

transVIEW



Chairman's Thoughts for 2017



The year 2017 marks 40th anniversary of Transworld Group of Companies. Our Visionary founding father Mr. R Sivaswamy started the Transworld Group in 1977. From its humble beginning as a Shipping agency house in Mumbai, the company has now grown as a leading Logistics organisation with a global presence. We are proud of all our achievements, which has been possible because of the unstinted and dedicated efforts of all our team members. Our congratulations to Transworld family members on completion of 4 decades of growth, accomplishments and market Leadership. Our tagline **"We bring you the world"** reflects our ability and service excellence capabilities, which is the cornerstone of Transworld Group heritage. Our success lies in our commitment to customers. Now, as we leave a challenging year behind, the forecast for the coming year is equally complex and turbulent. The

global economic slow-down and geo-political paradigm shifts throw up a fresh set of challenges for the Shipping and Logistics Industry. Digitalization and ability to serve from first mile to last mile chain with on-time tracking and updates will be essential to create a strong Brand. Our core strength lies in the Niche areas we operate, which will be further consolidated. Going forward into the next phase, we must look at expansion, and consolidation to have a robust and solid Business model. Our strengths built around Excellence in Leadership, Process, People and Market penetration will be the key to sustainability and Growth.

'One Transworld' – the key ideology and emphasis for 2017, symbolizes integrated product range, horizontal platform, unified commercial and operational approach, standardized work culture and ethos, and most importantly an analogous customer experience across Group companies and locations. Though we may work in different Units or Companies of Transworld, 'One Transworld' has to run in our DNA. Each one of us must market all our Group products and ensure optimal utilization and preference of in-house Product verticals. We can look forward to a year full of opportunities and growth, if we are focused, prudent, committed and flexible. Change and challenges, will be always present everywhere, we cannot escape it. Where there is no change, there is stagnancy. Change is to build a capability within ourselves to handle dynamic situations. Change is the stimulant for Growth. Excellence in Thought, Speech, and Action from each one of us will transform Transworld into a 'Centre of Excellence'. We will need to validate this on the floor, that we have internalized these words, through clear assessable results. This is the mandate for all of us.

We have planned a series of initiatives to celebrate the 40 glorious years of Transworld Group. We look forward for your active participation in these initiatives. Finally, a word of thanks to each member of the organization and your respective families, for your support and contribution.

Best Wishes to you and your families for a Happy, Healthy and Prosperous 2017!

SR



Mr. V. Ramnarayan wins Lifetime Achievement Award at MALA 2016

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BEST EMPLOYER 2016-2017

GCC

BEST EMPLOYER BRAND AWARDS 2016.



Transworld Group adjudged one of the Best Employer Brands in GCC

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Editorial

Dear Readers,

As we enter an exciting and challenging year, a news report that gained prominence in recent weeks, about India emerging as the sixth largest economy in the world, illustrates the possibilities that open up if we are innovative and determined.

India's economy has surpassed that of the United Kingdom's for the first time in over 100 years, now emerging as the world's sixth-largest economy by GDP after the United States, China, Japan, Germany, and France.

Economically, it's been a great year for India. Earlier, in February, it surpassed China as the world's fastest-growing economy. In October, the International Monetary Fund predicted India would retain that title for the foreseeable future; its GDP is projected to increase by 7.6 percent through 2017.

For Transworld Group, with its bases in India and the innovative UAE, it points to exciting years ahead. The past few months have been eventful and exciting as well.

At the MALA Awards in Mumbai in September, Transworld Group Vice Chairman and Managing Director, Mr. V. Ramnarayan was honoured with the The Lifetime Achievement Award for his contributions to shipping industry.

Transworld Group also won 2 other awards at MALA, with Balaji Shipping Lines FZCO winning NVOCC of the Year : India – Middle East Trade Lane and Shreyas Shipping & Logistics Ltd. bagging the Shipping Line of the Year – Coastal Operator.

Continuing to garner more awards for innovation and customer service excellence BSL Freight Solutions won the second position in the Enhanced Performance Shipping Line – North Central Region category at the Concor EXIM Star Award – 2016.

In early December Transworld Group companies – Shreyas Relay Systems Ltd and Balaji Shipping Line won more laurels at the Logistics Supply Chain Exhibition & Conference Event 2016.

"This is a moment to cherish for the entire Transworld Group and was made possible by the hard work, dedication and commitment of the management and staff in an extremely challenging time for the shipping industry globally," said Mr. Ramesh S. Ramakrishnan, Chairman of Transworld Group.

To keep pace with the exciting and challenging times that shipping and maritime industry is undergoing, several initiatives have been taken to ensure that the Group is aligned to take on the disruptive challenges and capitalize on the opportunities they provide.

To explore new avenues in business and also to expand into new territories, a new unit, Transworld International Marketing Team (IMT) has been formed.

The key responsibility of this team will be to formulate a clear path and vigorously drive International Business Development with the primary goal of generating new Business Verticals, Principals and expansion into new geographies.

To take on the challenges it is vital to ensure that the whole team pulls as one. This is accomplished when the business development and sales teams across the units functions as one, trained for cross-selling and up-selling various Group products and service.

In line with the Chairman's vision to have one common sales force across the Group with knowledge and expertise of all Group products, a "Cross Product Training Program" was instituted to impart knowledge about all products.

The main purpose is to develop cross-product/ functional capabilities and ability to market and sell all Group products.

To ensure that all staff members are fully clued on, and also as part of the digitalization initiatives at Transworld Group, a global Human Resources Management System - MyTransworld was launched. This future-ready HR tech platform will completely automate the Global HR processes and positively impact the people experience, communication and workplace efficiency in the Group.

After a challenging and successful year we will be facing yet another year of more challenges and opportunities. Let us resolve to work in unison, as a strong, motivated team to ensure that we conquer the challenges.

Best Regards,

B. Mannan

Editorial Team:

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

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Trans-Innovation

“4 Fold Container Innovation”

Trade Problem/Situation: Ocean carriers end up spending about €25 billion a year on repositioning empty containers to the point of their next cargo. On average 20% of the containers transported on sea, and 40% transported on land are empty. Transportation and handling of empty containers is inefficient, it cuts into our profitability and it adds to unfavorable greenhouse gas and fine particle emissions.

Coastal Shipping in India is no different. In present, Transworld Group is serving all major ports in India and deals with an imbalance between west and east India.

Solution:

The innovative mind set of Transworld Group had them investigate for 2 years on the foldable container concept. On November 2016, signed 6 months trial to use 4FOLD Containers. The 4FOLD foldable 40ft high cube container is produced under license of the Dutch company Holland Container Innovations. Transworld Group is first in India to introduce this innovation.

Savings are realized because of its foldable design. When folded, 4FOLD only occupies 25% of its original

space. Four 4FOLD containers can be bundled together after which the bundle occupies the same space as one standard 40ft high-cube. This bundle can be handled, stored and transported as one. As a result tremendous cost savings is expected.

Result:

Transworld Group appointed coastal service to deploy 4FOLD. Loaded 4FOLD containers are shipped to customers near Tuticorin. When empty, 4FOLD containers will be folded and bundled at an empty depot nearby the port of Tuticorin. The bundle of 4FOLD containers are transported to the port.

At the port, Transworld Group only needs one handling to load a bundle on their ship. Saving THC and time as well. The same is true when a bundle is handled at the port of Mundra. The bundle will be unfolded at an empty depot near the port of Mundra. The unfolded containers are ready to be load again.

Transworld Group’s advantages with 4FOLD:

- Terminal Handling Cost – Reduced.
- Slot on Vessel – Less Space Required.

- Empty Transportation – Fewer Trips.
- Carbon Footprint – Lower.



By Sai Hrushikesh Reddy Yadam
Deputy Manager
Shreyas Relay Systems Ltd
Mumbai

Transworld Group adjudged one of the Best Employer Brands in GCC



Congratulations to Transworld Group for being adjudged as one of the Best Employer Brands in GCC (Gulf region) by the Employer Branding Institute. Mr. Ritesh S. Ramakrishnan, Executive Director of Transworld Group and Chief People Officer Mr. K.B. Balmurali, received the award in Dubai on 5 October 2016.



Mr. V. Ramnarayan wins Lifetime Achievement Award at MALA 2016

Transworld Group Vice Chairman and Managing Director, Mr. V. Ramnarayan was honoured with The Lifetime Achievement Award for his contributions to shipping industry at the Maritime and Logistics Awards (MALA) in Mumbai in September 2016.

Transworld Group won 2 other awards, with Balaji Shipping Lines FZCO winning NVOCC of the Year : India – Middle East Trade Lane and Shreyas Shipping & Logistics Ltd. bagging the Shipping Line of the Year – Coastal Operator.

Both Balaji Shipping FZO and Shreyas Shipping and Logistics Ltd won for an incredible 7th time in a row.

MALA has emerged as the authoritative recognition of quality service, best practices and innovation — both



among companies and individuals — in the various segments of the maritime and logistics sector. Selected by a jury comprising some of the leading lights of the fraternity, it can truly be said that this is an award of the sector, by the sector and for the sector.



One Transworld Strategy Meeting



'One Transworld' Strategy meeting with senior team members was held to brain-storm on this concept and lay out our short, medium and long term strategy for our Group.

Cost Reduction Techniques and its importance in a business

The survival triplet today for any company is how to manage its service cost, quality, and performance.

The customers are continuously demanding high quality and better performance products/services and at the same time, they want the prices to fall. The shareholders are also demanding a required rate of return on their investment with the company. Thus, cost has become a residual. The challenge is being able to manufacture or provide service within the stipulated cost framework.



Thus, cost management has to be an ongoing continuous improvement programme. Today the market leaders are even pursuing cost-reduction as a strategic Imperative. They want to stay ahead of the market by continuously widening the gap between their cost and that of their competitors and re-deploy the resources for profitable growth. The paper will focus on impact of cost control and cost reduction techniques in present scenario.

A business enterprise must survive, grow, and prosper. Cost Control and Cost Reduction both are the activities necessary for ensuring that these objectives are fulfilled. With the liberalization of the Indian Economy and Globalization, there is now a cut throat competition from various concerns of the world. As a result, there is now a race to secure a place for survival. This has increased the importance of Cost Control and Cost Reduction

More emphasis is on the Controllable and Non-Controllable cost, because this classification of the costs helps us understanding what and how we can control. If the cost can be controlled then what steps should be taken for controlling purpose; if cannot be controlled, what should be done. It totally depends upon the managerial decisions, and it is the activity of Management Accounting. One of the first places to start for cost reduction opportunities is by reviewing the profit margin on the products or services you are offering. Determine which of your products or services are bringing you the highest profits.

"Cost control is the regulation by executive action of the costs of operating an undertaking particularly where such action is guided by cost accounting." Cost Control is

function, which makes sure that actual work is done to fulfill the original intention. It is a widely accepted notion that the actual costs for each cost element should be within the budget. Cost control is thought of as a managerial effort to attain cost goals within a particular environment. Cost control is not a specific program.

Rather, it is a routine activity to be frequently carried out. Cost must be controlled; otherwise, there will be wastage, misappropriation and embezzlement. Checking such wastage and misappropriation of resources is a continuous activity. A firm exercising a better control last year does not mean that it has now been relaxed from the cost control function. Cost control relies heavily on accounting techniques. Some of the key cost control techniques are responsibility accounting control system, standard costing, budgetary control and cost management ratios. Therefore, cost control includes the routine management of the organizational activities, such as controlling of wastage, misappropriation, loss of work time, set up time etc.

Importance of Cost Control:

- i) It enables the firm to achieve its defined objectives.
- ii) It leads to proper utilization of the firm's resources.
- iii) It ensures the survival and growth of a firm by preserving its competitive capability. "Beware of little expenses, a small leak will sink a great ship"

Budgetary Control is an establishment of budgets relating the responsibilities of a policy and the continuous comparison of actual with budgeted results either to secure by individual action the objective of that policy, or to provide a basis for its revision. "A budget is telling your money where to go, instead of wondering where it went"- John C. Maxwell.

Bench Marking, it is measuring the company's performance against that of Best-In-Class companies determining how the Best-In-Class achieve those performance levels and using the information as a basis for the company's targets, strategies and implementation. In times of difficult business climate when sales are reducing and uncertain, every business must adopt to cost reduction strategies as soon as possible to avoid the business running into losses.

"Financial peace isn't the acquisition of stuff. Its learning to live on less than you make, so you can give money back and have money to invest. You can't win until you do this."
- Dave Ramsey

By Deepa Varghese

Senior Executive
Shreyas Relay Systems, Gandhidham

Cross Product Training Program

In line with the Chairman's vision to have one common sales force across the Group with knowledge and expertise of all Group products, a "Cross Product Training Program" was instituted to impart knowledge about all products.



Dabbawalla Training

Transworld Group staff attended a training programme conducted by the legendary Dabbawallas of Mumbai, under the auspices of the Mumbai Dabbawalla Association.

To recap, a few learnings from the training are listed below:

1. Service with smile and an intense genuine desire of making customers happy.
2. Selfless and committed service.
3. Stick to basics and discipline of work to deliver high class product & service efficiency.
4. Working with Pride and Passion.
5. Time management.
6. Team Bonding.
7. Simplicity and high ethics in work.
8. Logistics & Supply chain management.
9. Effective use of Multi-Modal Transport.
10. Six Sigma.
11. Inventory coding.
12. Corporate Social responsibility.
13. Sharing work experience of over 100 years which has stood the test of time.



Transworld HR goes Digital

As a part of the digitalization initiatives at Transworld Group, a global Human Resources Management System - MyTransworld was launched. This portal has been developed by the renowned enterprise software provider Ramco Systems. This future-ready HR tech platform will completely automate the Global HR processes, User Interface and integrate with the Business ERP systems across businesses and locations, which will positively impact the people experience, communication and workplace efficiency in the Group.



Transworld Group is Title Sponsor of Team Gear Shifters

Team Gear Shifters, BITS Pilani, Dubai Campus, a leading design and build team, working with the ultimate goal of developing a culture of student automotive research in the UAE has thanked Transworld Group for being their Title Sponsor.

The BITS Pilani students R & D team conducted one year campaign with their cars sporting the Transworld Group Logo and won awards as well. The Team thanked Transworld Group for the support and also invited the Group to participate in a media coverage event.

The aim of Team Gear Shifters is to



develop their legacy through constant research and development among the student community in BITS. Three years of competing against the best FSAE teams in the world has driven

them further towards excellence.

By B. Mannan
General Manager
Transworld Logistics FZE
Dubai

Chit Chat with Mr. Gopalkrishna Guntu: Senior Executive Operations BSL Freight Solutions Pvt Ltd

25 Glorious Years in Transworld Group

Mr. Gopalkrishna Guntu started his career in Andhra by doing odd jobs but his breakthrough came when he got a surveyor's job in Kandla in the late 1980s. This started his tryst with shipping. In April 1991, he joined NLS Agencies, a Transworld Group Company in Operations department. It has been 25 years since he joined but it looks just like yesterday to him! He started with operations department and has assisted in various depts. like customer service and now Export B/L Desk too. He had joined as an assistant and is at present working as Senior Executive Operations – BSL Freight Solutions Pvt Ltd looking after the NVOCC Export B/L desk.

He originally hails from Srikakulam district, Andhra Pradesh, but is based in Kandla since the last 30 years. He has completed B.A. from a private university. His entire family including his parents were in field cultivation. He is married to Mary G and has completed 25 years of blissful married years and is blessed with a son and a daughter. His daughter is studying BTech (3rd year) at ISTS college in Andhra Pradesh and his 21 year-old son is completing his

last year of Commerce from Tolani College of Commerce. His parents, unfortunately, are no more but he firmly believes that their blessings are always with him and have helped him achieve everything in life including settling down in a different state away from his relatives and friends.

He has shared a wonderful relationship with all his colleagues. He is and always will be grateful to all his colleagues (current & past) / superiors / management in guiding him at all levels during his voyage.

It has been a thorough learning experience with many ups and very less downs. It has always been good and would always be. He loves reading spiritual books and playing volley ball and carom.

He has completed more than 25 years of service with the Transworld Group. He has received the "15 Years Long service award" in 2009 from the Directors.

He wouldn't like to stop working and would like to continue working till



health permits. His post retirement plans are to settle in Kandla only as he considers it to be his Karmabhoomi.

He would like to thank The Almighty for giving him a chance to be a small part of this huge and reputed Transworld Group. He would always be thankful to the Management / his Superiors, who have guided him through his journey at various points / sectors and helped him grow and reach up to his destiny.

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

Is there over-automation in services and industry?

I want to start with the quote of the great scientist Albert Einstein : "I fear the day that technology will surpass our human interaction. The world will have a generation of idiots."

Automation is an enabler - like any tool, it's goal is to make easier, what was once hard. Increased levels of automation simply leads to changes in the type of work we do, as we move towards ever higher levels of abstraction. This means that we get to work with the big picture instead of the details, and that's something we humans are very good at.

Automation can lead to superficial and temporary unemployment in some places, but will open up opportunities in other. For some people it might seem like a bad thing then and there, but believe me, increased automation is a very good thing so far as it is used wisely by our very own people.

Globally many shipping companies including logistics and supply chain experts organizations have adopted technology which was unheard of, but for all the right reasons. At least the fraternity was made to believe to that. But I guess real intent was far far away from our belief of advancing and instead main focus seemed to be downsizing of manpower. We have seen this mayhem globally and India is not in the state of oblivion and we saw certain organizations taking such discouraging measures without realizing that it is debilitating themselves.

In the last few days we have come across news of mega shipping lines going fustilade and paying for their farcical actions. Were some of the decisions an encore of year 2008? Not learning from it and increasing capacities, adding tonnages, underestimating the demand, not controlling operational costs, seceding from the existing routes and presuming that new routes would yield more profits with speculative demand in the mind, automation costs, manpower costs among several other factors.

Now the question arises who will bell the cat? Obviously management of the affected organizations. What surprises me that enormous automation in the shipping industry could not prevent carriers from going under.

Now I come back to Albert Einstein's quote : " I fear the day that technology will surpass our human interaction. The world will have a generation of idiots." Hitherto, anything happens in the shipping industry, our first target is always removal of manpower and willing to compromise on puritanical values.

We do not analyse the cost of automation vs the cost of manpower. While investing heavily in automation, many organization forget the ROI (Return on Investment) and stand to believe that the only way the company can be taken out of the red is through removal of manpower. How atrocious it is. We forget that in service industry, the human role is foremost, unparalleled, priceless and invaluable.

The point I am trying to make is the clear cut difference between how MNC failed and how the traditionally family owned business houses in India flourished at the same time.

The losses of shipping lines are so tantamount that no amount of automation can assist in plugging the costs and bring efficiency to their operations. I think they bungled in their decision- making and disparaged their prodigies who were contributing all this while in the organizational growth.

The support system to the automation was pulled back in the anticipation that it will reduce costs and ensure that cargo would remain in their fold.

But it did not happen that way. When we make enabler the go-getter, results will obviously be unfavourable. Everyone always blames market conditions for the erosion of freight rates. No one is willing to recognize that we have ourselves disenchanting the customers and it is still being continued. Here, what is alarming is not the manpower who were made victim of automization, but how to bridge the primitive methods of doing business with the use of technology, as both are inseparable.

Automization can be effective for certain industries, especially manufacturing where increased automation means many unskilled workers will be replaced by the machines, but many more people will be needed to perform the higher skilled tasks that arise because machines are being used. Without additional training the low skilled workers replaced will simply become unemployed. Those who can and do learn how to do the more difficult jobs will earn more money and enjoy higher demand, which means continued employment and competition between employers to hire them.

But this does not mean that the same logic is applicable to the service industry. Imagine you are entering a hotel and there is no one to greet you and ask you for the service you are looking for. Would systems be able to assist in such cases? Not at all.

The need of the hour is to impart proper training to the manpower in order to combat the rapidly changing needs of customers. This will help in faster productivity, more business, cost effectiveness and, in turn saving huge costs for the end customers who would then be more willing to give you sufficient margins for the services.

With the right automation / technology, it allows the service provider to scale up their operation and be part of growing demand. Automation is and will remain an excellent enabler only, and cannot be considered as a substitute to manpower in the service industry. Sooner its realized better for all and will help the organizations to regain the lost glory.

By Capt. Bharat Sabharwal

Chief Executive Officer

BSL Freight Solutions Pvt Ltd, New Delhi

Letter from the Master of a Vessel to the Company!

Sir,

It is with regret and haste that I write this letter to you; regret that such a small misunderstanding could lead to the following circumstances, and haste in order that you will get this report before you form your own pre-conceived opinions from reports in the world press, for I am sure that they will tend to over dramatize the affair.

We had just picked up the Pilot, and the Deck Cadet had returned from changing the "G" flag for the "H" flag and, it being his first trip, was having difficulty in rolling up the "G" flag. I therefore proceeded to show him how. Coming to the last part, I told him to "let go". The lad, although willing, is not too bright, necessitating my having to repeat the order in a sharper tone.

At this moment, the Third Officer appeared from the Chart Room, having been busy plotting the vessel's position, and thinking that it was the anchors that were being referred to, repeated the "Let go" to the Chief Officer on the forecastle. The port anchor, having been already cleared away and kept ready to let go, but not yet walked out, was promptly let go. The effect of letting the anchor drop from the hawse pipe while the vessel was proceeding at full harbour speed proved too much for the windlass brake, and the entire length of the port cable was pulled out "by the roots". I fear that the damage to the Chain Locker may be extensive.

The braking effect of the port anchor naturally caused the vessel to sheer in that direction, right towards the Swing Bridge that spans a branch canal leading off from the river up which we were proceeding. The Swing Bridge operator showed great presence of mind by opening the bridge for my vessel. Unfortunately, he did not think to stop the vehicular traffic, the result

being that the bridge partly opened and deposited a Volkswagon car, two cyclists and a Cattle Truck on the forecastle deck. My ship's company is presently rounding up the contents of the latter, which from the noise I can hear, would be pigs.

In his efforts to stop the progress of the vessel the Chief Officer dropped the Starboard anchor, too late to be of any practical use, as it fell on the Swing Bridge operator's cabin. After the port anchor had been let go and the vessel started to sheer, I gave a double ring Full Astern on the Engine Room telegraph and personally rang the Engine Room to order maximum astern revolutions. I was informed by the Duty Engineer that the Sea temperature was 25 'C' and asked if there was a movie in the smoke room tonight ; my reply would not add constructively to this report.

Up to now I have confined my report to the activities at the forward end of the vessel. Down aft they were having their own problems. At the moment the port anchor was let go, the Second Officer was supervising the making fast of the tug aft and was lowering the ship's towing line down to the tug. The sudden braking effect of the port anchor caused the tug to "run in under" the stern of my vessel, just at the moment when the propeller was answering the double ring Full Astern. The prompt action of the Second Officer in securing the inboard end of the towing line delayed the sinking of the tug by some minutes, thereby allowing the tug crew to safely abandon their vessel.

It is strange, but at the very moment of letting go of the Port anchor, there was a power cut ashore. The fact that we were passing over a "cable area" at the time might suggest that we may have touched something on the river bed. It is perhaps lucky

that the high tension cables brought down by the foremast were not "live", possibly having been replaced by the underwater cable. Owing to the shore blackout it is impossible to say where the pylon fell.

It never fails to amaze me, about the actions and behaviour of foreigners during moments of minor crisis. The Pilot, for instance, is at the moment huddled in the corner of my Day Room, alternately crooning to himself and crying after having consumed a bottle of Gin in a time that is worthy of inclusion in the Guinness Book of Records. The tug Master, on the other hand, reacted violently and had to be forcibly restrained by the Cook and Steward, who now have him tied to the stretcher in the ship's Hospital, where he is telling me to do impossible things with my ship and person.

I enclose the names and addresses of the drivers and the insurance companies of the vehicles on my forecastle deck, which the Chief Officer collected after his somewhat hurried evacuation from the forecastle.

These particulars will enable you to claim for the damage to the railings on the forecastle. I am enclosing this preliminary report, for I am finding it difficult to concentrate with the sounds of Police sirens and their flashing lights. It is sad to think that had the Deck Cadet realized that there is no need to hoist the Pilot flag after dark, none of this would have happened.

Contributed by

Capt. Rakesh Rajee

Vice President
Balaji Shipping Lines FZCO
Dubai

Reflections and Resolutions for the New Journey Ahead

As the New Year approaches, every organisation takes a stock of the inventory - The resources at disposal, utilised, renewed, bad debts etc. There are review sessions held to introspect on the performances, successes, failures and challenges faced. A SWOT (Strength, Weakness, Opportunities and Threats) analysis is done. After carefully deliberating, introspecting and learning from these factors, a strategy and action plan for the next year is chalked out for implementation.

While any professional and dynamic organisation does this to be successful and define a roadmap to achieve its vision, do we as individuals do the same?

To start with most important trigger for success and growth is to have a 'VISION' in life. Once we have a Vision, cultivating faith in oneself and preparing oneself to strive hard will help us decide on the roadmap and subsequently take us to the fulfillment of our dreams and ambitions. As the New Year dawns, let us reflect on the Years gone by and objectively like an organisation take stock and review ourselves in the following dimensions of our Life:

- At a Personal level - Have I succeeded in my relationships, been a support for my family

members, made new friends, indulged in charity, given something to the society?

- At a Professional level – Have I learnt new things, gained technical/ functional expertise, realized my educational summit, monetarily stabilized, achieved milestones in my job, am self motivated beyond rewards/ recognition, worked selflessly keeping organisation and team over myself? Am I just a worker working for wages or a Star performer, Visionary and Growth Engine, uplifting the Organisation and team.
- At an Emotional level – Have I raised myself above the petty emotions of jealousy, greed, lust, petty politics, uncontrolled anger, uncontrolled diet, physical lethargy, indiscipline?
- At a Spiritual level – Do I find more happiness in making others happy rather than myself? Have I realized my true gigantic identity as an emperor and not a helpless creature limited to seeking enjoyment through the limited medium of senses? Is my spiritual spark of realization kindled and am I progressing towards realizing the same? Am I a spiritual succor and strength for others to

look upon? Have I given more than what I have received? Do I spread radiance of Love, Power, Positive thoughts and Peace?

Reflecting on the above and doing our own SWOT analysis, we should work towards enhancing our strengths, rectifying the weaknesses, research the opportunities and destroy the threats and fears, in pursuit of fructification of dreams and materialization of 'Vision'. An objective approach will wake us from slumber before the life and time slips away like sand without our knowledge. Let us make the best use of time and resources we have to be a winner ourselves and then make others – winners in life.

- **Look out and Dream, Look within and awake.**
- **Learn from the past**
- **Relish the Present**
- **Look forward to a great future – for each day is a new rejuvenated ascend in your journey of growth.**

By K. B. Balmurali

Chief People Officer

Transworld Group - Corporate Office

Dubai

Heavy Duty Truck Fleet Enhanced



New trucks have been added to the Heavy Duty Truck Fleet. A pooja was conducted on 29 December 2016 at the Transworld Group Head Office premises in the presence of Group CEO Capt. Leslie Reis and other officials.

Secret Santa

The Secret Santa Gift Exchange activity & Get together for all staff was conducted on December 20, 2016 in Transworld Dubai Office.



New Joinees



Mr. Prabha kar Posam has joined us as **General Manager - Digital and Process for Transworld Logistics FZC**. He will be responsible to head and steer the IT & ERP functions for the Group across all countries where we operate including implementing suitable technology to streamline, digitalise and automate all processes & operations, ensuring seamless work flow, designing & customising technological systems, communication platforms to improve customer experience, integration of IT platforms, integrated Business intelligence tools, Transworld portal management, develop, maintain and constantly upgrade Mobile based interface applications systems for interactive information which can be used by customers, staff's etc, oversee the technological infrastructure in the organization to ensure speed & accuracy in performance etc. He will be based out of our Dubai office.



Mr. Hycinthe Hilton Mike has joined us as **Vice President - Transworld Feeders, India and International Marketing**. He will be the focal point for Transworld Feeders in India. As a part of the International Marketing team, his role would also include global and pan India Business Development for the Group, formulation of strategy and business promotion in close coordination with in-house Business units, with particular focus on Far East and South East Asia. He will be based out of our Mumbai office.



Mr. Jijo Ouseph has joined us as **General Manager – Operations & Equipment Control**. He will be responsible for efficient running of Pan India Operations & Equipment Management function by giving effective direction and control of strategic operational functions across Ports in India, optimum equipment management, cost effectiveness, contract negotiations, process efficiency by optimal utilization of IT Platforms, ensure fast turnover of equipment, customer satisfaction, claim prevention, operational safety standards and capacity management. He will also be responsible for negotiations with vendors like Ports, Repair yards, Rail Operators, CFS etc' to get the best benefit at a Group level with a view of rationalizing/optimizing costs. He will be based out of our Mumbai office.

Seasons Greetings and Happy 2017

From
The Transworld Family

Scribe Surprize

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1st Prize : Cash Award of US\$ 100/-:

Capt. Bharat Sabharwal - Chief Executive Officer - BSL Freight Solutions Pvt Ltd

2nd Prize : Cash Award of US\$ 60/-:

Deepa Varghese - Senior Executive, Shreyas Relay Systems Ltd

3rd Prize : Cash Award of US\$ 40/-:

Capt. Rakesh Raje - Vice President Balaji Shipping Lines FZCO Dubai



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.