

# transVIEW

Newsletter of the Transworld Group

Issue 11 - March 2013

# CELEBRATING 35 YEARS



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## Editorial

Dear Readers,

Thirty Five Glorious Years.

This year 2013 is a very special year as Transworld completes 35 years. The 35 years celebration was a very special occasion for all of us at Transworld as we not only took note of the past 35 years but also we are plotting our path ahead to the next 35 years and beyond. What started as a small shipping agency in 1977 has now reached a milestone completing 35 successful years in the shipping and logistics industry. The journey has been filled with a lot of challenges and hardships and great achievements and accolades.

As we reflect on our journey and triumph of 35 years it is also time for us to renew our objective to be a seamless supply chain service provider. Our new corporate identity falls in line with this renewed focus to continue our strife to achieve excellence. As part of this mission, We have expanded and consolidated our existing operations. From our humble beginnings as a shipping agent in 1977, today Transworld has evolved to be a power house providing shipping and end to end solutions.

This high growth would not have been possible but for the hard efforts of the extended "Transworld Family" our employees. We are indeed blessed with an extremely passionate team. We would like to take this opportunity to thank each one of you for your valuable contribution.

### NEW BRANDING

Transworld's new identity has been created to symbolize the renewed vision and mission of the company, which is to focus on innovation and becoming a leader in the shipping industry.

Logo - The colours used are Blue and Silver. Blue signifies our strength, professionalism and values as well as, of course, the colour of the sea where Transworld's journey began 35 years ago and where it continues to sail in the future. Silver suggests the sparkle and sense of excitement in the company as it forges a closer association with its customers.

The logo, a seamless transition from old to new, re-inforces the company's legacy of trust while signaling the bright new future ahead.

The corner stone for all our success and growth in the past 35 years has been built on INTEGRITY and we will follow this value as we move into the next 35 years.

Happy Reading !

Editorial Team :

Ritesh S. Ramakrishnan, Sanjit Roy & Amit Powar

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## Indian CEO Award



CONGRATULATIONS

Mr. Ramesh Ramakrishnan

Logistics CEO Of the Year 2013

We are delighted to announce that our Chairman Mr. Ramesh S. Ramakrishnan has won the prestigious Logistics CEO of the Year award at this year's Indian CEO Awards held in Dubai. The award was presented on February 11, 2013 at Jumeirah Emirates Towers Hotel in Dubai.

## We Won the Gujarat Star Awards in 4 Categories



- Feeder Operator • NVOCC • Coastal Operator • CFS Operator

## Albatross Inland Ports

**Albatross Inland Ports receives 'Container Freight Station of the Year - Private' award**

**From page 3**  
Logistics Awards 2013 held at the La Meridien here on February 11. Part of the Conquest 2013 international conference on infrastructure, logistics and supply chain, the awards function was organised by KJIA India.

The award trophy and certificate was presented to Mr Mahesh Sivaswamy, Vice-Chairman and Managing Director, and Mr Ganesh Krishnan, CEO, in the presence of a large gathering from the ex-in trade, maritime and logistics fraternity.

The other Directors, Mr Sanjay Swarup and Mr Harish Chandra, were also present on the occasion.

Participants were judged on the basis of volume growth, operational performance, systems in place, innovation at work, and environmental efficiencies.

The principal objective of Albatross Inland Ports, a joint venture between Transworld Group and CONCOR, is to cater to the dynamic needs of the trade through its state-of-art infrastructure, coupled with safe and reliable service quality.

Albatross Inland Ports, along with its associates, provides CFS facilities at Dadri, Nhava Sheva and Kolkata. The state-of-art facilities offer cost-effective solutions for container handling, storage, Customs bonding, warehousing and other value-

**2nd Northern India Multimodal Logistics Awards 2013**  
**Albatross Inland Ports receives 'Container Freight Station of the Year - Private' award**

Exim News Service  
NEW DELHI, Feb. 26

ALBATROSS Inland Ports Pvt. Ltd was acknowledged as 'Container Freight Station of the Year - Private' for the second consecutive year at the 2nd Northern India Multimodal

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Dear Colleagues,

If there is one thing this year has tested all of us it is our resilience. I believe we have all stood this test with a clear demonstration of commitment, integrity and passion in all our units.

Is the journey we all have undertaken together over ? - no, not at all - We need to continue our journey of learning, developing, innovating and improving ourselves.

This journey that we as the Transworld family have undertaken will never be over and we all need to put our best foot forward together. As you all know Transworld is now 35 years young. This milestone has been reached with each one of your contribution and hard work.

The year 2012 has been a year of mixed bag with success and challenges. As a group we have acquired three container ships, taken delivery of our brand new bulk carrier "TBC Progress " on the 18th of October 2012. We have added on additional inventories into Balaji and SRSL systems. Have invested a lot of effort in improving and standardizing our systems. The shared services that we have now implemented in Chennai is beginning to show positive results.

What is in store for the coming year 2013, especially for our shipping industry?

- It will remain to be challenging
- The world trade is shrinking and there is enormous financial crisis in Europe resulting in shrinkage of world trade.
- Freight and all revenues will be under pressure
- Costs will continue to go upwards
- India's growth story is slowing down

Having said all this, it is not all that bad and I am confident we, as group will continue to stay ahead of competition. Dubai seems to be growing positively which augurs well for all of us. I always believe when there is a challenge, there is also an opportunity.

We need to "Innovate" - This is the buzz word. Innovation is simple. We need to be open to ideas from all corners. We need to continuously change and be innovative with new ideas. That is the only way to go forward.

Last, but not the least I would like to leave a thought with all of you i.e., "Integrity". This is one value to live by, Success will come and go, but Integrity is forever. Integrity means doing the right thing at all times and under all circumstances whether or not anyone is watching. It takes having the courage to do the right thing no matter what the consequences will be. Building a reputation takes years but it takes only a second to lose, so never do anything that would damage your integrity. In fact Transworld has grown strongly on this very fundamental value i.e., "Integrity".

Join me in sharing our gratitude for the year gone by and wishing every single one of our Transworld team members and their families a great 2013.

Thank you.  
Best Regards,

Ramesh S. Ramakrishnan

## 35 Years Celebration



H. E. Sanjay Verma Consul General of India  
- Lighting the Lamp



Mrs. Geeta Ramakrishnan - Director, Transworld  
- Lighting the Lamp



Mr. Mohammed Sharaf - CEO DP World  
- Cutting The Cake



Standing for the UAE and Indian National Anthem



H. E. Sultan Ahmed Bin Sulayem  
- Chairman of DP World



H. E. Sanjay Verma - Consul General of India



Mr. Chakradaran - Senior Partner Afridi & Angell



Mr. Ramnarayan  
- Managing Director, Transworld



Mr. L. B. Culas  
- Managing Director, Transworld



Mr. Ramesh S. Ramakrishnan  
- Chairman, Transworld



Mr. Ritesh S. Ramakrishnan  
- Director, Transworld

## Transworld marks its Thirty-Fifth Anniversary; Unveils its New Look, Announces Expansion into New Business Verticals



Mr. Ramesh S. Ramakrishnan - Chairman - Transworld, H.E. Sultan Bin Sulayem - Chairman of DP World and Mr. Mohammed Sharaf - CEO DP World

The new identity symbolizes the renewed vision and mission of the company, further aggressively pursuing its efforts to become a world leader in shipping and logistics.

Announces foray into the Bulk Carriers and Special Projects verticals, with the aim to further strengthen its position as an end-to-end logistics solutions provider.

Transworld, the leading multi-faceted shipping and logistics conglomerate, has announced the expansion of its operations into new verticals, with the incorporation of Transworld Bulk Carriers FZCO and Transworld Projects. The expansion sees Transworld's foray into the non-containerized segment, where it has entered as owners and operators of bulk carriers and project logistics services providers.

Transworld also unveiled its new branding created to symbolize the renewed vision and mission of the company, which is to focus on innovation, adapting new strategies and technologies and becoming a leader in the shipping and logistics industry.

The announcements were made during a celebratory event marking Transworld's completion of 35 years. The event, held at Transworld headquarters in Jebel Ali Free Zone Area (JAFZA), was attended by H.E. Sultan Ahmed Bin Sulayem, Chairman of DP World, H.E. Sanjay Verma Consul General of India, H.E. Cheong Ming Foong, Consul General of Singapore, Mr. Mohammed Sharaf, CEO DP World, Mr. Chakradaran, Senior Partner Afridi & Angell and Senior Officials of JAFZA, along with other dignitaries, all Directors, Managers and Staff of Transworld.

Mr. Ramesh S. Ramakrishnan, Chairman of Transworld, said: "Today marks a very important milestone for us. As we reflect on our journey and achievements of 35 years, it is also time for us to renew our objective to be a seamless end-to-end logistics services provider. Our new identity falls in line with this renewed focus to

continue our endeavor to achieve perfection. As part of this mission, we have expanded our existing operations. We are very pleased to announce our foray into the new verticals of Transworld. We believe these expansions will add great value to our core businesses within the umbrella of container shipping. The addition of three new container ships, along with the increase in capacity of the containers and increased focus on the reefer market within the region has led to a strong growth for Transworld, besides resulting in a significant increase in the inventory in our group company, Balaji Shipping."

"This launch comes at a landmark moment in the Transworld history. The expansion, besides being our first foray into the non-containerized segment, also marks the completion of Transworld's 35 years in the industry. From our beginnings as a shipping agency, today, Transworld has evolved to be a leading provider of comprehensive supply chain logistics services in the region. This high-accelerated growth has been possible because of the irrefutable support of DP World and other authorities of Dubai and UAE, which has enabled us to be efficient and timely in providing unmatched quality of service to our customers and business partners. Our growth story has accelerated in the UAE thanks to the shipping friendly policies laid out by the country's visionary leaders. This has made it possible for us to reach the world," he added.

Transworld, as a leading provider of diverse shipping and logistics services, has established its stronghold in the industry over 35 years through its companies Orient Express Lines, Balaji Shipping, Shreyas Shipping and Logistics, Shreyas Relay Systems and Albatross Shipping, among others. The companies have developed a strong footing for Transworld across the globe including UAE, India and USA.

Speaking at the launch, Mr. Mohammed Sharaf from DP World said: "Our heartfelt congratulations to Transworld on their achievements and completion of 35 years.

Transworld, through the growth of its diverse group companies like Orient Express Lines, Balaji Shipping and others, has been a strong supporter of DP World. We are very pleased that the Group chose to establish itself here and channel its growth through JAFZA as its global base. The strategic location of Dubai's ports and the exceptional infrastructure that they offer has enabled Transworld and many others to gain a competitive advantage in the industry. We are certain Transworld's expansions will further fuel their growth, ensuring they continue to grow as leading players in the industry.

Making its foray into the dry bulk segment as owner and operator under the division Transworld Bulk Carriers FZCO, Transworld has associated with Guangzhou Wenchong Shipyard for acquiring three bulk carrier ships: MV TBC Progress, MV TBC Prestige and MV TBC Princess.

In line with its vision to be a comprehensive project logistics services provider, Transworld has established Transworld Projects, its division that would offer effective and economical project logistics solutions to a wide range of heavy industries and Oil and Gas market segments.

Established in 1976, the Dubai-headquartered Group's journey over 35 years has seen it evolve as a global player in the shipping and logistics industry.

### About Transworld

The Transworld Group of Companies was established in 1976 by Mr. R. Sivaswamy. Starting off as a shipping agency in Bombay, the Group has now diversified into a multi-faceted Shipping and Logistics Company. The activities of the Group include: Ship Owning (Container & Bulk Carriers), Feeder, NVOCC, Logistics, Freight Forwarding and Supply Chain Management, CFS's, Ship Management and Shipping Agencies.

Headquartered in the Jebel Ali Free Zone (Dubai, UAE), with offices in USA, Saudi Arabia, Oman, Kuwait, Sri Lanka, Pakistan and offices in 28 Indian cities combined with strong network partner's world over Transworld offers a one-stop shop to all customers. Transworld is among the leading International providers of multi-modal integrated logistics services in the Middle East, Indian Sub-Continent and South East Asia. The Group has three ship owning companies, based in India and UAE, which collectively own a fleet of container vessels. The Group currently owns nine ships of which six are out of India and three out of UAE. Transworld has dedicated shipping line agencies, which cater to clients with international logistics needs. The companies enjoy a thriving presence in the business of air and surface cargo movement as well as CFS operations. The Group specializes in the integration of all functions across the supply chain.



## Mr. Ramesh S. Ramakrishnan Presents a Memento to Mr. Ken Glenn - President APL

On November 20th, '12 Mr S Ramakrishnan paid a courtesy call on Mr Ken Glenn – President APL Co., Pte Ltd., in Singapore.

The meeting concluded with Mr S Ramakrishnan presenting a memento to Mr Ken Glenn to commemorate the 20 years of association between the two Organizations.

- Marius Gomez

## OEL presented with “Global Commerce Excellence Award” in Sri Lanka

On December 13th, '12 at a glittering ceremony held at the recently refurbished “The Kingsbury Hotel”, a selected number of overseas companies doing business in Sri Lanka were recognized and presented with mementos.

The opening speech at the ceremony was by the Chief Guest the Governor of the Central Bank of Sri Lanka, Mr Ajith Nivard Cabraal, who thanked all the recipients of the awards for doing business in Sri Lanka especially during the difficult days when the country was going through many hardships with the problems being encountered with the war in the north and east of the country.

Thereafter Mr Koshy Mathai – Resident Representative of the IMF who was the Guest of Honour at the ceremony addressed the gathering and stated that

he was very optimistic as with regard to the economic growth of Sri Lanka in the next few years, considering the steps

being undertaken by the Government of Sri Lanka.

- Contributed by OEL Lanka Team



Mr Marius Gomez – Vice President- Orient Express Lines receiving the award from Mr Ajith Nivard Cabraal – Governor Central Bank of Sri Lanka.

## Transworld felicitates its customers in Tuticorin



On December 07th, '12 the Transworld Group of Companies had a grand cocktail/dinner at the DSF Grand Plaza in Tuticorin to felicitate its customers.

Over 200 guests were present. The evening commenced with a welcome dance by a troupe from the well renowned Footloose Dance Academy who were specially brought down from Coimbatore to entertain the guests.

The evening was filled with much entertainment with the MC Hema keeping everyone on their toes with games and other forms of entertainment.

The hallmark of the evening's proceedings was when Mr S Ramakrishnan presented a special memento to the Chief Guest Mr Anil Radhakrishnan – Managing Director APL India, to commemorate the 20 years of association between the two organizations on the Colombo/South India sectors.

- Contributed by Sumedha Perera – OEL Lanka

## 2013 - Here We Come!!!

Shipping had its ups and its downs during the year 2012. Whilst the Blue Chip Shipping Lines lead from the front with capacity cuts, tonnage rationalization etc. It was not enough to fight the economic slowdown which centered mainly around Europe, resulting in most of the shipping lines ending up in the red, if not a marginal profit.

In this scenario the first to get the brunt of it were the feeder operators and are the easiest to be targeted by the shipping lines, being the most vulnerable considering the stiff competition.

Amidst all these happenings shipping was still on a roll with CMA CGM launching the biggest ever container ship to enter the seas with the CMA CGM MARCO POLO of 16,020 Teus capacity coming out in November 2012, this was only the beginning of a new chapter in shipping, as the Maersk 'EEE' class vessels of 18,000 Teus capacity will start rolling in from 2013, ten of them in all with the first phase, which will certainly revolutionize the shipping industry.

Colombo itself as a Port had a throughput of 4,190,000 Teus which was a negative growth of 1.7 Per cent against the previous year, which was a noteworthy performance considering the performance of the regional ports.

During 2012 all South India services performed well whilst we stabilized ourselves on the Male run.

There were plenty of milestones on the Colombo Hub in 2012.

### Our Diary 2012.....

- 13th February 2012 - Completion of 200 voyages of the M. V. 'OEL Dubai' in Colombo
- 16th February 2012 - Completion of 200 voyages of the M. V. 'OEL Dubai' in Cochin
- 09th July 2012 - M. V. 'OEL Gujarat' maiden call at Colombo
- 12th August 2012 - M. V. 'OEL Kochi' maiden call at Colombo
- 14th September 2012 - OEL felicitates its stakeholders onboard

the cruise ship "JETLINER" to commemorate 20 years of operations in Sri Lanka.

- 01st October 2012 - M.V. 'OEL Kutch' maiden call at Colombo
- 13th December 2012 - OEL was awarded the prestigious "Global Commerce Excellence Awards 2012" in Sri Lanka.

The year ended with the OEL Colombo team and their families meeting up to bid adieu to the old year and heralding the New Year – 2013.

With the dawn of 2013, where we hear there are talks about mergers of shipping lines along the new vessels due to roll out as per the order books coupled with the bleak outlook in the West, notwithstanding the fact that the senate agreed to a deal to avert the fiscal cliff in the US giving some kind of restraint, container shipping will go through another challenging year, but we would fight on and are confident to come out winners.

- Contributed by OEL Lanka



## Sports Day



## Football Team





# The Winners of Transworld Group Badminton & Table Tennis Championship - 2012

We would like to thank everyone for the overwhelming response. This event was indeed a great success. Congratulations to all the winners.

## Winners of the Badminton



Alagappan Solai  
(Men's Singles,  
Men's Doubles &  
Mixed Doubles)



Vikas Velikkoth  
(Men's Doubles)



Ivy D'mello  
(Mixed Doubles)



Niranjana Venkatesh  
(Men's Single)

## Winners of the Table Tennis



Girlie Arcilla  
(Ladies Singles &  
Ladies Doubles)



Maria Maqueda  
(Ladies Doubles)



# "HARMONY" - Annual Staff Party December 20, 2012





Mr. Sivaramakrishnan S Iyer



Mr. R K Rajagopalan



Ms. Dhancellly Devarajan



Ms. Christine Francis



Mr. Kuppuswamy K. Vijayaraghavan



Mr. Prajit Nair



Mr. P R Ajit



Mr. Suraj S Menon



Mr. Alagar Laxman



Mr. Palitha Nandana Kumara



Mr. Biju Varghese



Mr. Jayanth Martin

## Long Service Awards

### 25 Years

1. Mr. Sivaramakrishnan S Iyer
2. Mr. R K Rajagopalan

### 20 Years

1. Ms. Dhancellly Devarajan
2. Ms. Christine Francis

### 15 Years

1. Mr. Kuppuswamy K Vijayaraghavan
2. Ms. Mary George
3. Mr. Vinod Kumar Nair
4. Mr. Varadan Sekar
5. Mr. Prajit Nair
6. Mr. T G Venugopal
7. Mr. P R Ajit
8. Mr. Satya Srinivas Rao
9. Mr. K.T. Navaranjan

### 10 Years

1. Mr. Gautham P Kumar
2. Mr. Suraj S Menon
3. Ms. Tina Francis
4. Mr. Alagar Laxman
5. Mr. Palitha Nandana Kumara
6. Mr. Anton Nanayakkara
7. Mr. Sankha Rajapakse
8. Mr. Gopurayil Rajan
9. Mr. Venugopal Pillai
10. Mr. Ramesh Poduval
11. Mr. Anand Ashok Kenkare
12. Mr. Navin Menon
13. Mr. Murali Krishnan
14. Mr. Biju Varghese
15. Mr. Jayanth Martin

# The Power of Please & Thank You: Seven Ways to Be a Better Customer and Get Better Service in Return

by Ron Kaufman, Author, Uplifting Service  
- Contributed by Sanjit Roy

You start your morning running late and sprint into your local coffee shop for your morning cup of joe. As you breathlessly place your order, you notice the barista doesn't smile at you. She utters a flat, "Here you go" as she hands you the steaming cup - Why didn't she put the cardboard sleeve around it? you wonder irritably - and moves on robotically to the next customer. As you bolt for the door, hands burning, you think Well, she was unfriendly...when did customer service get so terrible?

It's true: As the way our society does business has changed, customer service in general has fallen into crisis mode. But in the case of the rude barista, ask yourself this: Did you look her in the eye? Did you say "good morning"? Did you say "please" or "thank you"? In short, how much of the bad service experience do you have to own?

Often, we get poor service because we're poor customers. It's a two-way street. When we're rude or impersonal to service providers, we get rude and impersonal treatment back. This creates low expectations on both sides, which affects our next service interactions.

In other words, bad customer behavior breeds bad customer service, which breeds bad customer behavior...and so on. To break the cycle and do your part to create uplifting service, be what I call a "service champion"—someone who takes responsibility for uplifting other people's experience, even when those other people are serving you.

The crisis we're facing has a lot to do with the way companies think about service. They tend to silo it in one department rather than making great service a part of their overall culture, and that just doesn't work in our global economy. Customers can't do a lot about this, except take their business somewhere else. But what they can control is whether or not they contribute to the traffic of goodwill that flows

equally between customers and service providers. In other words, when you are an appreciative and considerate customer, service providers will often go the extra mile to serve you better. But if you rant and pound the table, people may serve you grudgingly, if at all.

Read on for proven steps you can take to be a better customer and enjoy receiving better service:

## Be appreciative and polite.

Remember, there is a fellow human being on the other end of your phone call, the receiving side of your email, or just across the counter. Begin each interaction with a quick, "Hi. Thank you for helping me. I really appreciate it." This takes about two seconds and can dramatically improve the mood of a service provider.

## Get your service provider's name and use it.

You can make this short and friendly by first offering your name and then asking, "Who am I speaking with, please?" Or if you are face-to-face, simply ask, "May I know your name?" Once you know it, repeat it with a smile in your voice. This creates a personal connection and makes it much harder for a service provider to treat you like an anonymous account holder or policy number.

**Be upbeat.** Many service providers face customer after customer all day long. The routine can become tiresome. When an energetic and smiling customer appears, that person often enjoys special care and treatment in return. What you send out does come back. Attitudes - positive and negative - really are contagious.

## Provide information just the way they want it.

Many service providers need your data in a sequence that fits their forms, screens, and procedures. Have all your information ready to go, but give it in the order they prefer. Saying, "I have all my information ready. Which would you like first?" lets the provider know you are prepared and will be easy to work with. The time you take

getting everything in order will save time in the service conversation, too

**Confirm next actions.** Repeat what your service provider promises to do. Confirm dates, times, amounts, responsibilities, and commitments. This helps you move together through the service process, catching any misunderstanding and correcting it along the way. Be sure you both understand what will happen next: what they will do, what you will do, and what both parties have agreed to going forward.

## When appropriate, commiserate.

Sometimes service providers let their frustration show. A slow computer, a previous customer, high call volume, pressure from a manager, or some unwelcome personal event may have upset them. When you hear an upset tone, be the one to soothe it. You might say, "It sounds like things are tough right now. I really appreciate your help." This brief moment of empathy can be an oasis in their world.

**Show your appreciation.** A sincere "thank you" is always appropriate. If your service provider deserves more, give more. A nicely written compliment can make a huge difference in someone else's day, or even career. And who knows? The person you praise today may serve you again tomorrow.

Keep in mind that while this advice will help you get better service from service providers, much of it can also be used to experience more joy and satisfaction from your relationships with your colleagues, friends, and other loved ones. What goes around really does come around.

When you treat someone well, whether it's your spouse, a vendor at work, or the person you meet at the coffee shop in the morning, he or she is more likely to step up and treat you well, too. We all live and work in a whole world of relationships based on service. As you uplift and upgrade the service you provide, the world will uplift you.

## Beat Diabetes - Walkathon



## Pink Walkathon



## SRS Party

PFA memorable movements which has been captured during the official Party on one more milestone achievement :-

SRS has achieved an another record of highest number of loading in single vessel (highest ever by any coastal operator). Vessel MV OEL Kochi sailed from ABG Terminal with 738 units 806 teus 22150 mts on 8th January 2013. Year 2012 closed with a record performance of highest loading in a month 3050 units and year 2013 has started with an another record.



## CHILD

Written by: Mr. Rajesh S Nair  
(Husband of Ms. Suma R Nair)  
SRS - Mumbai

A child in my dream screams!  
The screams awaken up my soul.  
Laughter peals, cries engulf me  
and transport me to hazy world.

A peach complexion baby  
radiates in my arms.  
The bonding is immediate; my  
eyes are filled with tears of joy.  
My heart beats faster; attachment  
goes strong my days are filled  
with dreams for my baby.

By enforcing my wishes,  
I do not want to restrict my  
baby individuality.

O God! Give me the strength  
to empathize with my child.  
Let me be friend before  
being a father.  
Let me be a guide before  
being teacher.  
Let us live and learn together  
instead of enforcing wishes  
on each other.

## CSR Activities

Exhibition and Sale by IMFPA Artists  
(Indian Mouth and Foot Painting Association)



## Leadership Development Program



As a part of Learning & Development a learning programme with a difference based on the theme of "PERSONAL DEVELOPMENT" was planned and organized between October 11th to 13th at a resort in Lonavla for the leadership team of Albatross comprising of 23 Business Heads, responsible for

various verticals. The program was organized for the Leadership Team to align to a common vision and be the kind of leader their Teams can look up to.

The core element of fun with learning made the entire program an interesting affair which was experienced by all the leaders.

## Treat others the way you want to be treated

- Written by Sowmya Venkatesan - BSL

Of late a small thought, just a small one passes through my mind. Though small, it can make big changes.

The thought being about treating everyone with love and affection, which is what each and every one of us expect from others, can be implemented by us in the first place.

Being human beings, we have our own expectations from others. For example, some of us wish to be treated like a prince or princess with special treatment and some of us expect to be treated like leaders, given all powers and rights over others, while some expect extraordinary care. There is no fault in the expectations; rather it's the human tendency that gives rise to these expectations. However it's bound to come true, if we respect other's thoughts and treat them accordingly.

Today's world is restless, with comparatively less importance given to love and affection, in contrast to the past decades where delicate care was given to other's feelings put in front before one's. One cannot blame people for that but with times changing and faster pace of activities. One cannot stop and think of it. A quick solution

for this is to treat one with love, respect and dignity so that they don't lose their self-respect.

Newton's law, "To every action, there is an equal and opposite reaction" applies here or may be it should have applied here. You may, for example have treated someone with sarcasm, may be because you were a victim to such a treatment. It doesn't mean you should treat others in the same way, if you were treated like that. Because by doing so, you are doing injustice to the victim. And even if you do it on a purpose, just for fun, then expect the same treatment from some other person, either equivalent to that or more than that. After all, even you deserve to taste a bit of your own medicine.

There is one logic, which still exists today; "You get more than what you give." And it is perfectly true. So consider other's feeling and treat them with dignity. Speak to them, find out what they need, whether it is motivation, love or confidence and give them what they need. And see the positive change in you as you will get more than what you gave. Rest assured, you would have made your atmosphere and the society peaceful and happy.

## Tambourine Live

- Event sponsored by Transworld



## New Faces

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



Mannan Balasubramanian



Kingsly Ravi



Sher Singh



Gnei Shareefa



# transworld

## GROUP



Transworld  
Logistics FZE



Transworld  
Shipping and Logistics LLC



Transworld  
Shipping, Trading and  
Logistics Services LLC



Transworld  
Logistics and Shipping  
Services INC



Transworld  
Retail FZE



Transworld  
Projects



Transworld  
Saudi Arabia



Transworld  
Bulk Carriers (India) PVT LTD



Transworld  
Bulk Carriers FZCO



Balaji  
Shipping Lines FZCO



Orient  
Express Lines FZCO



Orient Express  
Ship Management LTD



Crescent  
Shipping Agency (I) LTD



SRS  
Freight Management LTD



Albatross  
Shipping LTD



Relay  
Shipping Agency LTD



Shreyas  
Relay Systems LTD



Shreyas  
Shipping and Logistics LTD

## Scribe Surprize

Your favourite newsletter TransVIEW is now 'Trans'formed. It's got your views, it's got your news and we need them coming. Just send in your contributions to [transview@transworld.co](mailto:transview@transworld.co) and if selected, you stand to win attractive prizes. So get cracking on those ideas and start sending them. Winning was never so easy!

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Email : [transview@transworld.co](mailto:transview@transworld.co)