

An Effective Interface Between
The People Of Transworld Group

transview

newsletter of the Transworld Group of Companies

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MALA AWARDS 2011



Transworld Group of Companies L- R: Mr. P Sethuraman, Mr. Ritesh S. Ramakrishnan, Ms. Upasana Gala, Mrs. Geeta Ramakrishnan, Mr Ramesh S. Ramakrishnan, Mr. Lawrence Fernandes, Capt VK Singh and Mr. S Vardharajan

30th September 2011 will forever be a day that will go down in the history of Transworld Group. It was the day of the 2nd annual Maritime and Logistics Award (MALA) held at the Taj President at Mumbai, India. Building on a fairly successful year performance wise we had four group companies nominated in their respective categories, with three out of the four being second time nominations. The trend continued with Balaji and Shreyas winning in their respective categories for the second year in succession.

The biggest moment of pride for all of us however was when our Chairman Mr. Ramesh S. Ramakrishnan was awarded



the prestigious 'Maritime Personality of the Year.'

The editorial team joins each and every employee in passing on our heartiest congratulations to Balaji, Shreyas and lastly our Chairman on being bestowed with this prestigious honor.

Name of the Company	Nominated Category
Albatross Inland Ports PVT. LTD.	Emerging CFS of the year
Balaji FZCO	NVOCC of the year
Orient Express Lines FZCO	Shipping Line of the year – Feeder Operator
Shreyas Shipping and Logistics Limited	Shipping Line of the year – Coastal Operator



Dear Colleagues,
Good day to you.

In continuation to my ongoing communique, I am writing this mail to re-emphasize the importance attached to Transworld's Vision, Mission and Values.

As you are aware, subsequent to the recession of 2008 we experienced a visible recovery which now in hindsight has only been short lived. We are experiencing a global recession which may snowball into something more serious than what we witnessed in 2008. Under these circumstances it is necessary that all of us work together towards meeting the challenges that lie ahead with hard work and due diligence. The need of the hour is to ensure that we work hard to reduce all costs to the bare minimum whilst working towards increasing our revenue keeping in mind the importance of not compromising integrity and efficiency. We need to brace ourselves for tougher days ahead. In this regard we welcome innovative ideas from all individuals of the Transworld family as to how efficiently this could be accomplished.

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Everyday is a learning experience. As we try new ideas, technologies and strategies, we will be able to respond to business demands as quickly as they change.

Our Vision, Mission and Values capture in words what we stand for. They should guide the decisions, actions and behaviours of our people and should be evidenced in our customers' experience of the service we deliver every day and drive our performance and growth. Transworld believes in total "transparency" and "integrity" in every aspect of our business.

Our Vision – sets out what we want to be

"To be a premier organization, which offers total shipping solutions by providing high quality innovative services to its Customers, stakeholders and is the market leader and the trendsetter in the Indian Sub Continent, Arabian Gulf & South East Asia region."

Our Mission – sets out how we are going to achieve this

"to be committed to provide total transportation through quality service and be the customer's first choice".

Our Values - sets out what guides our decision making

- Teamwork, Trust & Openness
- Integrity
- Mutual Respect
- Innovation
- Quality
- Excellence
- Customer Orientation

Office Decorum

Staff at all times should maintain utmost decorum and professionalism while interacting with each other. Transworld is committed to ensuring a safe workplace in which all individuals regardless of gender are treated fairly with dignity and respect.

There have been frequent communication from the HR department on the various activities lined up. I would encourage all staff to actively participate and benefit from these activities which have been carefully picked keeping in mind the welfare of the staff.

We must apply our core values to our daily tasks thereby earning the trust, respect and confidence not only of our customers but also our fellow staff.

Thank you and Best Wishes.

With Best Regards,

Ramesh S. Ramakrishnan

Chairman

Congratulatory note for Balaji - Chairman

Firstly my congratulations to you on having been awarded for the second consecutive time the prestigious Maritime and Logistics award for winner in the 'NVOCC of the year' category.

This in no means is an ordinary achievement and am very proud of the entire Balaji team who have made this possible through your sheer hardwork, integrity, passion and above all keeping in mind and practicing our core values of **Teamwork, Trust & Openness, Integrity, Mutual Respect, Innovation, Quality, Excellence & Customer Orientation** in all your transactions be it with your colleagues or business partners.

Please convey my appreciation to each and every member in your team. It is a great team effort and has definitely raised the morale of Transworld and in particular Balaji.

Each and every one at Balaji deserves our heartiest felicitations on this outstanding achievement. You have made Transworld proud.

However, as have been reiterating in the past couple of months there is a lot of turbulence expected in the shipping business but I am sure with a dedicated team as Balaji we will be able to cross all barriers and come out winners even in the worst crisis as we have seen in the past.

Once again my best wishes to you all, keep it up and look forward to many more laurels being bestowed on Balaji.

transview

Editorial

Dear Readers,

It was a year ago since we re-launched Transview and the response has only been getting better with every new issue. The editorial team would like to thank all the readers for the lovely contribution and all the kind words of encouragement without which we would be unable to keep doing what we do.

The last few months have been exciting for the entire group to say the least. Starting with the MALA Awards where we had Balaji and Shreyas sweeping awards for the second time in a row, to OEL being nominated for the second time in a row not to forget the icing on the cake, when our Chairman received the Maritime Personality of the year award. Balaji's historic year continued on Dussera when they launched the first voyage of their new Arabian Gulf Service (AGS), and OEL will create a new record and have OEL Dubai completing a historic 200th voyage on the Colombo-Cochin shuttle (straight from the shipyard).

The year is now drawing to an end and it gives us a good chance to review the year that has gone by, to re-iterate the Chairman's note the next year will be a challenging one perhaps even more than 2008. All of us at Transworld have a responsibility to ourselves and our customers to be prepared and ensure that we continue to be the customer's first choice through quality service and by providing cost effective solutions.

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

Ritesh S. Ramakrishnan

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You, too, Can Be a Winner

The year was 1924. The Olympics were being held in Paris. The award-winning film, *Chariots of Fire*, portrays the fascinating story of two of the runners, Harold Abrahams, a Jewish student, and Eric Liddell, a Scot. Both were determined to win.

Abrahams was running for his people. Liddell for his religious convictions.

Both gave it everything they had. Both won.

However, they weren't winners because they won. They won because they were winners.

All people are either winners, losers or a mixture of both. But everybody can be a winner if he or she really wants to be.

First, the first principle to appreciate is that winning is a goal. One thing is certain, winners always have a specific goal for which they are striving. To them, winning is the ability to embrace a worthwhile goal and then employ all of their powers for the achievement of that goal.

So, if you want to be a winner, have a specific goal for your life. What do you really want to achieve with your life? Be honest. Make that your goal. Write it down, giving yourself a reasonable time to reach it. Go over your goal every day. Visualize it as having already been reached. Close your eyes and picture it done. This will help get your goal deep into your subconscious mind, where you will unlock the incredible resources of your inner self to help you achieve that on which you have set your heart.

“If you believe in yourself – that you can win – you can. If you don't, you can't.”

Second, winning is a philosophy, and your philosophy, simply put, is your system of beliefs. Among other things, you need to believe in yourself as well as your cause.

If you believe in yourself—that you can win—you can. If you don't, you can't.

As one person put it, “To be ambitious for wealth, and yet always expecting to be poor; to be always doubting your ability to get what you long for is like trying to reach east by traveling west. There is no philosophy which will help a man succeed when he is always doubting his ability to do so, and thus attracting failure. No matter how hard you work for success, if your thought is saturated with fear of failure, it will kill your efforts, neutralize your endeavors, and make success impossible.

You also need to believe in your cause. If you don't, nobody else will either.

Several years ago, Marjorie Jackson, an Australian Olympic runner, was devastated by the fact that her husband had leukemia. She said, “His suffering was terrible and I lost faith in God.”

After his death, however, she not only found new faith but also new purpose in life. Describing her experience, she said, “Pete died, and I sat at his bedside holding him. Then a miracle happened, for a great peace enfolded me. I felt the presence of God all around me. I was

so calm, I knew that Peter was out of pain, and that he was with God whom he loved and trusted.

“I felt that God had allowed me to share this suffering for a purpose. Then I asked him to show me what I could do.”

She began the Peter Nelson Leukemia Research Foundation, which is dedicated to raising funds to help find a cure for leukemia.

Third, winning is an attitude, your attitude being how you feel about what you believe in. This provides motivation.

In their book, *Born to Win*, Muriel James and Dorothy Jongward explain how winning is a state of mind—and attitude.

“Winners are not afraid to go after what they want, but they do so in appropriate ways. Winners do not get their security by controlling others. They do not set themselves up to lose.

“Winners throw off unrealistic self-images of inferiority or superiority.

“Winners may lose ground occasionally and may even fail. Yet, in spite of setbacks, winners maintain a basic self-confidence. For them achievement is not the most important thing. Authenticity is.”

In other words, being real is winning. When people are real—that is, honest with themselves and see their true potential as well as their weaknesses—they can be freed to achieve their goals for the right purpose. Instead of being driven by false motives and unconscious needs, they can take control of their lives and destinies. Regardless of backgrounds, full responsibility can be taken for who they become and what they do. That is what makes each person a winner.

Winners know and resolve their past. They live in the present. They plan for the future. And regardless of failures, they always get up, start again, and never give up.

Finally, winning is a way of life—a way of life that calls for action. It is what you do about achieving your goals.

When Abrahams once lost a race to Liddell, he was so discouraged he wanted to quit. He blurted out to his lady friend, “I run to win. If I don't win, I don't run.”

“And if you don't run, you won't win,” his friend angrily replied. He ran again. And won.

“Winners don't watch things happen. They make them happen.”

The point is, “Quitters never win and winners never quit.” Winners don't watch things happen. They make them happen.

So, if you want to be a winner, begin today by writing down your goals. Then start working towards their fulfilment immediately. Beginning is the hard part. But once you've begun, you're already half done. Then work towards achieving your goals just one step at a time. As it has been said before, “Inch by inch anything's a cinch—but yard by yard it's miles too hard!”

And remember, even the longest race is run only one step at a time.

– Contributed by Capt. Leslie Reis

BSL Launches The Historic “AGS Service” On The Auspicious Occasion Of Dushera.

7th October 2011, is a date that will go down in Balaji Shipping Lines FZCO's history, as one of the most memorable and eventful occasions in recent times. It is the day when one of our many dreams transformed into reality. The dawn of 7/11, on the auspicious occasion of Dushera, set into motion BSL's metamorphosis from a non-vessel operating container carrier, to a “Niche-Liner” connecting the three traditional trading economies of India, UAE & Saudi Arabia. This is a promise fulfilled to all our customers, who continue to support our initiatives

The key features of the AGS service are...

- Combi vessel accepting both General & Containerised Cargo.
- Guaranteed space for all types of cargoes viz. Dry, Reefers, OOG & Project cargoes.
- Linking one of the world's fastest growing regions Saudi Arabia & U.A.E.
- Provides a dedicated highway between the Indian-Sub-Continent and Saudi Arabia.

- Reliable services customized to the trade requirements.
- Efficient & Fast Transport & Supply Chain.
- End to End solutions for a diverse set of businesses.

The AGS service was launched with the traditional breaking of coconuts, a small puja by our in-house pujari's i.e. Ram & Deepak Wahane. The Master Capt. Lopez & Mr. Lawrence offered prayers and anointed the vessel with holy oil from Vailankanni.



with great enthusiasm. Among the many firsts at BSL, we go down in history as the carrier to connect the flourishing Indian **Port of Mundra to Dammam**; a key gateway in Saudi Arabia, with a **Dedicated and Direct Shipping Highway**. Even more heart-warming is the fact that the AGS service is hubbing at our headquarters; of **Jebel Ali-UAE, which is considered as this region's shipping capital**. Its a matter of great pride that the AGS service rests in the safe hands of our very own Transworld network of Albatross Shipping (ALBA) in India, Transworld Shipping & Logistics (TSL) in UAE and Transworld Saudi Arabia (TWSA) in Dammam. The vessel M.V. India Express is also owned by the Transworld Group and hence BSL's **AGS service** stands testimony to the strength of the Transworld Group and the Balaji Shipping brand-name in this region.

For those of us who were lucky to be present at the wharf, the setting of the service, could well be compared with the sets of a Hollywood blockbuster. The newly painted M.V. India Express, looked magnificent en-compasped in the Transworld blue. Our BSL blue appeared to have enveloped the port with clear blue skies, sparkling aquamarine blue seas, the wharf too was coloured blue with the BSL containers stacked around the vessel, on trucks, with the gantries and in the holds. **Undoubtedly, aquamarine blue was the colour of the day !**

With prayers to the Almighty, sweets to the crew and a spirit of adventure in the hearts of the BSL Team, the launch of the AGS service promises to keep Balaji Shipping...**Always On The Move!!!**

– The BSL Team

Time Management

The twenty-four hours in a day may seem a lot, but in our practical day-to-day experience we often feel that there is never enough time to do all the things that we want to do. How can we utilize our time in such a way that we can get the most out of those twenty-four hours?

A successful businessman once said, "If you want to be successful in life you have to sacrifice either sleep or television or both."

There is much wisdom in these words. To utilize time wisely the first thing we can do is to become conscious of where we are not using time wisely - in other words: where we feel we are wasting time.

Television has brought many good things, but it can usurp much of our precious time unnecessarily. We can use this time to do something constructive or by doing something good for mankind.

Sleep is absolutely necessary and indispensable. But sometime we tend to indulge ourselves in getting more sleep than we actually need-especially on the weekend. So if we really want to be successful in any important work or any business plan or any personal life planning, we may have to become more economic in our sleeping behavior. Eight hours of sleep are recommended for sound health. We can gradually reduce the amount of the sleep we need. From eight hours it can become seven hours, six hours or even five or four hours, depending on our capacity. Meditation gives us inner peace, which can substitute

an amount of outer sleep. It is said that a moment of real inner peace which can be experienced in deep meditation can replace several hours of sleep.

We can change activity once in a while. By changing activity we give ourselves a break. Everything becomes boring and tedious after a while, so if we venture into a new activity the mind gets new enthusiasm and energy. That new joy and energy will also help us to work with much more concentration and effectively. "Rest is change of activity". If we know how to apply this little phrase of wisdom in our day to day lives, we will be taking a big step forwards towards the fulfillment of our dreams.

First, write on blank sheet the six most important tasks you have to do tomorrow. Second, put them in order of their importance. Third, pull the sheet out the first thing tomorrow morning and begin working on item one. Fourth, when you finish it. Do item two, and then item three. Do this until quitting time. Don't worry if you finish only two or three, or even if you finish only one item. You'll be working on the most important ones first. Fifth, take the last five minutes of each working day to make out a new list for the next day's tasks.

If you need help with prioritization, categorize each commitment as either "must do", "should do", or "would like to do". Works like a charm.

– Contributed by Vinod Nair

Balaji Shipping Lines FZCO - Proud Winner Of The "Maritime And Logistics Award 2011" (Exim Group)

We take immense pleasure and pride in informing you that our chairman won the "Maritime Personality of the Year 2011" and "Balaji Shipping Lines FZCO" won the prestigious "NVOCC of the year 2011" award for the second consecutive year at the Maritime & Logistics Award (MALA) organized by EXIM which was held on 30th September 2011, at Mumbai.

These awards were presented on the basis of performance for the financial year 2010-11. The award and decision were made on criteria decided by a jury of stalwarts from the shipping industry, Mr. K. Mohandas, Secretary Shipping, Dr. S.B Agnihotri, Director- General Of Shipping, Capt. JS Anand, Capt. Goutama, Mr. S. Hajara, CMD of Shipping Corporation of India (SCI), who had presided over the occasion. The participants comprised of all the segments of the maritime/ shipping industry.

This recognition is a victory to all our network partners for their relentless service improvements gone into making Balaji Shipping a reputed brand and a name to reckon with in our region.

With the opening up of our new offices and expanding services, it only drives us to improve ourselves and offer the best of services to our valued customers without whom it would have been impossible to attain such a feat and keeps us "Always on the move".

– The BSL Team

Happiness

When negative feelings and emotions come to disturb your happiness, what do you do? First - understand these feelings will come. They come from the past. You stored them up in your subconscious yesterday, last year, when you were a child. And they have to come out.

Second – don't fight or struggle with them. Just watch them, observe them, accept them, but don't identify with them, they will pass with just as easily as clouds roll across the sky. And if you do that, eventually that emotion will subside and dissolve. In fact, it will have been healed. Negative feelings (emotions) come because you thought or did something negative in the past, stored the feelings, and here they are, disturbing your happiness now.

Question: What are the most common

negative feelings, which you seem to have these days?

Reflection: Imagine yourself welcoming the feelings, accepting them and allowing them to come and go.

Action: What would be the two positive feelings you would like to generate the most?

Changing Negative Thoughts Into Valuable Positive Ones.

By constantly checking our thoughts and switching from being critical to being accepting, affirmative (positive) or appreciative, we can change wasteful thoughts to valuable ones. The following list of questions may help us to do this:

1. What qualities have I displayed today while talking with others?
2. What quality thoughts have I had today about others?

3. What qualities have I shown in my actions?
4. What qualities do I still need to develop?

Happiness is what you make out of your own mind. It is not what happens to you that agitates you but your response to what happens to you. You cannot tailor make external situation but you can tailor make an attitude to suit the situation. We cannot control the tragic things that happen to us, but we can control the way we face up to them. Yet people try to escape from the situation with the delusion that the world is producing mental agitation. They try to run away from the challenges.

Remember, you cannot escape from the problem by merely changing the situation or the environment you live in. You have to face the situation squarely.

– Contributed by Ranjit Kakhandki

Austerity Measures / Best Practices

On the home front :- Tiny drops make a might ocean:-

1. No international calls - we are well connected through emails, talk, transcomm, blackberry messenger [where applicable].
2. Reduce local calls - where an email can do the job, dont make that call. Use discretely but not at the loss of business.
3. Petrol / Salik costs [Sales / Functional staff] - Cover customers in a particular geographical area at one time. Recently, had seen a poster outside a doctor's cabin - "dont come when you can call, dont call when you can send an email." We need to get our time management prioritised which will increase efficiency & give us time to take on more matters.
4. Reduce facsimile usage- we have a scanner. Attach and send.
5. Mobile bills - [sales / other users] - KISS approach [Keep It Short & Sweet]
6. Water / Electricity - Use it as if you are to pay the bill. Discipline can be inculcated. Save money, save the environment. Let's do our bit for the generations to come. Switch off all appliances / put it in the power saving mode when away from desk for long periods of time / lunch etc.
7. Stationary / pantry - Handle with care, use with discretion. Avoid wastage. Our company has provided us with a lot of benefits for our use. It is our responsibility to live up to it. Use wisely. Avoid taking printouts where not necessary.
8. Dont courier when you can scan.

The Core :- You are the professional :-

1. Watch out for transshipment storage, plugging costs for reefers, empty storage. We have to better our last year's performance.
2. Increase outbound sales / reverse sales. We have to better our last year's performance.
3. Dont grant waivers unless its a life & death situation. Check with a senior authority when in doubt.
4. Watch out for bad debts.
5. Follow up on payments, promptly but politely.
6. Zero clerical errors on documents. Prevent fines / claims.
7. Check /recheck all documents prior signature.
8. Do not accept personal cheques. All cheques must be crossed & in the name of the company.
9. Cash collection only by certified / insured cash handlers. Those not part of the fidelity list should not be involved.
10. Rebates, if any, to be paid by cheque only.
11. Delivery order issuance against cheque only unless it is a corporate/ approved customer. Check with a senior authority when in doubt.

With the outside world :- How to win customers & make them cheer for your product: -

1. Be firm but polite. We are in the service industry. It is our job to provide solutions for our customers.
2. Be friendly to your customers. Business will follow.
3. Never compromise the company's position in front of a customer.

4. Stay calm and focused. Be responsible.
5. Think like an entrepreneur. Dont say its not my problem/area/dept/ job. Problem solving does not require rocket science qualifications - patience & a friendly disposition will get it solved. Listen to your customer.
6. Ask questions. Find out about your customers business, his views on the market, his future plans, his product launches, his diversification potential. Every bit of information helps. Be a keen listener.
7. Be a fact finder & not a fault finder. Establish closer rapport with our associate offices. Remember, nobody is perfect. Lets be objective & not subjective in our approach. Put yourself in their shoes sometimes.
8. Remember your core function - Save money, Earn money [for your company]
9. Sales - Increase market intelligence. Either we are better informed or totally out of the market.
10. Competition - Keep a watch with hawk eyes. Find out what they are upto.
11. Do not agree to offer what cannot be offered to the customer. We have to protect our interests as well. Customer will always try to beat the price down. Learn to negotiate.
12. Never get into an argument or ego battle with your customer. Give him a solution where his needs are taken care but our interests are also well protected.
13. Dont get into email disputes. Be brief, but to the point. Never get on to the oneupmanship road. We are not here to settle scores. Use tact.

On the personal front :- Fit individuals make fit employees :-

1. Stay fit - start an exercise regime [anything that fits into your purse & schedule]. Stay on course. Stay married to it. Disappointments will come. Just get back on track.
2. Eat healthy. Dont diet. Take fibre.
3. Get a good 8 hour sleep everyday. Remember fit individuals makes fit employees.
4. Declutter your mind. Helps you stay sharp and focused.
5. Inculcate the reading habit. Read inspiring sagas. Uplift your mood and spirits.
6. Love and respect yourself first. Only then you can pass it on to others.
7. Remember you dont fail when you fall down, you fail when you dont get up
8. Develop a positive attitude / a pragmatic approach / a kind demeanor.
9. Drive safe - start early, drive carefully, reach safely.
10. Your office is your home away from home. Keep it clean.
11. Make punctuality a way of life.

- by Prajit Nair

Projects Team

To projects, logistics means success or failure. After all, a project is a time-bound assignment. Generally, as of today, project procurement ends with specifying date and place of delivery. After that the Project Manager loses the control of delivery and all he can do is have expeditors chase the goods. That will have to change. The project manager will have to innovate a logistics system for all deliveries. The project manager then will cut down delivery time. That will reduce the project duration. Having one's own logistics system will change the way a project is executed. The system is an asset. Remember, logistics is the future: more so for projects. Logistics is strategically managing the procurement and movement of goods and storage of inventory in all forms.

A widespread idea prevails that logistics is 'movement of goods'. That is a narrow concept. Logistics is much more and much wider than mere physical handling of goods. Logistics involves several other functions such as purchasing, plant location, plant layout,

etc., and even the disposal of wastes. It covers astonishingly varied professional disciplines.

They are:

- Facility location
- Planning
- Forecasting and order management
- Transportation: the mode and the route
- Inventory management: all inventories
- Warehousing
- Protective packaging
- Information: maintenance and flow

Specialized extension of our global logistics offering, providing complete services – route studies, documentation, inspections, customs clearance and heavy-lift projects of any scale, from start to finish. Our project department is fully capable of :

PROJECT LOGISTICS PLANNING

- Identify scope of work
- Review implementation schedule/ mobilization plan

- Develop procedures, method statements and KPI's
- Prepare HSE/QA plan
- Resource planning
- Risk Assessment

PROJECT MANAGEMENT TEAM

- Single Point of Contact
- Improved Communications (Internal)
- Improved Customer Relations (External)
- Account Structure Aligned with Clients
- Encourages Teamwork

COMMITMENT, QUALITY & SAFETY

- Dedicated Project Team provides personal service and open communications
- Professional, experienced and multilingual teams onboard

– Contributed by Mohammad Rauf

Independence Day



Join the Beat Diabetes Walk



IT Team Day Out (Chennai)



After a long wait and post the successful implementation of Apollo at Transworld FZE Dubai, the IT team had a one day outing at Chennai. Though the summer was at its peak, the team's spirit to take a break from the long hours of seated desk work was quite HIGH. The team finally called it a "break free" on June 25th 2011.

The entire IT team was ready for the extravaganza at Mahabalipuram – Hotel Indeco. The following are a few pics from that day's event. The team had a gala time with a lineup of team building events.

- a) As any other bus trip – The items started with a Desi Disco in the Bus.
- b) Beach Volley Ball
- c) Cricket

- d) Tug Of War
- e) Soccer
- f) Heritage Walkthrough @ Shore temple

The event was a huge success; the team had loads of fun and was dead tired from the games and activities.

Mamallapuram– erstwhile known as Mahabalipuram, is an ancient port town during the Pallava Kingdom (575 AD – 786 AD). It is famous for its Rock Art Works and World's largest rock canvass. These monuments were built more than 1500 years ago and it gained more popularity post the 2004 Dec tsunami as more monuments were unearthed after the sea receded during the tsunami.



– Contributed by Ragak Raj

Runner Up Niranjan

Young International Freight Forwarder of the Year Award - Runner Up. The award ceremony was hosted by FIATA in conjunction with TT Club. Dated: 18th October 2011, Cairo, Egypt.



In the Pursuit of Appiness! (Applications)

Am sure that all of us are on our individual pursuits, towards what we call & define as Happiness. But if we look closer, there is a race happening all around us, the race for the ultimate application (Software). There was a time- a few years back, when a few IT articles used to carry the word "A Killer Application". Back then most of us were familiar with the words "killer instinct" which was mostly attributed towards the Pakistani Cricket team, than any other team.

A question always arose as to why were they called killer? That's because they were so disruptive, that they wiped out the existing technology. I hope we do remember the year 1996, when a young Indian - Sabeer Bhatia released a web based email service named HOTMAIL which almost buried the postal service. A few years later SKYPE did the same to the telephone service too. And that's what Google did to a library & Youtube is doing to the television.

The two most powerful computing companies, Google and Apple have heavily invested and have flooded the Device market with mind boggling hardware and applications. The Android mobile operating system boasts of more than 250000 applications built by a team of half a million software developers. Most of the applications are free to download. Apple introduced its smart phone in 2007 and the tablet PC in 2009. Both these devices have created a whole new industry and have redefined personal computing ever since.

These devices can browse the net, access emails, can pay your bills online, can shop online, can book tickets - air, train or movies, can record & play hi definition videos, capture crystal clear pics, network on social websites, chat on the net, acts as a navigator, play games, and even talk to you if you wanted to. The iphone has brought out an application which acts, talks and responds as if it was your friend / adviser/ assistant -called SIRI.

Since May 2011, Android has activated more than half a million devices each day and iPhone had set a record sale of 4 Million devices in just 4 days since its launch. The Android has almost become the "Windows" of the mobile world and the iphone has lived up to its

trademark, as a careful mix of art and technology, something which Apple always maintained in all its products.

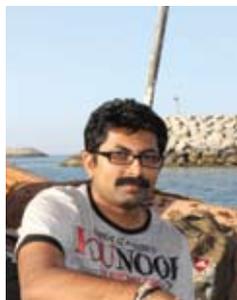
What lies ahead in the world of applications, is something which all of us would need to wait and watch. Time would come when the androids and the iphones would become history and something else would replace it or as the IT world terms it "kills" them. If we can make a wild guess, the human touch is still that something which we believe is special and cannot be emulated. But what if it can be, would the next applications not only talk, but can move around and emulate human touch? May be or maybe not. But the pursuit of happiness and appiness will always be on...

– Contributed by Ragak Raj

Shortcut Keys

F1		Open Help
F7		Open Spell chk
Ctrl	F	Open Find & Replace
Ctrl	O	Open Open new document
Ctrl	F6	Shuffle Between 2 documents.
Ctrl	~	Display Formulas embeded in cells
Ctrl	:	Insert Current date
Ctrl	Shift :	Insert Current time
Ctrl	+	Insert Insert/ Move Columns & Rows
Ctrl	-	Delete Delete/ Move Columns & Rows
Ctrl	Spacebar	Select Entire column
Ctrl	A	Select Entire sheet
Ctrl	0	Hide Selected columns
Ctrl	9	Hide Selected rows
Ctrl	1	Format Cells
F2		Edit Cell
Alt	=	Insert Auto sum
Ctrl	P	Print Print window
Ctrl	S	Save Sheet/ Document
Ctrl	X	Cut Selection
Ctrl	C	Copy Selection
Ctrl	D	Copy Upper cell
Ctrl	R	Copy Left cell
F4		Copy Last format
Ctrl	V	Paste With format options
Enter		Paste W/o format options
Ctrl	Z	Undo Last move
Ctrl	Y	Redo Last move
Ctrl	U	Insert Underline
Ctrl	B	Insert Bold
Ctrl	I	Insert Italic.

– Contributed by Rijish Rajan



Word Hunt

The winner is Suraj Menon.

Congratulations! You win a cash prize of Dhs. 100

The winner was selected by a random draw from the correct entries. Congratulations to Dhana, Maria, Minette, Preetha, Bala & Joy who submitted correct answers.

Happy Onam @ Transworld



TRANSWORLD
GROUP OF COMPANIES
We bring you the world



HAPPY
दीवाली





Coffee With Chairman

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

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



Erandi (OEL)



Sobha (BSL)



Aishwarya (TL)



Ramesh (TSL)

Blood Donation



Alphabets for Success

Read & Enjoy !

A--Accept

Accept others for who they are and for the choices they've made even if you have difficulty understanding their beliefs, motives, or actions.

B--Break Away

Break away from everything that stands in the way of what you hope to accomplish with your life.

C--Create

Create a family of friends whom you can share your hopes, dreams, sorrows, and happiness with.

D--Decide

Decide that you'll be successful and happy come what may, and good things will find you. The roadblocks are only minor obstacles along the way.

E--Explore

Explore and experiment. The world has much to offer, and you have much to give. And every time you try something new, you'll learn more about yourself.

F--Forgive

Forgive and forget. Grudges only weigh you down and inspire unhappiness and grief. Soar above it, and remember that everyone makes mistakes.

G--Grow

Leave the childhood monsters behind. They can no longer hurt you or stand in your way.

H--Hope

Hope for the best and never forget that anything is possible as long as you remain dedicated to the task.

I--Ignore

Ignore the negative voice inside your head. Focus instead on your goals and remember your accomplishments. Your past success is only a small inkling of what the future holds.

J--Journey

Journey to new worlds, new possibilities, by remaining open-minded. Try to learn something new every day, and you'll grow.

K--Know

Know that no matter how bad things seem, they'll always get better. The warmth of spring always follows the harshest winter.

L--Love

Let love fill your heart instead of hate. When hate is in your heart, there's room for nothing else, but when love is in your heart, there's room for endless happiness.

M--Manage

Manage your time and your expenses wisely, and you'll suffer less stress and worry. Then you'll be able to focus on the important things in life.

N--Notice

Never ignore the poor, infirm, helpless, weak, or suffering. Offer your assistance when possible, and always your kindness and understanding.

O--Open

Open your eyes and take in all the beauty around you. Even during the worst of times, there's still much to be thankful for.

P--Play

Never forget to have fun along the way. Success means nothing without happiness.

Q--Question

Ask many questions, because you're here to learn.

R--Relax

Refuse to let worry and stress rule your life, and remember that things always have a way of working out in the end.

S--Share

Share your talent, skills, knowledge, and time with others. Everything that you invest in others will return to you many times over.

T--Try

Even when your dreams seem impossible to reach, try anyway. You'll be amazed by what you can accomplish.

U--Use

Use your gifts to your best ability. Talent that's wasted has no value. Talent that's used will bring unexpected rewards.

V--Value

Value the friends and family members who've supported and encouraged you, and be there for them as well.

W--Work

Work hard every day to be the best person you can be, but never feel guilty if you fall short of your goals. Every sunrise offers a second chance.

X--X-Ray

Look deep inside the hearts of those around you and you'll see the goodness and beauty within.

Y--Yield

Yield to commitment. If you stay on track and remain dedicated, you'll find success at the end of the road.

Z--Zoom

Zoom to a happy place when bad memories or sorrow rears its ugly head. Let nothing interfere with your goals. Instead, focus on your abilities, your dreams, and a brighter tomorrow.

– Contributed by Maria Maqueda

SUCCESS

SERVE PASSION WORK
PUSH FOCUS
GOOD IDEAS PERSIST

The road to success is not straight.

*There is a curve called Failure,
A loop called Confusion,
Speed bumps called Friends,
Red lights called Enemies,
Caution lights called Family.
You will have flats called Jobs,
But if you have a spare called Determination,
An engine called Perseverance,
Insurance called Faith,
A driver called God,
You will make it to a place called Success.*

– Contributed by Amit Powar



“Training Is Necessary To Maintain Our Most Valuable Resources - Our People”. So the trainee performs with the transferred Mastery of the experienced. Experience performs with the freshness of the young.



The Date : October 13, 2011
The Day : Thursday
The Time : 00 PM to 4:30 PM
The Venue : Transworld Training Room
The Subject : Effective Service Recovery
The Trainer : Mr. Warren Jacob



The Date : September 22, 2011
The Day : Thursday
The Time : 3:00 PM to 4:30 PM
The Venue : Transworld Training Room
The Subject : Team Building
The Trainer : Mr. Rajgopal Suresh



The Date : August 03, 2011
The Day : Wednesday
The Time : 1:00 PM to 2:00 PM
The Venue : Transworld Training Room
The Subject : Bills of Lading
The Trainer : Mr. Siddharth Nambiar



The Date : September 29, 2011
The Day : Thursday
The Time : 3:30 PM to 4:30 PM
The Venue : Transworld Training Room



Work Life Balance

The quest for a satisfying life and career is universal, for all age groups and people in different cultures, almost all of us go through this important questioning stage. What could make our life more satisfying? What would make our personal life and career more satisfying than it is today?

When questioning our present situation either at work or in our personal life we must realize that life and career are not two divergent topics, they have to be seen together in the same light to extract the best essence. Our personal lives and career supplement and compliment each other, our holistic satisfaction lies in a good balance between them and not trying to solve the life-work balance debate by considering them as being solitary issues. What matters in your personal life today has an impact on your career and vice-versa.

Our work and career are a part of our lives, our work supplements and adorns our personal life. How we perceive and regard our personal time and activities very much reflects in our work. Whenever in a quandary on how best to manage work-life issues, it is a must that we evaluate the tasks at work and life together, not separately.

What are you doing at work that is making you flustered today? Is there a personal problem that could be the cause of your dissatisfaction in your present career? Or is it the other way round?

On the path to self-discovery the emphasis should always be on positive thinking and looking ahead. We tend to brood on the past for long and miss the present which makes our future. Evoke the past only to learn from what is history now; don't let the negative emotions drag you down. Through positive thinking and looking ahead we create the path to a healthy and happy future. Right this minute in passing is becoming the past, what do you want to do in the next minute to illuminate your future?

Patience and faith are the much required strengthening pillars which are your supports to lean on at difficult times; it is up to you how strong you can build them. Yet again, positive thinking is the best mortar you can find to ensure virtual indestructibility of your pillars of strength.

You are what you think; you get what you dream of.

– Contributed Mylene J. Florencio

Transworld Football Team



Ritesh Ramakrishnan



TEAM: Transworld Group



Siddharth Nambiar



AMIT



SANOJ



YASHPAL



SUJESH



DIPAK KOIRALA



KRISHNA THAPA



THANUJA RUKMAL



VINOD KUMAR

LIFE

*You are gift of God
Precious thing for human
Decoration for nature
Reality for feelings.*

*God Create me
Human accept me
Nature adopt me
Feeling feel me
But do not know
Who am I?*

*You give wave to water
Blow to the air
Light to the sun
Movement to the earth*

*Tears come out from eyes
Breath has become polluted
Rays has become hazy
Movement are too fast
It's time of collapse*

*Hey save me! Save me!
I am your life*

– Contributed by
Sharique Iqbal
Dammam, KSA

New Faces

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



Majella Thoras



Bibin Damodaran



Tehzeeba Akthar



Mohammad Rauf



Rashil Kumar



Thanuja Rukmal



Vijaykumar Paigasan



Inderjit Singh

New Born

Congratulations to the Proud Parents!



Shihan Fasil
Son of Shaber Fasil &
Tina Francis
Born on June 30, 2011



Gayatri Shankaran
Daughter of Shankaran Pillai
and Maharasi Shankaran
Born on Aug 29, 2011



A.Ramakrishnan
Son of Alagappan and
Ponnaalagu
Born on May 15, 2011

Newly Weds

Wishing you happiness & togetherness forever.



Ranjit Kakhandki & Priyadarshini Upadhyaya
(16th October 2011)



Maduka Dushantha Jayaweera & Erandi
Wickramasurendra
(22nd August 2011)

Messina Meeting

22nd November 2011



L-R : Mr. Siva, Mr. Culas, Mr. Ritesh S. Ramakrishnan, Mr. Dott Seteffano,
Mr. Ramesh S. Ramakrishnan, Mr. Paolo Messina, Mr. Andrea Gais, Mr. Vincenzo Re,
Mr. Marzullo, Capt. Gelasini and Mr. Varadarajan

Core Values

TEAMWORK, TRUST & OPENNESS	<i>"We believe in trust & openness in all our dealings".</i>
INTEGRITY	
MUTUAL RESPECT	<i>"We believe in respecting the dignity of Individuals".</i>
INNOVATION	<i>"We will constantly pursue newer and better processes, products, services and management practices."</i>
QUALITY	<i>"We are dedicated to Customer driven Quality, constantly striving to improve our process & services guided by the changing need of the customers".</i>
EXCELLENCE	<i>"We believe in continuously improving upon our own Benchmarks".</i>
CUSTOMER ORIENTATION	<i>"The Concerns & needs of the customers are the guiding force behind all our endeavours".</i>

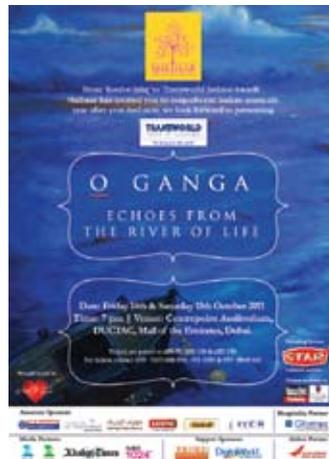


The respective HOU's further conducted sessions on Core Values and cascaded the values to all staff.



An Interactive Workshop on Core Values was conducted on September 27, 2011 by our Chairman Mr. Ramesh S. Ramakrishnan to key staff and reiterated the importance of applying the core values to our daily task.

Sponsored Events



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