom is defined as having the will to be responsible to your own self.

Duties and responsibilities are part and parcel of being human. A duty is defined as doing something that is "due" while responsibility is defined as being "accountable" to the decisions you have made in life.

Let us be duty bound as well as more responsible persons in our lives.

**by George Varghese**

Branch Manager  
Transworld Shipping and Logistics Ltd,  
Gandhidham/Mundra

## Shreyas Relay Systems attends West Bengal seminar

Mr. Srikanth K from Shreyas Relay Systems Limited was one of the Eminent Panelists/Speakers at the "Opportunities in Maritime Sector" seminar in Kolkata.

Government of West Bengal organised the sectoral seminar on "Opportunities in maritime sector in West Bengal" on 26 August 2016 in Kolkata. Representatives from National Shipping Board, DG Shipping, Ministry of Shipping and IWAI attended the inaugural session along with Honorable Minister of Transport, Government of West Bengal and other major state government officials.



## Destination Jharkhand – for cold chain development



Capt. Bharat Sabharwal, CEO of BSL Freight Solutions, attended 'Momentum Jharkhand: Global Investors' Summit 2017' on Aug 5th and 6th in New Delhi.

This included a high level meeting with the delegation from Jharkhand, followed by a detailed discussion with Hon'ble Chief Minister, Sri Raghubar

Das. This event marked Jharkhand government's focused approach in developing food processing industry in the state and all necessary commitments to ensure a robust framework in ease of doing business and investor friendly policies. Among other things, Capt. Bharat presented Transworld Group's significant foray into cold chain and food processing

projects. Jharkhand has a long history of industrialisation and is committed to be among the front runners to implement the idea of Make in India through 'Make in Jharkhand' proposition.

In this regard the government has taken various reformative steps to enable a friendly and responsive investment climate in the state.

## Team from Suzue Corporation, Japan visits Transworld Group



A delegation from Suzue Corporation, Japan led by Chairman Mr. Takahiro Suzue visited Transworld Group Offices in Dubai and Mumbai.

Transworld Group Chairman Mr. Ramesh S. Ramakrishnan and Executive Director Mr. Ritesh S. Ramakrishnan received the team in Dubai and Mumbai. The delegation team was given a detailed presentation about the Indo Japan trade developments.



## When common sense is no longer common!



Prerana Gurao

### The not so common, common sense, can't be taught!

When I first glanced at an article in a Training & Development magazine on "How to make sense out of non sense", I recollect saying to myself what a nonsensical heading. But as I proceeded thorough that article my thinking took a 180 degree U turn from nonsense to sense.

And here I am trying to make sense by writing this article as the saying by Benjamin Franklin goes - Either write something worth reading or do something worth writing.

Sense and nonsense - the most sensible words, sense being the common word. If I add common to it, it will be commonsense. And as Voltaire has said common sense is not so common, it is really sensible to write an article on commonsense.

Here are some sensible and not sensible experiences, which I collected, thinking that it is sensible to share them to highlight the difference between sense and nonsense. It may be helpful in understanding the sensible word "commonsense."

**Common sense is not so common.** In times gone by successful entrepreneurs did not have any formal management degrees, but still achieved their goals with commonsense. It is tough to teach common sense. Of course, it will be nonsense if we claim that management is taught, and it will be rather sensible to say that we are taught "about management".

**An example to illustrate this** - Rahul, after successfully completing his MBA with specialization in Finance, attended one of the interviews in a vehicle leasing company. During their discussion, the interviewer put forward a question on leasing: "If a customer asks a truck (on lease) for transportation of tomatoes from Mumbai to Hyderabad, will you give the truck on lease?" Rahul thought for a moment and replied: "If there is a demand for tomatoes and if the customer has good credits, I will give the vehicle on lease." The interviewer replied: "I will inform you later about the results". A hopeful Rahul came home and shared his experience with his family members.

His brother, who was only a graduate said: "you will not get this job because the interviewer's purpose was to check, if you were ready to lease the vehicle for perishable goods and not about the customer's good credit's or demand of the particular place or product."

I hope you can guess the outcome of the interview. To experiment, I put the same question to a few MBA students in my locality and unfortunately got similar answers as given by Rahul. (What would be your answer?)

**Hence it is tough to teach commonsense but common sense is the basic requirement for any matured manager or potential managers.**

However, I am delighted to see that the current crop of kids brim full of confidence and commonsense. For e.g., I asked my 6 year old son, that if there are 10 crows sitting on a tree and if a gunman shoots one crow, then how many crows shall remain on the tree? He spontaneously answered none will be left as the sound shall scare them all..... I was amazed that a child his age would not only give me a correct answer but also explain to me the reasoning behind it. The same question I put across to my neighbour's kids, nephews, nieces and got same answer. A couple of them sniggered at me for asking such a "silly" question!

#### Knowledge or Applied knowledge?

A person who thinks he knows everything has the most to learn - says another saying. There was a renowned Pundit who had mastered The Bhagwad Gita and other vedic texts. One day he was going to a village where he had to travel by boat. While travelling by boat, he conversed with the boatman: "Have you studied The Bhagwad Gita"? The boatman answered: "No, Sir" The Pundit said: "Half your life has been wasted".

Then the Pundit asked: "Have you studied The Ramayana or The Mahabharata"? The boatman replied: "No Sir." The Pundit commented that the remaining part of your life is also a waste. Then the Pundit proceeded by telling the boatman how difficult it was to read these books and how knowledgeable he was.

In the meanwhile, it started raining, the boatman then asked the Pundit, "Do you know how to swim?" The pundit replied: "No". Then the boatman said: It is going to rain heavily and there is the need to swim to shore. Even though I do not know The Bhagwad Gita, The Ramayana or The Mahabharata, I know swimming and now am leaving you in the boat to swim to safety."

Knowledge becomes sense only when it is applied properly. Knowing is not doing! Knowledge may become nonsense when not used properly at the right time and place.

Family run businesses are common in our country. A cloth merchant called Kuber had three sons and had a big showroom in the market. On growing old, he called his sons and told them to share the business equally. The three sons decided to divide the showroom and made three parts of it and start the same business. The first son started the business in the name of "Kuber & Sons", second son named his showroom "Kuber & Brothers". Third son was left without a name, so he simply put the board "Enter here". Now that is common sense!

#### Here are some examples where we see no sense:

Every state transport bus will have a first aid box without medicines in it.

- There is a woman behind every successful man and that is the reason the Women's reservation bill is pending.
- Our Indian cricket team has world class players but still our team performance is poor.
- There are record food grains stocked with the Food Corporation of India, still one fourth of Indians manage to have food only once a day.

If any of you readers have any examples where you see no sense at all, do share them with us and if we have enough of them, we shall be happy to publish them in the next edition.

**By Prerana Gurao**

HR Manager

Transworld Group, Mumbai

## Are you stressed or confused ?



Umesh Suratkal

Anybody who is too much stressed or Confused shall read this again and again. I got all my answers. Try this.

A rare conversation between Krishna and Today's Arjun. Read it aloud to family, it is one of the best messages I have come across.

**1. Arjun :-** I can't find free time. Life has become hectic.

**Krishna:-** Activity gets you busy. But productivity gets you free.

**2. Arjun :-** Why has life become complicated now?

**Krishna:-** Stop analyzing life. It makes it complicated. Just live it.

**3. Arjun :-** Why are we then constantly unhappy?

**Krishna:-** Worrying has become your habit. That's why you are not happy.

**4. Arjun :-** Why do good people always suffer?

**Krishna:-** Diamond cannot be polished without friction. Gold cannot be purified without fire. Good

people go through trials, but don't suffer. With that experience their life becomes better, not bitter.

**5. Arjun :-** You mean to say such experience is useful?

**Krishna:-** Yes. In every term, Experience is a hard teacher. It gives the test first and the lessons later.

**6. Arjun :-** Because of so many problems, we don't know where we are heading

**Krishna:-** If you look outside you will not know where you are heading. Look inside. Eyes provide sight. Heart provides the way.

**7. Arjun :-** Does failure hurt more than moving in the right direction?

**Krishna:-** Success is a measure as decided by others. Satisfaction is a measure as decided by you.

**8. Arjun :-** In tough times, how do you stay motivated?

**Krishna:-** Always look at how far you have come rather than how far

you have to go. Always count your blessing, not what you are missing.

**9. Arjun :-** What surprises you about people?

**Krishna:-** When they suffer they ask, "why me?" When they prosper, they never ask "Why me?"

**10. Arjun :-** How can I get the best out of life?

**Krishna:-** Face your past without regret. Handle your present with confidence. Prepare for the future without fear.

**11. Arjun :-** One last question. Sometimes I feel my prayers are not answered.

**Krishna:-** There are no unanswered prayers. Keep the faith and drop the fear. Life is a mystery to solve, not a problem to resolve. Trust me. Life is wonderful if you know how to live.

Stay Blessed and Stay Happy Always.

**By Umesh Suratkal**

Head Transworld Saudi Arabia

### Cycling for good

Mr. R. Sivaramakrishnan, Vice President at Shreyas Relay Systems recently participated in a 75 kms cycling event which was organised to raise funds for the education of under privileged children. Round Table India was one of the organizers.

From January 2016 Mr. Sivaramakrishnan also regularly cycles for physical fitness and participates in various events.



## How do I know Bill of Lading in a Shipping Line ?



Deepa Varghese

Shipping Line is a company engaged in the process of transporting (shipping) cargo from Point A to Point B. When operated on established routes and schedules, the service is known as "Liner Shipping" and when not operated on established routes and schedules the operation is known as "Tramping" Line.

A shipping line might or might not own or operate the ship that they load the cargo on. The ship could be owned by X (known as Ship Owner) and operated by Y (known as Vessel Operator) because either X doesn't have the capability of operating the ship but has the money to invest in it or doesn't want the responsibility of operating it and is only interested in the revenues generated.

Slot Charterer is an actual shipping line who may belong to a consortium or service but may not be operating a vessel on that service. Instead, the slot charterer chooses to buy certain amount of "slots" (space on board a ship) from the principal vessel operators on every vessel. These "slots" may or may not be fixed for a voyage or for the duration of the consortium.

Freight Forwarder is an entity that secures the business of various exporters and importers and has the ability/facility to store, distribute their clients cargoes in addition to negotiating freight rates on behalf of the client, process all relevant customs, port and government documentation on behalf of their client either directly or through 3rd party sources.

NVOCC Operator is an entity that are in certain areas accorded the status of a virtual "carrier" and in certain cases accepts all liabilities of a carrier.. A NVOCC can and sometimes do own and operate their own or leased containers.. In certain countries like USA, the NVOCC operators are required to file their tariffs with the government regulatory bodies (like FMC) and create a public tariff. A NVOCC is popularly known as a "carrier to shippers" and "shipper to carriers."

None of the bills of lading issued by any of the above entities will state anywhere whether it is a House Bill of Lading (HBL) or Master Bill of Lading (MBL). Bills of lading only display whether it is a Sea-Way Bill, Combined

Transport Bill of Lading or Port to Port Bill of Lading.

The most common way of distinguishing whether a bill of lading is a HBL or an MBL would be to see who is the carrier mentioned on the Bill of Lading. You can see this either from the logo of the carrier or where the carrier signs the bill of lading.

If a bill of lading is issued by any of the lines mentioned in the list, it is safe to assume that it would be a MBL as these are liner operators and cover the majority of the world's containerised cargo.

Scenarios under which a HBL is issued and who issues them:

HBL may be issued by a Groupage Operator- Groupage Operator books an FCL with the shipping line. Once the cargo is packed, they issue their own HBLs to their clients and collect the MBL from the shipping line. HBL may be issued by a NVOCC or Freight Forwarder who handles the cargo on behalf of their clients, who might be using them for the cost benefit they can provide as compared to a direct booking with the shipping line. The FF issues their HBL and collects the MBL from the shipping line.

HBL may be issued by a NVOCC or Freight Forwarder to also mask the identity of the actual shipper/consignee and they collect the MBL from the shipping line.

When a HBL and MBL are issued for a shipment, normally a hierarchy is followed. When filing manifest with customs, the entity issuing the MBL (shipping line) will have to file their manifest first making reference to the different HBL's issued under the MBL. The manifest containing all the HBLs issued under the MBL is then filed with customs making reference to the MBL shipping line. The FF issues their HBL and collects the MBL from the shipping line.

**By Deepa Varghese**

Senior Executive

Shreyas Relay Systems, Gandhidham

## Naresh wins CMA Young Achiever Award 2015

Mr. Naresh Santwani, Vice President - Gujarat, BSL Freight Solutions has been awarded the Certified Management Accountant Young Achiever Award 2015 under the category of Private-Service-Small-Male.

He was felicitated at an awards function held at the Hotel Ashok, New Delhi in May 2016. Transworld Group and BSL Freight Solutions congratulate him on this achievement which further enables his professional growth.



## Being a Good Leader – From an Organisation’s Perspective



Sowmya Venkatesan

One of the most important, yet dormant skill that we all possess is leadership. Though it is not active in us, it has a very essential role in developing our personality. We may get many opportunities to lead a team, but sometimes we may not execute our task properly. In order to perform these tasks and to become a good leader, one requires a few but important skills. Working on these skills, will definitely lead to good results and successful management of a team.

Leaders, in first place should be more of a “transformational leader.” In transformational leadership, both the leader as well as their follower, raise each other to higher levels of morality and motivation. A transformational leader, will possess these qualities:

- He/ She sets himself/herself as a role model of integrity and is unbiased.
- The leader sets clear goals and has a vision which helps in achieving these goals.
- A transformational leader always has a high level of expectation from his team and believes that the team would achieve its goals, when they meet these expectations.
- A transformational leader always encourages his team members, through various ways like guiding them step by step and by means of positive communication.
- He always provides constant support to the team and motivates them as and when they meet their expectations.
- He respects the emotions of his team members and gets the team members to look beyond their self interests.
- His most important skill is that he

inspires people to reach for the impossible. He believes “nothing is impossible”.

### Other leadership skills in order to be a successful leader includes:

- Delegation of tasks to appropriate departments and trusting the subordinates that they will complete the tasks, according to what is expected from them.
- Communicating properly and prolifically- A leader should be able to communicate to his subordinate what is expected of him and must always be available to help him understand, if he is blank at any point of time. Only with proper communication skills,



Great Leaders Are Great Followers

will a leader be able to train his subordinate in order to create a fruitful work environment.

- A leader must always be confident, at all times. If at all, something does not go as planned, the leader should not panic, but should handle the situation with a degree of patience. If a leader loses confidence, there are possibilities that even the subordinates will lose confidence, as the leader becomes the role model here.
- A leader should always exert full level of commitment. Because when leaders expect the team to work hard with commitment, they will lead by example. Apart from that, when leaders are committed, they will have two advantages.

Firstly, they will earn the respect of the team and secondly, they will install the hardworking energy in subordinates too.

- One of the most important leadership skills is to have a positive attitude. Good leaders always motivate their teams and keep their spirits high. They maintains a positive vibration and attitude in the office, which in turn leads to higher productivity.
- Creativity aspect is also one of the most vital skills in leaders. Whenever a plan does not work

out well, they will have to think outside the box. They must consider a lot of factors, while using their creativity to decide on the best options.

- When there is no clear roadmap, while working on a task, the leader must show gut feeling or intuition. This intuition can be worked upon, based

on past experiences and how the same circumstance were handled before. The experience of solving an issue with the help of superiors can be used in a situation to calculate intuition, in a particular situation.

- Leaders should approach subordinates, considering various aspects like cultural differences, language barriers, education backgrounds and personal traits. They must understand that approaches will not be the same, in all cases.

All these skills, will make a person unique and that’s what will define a Great Leader.

### By Sowmya Venkatesan

Assistant Accounts – Liner Service, Balaji Shipping Line FZCO, Dubai



### Transworld Group celebrated Indian Independence Day

Executive Director of Transworld Group, Mr. Ritesh S. Ramakrishnan and the Transworld Group Family hoisted the Flag at the Offices in Jebel Ali to mark Indian Independence Day on 15 August 2016.

## Scribe Surprize

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](mailto: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 Surprize

#### 1<sup>st</sup> Prize : Cash Award of US\$ 100/-:

Sowmya Venkatesan - Assistant Accounts - Liner Service Balaji Shipping Lines FZCO

#### 2<sup>nd</sup> Prize : Cash Award of US\$ 60/- :

Deepa Varghese - Senior Executive, Shreyas Relay Systems, Gandhidham

#### 3<sup>rd</sup> Prize : Cash Award of US\$ 40/-:

Umesh Suratkal - Head Transworld Saudi Arabia



## Scribe Surprize Winners

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](mailto:transview@transworld.com).