

transVIEW



SRSL wins 'Multi-modal Transport Company of the Year' Award

Shreyas Relay Systems Limited, part of Transworld Group, won the 'Multi-modal Transport Company of the Year' title at the Economic Times Logistics Awards 2016. From left Mr. Pankaj Singhi and Mr. Muraleedharan CM receiving the award.



Transworld Group wins 3 Awards at Gujarat Junction 2016

Congratulations to Shreyas Shipping and Logistics Limited and Shreyas Relay Systems Limited, both part of Transworld Group, for winning a total of 3 awards at the 7th Gujarat Junction 2016 - Cargo and Logistics Awards.

Shreyas Shipping and Logistics Limited were adjudged :
Winner in the 'Shipping Line of the Year - Coastal Operator' category.
Mr. Joy N Philip with the Award is featured in the first picture.

Shreyas Relay Systems Limited were chosen :
Winner in the 'Logistics Company of the Year' category.
Winner in the 'NVOCC of the Year - Coastal / Domestic Cargo' category.

Second photograph shows SRSL Team :
(From Right) Mr. Muraleedharan CM, Mr. Simson Joseph and Mr. Pankaj Singhi (far left).



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Editorial

Dear Readers,

As we gradually tip-toe into the year it is clear that 2016 will be a challenging one that requires all of us to focus on the job at hand and go that extra mile to ensure that we stay ahead of the game.

Unfazed by the daunting market environment we are steaming full ahead, well aware that over the years, with the help of all members of the Transworld Group family, we have built up a solid reputation and market share that we can enhance even during these tough times with devoted hard work and innovation.

Not since the financial crisis we have come across a confluence of such market conditions that are very bearish.

As we are aware while globally the slowdown in China has impacted almost all segments of world economy – trade, manufacturing, services, the very slow growth in the developed and developing economies, combined with the free-fall in the price of oil and commodities, has sent demand and rates in shipping and related sectors of the industry into a tailspin.

With the sanctions lifted and Iran coming back into the mainstream oil market, the price of oil which is already on a downhill slide, is expected to get rocked again.

The stock markets have taken cue from all this and have had a shaky start to the year, witnessing unusual circuit breakers. But notwithstanding all these, we at Transworld Group have strategically placed ourselves at a safe position giving us the ability to leapfrog to the next level.

All these years, we have diversified into areas that have significantly reduced concentration risk. So if some areas are facing the onslaught we have other areas that are in demand. Similarly we have also diversified geographically to ensure that we are key players in key markets that are in significant growth mode even now.

So riding on the back of considerable investments made over decades to become key players in key sectors and key markets, we have the advantage, over several other players in the industry, to be strategically in the right place at the right time.

Let us once again resolve to work that extra bit to steam at full speed even through the choppy waters.

Congratulations to Ritesh S. Ramakrishnan who has been promoted as Executive Director. We wish him the very best in the new role.

With “Make in India” initiative of Indian government drawing in a lot of foreign investment and manufacturing expected to pick up considerably we have tied up with Japan’s Suzue Corporation, one of our partners for long, to form a joint venture that will commence operations at the earliest.

The Joint Venture will focus on development of Indo-Japan and Gulf-Japan trade sectors and will cover international freight forwarding, customs clearance services, warehousing services, land transport, other related logistics support services.

Transworld Logistics FZE, will handle operations in the United Arab Emirates and Middle East, while Shreyas Shipping and Logistics Limited will manage the business in the Indian Sub-continent and Suzue Corporation will manage the operations in Japan.

We have had a very good start to the year winning plaudits at 7th Gujarat Junction 2016 - Cargo and Logistics Awards.

Congratulations to Shreyas Relay Systems Limited and Shreyas Shipping and Logistics Limited, for winning a total of 3 awards at the event.

As we go to press, SRSI bagged yet another award, the ‘Multi-modal Transport Company of the Year’ at the Economic Times Logistics Awards 2016.

Settling into the new year, we are extremely confident that with all of us pulling at our best we will win more customers and accolades to make 2016, yet another great and successful year for Transworld Group.

Best Regards,

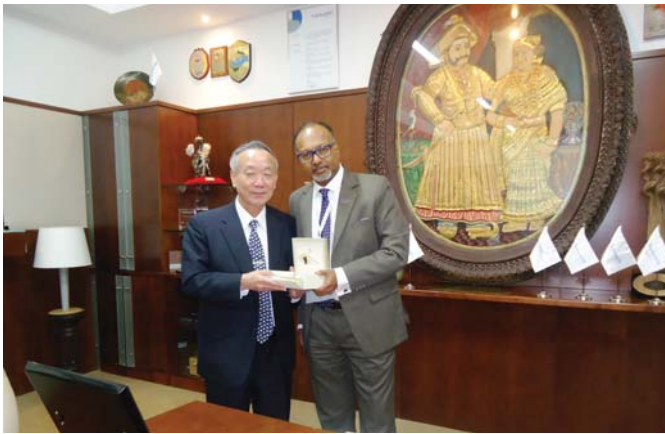
B. Mannan

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

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The Joint Venture will cover international freight forwarding, customs clearance services, warehousing services, land transport, other related logistics services and development of land banks for commercial purposes

Dubai, 10 December 2015:

Dubai headquartered global conglomerate Transworld Group (www.transworld.com) and Yokohama based Suzue Corporation of Japan (www.suzue.co.jp) have signed a Memorandum of Understanding for the formation of a Joint Venture Company for exploring business opportunities in the logistics space within Indian Sub-continent, Middle East and Japan.

The Memorandum of Understanding was signed by Mr. Ramesh S. Ramakrishnan, Chairman and Mr. Ritesh S. Ramakrishnan, Director - Strategy and Business Planning of Transworld Group, and Mr. Takahiro Suzue - President and Representative Director of Suzue Corporation, Japan.

Under the agreement Transworld Group and Suzue Corporation will develop a Joint Venture unit which will capitalise on the possibilities in international freight forwarding, customs clearance service, warehousing services, land transport services and other related logistic services with additional focus on land bank development for commercial purposes in Indian Sub-continent, Middle East and Japan.

The geographies covered by the agreement initially include Gulf Co-operation Council countries, Indian Sub-continent and Japan, with the possibility of extending to South East Asian nations.

"The agreement assumes importance due to the

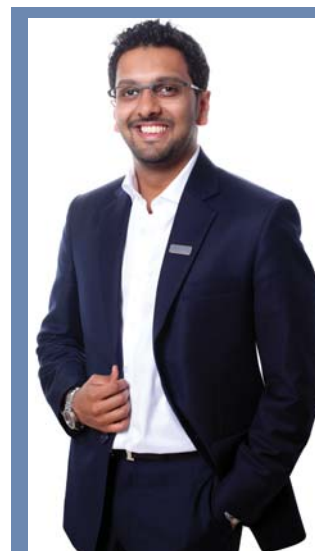
enhanced trade ties between Japan and India strengthened by the visit of Prime Minister Narendra Modi to Japan in September 2015 and the impending visit of Prime Minister Shinzo Abe to India this month," said Mr. Ritesh S. Ramakrishnan.

The strengthened ties have meant that India-Japan relations have been upgraded to the level of 'Special Strategic Global Partnership.'

"We will utilize our experience and expertise in the Middle East to extend the services in this region too. With the possibility of the introduction of shinkansen technology in India, enhanced defence ties and negotiations for a civil nuclear cooperation agreement that would pave the way for exporting Japanese reactors to India, the two-way trade is expected to grow manifold and we hope to play a key role in that space," said Mr. Ritesh S. Ramakrishnan.

"Suzue Corporation, established in 1908, is a key player in the Japanese logistics business and through this Joint Venture in alliance with reputed Transworld Group we hope to bolster our presence in the dynamic markets of Indian Sub-continent and Gulf Co-operation Council," emphasized Mr. Suzue.

While Transworld Group's logistics arm in the Middle East, Transworld Logistics FZE, will handle operations in the United Arab Emirates and Middle East, Shreyas Shipping and Logistics Limited, part of Transworld Group, will manage the business in the Indian Sub-continent and Suzue Corporation will oversee the Japan end.



Congratulations,

Ritesh S. Ramakrishnan

We congratulate Mr. Ritesh S. Ramakrishnan who has been given additional responsibilities as Executive Director, Transworld Group effective 24th January 2016. Transworld Family takes this opportunity to wish Mr. Ritesh S. Ramakrishnan all the very best in his new, challenging role.

Oil price fall : Alternative revenues needed to drive growth in MENA

In late 2015, Saudi Arabia announced a record budget deficit of \$98 billion, its second deficit year in a row. In a rough start to 2016, the Saudi Arabian government raised the price of gasoline by almost 50%. From Oman to Algeria, the MENA region is being hammered by low oil prices, which fell below \$28 a barrel on January 18, a drop of more than 60% since June 2014, according to media reports. Some countries have been hurt particularly hard. In Libya, for example, the World Bank estimates that the fiscal deficit is more than 55% of GDP and the current account deficit is about 70% of GDP. In Saudi Arabia, central bank reserves have plunged from \$732 billion to \$623 billion in less than 12 months. Some 75% of the Saudi government's budget comes from oil. Given the deficit, the International Monetary Fund (IMF) notes that Saudi Arabia needs to sell oil at around \$106 a barrel to balance its budget.

A recent report by the IMF states that if the price of oil continues to plummet, most oil-producing countries in the MENA region may potentially lose some \$300 billion in revenues in 2016 alone. With prices at historic lows, oil industry executives do not expect oil to return to the \$100 a barrel price range anytime in the near future.

Little wonder that, according to the World Bank, economic growth in the MENA region is stagnating. The economies of the oil-reliant six-member Gulf Cooperation Council (GCC) countries — Bahrain, Kuwait,

Oman, Qatar, Saudi Arabia, and the United Arab Emirates — saw an estimated 3% growth in 2015, down from an average 4.5% over the past decade. According to experts, the oil-export-driven GCC will continue to suffer the effects of lower oil prices; the IMF forecasts a drop in growth to 2.75% in 2016. A recent survey of financial analysts in Bahrain, Kuwait and the United Arab Emirates echoes those sentiments. More than 80% of analysts expect the low oil prices to further impact the GCC economies. In the face of growing deficits, countries like Oman, Egypt, Morocco, Tunisia and Algeria are scaling back subsidies on fuel and food and curtailing public investment projects.

As per some expert all over the GCC subsidies are being slashed and non-oil revenue measures are being considered. More subsidy cuts and price hikes are expected to come in the next couple of years, a GCC-wide value-added tax (VAT) of 5% is likely to be introduced in 2018, which could yield the equivalent of 1% of GDP in fiscal revenue.

By Sharique Iqbal

Operations Manager
Transworld Saudi Arabia
Dammam



Sharique Iqbal

Building Bridges

Once upon a time two brothers who lived on adjoining farms fell into conflict. It was the first serious rift in 40 years of farming side by side, sharing machinery, and trading labor and goods as needed without a hitch.

Then the long collaboration fell apart. It began with a small misunderstanding and it grew into a major difference, and finally it exploded into an exchange of bitter words followed by weeks of silence. One morning there was a knock on John's door. He opened it to find a man with a carpenter's toolbox. "I'm looking for a few days work," he said. "Perhaps you would have a few small jobs here and there. Could I help you?"

"Yes," said the older brother. "I do have a job for you. Look across the creek at that farm. That's my neighbor, in fact, it's my younger brother. Last week there was a meadow between us and he took his bulldozer to the river levee and now there is a creek between us. Well, he may have done this to spite me, but I'll go him one better. See that pile of lumber curing by the barn? I want you to build me a fence - an 8-foot fence - so I won't need to see his place anymore. Cool him down, anyhow."

The carpenter said, "I think I understand the situation. Show me the nails and the post-hole digger and I'll be able to do a job that pleases you." The older brother had

to go to town for supplies, so he helped the carpenter get the materials ready and then he was off for the day. The carpenter worked hard all that day measuring, sawing, nailing.

About sunset when the farmer returned, the carpenter had just finished his job. The farmer's eyes opened wide, his jaw dropped. There was no fence there at all. It was a bridge... a bridge stretching from one side of the creek to the other! A fine piece of work handrails and all - and the neighbor, his younger brother, was coming across, his hand outstretched. "You are quite a fellow to build this bridge after all I've said and done."

The two brothers stood at each end of the bridge, and then they met in the middle, taking each other's hand. They turned to see the carpenter hoist his toolbox on his shoulder. "No, wait! Stay a few days. I've a lot of other projects for you," said the older brother.

"I'd love to stay on," the carpenter said, "but, I have many more bridges to build."

By Varsha Suvarna

Sister of Umesh Suratkal
Head Transworld Saudi Arabia



Varsha Suvarna

Stress Management



Sowmya Venkatesan

For many of us, stress has become an integral part of life and it is something that we don't want, but will have to accept it, by all means. Stress can be defined as problems that we face day to day, anywhere, be it completing a task at work (say completion of work before the deadline) or even completing a task at home (say, completing a stipulated number of chores, before noon, apart from cooking).

When stress is not managed properly, it leads to a lot of health problems like depression, heart attack, obesity (problems due to eating more), and even problems due to skipping food.

Identifying stress

In order to avoid stress, we need to identify the source of stress. This can be done in two ways :

- Creating a stress record, to find solutions to various types of stress we encounter:

Whenever we feel stress, we can keep a record of that particular stress and its impact on us. This stress journal often helps us to identify the types of stress we often face and how to react to it. A stress journal can have following questions:

- Stress and its cause • Its impact on our physical and psychological feelings • Our reaction to stress at that particular point of time • Steps we take to divert from stress and be back to normal.
- Stress study based on our attitude and behavior :

Stress study based on our behavior can be of the following types, based on how we perceive it. These can be:

- Whether its temporary stress (just a passing cloud).
- Whether it's an integral part of our life (it is always with us, at all times) • Whether it's a part of your personality (fear of stage, before addressing an audience) • Whether it is due to external factors like people or some event • Whether it's completely normal and exceptional part of our life.

Coping up with stress

The next step that we do after completely analyzing stress is to find ways to cope up with it. There are two ways of coping up with stress, namely healthy and unhealthy respectively.

- Healthy ways of coping up with stress:

By following healthy ways of coping up with stress, we tend to reduce our stress in a better and a healthier way, adding more positive attributes to our personality. A few techniques of healthy ways of coping up with stress are as follows:

- Doing regular exercises like taking short walks, using the stairs instead of an elevator, jogging or playing your favourite sport. • Engaging socially with people, be it colleagues, friends, family or even peer groups, like going for coffee or lunch. • Avoid stressors (sources that cause the stress). These stressors can be avoided by: • Saying no, to taking on too much - We must understand our limits • Avoid people who give stress • Control the environment that can lead to stress (short route).
- Modifying the environment-We cannot avoid stressful situations, but we can at least modify it, to a level that it doesn't give us much of a problem. Stressful situations can be avoided by :
- Making a compromise - Don't ask someone to change, you change yourself • Proper time management - avoid procrastination, instead be calm and plan well • Express your feelings openly - If you can't take too much, speak out, never overdo.
- Unhealthy ways of coping up with stress:

As the title suggests, these methods don't do anything good to you. They infact, have a negative impact on your health and personality. These are the techniques that you must avoid, to cope up with stress. These methods are just an illusion, for temporary stress reduction.

- Smoking cigarettes and consuming alcohol: You may boast to people, that you do all this just because you are stressed out. But that's only a justification. It causes a lot of harm to your health, as well as others. Consuming a lot of junk food - It just causes obesity and in the long run, heart attack.
- Spending too much time on computer and TV - It only spoils your eyesight.
- Using drugs or antidepressants - It has got its side effects, like any other medicines. And addiction to drugs, is always a risk factor.
- Withdrawing from people - you become lonely and develop inferiority complex in the long run.
- Showing your stress on others in the form of anger etc,- People get scared of you and you will ultimately lose them.

With base inputs from www.helpguide.org/articles/stress/stress-management.htm

By Sowmya Venkatesan

Assistant - Liner Services

Balaji Shipping Lines FZCO

The Flying Geese Paradigm Of Kaname Akamastu: Japan and India's Growth Story



Anvay Tailang

Introduction

The flying geese paradigm is the views of Japanese scholars on the technological developments in South East Asia viewing Japan as the leading power. It was developed in 1930s, but gained wider popularity in 1960s after its author Kaname Akamastu (1896-1974) published his ideas in the Journal Of Developing Economies. It is called Ganko Keitai (A Flock Of Flying Geese) in Japanese language. It is basically the phenomenon of industrial development in catching up economies. It was also used as a propaganda in World War II by Japan by leading the intellectual legitimacy that was needed to create the Great East Asia Co-prosperity Sphere.

The form of regional development as postulated by the modern Flying Geese Paradigm presupposes the existence of hierarchy with a dominant economy acting as a growth centre and followed by other developed and developing economies. With the increasing interdependence among regionally clustered economies in Asia is interpreted as a sign of integration, an additional element that the modern paradigm has presented is a framework for regional integration. Thus, the regional group on a whole develops industrial sophistication, as each of the reason's benefits from the externalities and linkages arising from transactions among themselves.

Background:

The image of geese flying in unison- Gankou Keitai in Japanese- has been used both in the Chinese and Japanese literature as a symbol of heroism and collective action within nation and state. These Confucian virtues and others could be deduced from various qualities of the flight such as the geometry of formation or the desire to return home. Presumably because of the powerful symbolism the flying geese have come to serve the economists of the Japan and others as a metaphor for several different phenomena over the past century. The scholar Kaname Akamastu has developed three distinct models named after the migrating birds!

In 1952 war-ravaged Japan takes off on a spectacular growth path that sees its economy grow at an average of 9.6 percent per annum for the next 19 years. The powerful Ministry Of International Trade And Industry (MITI) takes the lead in planning Japanese economic strategy, a combination of industrialization behind high import barriers with strong export growth. But the seeds of Japanese growth had been sown long before, in the Meiji era, when Japan adopted western education and techniques. Before World War II, for instance, Japan was already flying high, with a growth rate of 5.8 percent per year between 1930 and 1938.

Hierarchical development of Flying Geese Paradigm in Asia:

In 1962 Japanese economist Kaname Akamastu unveils his famous 'Flying Geese Paradigm', which says the

Asian economies will take off one by one and move in a cluster, just like migrating geese. Japan would be at the head of the formation, being the first to develop, starting as a low-cost manufacturer of consumer goods, then making more capital-intensive items and handing over its low-end manufacturing activities to other Asian countries. The process would be repeated down the line by other countries playing catch-up. The model essentially said that as a country's labor became more expensive, it had to move up the value chain, and other countries lower down the development ladder could then occupy that space.

In 1962, South Korean strongman Park Chung Hee signals a commitment to an export-led model of growth. The seeds are sown for a remarkable expansion that sees the economy growing at an average of more than 8 percent per year between 1962 and 1989.

In 1960s, Taiwan becomes a major exporter of labor-intensive manufacturing. The total value of trade increases five-fold in the 1960s and 10-fold in the 1970s. In 1960s achieving independence in 1965, Singapore's Real GDP grows at an average annual rate of 8.6 percent between 1965 and 1999, thanks to a policy of export-led growth.

1970s Indonesia, Malaysia and Thailand join the flying geese, with their economies developing close ties with Japan. They, too, opt for the export-led model.

In 1990s a huge new economy, China, joins the group. But its size leads researchers to question whether it is a

goose at all. China has many of the features common to the East Asian growth model, such as export-led growth and an emphasis on low-cost manufacturing. Beneath its forbidding Communist exterior, China is a goose at heart. Its massive size, however, poses some problems to other nations at a comparable stage of development. By the 2000s, China displaces Japan in many respects as the head of the gaggle of soaring Asian economies.

India and Flying Geese Paradigm:

In 2007, the gaggle is astounded by the presence of another large flying object in its midst, with following characteristics:

- Its economy is based on domestic consumption rather than exports
- It has a competitive advantage in services rather than in manufacturing
- It has a reputation for preferring high-tech to low-tech.

The Indian economy has recently been notching up some of the highest growth rates in the world. But India's economic growth is truly a miracle, simply because its economy has followed a completely new path to development, one that has not been followed by any of the late developing economies. The Indian growth path is unique, because it is not following a proven model.

More than half of India's GDP comes from the services sector. It is also the fastest growing segment of the economy. In sharp contrast, Asia's growth has traditionally been through low-cost manufacturing. It is natural for countries with large reserves of low-cost labor to go in for a labor-intensive strategy, as that would be the best way to provide jobs — the displaced peasant or agricultural laborer hops on a bus to the nearest city to work in textile factories or computer assembly plants.

That is very different from the Indian economy. Since India has not followed the export-led growth strategy seen in East Asia. And this is linked to the second difference, namely, India has not been as focused yet on manufacturing in the same way as the East Asian countries and China have.

India's growth trajectory has been unique. The traditional Asian path has been to start with low-technology products like toys and readymade garments, and then work up the value chain to products like automobiles and electronics. India's trajectory has used the skills of the educated middle-class to boost services — software, airlines, banking, hotels, telecommunications and so on.

No country has grown by expanding its services sector first — precisely what is happening in India. One reason is that when East Asia started developing, there was no

significant outlet for the export of services, so it had to go into manufacturing. India, however, missed that bus, opening up its economy when demand for services was growing. The emphasis on services was the result of serendipity. There was no planned growth strategy to increase the share of services.

A lack of infrastructure was a factor in entrepreneurs choosing services rather than manufacturing. The private sector discovered they could do better in services. Since services-led growth began, there has not been enough pressure to remove the roadblocks in manufacturing.

Indian states have started behaving like industrial countries at nearly a quarter or one-fifth of their income levels. For example, manufacturing should normally start declining at about \$14,700 per capita; yet, Karnataka and Maharashtra have seen a decline in the share of manufacturing at an income per capita of about \$2,700 and \$3,400, respectively. The notion that a higher share of services heralds a developed economy is not at all true notion. The expansion of the share of the services sector does not indicate that the economy is an evolved one. The share of services in Bangladesh is 52 percent, and for Senegal, 66 percent.

The traditional Asian model has meant high savings and investment growth, with domestic consumption being held in check to garner the necessary resources. If there is a secret to Asian growth, it is simply deferred gratification, the willingness to sacrifice current satisfaction for future gain.

The driving engine of the East Asian economies was investment; India's is consumption. As India's model is more consumption-oriented, it is more people-friendly; much of the demand in the East Asian countries comes from exports to the developed world, while in India most demand is based on domestic consumption growth. The big difference is that East Asia has played globalization more than India; India have been more autarkic. That is why the export machines of East Asia have large current account surpluses, while India has a deficit.

The biggest difference India has with all previous development models is that none of them developed initially under full democracy. Japan started to develop during the Meiji restoration and under the autocratic system that existed before World War II. South Korea, Taiwan, Thailand, Singapore And Indonesia all had either strongmen in charge or very restrictive political systems. None of them had labor rights, free trade unions and a free press. Even Britain, home of the industrial revolution, had an electoral system hedged with property qualifications.

By Anvay Tailang

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

MY FISHING STORY

Japanese people love fresh fish. However, the waters close to Japan have not held many fish for decades. So to feed the Japanese population, fishing boats got bigger and went farther than ever.

The farther the fishermen went, the longer it took to bring in the fish. If the return trip took more than a few days, the fish were not fresh. The Japanese did not like the taste.

To solve this problem, fishing companies installed freezers on their boats. They would catch the fish and freeze them at sea. Freezers allowed the boats to go farther and stay longer. However, the Japanese could taste the difference between fresh and frozen and they did not like frozen fish. The frozen fish brought a lower price.

So fishing companies installed fish tanks. They would catch the fish and stuff them in the tanks, fin to fin. After a little thrashing around, the fish stopped moving. They were tired and dull, but alive. Unfortunately, the Japanese could still taste the difference. Because the fish did not move for days, they lost their fresh-fish taste. The Japanese preferred the lively taste of fresh fish, not sluggish fish. So how did Japanese fishing companies solve this problem? How do they get fresh-tasting fish to Japan?

How Japanese Fish Stay Fresh

To keep the fish tasting fresh, the Japanese fishing companies still put the fish in the tanks. But now they add a small shark to each tank. The shark eats a few fish, but most of the fish arrive in a very lively state. The fish are challenged.

Recommendations

Instead of avoiding challenges, jump into them. Beat the heck out of them. Enjoy the game.

If you have met your goals, set some bigger goals.



Once you meet your personal or family needs, move onto goals for your group, the society, even mankind. Don't create success and lie in it.

By Rogelio Maglaqui

Senior Documentation & Customer Service Transworld Saudi Arabia

Siddhant clocks good timing at Mumbai Juniorthon

Siddhant Ashish Malushte, 12, grade VII student of Parle Tilak Vidyalaya ICSE, (son of Ms. Namrata Malushte, Shreyas Shipping & Logistics Ltd) successfully completed his 2 km run at the Mumbai Juniorthon held on 6th December, 2015. He completed the run in a time of 13 minutes.

We congratulate him on this achievement.



Humans At Sea



Capt. Rakesh Raj

This is the man I am. My life moves in a circular direction. I come back home to go away and go away to come back. I have no address except for the name of the vessel, my passport shows one, my home is elsewhere, where my heart belongs. I am not like any other man, but yet I am the most ordinary person at heart.

I cannot go through the daily mundane stuff of the ordinary man and yet the ordinary man cannot take the pain I go through. He cannot live away from his home, love and life for months on end. He cannot be the helpless son, the lonely husband or the yearning father. He will never know the frustrations of staying awake for days and not getting rest at all, working continuously round the clock. There are no constant time zones we stick to.

The ordinary man will not know the lonely cabins I come to after work, whereas he comes to a house full of people. He gets to eat what his mother cooks and gets to be hugged by his children daily. I only see them on pictures. He gets to hear them and see them daily, whereas I have to be strong and do my duties. My wife must be silently wiping her tears and braving the pain I go through when I cannot see her, when I don't see her as well. Her hands must be longing to hold my hands, her heart must be longing to

love me, her lips must be longing to tell me all things happening during the day, her eyes must be longing to look into mine. Whenever she looks at couples on the way to the Super market, she must be turning away her eyes and consoling herself that just few more days. I am an ordinary man and I am away doing my job. I tell everyone to understand that. I need to be away. I am not a cassanova, I go to the shore to step on land, because I have not felt it beneath my soles for long. I may have dirty secrets but I may not be perfect at times. I am a very lonely man. I have mates with me everytime, but no family when I am away. I don't even know what they do or how they are. The biggest fear that grips my heart is when my family needs me desperately I may not be around them. I fight myself daily, I fight these surging thoughts, I tell myself not now mate, our duty calls. I look forward to the day I meet my folks at home, I pray for their safety and well being here and hope they are happy. I only want them to know, that while I stand tall on the bridge or working hard at the engine, I love my family and I am proud of who I am and what I do.. The ordinary man I am inside, I shall always be.. But...The man I am today... No ordinary man shall be. - From a sailor's diary

By Capt. Rakesh Raj

Vice President
Balaji Shipping Lines FZCO

A Brand is Born



Ronald Lobo



During the last quarter of 2015 Project Genesis team worked very hard and put together whatever was required to launch BSL Freight Solutions Pvt Ltd, which had to go on stream with effect from 1st January 2016.

The project team put in all efforts to ensure the launch was not delayed and worked meticulously with many departments to make things happen. And bingo, on dot, the new entity set sail as planned.

In some ways a brand is just like a person. When a person is born, he or she gets a body, a name, a shape, a size and a color. At that time he is only a bundle of promises and hopes. As time passes whether those hopes or promises are fulfilled or not decides his image in the outside world.

Initially a brand is a unique name, a logo design, a symbol, words that define, a slogan or a combination of all these, used to create an image in the customers mind that identifies the product or service and differentiates it from its competitors. As time passes, the image becomes associated with a level of quality / satisfaction / credibility in the customers mind.

Branding is the process of creating and communicating a brand identity. Every brand has an association in the mind of the customer. The association may be positive or negative. It is an emotional association. The customer loves some brands, hates some and is neutral, undecided or indifferent towards some brands. For any product or service as a brand's name comes in forefront for customers, a relationship also gets created. This emotional reaction is the result of the relationships the brand has with the customer.

Similarly, when a brand is introduced to the market it generates some hopes and promises in the minds of the customers. If it fulfills those promises made to the customers consistently, it becomes fixed in their minds. On the other hand if it fails to live up to the hype that it created it gets lost into oblivion.

A brand does not exist only on our product packaging or on our website or on our sign boards. It exists in our customers minds and our brand identity as a Group has grown stronger over the years and is a brand to reckon with. It is synonymous with shipping and logistics world in the industry.

A brand is a promise either fulfilled or unfulfilled. The relationship between the brand and the customer starts when the customer chooses the brand for the first time, with a hope that the brand will truly perform as per the promises it has made and we have performed as per customer expectation and our customers do not let any other brand take the position easily. As the number of such strongly connected loyal customers increases the brand becomes more and more formidable.

Once created the brand will survive forever. To stay relevant with the changing times and market realities the brand has to keep evolving. It has to keep reinventing itself and stay alert and remain relevant and fresh in our customers' minds. The ideal position for our brand in customers mind must be at the top. So we must build and manage our brand with that intention in mind.

Our brand is created naturally and is already a superstar. We will do everything with the aim to be always in our customers' mind and be our customers' first choice.

By Ronald Lobo

General Manager Operations - All India
BSL Freight Solutions Pvt Ltd, Mumbai

Relay Shipping hits a milestone

It gives us immense pleasure to share with all in Transworld Group that with the guidance of our CEO Capt. V.K. Singh, the team at Relay Shipping JNPT, successfully handled over 80 Agency vessels over the last few years. The agency handling includes 12 Tankers of Molasses Export, 51 Tankers of Palm Olein Import and 17 Break bulk and container vessels. Recently we handled a prestigious project cargo which was 37.35 mtrs long and 340 M.tons heavy, shipped from JNPT to Chennai. The same was also reported in EXIM News.



By Rajesh K. Mehra

Branch Manger
Relay Shipping Agency Ltd
Nhava Sheva, Mumbai

Congratulations, Capt. Bharat Sabharwal



Congratulations to Capt. Bharat Sabharwal, CEO of BSL Freight Solutions Pvt Ltd for being honoured with the Udyog Rattan Award by Institute of Economic Studies.

This function was held on 30 December 2015 at the Indian Habitat Centre, New Delhi.

Transworld Group congratulates Capt. Sabharwal on this noteworthy achievement and wish him that more such accolades comes his way.

POEMS

The Girl who does not exist

I was nothing but a NIGHTMARE
 I was being judged with dark and FAIR
 It was difficult to swallow that AIR
 Just like to climb that long STAIR
 I was compared to the BOYS
 Who had the opportunity of JOYS
 I only had to hold the TRAY
 I had no other way but to STAY
 I wanted to CRY
 But they did not let me TRY
 I did not want to LIE
 But just wanted to DIE
 I felt really RARELY
 In this whole world of "SPARE ME"
 Because it was ME
 The girl who does not EXIST!



By Shiksha Sabharwal
 D/o Capt. Bharat Sabharwal

Nature's Gift

You gave me a bunch of flowers
 Falling from the trees like a shower
 Touching from my head to toe
 Making my skin glow
 Heading towards the south
 Beautiful! announcing from my mouth
 Giving it a chance
 Because it is my last Glance.

they would leave feeling an awful
 lot happier just from a couple of
 minutes talking to the owner.

The goal of this story is to encourage a positive attitude and behavior, no matter what is happening with the business or personally. Being part of a successful team is the end result, your attitude is what comes first.

By Umesh Suratkal
 Head Transworld Saudi Arabia

The Power of Positivity

There was a gardener who was running his family business that had been passed down from his grandfather to his father and now to him. The staff were happy, and they had more than enough customers, and the team and business were both very successful. For as long as anyone could even remember, the current owner and his ancestors before him were always happy, positive and optimistic. Generally, people assumed that was because they were all running a very successful business.

Testament to this, there was a tradition of all the owners to wear a big lapel badge saying "Business is Great!" Generally, it was great, but there were tough times just like all businesses. The key was that no matter the success of the gardening business, the owners attitude was always the same.



Umesh Suratkal

The first time anyone saw the owner and the badge, they would invariably ask "What's so great about your business?", or make

their own comments that their own companies were suffering, and they were miserable in their personal lives because of how stressed they were. What the badge was great for was starting a conversation, where the owner could then talk about all of the positive parts of the business.

- how much he loved meeting and talking with new people each day
- how rewarding it was as he helps staff rise to meet new challenges and experiences
- being able to laugh and relax in a work environment where all the team get along
- how much he loves helping people with the actual gardening
- the feeling of satisfaction from finishing a job to the best of his ability
- the new challenges that force you to learn something new everyday
- the thought that everyone doing business is blessed, because of the opportunity that comes with being in a civilized country, where there are no real worries.
- The list goes on and on. No matter how bad a mood the customer was in before walking in the store,

“DEAD FLIES”

“.....dead flies cause even a full bottle of perfume to stink.....”

An interesting line from the Holy book -The Bible, really attracted the writer and that became food for thought recently!

This line from the Bible, goes like this, “.....dead flies cause even a full bottle of perfume to stink.....”

Work place is the second home of each worker or employees. This is the place where we apply our talents and capabilities for the benefit of the employer and ourselves. This is one of the places where one should show case their integrity, diligence and trustworthiness.

Right from top level officers or owners to the lowest down level workers, people may be coming from different culture and family background. We are lucky that, we are born in a country where we believe in “Unity in Diversity” and it also helps us to spread our wings easily even beyond our borders. Each employee brings warmth and fragrance of different culture, traditions and talents to the work place. It’s really a place of amazing fragrance!

However, some times, various types of “misconducts” of employees or workers, make the organization or work place to ‘stink’ resulting in damage to that ‘full bottle’ of ‘perfume’ (organization).

One question will be definitely raised here! How will you identify these “Dead flies” ?

If we come across people (Employees/workers), who are aggressively promoting ‘self importance’ or ‘self interest’ in an organization, we can consider such behaviour as one of the ‘symptoms’



George Varghese

of a “dead fly”. They will surely spoil the name of themselves and the organization in the long run.

Another category of people we find are persons with “high spirit of criticism.” Such employees will always keep criticising regardless of hierarchy and without consideration of organization’s benefit and name. Though positive criticism will always be acceptable everywhere, and by everybody, negative and excessive criticism will have negative impacts on organizations.

We can also see some people without any “belief” and “faith” in their current organisation and join hands with competitors and customers for wrong motives and reasons. Such activities and attitudes invite bad reputation for the organisation.

When we join an organisation or a work place, we should walk in with confidence and strong commitment to demonstrate loyalty and integrity from the heart. When we work there work with passion and uphold the name and reputation of your organisation.

When we leave an organisation or a work place for our ‘better prospects,’ leave with sheer conviction and with a clean hand and heart, and of course with good relationship with your bosses and management.

Let it be our pledge that we will not be “dead flies” in any organizations.

By George Varghese

Branch Manager
Transworld Shipping and
Logistics Ltd
Gandhidham, Mundra

The Elephant Rope

As a man was passing by some elephants, he suddenly stopped, confused by the fact that these huge creatures were being held by only a small rope tied to their front leg. No chains, no cages. It was obvious that the elephants could, at anytime, break away from their bonds but for some reason, they did not.

He saw a trainer nearby and asked why these animals just stood there and made no attempt to get away. “Well,” trainer said, “when they are very young and much smaller we use the same size rope to tie them and, at that age, it’s enough to hold them. As they grow up, they are conditioned to believe they cannot break away. They believe the rope can still hold them, so they never try to break free.”

The man was amazed. These animals could at any time break free from their bonds but because they believed they couldn’t, they were stuck right where they were.

Like the elephants, how many of us go through life hanging onto a belief that we cannot do something, simply because we failed at it once before?

Failure is part of learning; we should never give up the struggle in life.



By Gajendra A Mendon

Transworld Saudi Arabia
Dammam

Our Most Valuable Resources – Our People

Chit-Chat with Mr. Mahadeo Yellonde, 33 Glorious Years in Transworld

Name - Mr. Mahadeo Yellonde

Date of Joining – August 02, 1982

Date of Birth – June 21, 1963

Brief about family / children – He has three children, two sons and youngest is a daughter. His wife is a home maker. His eldest son works as a Gym instructor, second son is in quality control department in a diamond polishing company and his daughter works as an accountant in a diamond trading firm. He is blessed with a grand daughter and 2 daughters in law.

Education – He is only a matriculate with vast years of experience.

Career Progression – He started his career with Himalaya Shipping in clearance department and was there for almost a year and a half when he got the opportunity to work with Transworld Group.

Early / Initial days with Transworld Group – He joined Transworld Group in August 1982, in Interseas Shipping, as an office boy with a consolidated salary of INR 375/- p.m. In January 1984, he was transferred to worldwide cargo care – ops dept. His first promotion was in 1992 as a dock clerk – shipping. In November 1994, he was transferred to NLS Agencies. In 1998 he was promoted to E1 (Executive) grade. In July 2001 – shifted to Relay Shipping to be a part of the group ops team which was headed by Mr. Nambiar. In Dec 2003 he was again transferred but this time to Albatross Shipping where he has been till December 2015. From 1st Jan 2016 he has been with BSL Freight Solutions Pvt. Ltd.

Years in Transworld Group - He has completed 33 successful years with us.

Life in Transworld Group – His journey in Transworld Group has been one of learning, throughout. He has



In order (left to right) – Mr. Mahadeo Yellonde, Younger Daughter in law – Shalaka with Granddaughter - Sai, younger son – Sachin, wife – Savita, Daughter – Seema, Eldest Son – Harshad, Eldest Daughter in law – Vaidehi.

met lots of good people in this journey and has always been supported by helpful seniors. His days in docks taught him hard work and patience and helped him acquire a strong working stamina. In his 33 years of career, he has worked as an office boy, clerical assistant, dock clerk, telephone operator, operations staff and at present as an Operations Executive in CFS. His daily travel time to and from office and home is around three hours.

Relationship with colleagues in Transworld - In this passage of time he has carried wonderful memories of encouraging and supportive bosses and colleagues. Moreover he has had the good fortune of working for and under our founder Chairman, Sivaswamy Sir and our present Chairman, SR Sir and our Vice Chairman, VR Sir. Mahadeo used to report to Sivaswamy Sir in Embassy Centre for voucher submission. At that time he says he learnt the most important virtue which has stayed with him. Sir used to always emphasize that one should always consider their workplace as home and always worship it with honesty and hard work. Also he always accentuated to tell him the truth and approach him whenever faced with any constraints and not to indulge in dissolute activities to earn extra money. This teaching has till date remained in his heart and mind

and he endeavors to stick to it for his entire lifetime.

Hobbies – He has had very limited time to indulge in hobbies, which are religious readings and taking care of his farm in his hometown.

Retirement Plan – He has four more years to retire and he plans to shuttle between Mumbai and his hometown in Konkan, near Guhaghar and take care of his ancestral home and beatlenut farming.

Long Service Award received – He was felicitated in July 1999 for completing more than 15 years of service and in July 2009 for completion of 25 years of service.

Thank you note – He would like to express his heartfelt thanks to the company and management for taking care of him like a family for more than 33 years and also his bosses, especially Nambiar Sir who taught him never to say no to any job without giving it a try.

His words of wisdom to the current generation – He implores the current generation to give their 100% to their jobs irrespective of the work they are doing. Always take things positively and in a good way, be independent and keep working without thinking of the rewards. Hard and smart work rewards and pays off eventually.

Successful Thinking



Deepa Varghese

Success in living and working in today's "Information Age" requires successful thinking. Everyone is capable of increasing successful thinking. Successful thinking is using any mental skill to get results.

Successful thinkers are always in demand. A person who knows "HOW" may always have a job, but the person who knows "WHY" will always be his Boss. Successful thinkers solve problems, they never lack ideas that can build an organization and they always have a hope for a better future. Successful thinking can do many things to you: generate revenue, solve problems and create opportunities. It can take you to a whole new level—personally as well as professionally.

Successful people are all alike in one way: how they think! That is the one thing that separates successful people from unsuccessful ones. If you change your thinking, you can change your life! "More gold has been mined from the thoughts of man than has ever been taken from the earth"- Napoleon Hill. When you take the time to learn how to change your thinking and become a better thinker, you are investing in yourself. But a human mind with the ability to think well is like a diamond mine that never runs out. It's priceless. One good thought does not make a good life. Success comes to those who have an entire mountain of gold that they continually mine, not those who find one nugget and try to live on it for fifty years. To become someone who can mine a lot of gold, you need to keep repeating the process of good thinking.

Successful thinkers always prime the pump of ideas. They always look for things to get the thinking process started, because what you put in always impacts what comes out. Spend time with the right people. Sharp people sharpen one another, just as iron sharpens iron. If you want to be a sharp thinker, be around sharp people.

Ideas have a short shelf life. You must

act on them before the expiration date. Formula for success: "Think things through—then follow through."

Becoming a successful thinker isn't overly complicated. It's a discipline. Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome. Having a purpose, goal, plan and then implementing them are the processes required for success. The real ingredients of success in your recipe are your personal qualities and responses to situations.

Here are some ways to get better results with our thinking:

Be a Learner: First, set your ego aside and openly acknowledge how little you really do know right now compared to all that you can know. Then commit to being a perpetual learner for the rest of your life. Grow, learn and improve with every breath. That acknowledgment and commitment will get results. Understand how your own brain "tricks" you into over-simplifying things, distorting perceptions and memories, and convincing you things are true despite the lack of evidence. Things are not always as they appear and all that you think you know may not always be so. Truth isn't easy to discern. Look for operating principles that hold true in a variety of situations over time. For instance, you usually get what you expect; if you don't like what you get, blame your expectation. Learn from both your failures and successes - avoid making unnecessary past mistakes over and over again, and re-use elements from your successes to increase them in the future. The lessons you learn will reduce failures and increase successes.

Make and Verify Assumption:

One assumption is probably worth making: miscommunication and misunderstanding are more the norm than not. Good communication takes hard work and doesn't occur without much care and effort to understand and be understood by another person

through gradual clarification.

Ask Questions: Focus more on asking good questions than coming up with clever answers. Good questions open doors and create progress.

Separate feelings from thinking: Remove all the emotions that are clouding the issue. Then look for ways everybody can win something and not lose anything important by rationally discussing the situation. Conflicts are opportunities that challenge your thinking.

Very few things are serious. Being too serious taxes your whole being and a good hearty laugh frees you up for more successful thinking when you may need it most.

Be Positive: Focusing on negative things and differences can be amusing but it isn't very productive, focusing on positive similarities builds unity and strength. Having positive beliefs and positive expectations tend to lead to positive outcomes.

Exercise your Brain: You can easily get out of shape mentally if you don't exercise your brain regularly. Make an effort to read more, pay closer attention to details, have more meaningful discussions, work from a definite plan, apply systematic problem-solving strategies, analyze failures and successes, etc.

The most useful mental skill is keeping an open mind—not making pre-judgments, convincing yourself you are right, arriving at pre-mature conclusions, or not setting beliefs and values in concrete, but rather being tentative, non-judgmental and exploring possibilities more.

Moreover it is said that Success is a Tasty Dish. Patience, Intelligence, Knowledge and Experience are its Ingredients, but "Hard Work" is that little Salt which makes it Delicious.

By Deepa Varghese

Senior Executive

Shreyas Relay Systems, Gandhidham

A Complete History Of The Shipping Container



Umesh Suratkal

Because of the ubiquity of shipping containers, we take them for granted in today's society. But you only need to go back 60 years and we had no shipping containers- no intermodal transport systems.

How is it that the world knows the name Henry Ford yet not Malcom McLean? Today we are going to look at the history of shipping containers - what we used before them, how and who invented them and finally, the impact they have had on globalisation and the world as we know it today.

Pre-Shipping Containers

For centuries mankind has voyaged across the seas taking not only themselves but food, cotton, treasure and goods, the likes of which their own country had never seen before. Just think of the Egyptians, Greeks, Romans and more recently the British!

How did they transport their goods around the world? Well they clearly shipped them, but without any standardisation it was a slow and difficult process.

Goods would be stored at a port warehouse until a boat was available. When an empty vessel arrived these goods would be transported from the warehouse to the side of the docked ship. Goods would typically be loaded into sacks, bales, crates and barrels, and then they would be loaded by hand onto the ship. As you can imagine this would be a very labour intensive process. This process was known as break bulk cargo, and a typical ship would have around 200,000 pieces of cargo on-board.

Towards the later part of the second industrial revolution (early 1900's), this lack of standardisation was becoming a real issue, especially considering how prevalent trains

had now become. Transferring cargo from ships to trains was extremely slow and caused major delays and blockages within many ports. Larger ships would take around a week to unload then re-load (Levinson, 2006: *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger*).

This was the only way to transport goods and for centuries this process remained unchanged.

Just Who Was Malcom McLean?

There was a great need for a standardised method of transport but for this to be realised a whole host of industries needed aligning, such as: ships, trains, trucks and port terminals. As you can imagine, it would require a lot of work and persuasion to make such a feat possible.

This is where you find out exactly who Malcom McLean is.

Malcom McLean was born in 1914 and grew up on a farm in North Carolina. After finishing school in 1931, he worked for several years to save up enough money to purchase a second-hand truck, and in 1934 he launched his transport business. McLean soon scaled up his transport business and had five trucks.

During a routine delivery of cotton bales in 1937 from North Carolina to New Jersey, McLean witnessed stevedores loading and unloading cargo, which took hours on hours, and he contemplated on what a waste of time and money this was.

From 1937 until the start of 1950, McLean focused on his transportation business, which now had over 1750 trucks and 37 transport terminals. In fact it was the fifth largest truck transportation business in the whole of America.

It was during this time period that several weight restrictions and levying fees were introduced to road transportation. It was not uncommon for McLean's drivers to be fined for heavy loads of cargo.

McLean was now looking for a



more efficient way to transport his clients' cargo and was reminded of his experience in New Jersey back in 1937. It was now when he had the idea of creating a standard sized trailer which could be loaded onto boats in the volume of not one or two, like with his trucks, but in hundreds. He envisaged revolutionising his transportation business by removing most of his trucks and using boats to transport the goods to 'strategically' place trucking hubs.

This would mean that trucks would only be used for short, intrastate, deliveries. Hence eliminating the weight restrictions and levying fees which had only recently been introduced.

The Birth of a New Era: Intermodalism

McLean, convinced by his idea to create a standardised shipping 'trailer' or container, sold his trucking business and in 1955 took out a bank loan for \$42million. He used \$7 million of this loan to

purchase an already established shipping company: Pan-Atlantic Steamship Company. Pan-Atlantic already had docking rights in many of the eastern port cities which McLean was targeting and shortly after buying them he renamed it to SeaLand Industries.

McLean then went on to test variations of the container and finally settled on a primitive form of what we know today as the shipping container. It was strong, standardised, stackable, easy to load/unload and lockable (which



made it theft resistant).

So now McLean had his containers, the final piece of the jigsaw was designing ships which could hold the containers. He bought the oil tanker, Ideal X, and modified it to hold 58 of his newly designed containers, in addition to 15,000 tons of petroleum.

On the 26th of April 1956 Ideal X left New Jersey, heading for Houston. The success of his design was reinforced when the company was taking orders before the ship even docked in Houston to take goods back to New Jersey. This was mainly due to McLean being able to offer 25% discount off the price of conventional cargo transportation at the time. Also because the containers were lockable, it stops goods from being stolen during transit.

The Expansion of Shipping Containers

Following the success of Ideal X's maiden voyage, McLean ordered the first ever ship specifically designed to carry containers: Gateway City.

Gateway City's first voyage was in October 1957, and went from New Jersey to Miami. Incredibly it only required two groups of dockworkers to unload and load the cargo. The cargo could be moved at a staggering 30 tons per hour, unheard of at the time.

Standardisation

At this point, McLean was using 33 foot containers- opposed to the 20 and 40 foot containers which we see today.

However there was still the issue of a lack of standardisation with regards to the container's size and corner fittings. This standardisation was needed so containers could be stacked effectively. Also trains, trucks



and other transport equipment required a standard sized container so each method of transport could be built to a single size.

During the Vietnamese war the US government were looking for a way to ship goods more efficiently and were pushing for standardisation. McLean's SeaLand Industries were still using 33 foot containers whereas industry rival Matson's were using 24 foot containers. McLean agreed to release his patent of the revolutionary shipping container corner posts (vital to its strength and stacking) and several standards were agreed.

- January 1968: ISO 338 defined the terminology, dimensions and ratings.
- July 1968: ISO 790 defined how containers should be identified.
- October 1970: ISO 1897 defined the recognised sizes of the containers.

As a result of these standards we now have the 20 foot and 40 foot

shipping containers. In fact 20 foot containers, called Twenty foot Equivalent Unit (TEU), went on to become the industry standard for referencing cargo volume.

Resistance

The final stage to shipping containers spreading worldwide was the resistance at ports due to the widespread redundancies caused by containers.

As we spoke about earlier on in the article, traditionally, the process of loading cargo required lots of port workers to physically manhandle all of the goods into position. However with containers these workers were no longer required, which caused outrage with the dockside unions. During the early 1970's many union workers went on strike, disrupting the shipping industry and shipping container's rapid expansion.

However, due to the huge financial savings of containerised shipping, these union workers were paid severance agreements and shipping containers' growth sky-rocketed.

As a result, by 1970, SeaLand Industries had 36 container ships, twenty-seven thousand containers and connections to more than 30 ports in America. McLean then sold the company to R.J. Reynolds for \$160 million.

Would like to share a personal note with you all, I am from the fishing community and my grandfather had once said to my mother which she shared with me.

"As long as there is water in the sea we won't sleep hungry and will have a fulfilling life" and this has proved so true to me.

There is also an old adage that "who rules the sea, rules the world". And I am proud that we are a part of the sea world.

By Umesh Suratkal

Head Transworld Saudi Arabia

Republic Day celebrated



Transworld Group celebrated India's 67th Republic Day with a flag-hoisting ceremony at the Corporate Headquarters in Dubai. Mr. Ritesh S. Ramakrishnan, Executive Director, hoisted the flag in the presence of Transworld Group family members.

New Faces

We extend a warm welcome to all those who have recently joined Transworld Group family and wish them a successful career



Azad Rawdin
Country Head
Transworld Shipping And Logistics WLL
Doha, Qatar



Roshana Chaminda Jayasekara
Senior Executive Operations And Customer Service
Transworld Shipping And Logistics WLL
Doha, Qatar



Prudhvi Ramagiri
Tally Clerk
Transworld Logistics FZE

Scribe Surprize

Your favourite newsletter TransVIEW now 'Trans'formed. It's got your views, it's got your news and we need them coming.

Just send in your contributions to transview@transworld.com and if selected, you stand to win attractive prizes.

So get cracking on those ideas and start sending them. Winning was never so easy!

The following are the winners of the Scribe Surprize

1st Prize : Cash Award of US\$ 100/-:
Sharique Iqbal, Operations Manager Transworld Saudi Arabia, Dammam.

2nd Prize : Cash Award of US\$ 60/- :
Ronald Lobo, General Manager Operations - All India, BSL Freight Solutions Pvt Ltd, Mumbai.

3rd Prize : Cash Award of US\$ 40/-:
George Varghese, Branch Manager, Transworld Shipping and Logistics Ltd, Gandhidham, Mundra.



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.