

# transVIEW

Issue 23: May 2016



## Hearty Congratulations, Chairman

Heartiest Congratulations to Transworld Group Chairman Mr. Ramesh S. Ramakrishnan for being honoured as one of the Top Indian Leaders in the Arab Region for the year 2016 by prestigious Forbes Middle East. The Forbes Middle East award is yet another acknowledgement of the continuing success of our Chairman as one of the top Indian Business Leaders in the Arab Region. All the staff of Transworld Group feel proud and take this opportunity to congratulate our Chairman on this accolade and wish him the very best for many more in the future.



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## Transworld Group participates in Maritime India Summit 2016

Transworld Group was a proud participant of Maritime India Summit (MIS) 2016, the maiden flagship initiative of Ministry of Shipping, Government of India held in Mumbai from 14 - 16 April 2016.

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## Editorial

### Dear Readers,

Even as the newspapers and trade publications churn out dismal news day after day about the global slowdown, downturn and such other news, the reports and numbers coming out of Transworld Group's key markets are indicators of the great opportunities that exist now and lie ahead.

Take for example, the UAE.

The real estate giants who built the world's tallest tower, Burj Khalifa, have announced yet another iconic structure which will become the tallest tower in the world when completed.

"The Tower" and a linked "mega-retail district" will be completed at the same time so that they are both ready for Dubai's Expo 2020 event.

This, and other projects like the \$545 million Dubai Water Canal Project which will transform Business Bay and connect the area with the Arabian Gulf over three phases, and other projects like the Museum of the Future, Jewel of the Creek, Deira Islands, MBR City District One and Wholesale City are guaranteed to keep the construction and related businesses fully engaged till 2020 Expo and beyond.

Similar is the case with the other Transworld Group base, India.

The recently conducted Maritime India Summit 2016 (MIS 2016), a maiden flagship initiative of Ministry of Shipping, Government of India, inaugurated by Prime Minister Narendra Modi was a huge success.

Shreyas Shipping and Logistics Ltd was a proud participant of MIS.

Transworld Group Chairman Mr. Ramesh S. Ramakrishnan along with CEOs of Shreyas Shipping and Logistics Limited, Shreyas Relay Systems and Orient Express Ship Management visited the stall showing the commitment of the Group to make the ambitious initiatives of the government a success.

It provided a unique global platform for investors to explore potential business opportunities in the Indian maritime sector and obtained investment commitments of nearly Rs 83,000 crore (\$13 billion).

The extremely ambitious Sagarmala Project is being fast-tracked. Now, the Shipping Ministry is targeting to get investments worth \$60 billion (nearly Rs 3.99 lakh crore) within a five-year term for 240 projects to ensure the success of the project.

MIS 2016 had special sessions on investment opportunities in maritime sector with focus on ship building, ship repair, ship recycling, dredger/barge

manufacturing, setting up of new ports and capacity augmentation of existing ports, development of inland waterways for cargo and passenger transportation, coastal shipping, passenger ferry services, lighthouse and cruise tourism, island development and aquatic resources, maritime cluster development and other services in the sector.

Gearing for the future, Transworld Group is continuing its commitment for the growth of the country with its visionary expansion plans for the days ahead. Transworld Group has increased its fleet strength to 17 with the latest acquisition, OEL Khaleej Express. The new acquisition, with 59,840 DWT and 4360 Teu Capacity, is by far the largest vessel owned by Transworld Group and has been named in fond remembrance of the first acquisition of the Group, the M.V Khaleej Express, way back in February 1983.

Shreyas Shipping and Logistics Ltd. has increased its fleet strength, with SSL Vishakhapatnam becoming the ninth vessel to join SSL's fleet.

It is also remarkable to note that while the Group was making strides, so were Transworld Group family members who make it happen for the Group.

The accolade continues. Our Transworld Group Chairman Mr. Ramesh S. Ramakrishnan is being honoured as one of the Top Indian Leaders in the Arab Region for the year by Forbes Middle East, yet again. The award is an acknowledgement of his continuing success as being one of the Top Indian business leaders who have made their outstanding contribution to the society both in their homes and in the Emirates.

Congratulations to Capt. Bharat Sabharwal, CEO of BSL Freight Solutions Pvt Ltd. who was recognized as the "Business Leader and Visionary of the Year 2016" award at the National Summit Logistics India 2016 event conducted by ASSOCHAM in New Delhi. Earlier he was also named "Logistics Personality of the Year" at Northern India Multimodal Logistics Awards 2016.

With constant reminders about the challenges and opportunities let us resolve to put in our best efforts to ensure that Transworld Group has yet another successful year.

Best Regards,

B. Mannan

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

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## Disha - Collective Vision is the Key to Growth



K.B. Balmurali



Have you ever noticed a flock of birds in flight?

In a perfectly orchestrated symphony, they will turn to the left or to the right at exactly the same moment, in their upward journey to a common destination.

This is the essence of Disha. It symbolises Collective - Growth, Speed, Continuity, Direction, Leadership, Harmony & Team work.

A few Management learning's we can absorb from the flight of birds is listed below:

### LEARNING 1:

Each bird in the formation flapping its wings creates an 'uplift' for the birds that follow. By flying in a "V" formation, the whole flock adds almost 70% greater flying range, than if each bird flew alone.

**Thus a team that shares a common direction and sense of community can get where they are going faster, swifter and easier because they are traveling on the thrust of one another, and not as single individuals.**

### LEARNING 2:

When a bird sways away and separates out of formation, it suddenly feels the drag and

resistance of flying alone. It quickly moves back into formation to take advantage of the lifting power of the bird immediately in front of it.

**As a team we are interdependent on each other's skills & capabilities with a unique pool of gifts, talents and resources. We should therefore have as much sense as the birds to stay in formation with those headed where we want to go and not try to do it all alone. We should be willing to accept help and help others.**

### LEARNING 3:

When the lead bird tires, it steps back into formation and another bird flies to the point position.

**Step back when necessary. It helps you rejuvenate, identify, test out and develop able succession plan. It pays to take turns doing the hard tasks and sharing leadership. A true leader who knows his worth is not insecure to give chance to others.**

### LEARNING 4:

The birds flying in formation keep honking to encourage those ahead to keep up their speed. And those ahead keep honking to keep others assured that they are in the same track.

**This symbolizes inter group communication flow from bottom**

**to top and top to bottom. There is a steady wave length within the group maintained. We need to keep honking our achievements and reward the deserving so that it is encouraging and motivating. In groups where there is mutual encouragement, the production is much greater.**

### LEARNING 5:

When a bird gets sick or wounded, it is not deserted. Two birds drop out of formation and follow it to help, protect and take it to a safe destination. They stay with it until it is able to fly again. Then, they launch out with another formation or catch up with the flock.

**Respect human beings and you will earn the same. A true leader inspires, brings forth the best and lifts subordinate to his level. Like the birds, we should stand by each other in difficult times as well as when we are strong.**

Most people who have watched birds in flight agree that the birds could not have accomplished this by simply following the "lead

## Welcome, K B Balmurali to Transworld Family

Transworld Group is delighted to welcome Mr. K B Balmurali who has joined the group as "Chief People Officer" and will be based in Dubai. Mr. Balmurali comes in with a depth of experience in the field of Human Resource and Personnel Development.

"We are confident he along with his team will play an important role to our group's continued growth and improvement," said Mr. Ritesh S. Ramakrishnan, Executive Director of Transworld Group. "We take this opportunity to extend a warm welcome to Balmurali and wish him a successful career with our Group."

bird". There has to be some sort of automatic communication process taking place between the birds. This communication system is so effective that when any one bird turns left, right, up or down, it has faith that the other birds will also move at the same time.

The Philosophy of Team - work also embraces the idea that there is a **subtle sub-conscious communication process** taking place between team-members. Whenever two or more people are together, messages beyond the physical planes are traveling between them at a different level of consciousness, exchanging information, educating and influencing the other person. This information as vibrations travels between our subconscious minds in a

manner similar to the way that radio, television, and cell phone signals are sent. It is more likely that there is a force in nature that comes into us, draws out our subconscious thoughts and feelings, and passes those thoughts and feelings around to other people.

**Thus what you think - Positive or Negative is contagious and affects people around you. Hence it is for each one of us to sanctify our Organisation as a place of worship and make it a vibrant, positive, challenging and an enjoyable workplace.**

These are learning's from the B-School of 'Nature'. Simple uneducated birds practice what is thought in Management schools.

**These Principals also form the cornerstone of our Company philosophy and culture and the success code of Transworld Group, soaring high, with everyone equally contributing, whilst evolving as responsible human beings.**

If simple basic principles are adhered to in tune with nature, with an attitude of humility, and spirit of service, then, there is beauty and divinity in our actions resulting in overall growth.

**"Collective Vision is the Key to Growth"**

**K.B. Balmurali**  
Chief People Officer  
Transworld Group, Dubai

## Congratulations Capt. Bharat Sabharwal



Capt. Bharat Sabharwal was awarded the "Business leader and visionary of the year 2016" award at the National Summit Logistics India 2016 event conducted by ASSOCHAM in New Delhi on 4 May 2016.

This award was presented by Shri Ram Kripal Yadav, Minister of State for Water and Sanitation, and Mr. Manoj Kumar Tiwary, Member of Parliament.



ASSOCHAM, Associated Chambers of Commerce of India is the oldest, leading, largest Apex Chamber of Commerce and Industry of India.

Earlier, in March, Capt. Bharat Sabharwal was recognized as the "Logistics Personality of The Year" at Northern India Multimodal Logistics Awards 2016 on Friday, 11th March, 2016 in New Delhi.

## Some Management Tips

Differences between BOSS Vs. LEADER

<ul style="list-style-type: none"> <li>Drives employees</li> <li>Depends on <b>authority</b></li> <li>Inspires <b>fear</b></li> <li>Says "I"</li> <li>Places <b>blame</b> for the breakdown</li> <li>Knows how it's done</li> <li>Uses people</li> <li>Takes credit</li> <li>Commands</li> <li>Says "Go!"</li> </ul>	<ul style="list-style-type: none"> <li>Coaches employees</li> <li>Depends on <b>goodwill</b></li> <li>Generates <b>enthusiasm</b></li> <li>Says "we"</li> <li>Fixes the breakdown</li> <li>Shows how it's done</li> <li>Develops people</li> <li>Gives credit</li> <li>Asks</li> <li>Says "Let's go!"</li> </ul>
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## Transworld Group celebrates International Women's Day at Dubai and Mumbai

Over the years the Lady staff of Transworld Group have been celebrating International Women's Day (March 08) differently every year appreciating and encouraging the efforts of the Transworld Women.

This year Transworld Group, Dubai celebrated it with 'Pink Day,' acknowledging the efforts of all the Transworld Group women and thanking their contributions to the growth of Transworld. The Executive Director of Transworld Group, Mr Ritesh S. Ramakrishnan was invited by Women's club who honoured the function and appreciated their good efforts.



Transworld Group India Celebrates Womens Day  
Lady staff from SLL, RSA and Orient Express Ship Management Ltd celebrating Women's day.



## Transworld Group fleet strength goes to 17

Transworld Group has increased its fleet strength to 17 with the latest acquisition, OEL Khaleej Express.

This vessel has been named in fond remembrance of the first acquisition of the Group, the M.V Khaleej Express, way back in February 1983.

The new acquisition, with 59,840 DWT and 4360 TEU Capacity, is by far the largest vessel owned by Transworld Group.

OEL Khaleej Express will be deployed in the India - Middle East Service.

"With this acquisition Transworld Group is confident that the new vessel will allow us to serve our customers



better," said Executive Director of Transworld Group, Mr. Ritesh S. Ramakrishnan. "It is fitting to mention here that it is the dedication and hard work of each and every member of the Transworld Family that has made this acquisition possible," he added.

## Trends to watch in shipping industry – 2016

2016 could well be the year for India's coastal shipping sector to come of age. This hitherto neglected sector, is now being propped up for its features such as environment-friendliness, fuel efficiency and much cheaper mode of transport for moving cargo along the country's vast coastline stretching 7,500 km. The government and the state-owned ports have offered many incentives to promote the sector by easing archaic rules, granting rate discounts and even relaxing a local shipping law that prohibits foreign registered ships from operating on local routes to carry cargo.

Shipping industry is making progress says Mr. Nitin Gadkari. The central government plans to increase the share of inland waterways in goods and passenger traffic from 3.5% to 15% by the end of its five years' term. "The coastal shipping system has to be made development oriented, besides we need to implement fast-track decision making which will come about only when people change their mindset," said Mr. Gadkari. Also he said "For port development we have taken prime decision of starting three major ports with approximate investments worth Rs 18,000 crore to Rs 20,000 crore - Wadhwan port in Dahanu with 18 meter draft to be developed along with Maharashtra government, Colachel port in Tamil Nadu and third one Sagar port."

For this, the government will come out with tenders before March this year and will start work on breakwater by April-May.

The government is studying about all the improvements that can be made to promote modernisation, mechanisation and computerisation in the coastal shipping system. The government had hired a private consultant to study our 12 major ports and three main organisations, namely Shipping Corporation, Dredging Corporation and Cochin Shipyard, they have given us the report with 120 suggestions, of which we have implemented about 18-20 of those and they are reviewed every month. This is the first year in India's history where

all the country's 12 major ports and three organisations have recorded profits which will be more than Rs 6,000 crore said Mr. Gadkari.

After a long, dry spell, India's shipbuilders will likely see new orders trickling in during 2016 on the back of a 10-year policy package announced by the government in December. Local shipyards would be able to quote competitive prices while negotiating new orders with fleet owners as the policy has removed the cost disadvantages they faced compared to global rivals. Besides, local yards will get a financial incentive from the government on each ship they build. The revival of the shipbuilding sector is a key part of the government's 'Make in India' initiative.

India's ports sector will see a shake-up in 2016 with the Union Government drafting a new legislation to run the 12 ports it owns. These 12 ports are currently run as trusts which restrict their expansion and growth. The planned new law will be a prelude to their eventual conversion into corporate entities and bring them on par with the ports owned by the state governments but are given to private ports for development and operations.

The shipping ministry has launched an initiative to implement utility-scale solar photovoltaic power plant projects at major ports. The Solar Energy Corporation of India (SECI) has been appointed as the overall project management consultant. The plan includes installing grid connected solar power plants and rooftop solar power projects at various ports with the twin objective of making them 'green ports' and to reduce the dependence on more costly sources of power.

**By M Aneesh Kumar**

Executive Trainee - Sales  
BSL Freight Solutions Pvt. Ltd.  
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M. Aneesh Kumar

## Transworld Saudi Arabia celebrates 5th Anniversary

On the 7th of February Transworld Saudi Arabia (TSA) completed five years of establishment. It is a proud moment for all the staff of TSA to witness another milestone in the growth of our company.

The staff celebrated the occasion and Mr Umesh Suratkal, Head Transworld Saudi Arabia thanked all staff for their sincere efforts and said "Without the support of our excellent team it would never have been this big. Everyone in the team has played a very important role in the development of our company.



It is their enthusiasm, support and dedication that has brought us to this height. TSA shall ever remain indebted to the contributions of its team."

We are also grateful to our Principals, Clients and Customers who trusted in us to help them provide immaculate services. Their demands, challenges

and feedbacks have pushed us to go further and improve even more. Our success story remains incomplete without acknowledging the support of Mr. Ritesh, Mr. Leslie, Mr. Subbu, Capt. Rakesh BSL & OEL team. Not only have they made us a part of their lives but also helped us reach out to the world.

We can't thank you enough for your contributions to TSA. We plan to keep our business and relationships growing and continue to provide nothing less than the best, and wish to explore new heights this year.

**By Staff of Transworld Saudi Arabia**

## Liner Trade and GRI: Case Study Based On European Union Standards for Restricting Competition



Anvay Tailang

“After The Game The King And Pawn Go Into The Same Box.”

Italian Proverb

### Introduction

With above note, despite persistent volume growth over last years, many Shipping Lines have seen poor financial performance. The market conditions and the imbalance between supply and demand is causing major fluctuations in freight rates. The overcapacity, depressed rates and container flow imbalances finally reduced profits significantly – which is around down 15% in the last five years for the Top 20 Carriers serving the trade all round the world.

Fifteen “Carriers” have regularly announced their intended increases of freight prices in different ways. These companies includes big shots like China Shipping (China), CMA CGM Group (France), COSCO Line (China), Evergreen Shipping Line (Taiwan), Hamburg Süd (Germany), Hanjin Shipping (South Korea), Hapag Lloyd (Germany), Hyundai Merchant Marine (South Korea), Maersk Line (Denmark), Mitsui OSK Line (Japan), Mediterranean Shipping Company (Switzerland), Nippon Yusen Kaisha (NYK) (Japan), Orient Overseas Container Liner (OOCL) (Hong Kong), United Arab Shipping Company (UASC)(UAE) and ZIM Line (Israel).

GRI (General Rates Increase) is the average amount by which Carriers Tariff Rates increase applied to base rates. These price announcements do not indicate the final price for the service concerned, but only the amount of the increase in USA-Dollars per transported container unit (Twenty-Foot Equivalent Unit, “TEU” and/or Forty-Foot Equivalent Unit, “FEU”), the affected trade route and the planned date of implementation. They generally concern sizable increases of several hundred USA Dollars per TEU/FEU.

General Rate Increase announcements are made typically 3 to 5 weeks before their intended implementation date, and during that time some or all of the other carriers announce similar intended rate increases for the same or similar route and same or similar implementation date. Announced General Rate Increases have sometimes been postponed or modified by some carriers, possibly aligning them with the General Rate Increases announced by other carriers.

### A Look Into Recent GRI(s):

Since January 2016, following GRI(s) have been implemented by different liners ; some of them are as under:

- **MSC Line:** India To USA & San Juan, Puerto Rico
- **Maersk Line:** Middle East & Indian Subcontinent To South Africa, Mozambique And Indian Ocean Islands
- **MSC Line:** India To West Africa
- **Maersk Line:** Middle East And Indian Subcontinent To West Africa, Except Pointe Noire
- **Maersk Line:** Middle East And Indian Subcontinent To South African Ports (S5)
- **Maersk Line:** Middle East And Indian Subcontinent To North American Ports (Nam)
- **Maersk Line:** Middle East And Indian Subcontinent To South Africa, Mozambique And Indian Ocean Islands

### GRI & Competition- Legal Perspective:

According To European Union, “GRI Announcements may be of very little value for customers; stating only the amount of an intended increase may not inform customers of the

new full price they will be asked to pay in the future. In addition, GRI Announcements may have only limited committal value and thus, customers may not be able to rely on them for their purchasing decisions”.

Further, as per European Union “this practice of Liners may allow the parties to explore each other’s pricing intentions and to coordinate their behaviour”. It may enable the parties to ‘test’, without incurring the risk of losing customers. The Commission is concerned that this conduct may amount to a concerted practice in violation of Competitive Standards.

- Article 101 of the Treaty on the Functioning of the European Union (TFEU) and Article 53 of the EEA Agreement prohibit agreements and concerted practices which may affect trade and prevent or restrict competition.
- Article 9(1) of Regulation 1/2003 enables undertakings that are concerned by a Commission investigation to offer commitments in order to meet the Commission’s concerns and empowers the Commission to make such commitments binding on the undertakings by decision.
- Article 27(4) of Regulation 1/2003 requires that before adopting such decision the Commission shall provide interested third parties with an opportunity to comment on the offered commitments.

### Suggestions from European Commission to Liners:

- Pricing should include a breakdown of the total price’s five main elements::
- Base Rate

- Bunker Charges
- Security Charges
- Terminal Handling Charges
- Peak Season Charges, If Applicable.
- price increase announcements will not be made more than 31 days in advance of when the increase enters into force. once published.
- the carrier will be bound to use the figure as its maximum price during the period of validity, but will remain free to offer lower prices.
- the commitments do not apply communications with customers who have an existing rate agreement in force on the route to which the communication refers on that date.
- neither will communications during bilateral negotiations nor communications related to the needs of specifically identified purchasers be affected.

If a company breaks such commitments, the Commission can impose a fine of up to 10% of the company's worldwide turnover, without having to find an infringement of the EU antitrust rules.

### Why this action is questionable:

The shipping industry is in crisis with reports of plunging profits and conditions predicted to be tough like after the global financial crash.

As a result of this, liners are consolidating their operations (just for example, Maersk Line, the world's largest container ship operator, said it was consolidating operations in Brazil, Paraguay, Argentina and Uruguay to cut costs amid falling freight rates).

Further, to maintain capacity and frequency, they are bound to implement such tactics of GRI(s)/RRI(s) (at this time, may be for a short run), for maintaining general overheads to working capital flows. Liners are predicting 1% to 3% growth for container shipping. The

Baltic Dry Index, a benchmark for global shipping industry, has recently plumbed all-time lows (290 on 10 Feb 2016).

The Top-Four Shipping Companies will control 48.3% of the world's fleet compared to 41.3% today, if things will go well in near future. For these Mergers (and also Acquisition) finance is the prior need. To cater to this financial need, GRI is one of the most effective tools. Hence, the shipping industry consolidations will likely lead to increased pricing for shipping, which is obviously bad news for supply chain shipping costs and bad news for main liners too, keeping in view fluctuations in business environment.

According to Think Thank Clarkson Plc, "Seaborne trade, measured by the industry in 20-foot steel boxes, was meant to expand 7 percent to 182.1 million units", the strongest growth in four years. The actual increase turned out to be less than half that amid weakening global growth. Many of the world's busiest container shipping routes is suffering from the slowdown in emerging markets and weak growth in Europe. China's economy grew at 6.9 percent last year, the slowest since 1990. Europe's predicted 1.5 percent expansion in 2015 would be among the weakest globally.

Keeping in view all of above cases, significant price hike is the requirement of shipping lines in order to balance higher costs and maintain margins. Shipping lines, already feeling severe financial pain from overcapacity and weak demand, will resist strongly.

### Conclusion:

Under Economics and Finance, a theory "Fallacy Of Composition" has been derived! According to the same: "What Might Be True for Individuals Is Probably Not True for Society as a Whole"!

For instance, as per EU, GRI(s) could reduce trade due to high rates for shippers. However, if for every GRI(s) barriers will be imposed, competitive trade will decline and business environment will be worse off. What

works for EU and other Regulatory Organization(s) may be harmful for the Liner Trade.

On the contrary, for Main Liners, GRI(s) can enhance competitiveness & aggression in global trade. However, if whole liner trade will apply GRI(s) in almost all service they are offering, world trade environment will be affected due to high level of rates. Here also, what works for 15 Liners may be harmful for the Shipper(s)/Regulatory Bodies/World Trade.

A slowdown in the world economy, lower trade volumes worldwide, and growing inventories of electronics and other goods are largely responsible for weak container shipping demand, and consequently, increased capacity and shipping transport pricing pressures. Hence, GRI will be there and impacts will be there. With continued weakness in shipping volumes in China and Europe, as in U.S., visibility for when rates will decrease remains cloudy, despite Coalition/Conglomeration/Mergers and Conferencing. The market continues to move lower, may be with high rates or vice versa! In the long term, rising shipping costs will likely have an effect on the Global Supply Chain, as shorter sea transport distances will be preferred.

And finally, when it comes to shipper/final customer, rate is the basic point of negotiation. Rate increase, from one liner, may switch them towards another liner. But, if the hike will be on joint basis they have to rethink that where they manufacture or buy their goods (keeping in view routing & goods of low value)!

Finally, businesses are for **perpetual succession**, and trade will be last till long, keeping in view: "for every promise, there is price to pay"!

### By Anvay Tailang

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## An Introduction about Islamic Banking



Shawn C Mathew

Now a days it is very common to see Islamic banks mentioned as notification parties in Bill of lading with the actual consignee. Yes, The global Islamic finance market has grown to more than \$1 trillion last year, Islamic banking products have proved very popular not only in Middle East, but in Europe and increasingly even in USA.

Islamic banking is a system of conducting business activities in line with the principles of Islamic Shari'a'. It follows the rules and provisions of Islamic jurisprudence pertaining to trade and business.

Islamic bank is a profit-making organization, where, the founders who invested their savings in establishing the bank entity and paid up the capital are looking for profits and return that conform and is consistent with the rules and provisions of the Islamic Shari'a. The objective of investment and achieving profits is in line with Islamic Shari'a guidelines, whilst, hoarding money without investment is repugnant to Shari'a tenets and precepts, and deprives the economy from producing services and products. Thus generating profit in accordance with Islamic Shari'a principles is one of Islamic financial institutions' objectives. Furthermore, Islamic banks have other important

objectives in the society such as social responsibility and presenting microfinance products (providing credit to the entrepreneurial poor).

The basic difference between Islamic banking and conventional banking is that Islamic Banking is based on principles of Shari'a. Thus all aspects of a transaction like products' features, business approach and investment focus are derived from the Shari'a law, which lead to a significant difference with those of the conventional banks especially in terms of risk and reward parity.

Islamic banking is not based on pricing money and earning interest as conventional interest-based banks do, but it is a system of trade where goods and services are sold and capital is invested by taking risk to earn halal profits. It is also not just a change of name as many miss-understood it to be, but it is based on the Quranic injunction whereby trade has been permitted and riba (interest) has been prohibited.

Two years since these banks started operation in Sultanate of Oman, already Oman's Islamic banks and window operations have showed a robust growth of 65.9% last year compared to previous year. Oman's two Islamic banks and window operations of six conventional banks

have scores of branches across the country. The total assets of Islamic banks and windows stood at OMR.1956.2 million at the end of September 2015, an increase of OMR674.6 million or 52.64percent over the previous year.

Islamic banks and window operations of conventional banks have launched innovative products to attract Omani customers, besides opening several branches and ATM counters in different parts of the country. Islamic banks are opening up new segments and players and thus adding to the competitive environment not only in terms of efficiency and innovations, but by also providing the consumers the benefit of choosing between both conventional and Islamic banking products. An important focused area for Islamic banks now is small and medium enterprises. Sharia compliant institutions are also focusing on creating awareness on Islamic products among the potential customers.

**By Shawn C Mathew**

Senior Documentation Executive  
Transworld Shipping, Trading and Logistics Services LLC  
Muscat, Oman

### BON VOYAGE



**By Radha Kenkare**  
Wife of Anand Kenkare,  
Muscat, Oman



Bon Voyage  
All aboard and ship ahoy !  
To sail across the immensely spread ocean,  
Holding firm conviction and excitement aboard,  
With steadfast resolution,  
Beginning with the voyage,  
Steadily propelling with thrust,  
Ripping fiercely through the calm sea,  
With ardent enthusiasm to combat,  
Moving towards the unceasing horizon,  
Arduously trying to merge in its depth,  
Engulfing with the bounteous blue sky,  
With awing halcyon to rest,  
Securely reaching the destination,  
Disembarking with joy,  
Awaiting to join the trip again,  
All aboard and ship ahoy!

## Importance of personal meetings



George Varghese

One of the most basic, yet essential characteristics needed for a successful business, is good communication. This should be practiced starting from the upper management, down to the department employees and between customers and service providers. It is critical that good balance between the departments is maintained, since all of them contribute to the overall development of the company. From basic written memorandums to general and departmental meetings, companies would need a steady flow of internal communications in order to operate effectively.

Internal communications vary depending on the culture of the organization. The employees may be comfortable only with forwarded emails from their seniors, while other still review their department bulletins written notices. Since the most effective form of communication is through personal interaction, most employees and customers like to set-up face-to-face meetings for a more thorough discussion instead.

Meetings are usually scheduled to deliberate business concerns among employees, the management, or between customers and service providers. This is a very effective form of internal communication, since there is sufficient interaction among all the parties involved. Here they can actually see how one reacts to a certain topic, as well as measure the tone of voice of the one speaking. It is a richer discussion compared to seeing words typewritten or in an email only.

Nothing can replace the value of face-to-face communication. However in a growing business, travelling to meet with customers and team members is not always feasible or economical. We communicate over email and phone, but even then, messages get misinterpreted and a sense of personal connection is never truly established or maintained. In fact, it is said that, over 90% of how we communicate is through nonverbal cues like gestures and facial expressions. Here are some of the many advantages of face-to-face communication.

### Effectiveness of meetings:

When there is an issue that requires a decision, you are able to reach a consensus more quickly. One simple 5 minute conversation could eliminate 15 back and forth

emails. When there are many people in a meeting, there is more energy and opportunities to participate and creatively contribute. Oftentimes there is also a synergy that is achieved which ignites discussion and innovative thinking. You can brainstorm more easily and solve a handful of problems.

### Nonverbal communication:

How we react and adjust to nonverbal cues? Someone who is frequently checking their watch or yawning, would tell you very easily that it is time to wrap things up or make an effort to change the quality of your voice to be more engaging (or at least change the subject.) and the very opposite is also true. If colleagues are smiling, nodding or leaning forward, you know that they are invested and have their buy-in.

### A personal touch:

It is an effort to make things plain, simple and just nice. There is a feeling of community/society, because we are better able to socialise and interact with one another. We quickly build a bond that sets the foundation for trust and ultimately, lasting business relationships.

If you are yet to be a believer in personal meetings or face-to-face communication, ask yourself why you make an effort to attach smiley faces to sensitive emails? Why do you put extra question marks or exclamation points at the end of exasperated emails? We inherently know that we need to overemphasize via email because we have that urge to communicate what is only possible through face-to-face communication.

While concluding this article, the writer would like thank one and all (especially senior Managers) in Transworld Group, who all instrumental in guiding precisely and advised the writer to be a good communicator and highlighted importance of personal meetings.

by **George Varghese**

Branch Manager  
Transworld Shipping and Logistics Ltd,  
Gandhidham/Mundra

## BSL Freight opens new Cold Distribution Centre at Guwahati

BSL Freight Solutions Pvt Ltd. has started its venture in a new region – Guwahati and is seen as a gateway to Northeast Sector.

AH -1 (NH-37) traverses the entire width of Assam from Guwahati to Nagaon, Sibsagar, Kaziranga, Dibrugarh connects

Nagaland, Manipur, Arunachal Pradesh, Barak Valley, Tripura and Mizoram connecting nearly 75% of the entire N.E. Region. It is also going to be soon connected with Myanmar, Thailand and China.

The DC is well connected with India Railways as Digaru Railway

Station is approx. 8 Kms away for movement of bulk fruits and vegetables. The cold storage has a 5000 Pallet Capacity and Double Deep Racking System and can be used for multi products at multi temperatures as Freezer/ Chiller.

## Confused about Demurrage and Detention ?

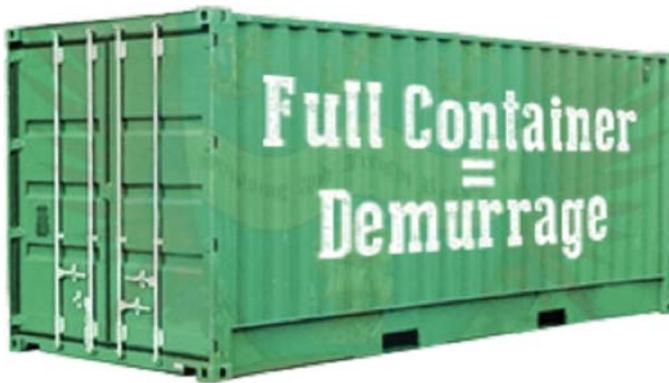


Gajendra A Mendon

**These are two words that often confuses people. Is there a difference..?**

In the context of containerised cargo, in generic terms,

- Demurrage relates to cargo (while the cargo is in the container)
- Detention relates to equipment (while the container is empty after unpacking or before packing)



### Let's see how it works

**Imports** – A container is discharged off a ship on the 2nd July – Consignee approaches the shipping line to take delivery of the cargo around 12th July.. Working off a standard 7 free days from date of discharge, the line free days (different to port free days) expires on the 8th July.. So, the line will charge the consignee DEMURRAGE for 4 days from 9th to 12th July at the rate fixed by the line..

After the full container has been picked up by the client, for example if they take another 7 days to return the empty container, then it is known as DETENTION which again will be charged at the rate fixed by the line..

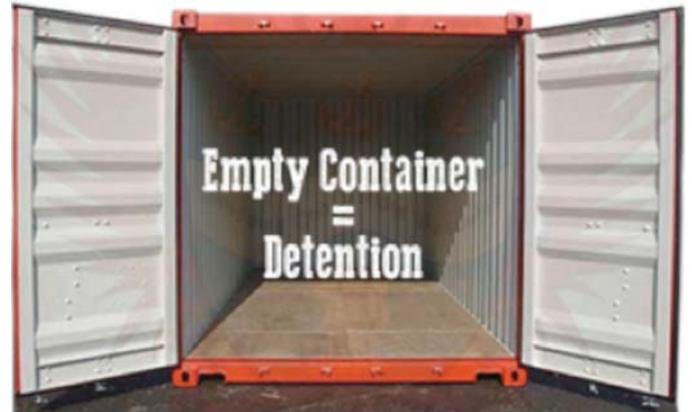
So basically before the full container is picked up, Demurrage is charged (after expiry of free days) and after the container has been picked up, till the time the empty is returned to the lines nominated depot, Detention is charged..

**Exports** : In the case of exports, normally lines give about 5 free days within which the shipper has to pick up the empty, pack it and return it full to the port.. In case of delays more than 5 days, the line charges Detention (generally same tariff as import detention) for the days that the empty is kept with the client as empty or full..

Once the container is packed and say for example the shipper is unable to ship the same due to any reason, then the Demurrage will be charged at the rate fixed by the line till the full container is shipped out..

What I have mentioned above is the generic and most common form of use of these two terms.. There however is a difference in the usage of these terms by various shipping lines in various countries..

Some countries call it combined demurrage/detention in some countries, whereas in some countries it is shown separately.. In yet some other countries like Saudi Arabia and Japan, the term demurrage seems to be used to denote storage in the port/lines terminal.



**By Gajendra A Mendon**

Transworld Saudi Arabia  
Dammam

## Eight Secrets Of Success

### Power of thought

We become what we think. Loving thoughts creating loving relationships, Good thoughts change our attitudes

### Power of respect

You cannot love anyone or anything unless you first respect them, the first Person you need to respect is yourself.

### Power of Giving

If you want to receive love all you have to do is give it, the more love you give The more you receive. Before committing to a relationship ask not what the other Person will be able to give you, rather ask whether you will love him/her

### Power of friendship

To find true love, you must find a true friend; love does not consist of gazing Into each other's eyes but rather looking outward together in the same direction

### Power of letting go

If you love something, let it free. If it comes back to you it's yours, If it doesn't It never was.

### Power of communication

When we learn to communicate openly and honestly, life changes. Always leave Someone you love with a loving word

### Power of commitment

If you want to have love in abundance, you

must be committed

to it and that Commitment will be reflected in your thoughts and actions, when you are Committed to someone or something, quoting is never an option

### Power of trust

You cannot love someone completely unless you trust him/her completely

### By Mihsin Nizam

Documentation & Customer Service  
TSA, Dammam, Saudi Arabia



Mihsin Nizam

## Employee - What do I do during a recession ?



Dinesh D Mallia

### MARKETS

- We all know that markets have slumped
- We read about job-loses in news papers
- People talk about atleast 24 months of recession
- Early entrants are not getting jobs
- Companies are closing
- Sales are not picking up
- Suddenly cash has evaporated from the market
- Profitability is severely hit

### I AM EMPLOYEE

- I need to keep my job
- I need to pay EMIs
- I have a family to run
- I need to keep working to sustain myself
- I need to feel secure
- I need to save a little money for a rainy day

### BASIC DON'TS

- Do not take too much vacation
- Do not ask for promotion. Don't ask for a salary increase. If you ask, you may soon not have a job. Remember, there are people available with better skills at lower salary levels.
- Do not complain
- Do not waste time gossiping
- Don't resist a transfer
- Don't resist travel
- Don't resist a salary cut
- Don't resist extra-work load
- Don't resist extra time at office if needed
- Don't change jobs in this market. It is too risky.

### BASIC DO'S

#### DAILY EXPENSES

- Take a stock of your expenses – actually write it down
- Tick "Need to have" vs. "Nice to have"
- Knock off all "Nice to have expenses" – Right Now!
- Assuming you didn't have a job – Plan for cash to survive for 24 months. Apparently, this recession will take atleast 24 months to come out of. Sit on cash!

#### OTHER TIPS TO CUT EXPENSES –

- Going to malls is expensive
- Good restaurants are expensive

- Impulsive shopping is expensive
- Taking flights is expensive
- Eating out daily is expensive
- Check services which you are not using but have subscribed to
- Going on vacations is expensive

### THE BIG LOANS

#### Home Loan & EMI

If you own one home and you are living in it and paying EMI, then see if you can partially fore-close it.

If you have two homes and paying EMI on both – See if you can rent the second home – don't bother about amount of rent. Rent to get cash flows going. Don't feel bad that rental is not good enough. Trust me – it will soon be a great feeling to rent.

If you have enough money, then fore-close a significant part of it. If your interest rate is less than bank FD (which I doubt), then you don't have to fore-close.

If you think the property will fetch a decent value, then sell it (though it is a buyer's market)

### DO I BUY ANYTHING NOW? DO I INVEST?

Investing in stock and mutual funds?

Generate spare money every month – take a Systematic Investment plan (about 15% of your salary) – keep buying at low values for the next 24 months

Buy an asset – buy a house/apartment/land?

If you have cash and feel secure, this is a great time to buy. You can negotiate hard with builders/developers. Actually, you can write your own terms on the agreement.

First preference – Buy Land (always buy small sites, it is easier to dispose. Else farm land is a great option – big land, low cost)

Second preference – Buy House + Land (again buy from known developers)

Third preference – Buy apartment (you always wanted to buy that 3-bed/4-bed apartment from a reputed builder, but could never afford) – now is the time to ask for free. Some are being sold at ridiculous prices.

### I AM LOOKING FOR A JOB – WHAT DO I DO?

Enroll in a course / training / education as you are searching for a job. It enhances your skills

Enroll as a trainee

anywhere you get an opportunity. Most trainees end-up getting confirmed employment as they build relationships in the company

Do not have any preferences regarding – City, Salary, Designation, Location, Shift etc. Just take it and gain experience. It is the first step to a long career

Go through references of people who are already working.

During job-interviews – the keyword which employers are looking for is "flexibility"

Agree for "any place/date/time" to take job interviews. If you don't somebody else will take that interview slot.

Please improve your communication skills – this one skill fetches jobs!

### THESE SUGGESTIONS ARE TOUGH – DO I LIVE LIFE OR NOT?

- The new principle – "Happiness is inversely proportional to expectations/desires". More the expectations / desires – lesser the happiness and vice versa
- Some other ways to live great life –
- Spend time with family – go for a picnic in a nearby garden
- Exercise and walk a lot, drink lots of water
- Listen to Radio, watch some TV
- Visit Libraries, read books which you purchased, but never had a chance to open them
- Go to friends place a for a dinner
- Enroll into a hobby – music, painting etc
- Do social service – start teaching, mentoring etc
- Spend more time with your children
- Join laughter forum, attend conferences and meet interesting people
- Go for concerts

### DON'T WORRY – WHAT GOES DOWN WILL ALWAYS GO UP

Markets will rebound – these tips will prepare you to be a winner

**By Dinesh D Mallia**

Sr. Executive

Shreyas Relay Systems Ltd, Cochin

# Setting Goals



Sowmya Venkatesan

A goal is some desired result that an individual or a group or an organization pictures or thinks of, plans towards, and commits itself to achieve it.

### Goals can be of two types:

**Short term goals:** Those goals which are to be achieved, in a shorter period of time, within one year, is known as a short term goal. It can be achieved within hours, days, weeks or months. Getting a good job in a reputed organization is an example of a short term goal.

**Long term goals:** Those goals, which are to be accomplished in the future, are known as long term goals. They require more time and a lot of planning. Reaching a higher position in an organization, for example a manager or an assistant manager, is an example of a long term goal.

### Achieving goals - the smart way

In order to achieve any goal, we first need to set it. Setting a goal helps us to understand various aspects like our capability to achieve goals, our financial feasibility to achieve a goal, the time we take to achieve small parts of the big goal (small goals that make up the big goal), our way of handling obstacles as well as our decisions in dilemma (whether plan A works out better or plan B).

### THE S.M.A.R.T aspect of setting the goal

In order for a goal to be successfully set, a certain criteria should be met. We call this "SMART" - the is the acronym for

- S-Specific
- M-Measurable
- A-Attainable
- R- Realistic
- T-Time bound

#### 1. SPECIFIC:

A specific goal implies the exact purpose of the goal. A goal that is specific is easier to achieve as it is more clear. A specific goal should answer the 6W questions:

**What:** What is the goal that is to

be achieved? For example, 250 containers to a particular location is to be done in a month.

**Who:** Who is the person involved in achieving this goal? For example, the sales team members are the ones who will speak to their respective clients. Here, each sales person is given a target to achieve (ie) if there are five members, each will have a target of 50 containers per month. This is an example of a group goal.

**Where:** Where, implies the location at which the goal is going to be accomplished. For example, 250 containers will be shipped from India to various locations such as the Middle East or Far East.

**When:** When implies the deadline within which the goal should be achieved. For example, the goal is 250 containers per month.

**Which:** Here, one should make a study on the resources that are required (say, inventory at the location, allocation of budget for the sales team, for them to use various promotional tools, vessels etc).A study on constraints should also be made in this aspect (time constraint, for example).

**Why:** A study on the purpose of achieving this goal is made, when this question is answered.

**Why are we achieving the goal? What are the benefits of achieving the goal?** are the questions that are put forth here. The mission and the vision of the organization play a major role here (for example, to be the market leader).

#### 2. MEASURABLE:

Each and every stage of the goal should be measured in all possible ways. By measuring the stages of the goal, we tend to stay on the track and to reach the small nodes of the goal to achieve the bigger target at a fixed time and also to experience the achievements we have made so far, in achieving the goal (Say weekly or fortnightly review to discuss how many containers were shipped so far).

**We ask the following questions here:**

- How much time did we take to reach here?
- At this pace, how many will be able to do in the month?

#### 3. ATTAINABLE:

Once we realize the importance of our goals, we would take all measures to achieve it. This will involve developing the necessary skills, attitudes and abilities to achieve them. Only those goals within the reach of our hands should be set as goals. Creating an imaginative goal will lead to nowhere, but only loss of efforts we had put in to achieve them. Here, we look upon the opportunities that we had previously overlooked. Goals can be achieved by planning wisely as well as establishing a deadline for achieving them. As we execute our plans, we tend to go to our goals and what seemed difficult to achieve before, will now be easily achieved. Working towards such goals will eventually build our self image.

#### 4. REALISTIC:

Realistic goals are those which exhibit our ability and willingness to work. A goal can be realistic and high. But it entirely depends on our capability to work and the resources available

The higher the goals are, the more motivation it offers us. It makes us feel more self – worthy and increases our self – esteem.

#### 5. TIME BOUND:

An important aspect of setting a goal is that it should be timely. One must understand the importance of time and achieving a certain goal within a certain period of time. For example, "it will be done in some day" won't be a positive response to a goal, as it does not create any urge in a person in achieving it. So, a goal, in a nutshell should be time bound.

#### Sowmya Venkatesan

Assistant Accounts - Liner Service  
Balaji Shipping Lines FZCO

## What a Fishy World



Siddharth Phadnis

Teach a Man to Fish, then take away all his fish - **Communism.**

Teach a Man to Fish, allow him to open shop and then tax him 40% - **Capitalism.**

Teach a Man to Fish, allow him to eat one and rest share with community - **Socialism.**

Teach a Man to Fish, allow him to fish then kill the man and take away all his fish - **Africa.**

Teach a man to Fish, then provide him free beers while he fishes all day. The guy is neither happy with fishing nor beer - **New Zealand.**

Teach a Man to Fish and teach him all there is to know about home growing a pond and genetically modifying fish and allow him to export the same in the rest of the world in a subsidized tax haven environment; in humongous bulk amounts - **China.**

Teach a Man to fish then make a network of likeminded fishermen around various countries and then make a distance learning college and teach the world the best scientific fishing methodologies, while their

own fishing businesses fall apart due to cost cutting across the world and slump - **European Union.**

Teach a Man to fish and then bill the govt. 4 times the actual cost of teaching, abide the fishing man to austerity and allow him to eat only 1/4th fish - **Greece.**

Teach a Man to fish, but the guy can't even buy coal after selling his fish - **Zimbabwe.**

Teach a Man to fish, the guy fishes and gets loans from banks and creates his own fishing fleet. Makes huge money and then goes public. The stock prices fall and the guy fires half his fishing staff and declares bankruptcy and govt. funds him to stay afloat. The guy is two times richer now than he was when fishing, while simultaneously lamenting about debt and restructuring, utilization of resources and problems faced from developing nations to his great fishing business and the land of opportunity - **America.**



**MORAL OF THE STORY - THE PROBLEM IS NOT WITH FISHING.** Leave the poor fish alone.

By **Siddharth Phadnis**  
Senior Executive Accounts  
Balaji Shipping Lines FZCO, Dubai

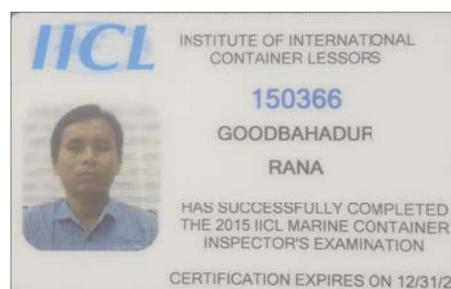
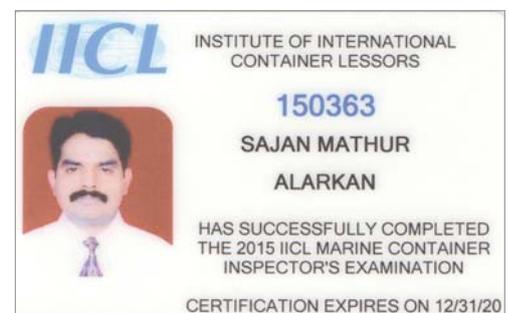
## Congratulations to BSL, Mumbai staffers

Three staffers of Balaji Shipping Lines fzco, Mumbai have cleared the Institute Of International Container Lessors exam which was conducted in October 2015.

The exam is related to marine container survey.

Congratulations on this achievement to :

**Sajan Mathur**  
**Murugaperumal**  
**Goodbahadur Rana**





**SSL VISAKHAPATNAM takes Shreyas' fleet strength to 9**

Shreyas Shipping and Logistics Ltd. added ninth container vessel M.V. SSL Visakhapatnam to its fleet. To honour the maiden call of the vessel at Visakhapatnam Port, Visakha Terminal Private Ltd organised a ceremony at its berth on 21 April 2016. Senior officials from Visakhapatnam Port, VCTPL and Shreyas Shipping and Logistics Ltd. attended the event.



**Shreyas Relay Systems Ltd wins NVOCC of the Year -Coastal Cargo**

Congratulations to Shreyas Relay Systems Ltd for winning the NVOCC of the Year -Coastal Cargo" title at Eastern Star Awards held in Kolkata on 6 May 2016.

**Scribe  
Surprize**

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**The following are the winners of the Scribe Surprize**

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

Anvay Tailang, Executive: Documentation, BSL Freight Solutions Pvt. Ltd., Ahmedabad

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

Shawn C Mathew, Senior Documentation Executive Transworld Shipping, Trading and Logistics Services LLC, Muscat

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

M Aneesh Kumar, Executive Trainee - Sales, BSL Freight Solutions Pvt. Ltd. Valipalayam, Tirupur. Tamil Nadu



**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).