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Bi-monthly publication of CSS Group

REBUILDING KERALA CSS Group's CSR Initiative

MOVING TRUCKS TO MALE

GPLN AGM CSS attends GPLN AGM in Bremen

A TATA TAL

LEADING FROM THE FRONT LINE

LIGHTHOUSE



PROJECTS OIL & ENERGY

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www.cssgroupsite.com **_IGHTHOL** HAIRMAN'S CONTENTS MESSAGE



'Righteousness' was a word which former India President Dr. APJ Abdul Kalam used in most of his speeches. Its frequent use made me ponder on the meaning which may be defined as. 'a quality of being morally correct and justifiable'. It helped me recognise that in our lives, both personal and professional, there are situations where we have to take decisions that may not be so comfortable for everyone. I have personally found myself, many times, in such a dilemma. The way forward is to remember the

concept of 'righteousness'. When we are able to justify our thoughts and decisions as being right, we should not hesitate in taking the initiative. I have never delayed acting decisively about an issue which is correct and good for the larger group.

My observations indicate that a large majority are reluctant to be as quickly and effectively resolute, especially when bold decisions are needed.

Their biggest problem seems to be that they don't have the courage to say. "No". I have always found that if one strongly disapproves of something then there is little point in trying to appease others by saying, "Yes". To do so will not only destroy yourself mentally but also weaken your self-esteem. Why do others find it so troublesome to say. "No"?

It is because there is a fear of rejection, not being liked by others or anxious at having to perhaps stand-alone upholding what you believe?

Whatever feeds such reluctance can be assuaged by remembering Dr. APJ Abdul Kalam's concept and start acting with 'righteousness'. The more you do so the more you will be prepared and confident to take meaningful decisions, for the good of others and your own well-being.

This latter sentiment is so appropriate when we realise the tragedy that has unfolded in my home state of Kerala. The relentless force of nature's floods has brought disaster and heartbreak. "For the good of others and your own well-being", provides a mantra spurring all to wholeheartedly join in supporting efforts to help the rescue services and provide succour for those in need.

I pledge to do all I am able to do to assist others in their time of great need. I express my sincere prayers on behalf of CSS Group and myself; knowing that 'Righteousness' being shared by all, amongst us all, will see Kerala recover from this terrible tragedy.



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LEADING FROM THE FRONT LINE OPERATIONS & PROJECTS

The Lighthouse editorial team sat down with Sreenath V. - Vice President Operations & Projects – to know more about his dedication to the field of logistics and freight forwarding, what his motivation is and more.

By: Minaal Pervaiz



If you were to describe yourself Vice President of Operations & Projects! in under two minutes, how would you sum it all up? Team player, flexible and open to constructive ideas.

How did you first get involved in the Shipping, Liner and **Logistics industry?**

Getting into the logistics industry was purely an accidental occurrence. I started off my career by being part of the customs clearing division and as opportunities presented themselves, I kept learning various aspects of the logistics industry.

Tell us how you got to join the CSS Group. Why did you want this job?

CSS was - by 2002 - a very fast-growing organization. I met Mr. Kala [CEO and Founder, CSS Group] and Mr. Anil Kumar [Finance Director, CSS Group] through a mutual friend. We sat down for a casual cup of coffee and we discussed the role they had in mind. Now, 16 years later, I sit here as the

What do you think it takes for an employee to get ahead in the CSS Group?

There is no alternative to hard work and when it is combined with honesty and passion, growth is imminent. There are a lot of opportunities still around for youngsters in the CSS Group. If they understand that growing laterally too is an achievement, then for sure they will [get ahead].

Could you tell us about the portfolio you are currently managing?

Presently I work along with the operations team of Consolidated Shipping Services, be it the CFS or the SCM requirements, take care of the Transport department activities, and commercially involved with the projects division under Mr. Raj George.

How would you handle failure?

Failure can only be understood as being a corrective step towards success. Why not embrace it, learn and look forward to new doors?

What do you enjoy most about working here?

Being a part of a big family, where everyone cares for one another, works as a team to find solutions and then enjoy the fruits of their labor - together.

What is your personal philosophy on working with logistics and freight forwarding at this point?

I have moved ahead in my career simply due to the passion I developed for the job I do. I am still learning the nuances of this industry. The logistics industry is an ocean and you never get tired of learning new things on a daily basis.

What do you think the current state of affairs are in the industry and possible (positive/negative) predictions using your knowledge at this point?

The market is on a course of stabilization with various aspects affecting our industry. As CSS, we have always ridden the wave quite fine over the years and are confident that we will ride this one too very smoothly. Of course I am not predicting anything but as a team and putting in a consolidated effort - we are earmarked to do well.

What motivates you?

It is the team, the people that one works with that motivates one automatically. I appreciate every day that I can walk into my office and interact with such willful and intelligent colleagues. That is my motivation - I keep going because I want to, not need to.

MOVING TRUCKS TO MALE

AIR CRAFT RESCUE FIREFIGHTING TRUCKS, MOVED BY CSS PROJECTS TEAM

An interesting project movement was successfully concluded by CSS Projects team lead by Sony Mathews recently. The details of the movement were explained to Lighthouse by Sony himself. Air Craft Rescue Firefighting trucks were the cargo. There were Two trucks to be moved from its origin at Jebel Ali to the destination at Male. The experienced CSS projects team conducted the pre-move survey of the route and the destination prior to the commencement of the move. Each point of the entire project was carefully assessed to ensure a fool proof and smooth journey of the cargo.

The trucks which were Out of Gauge, were loaded on to Flat Rack containers using special lifting gears. "We enjoyed each point of



the project execution. The movement was challenging at the same time exciting. Two cranes were engaged for tandem lift. Special wooden supports were provided for the accurate positioning of the trucks onto the flat racks. The trucks were lashed on to the flat racks and secured with suitable chains & buckles", mentioned the team leader.

All documentation and sanction pre-requisites were properly met so as to ensure a hassle-free cargo movement. "Project movements always demand experience and skilful handling. Executing the movement on-time with cent percent success is what we look into, at CSS. Our past experience and successful results attract clients to us when such demands pitch in", commented Raj George, Senior Vice President, Projects Oil & Energy, CSS Group, after the successful project completion.





SIVASUBRAMANIAN –CFS, awarded by Chandrakala(CK), COO, NVOCC, CSS Group





CARGO BY AIR

PROJECT CARGO MOVEMENT FROM DUBAI TO LAGOS

CSS Projects team has released details of an Air Project Cargo movement done to Lagos recently, to Lighthouse. The said movement was successfully handled and completed by the Projects team at CSS Dubai. 68 tons of Pipes, flanges, stud bolts and nuts were air freighted from Dubai to the African destination.

"Extensive examination of the scope and aim of the project movement needs to be analysed before commencing such projects. Our experience in the field of project forwarding helped us a lot in this regard" said Sajith Vijayan, Manager, Projects Oil & Energy Division, CSS Dubai.

As per Sajith, the main challenge in this particular project was managing the movement within a short time frame. The entire cargo was moved in four different lots and different



aircrafts, based on cargo movable on passenger flights and cargo flights and with minimum transhipments. The scope of the project included collection of the cargo, completion of airworthy packaging and per the airline guidelines and doing the airfreight.

"Timely follow up with the airline companies and updating the client about the status of the cargo in regular



intervals becomes indispensable to keep the movement robust. The assistance from the air freight department at CSS Dubai needs a special mention here. They have done a commendable job in successfully executing this project", mentioned Sreenath V., Vice President, Projects Oil & Energy Division, CSS Group.

The successful completion of this air project cargo movement has once again proved the trustworthiness of the Projects division of CSS Group, who have already in its credit a long list of renowned Project cargo movements in the Middle East over the last two decades.



APM TERMINALS' FLEXIBLE STORAGE SOLUTION REDUCES COSTS AND SUPPLY CHAIN COMPLEXITY

A new storage solution is being trialled by APM Terminals. The solution removes the need for customers to store containers or transport them separately when production and port schedules do not match up. The company's Maasvlakte II Terminal in Rotterdam, the Netherlands, is the first terminal to trial the 'Early Gate In' service. This allows the delivery of containers to the terminal outside of the normal permitted time frames, and therefore removes the need to deliver containers to an inland storage location for temporary storage or to deliver them in separate shipments. Delivering straight to the terminal removes the costs and complexity of additional transport between the inland depot and the terminal. And by enabling just one larger delivery between for example the factory and the terminal, economies of scale can be achieved.

MOVING EMOTIONS

YACHT & MARINE LOGISTICS, WITH CARE



CSS Homeward Bound – a domestic and international relocation company and also a division of the CSS Group – carried out a successful international movement, involving Yacht & Marine Logistics, this past month.

A Four Winns Horizon 260, with specifications of 7.93 (L) X 2.59(W) X 1.93 (H) mts. And weighing in at 4,580 lbs., was shipped to the USA. need to move his personal effects and property, in this case utilizing not only our relocation services but also our Yacht & Marine Logistics' skills.

All pre-requisites from the client's side related with the move were handled, including lashing, building a custom-made fabricated cradle, and more.

The team successfully secured the client for his

Kimberly Ola, International Moves Coordinator said, "The team finalized





equipment and internal divisions needed to carry out the job, with the client being promptly updated on every step. The job was successfully executed, surpassing our client's expectations."

The CSS Group is a world leader in the provision of marine logistics, offering global boat transportation and freight forwarding via air, road, rail and sea from a worldwide network of offices and exclusive agencies.

The CSS Group is the preferred shipper for many of the world's leading yacht manufacturers. Services include access to shipping cradles, CSS Load Masters and Surveyors overseeing all operations, all cargo handled directly through CSS' local offices, as well as offering general freight services for Marine Spares and Equipment.

GPLN AGM CSS ATTENDS GPLN AGM IN BREMEN



CSS group participated in the 15th annual general meeting of Global Project Logistics Network (GPLN) in Bremen, Germany. CSS Group was represented by Raj George, Senior Vice President, Projects Oil & Energy division and Narayan Tagore, General Manager CSS Bahrain & Qatar.

"GPLN is a wonderful assembly of Project Logistics professionals that provides great opportunities to discuss and formulize new ideas. We have pleasure in being a part of this network and gain a lot of mileage from attending the annual meet regularly," commented Raj George.

This meeting gave CSS the opportunity to meet the GPLN members face to face and efficiently build professional relationships, to discuss past, current and future business, and develop a range of business possibilities. This partnership brings together project cargo experts and independent project logistics specialist companies from around the world, all of whom have



an expert focus on project logistics.

"Being an active Project Logistics company CSS gain a lot from being here. GPLN goes beyond networking, offering visibility on the current biz trends and practices in project logistics" mentioned Narayan

Break bulk Europe is the continent's largest exhibition designed for the break-bulk and project cargo industry. It is bringing together EPCs, ports, forwarders, transporters and other cargo specialists and industry experts. The exhibition offers a multitude of networking opportunities, executive presentations focused on Europe's economic and transport issues. A chance to meet with over 500 exhibitors and sponsors, representing the entire industrial project supply chain Network with more than 10,000 participants and a lot of new business. The event provides a dynamic conference, along with a range of educational and training workshops.

AUTOMOBILE LOGISTICS

Logistics for transporting vehicles from port to port requires maximum reliability, safety and at the same time adequate network. The ever-growing demand for automotive logistics brought in CSS Group into this highly perfectionist job. CSS offers full rage of services from point of collection to point of delivery. State-of the art storage facilities, trained technical man power and fleet of own vehicles makes the company equipped to serve complex requirements. The extensive global network enables CSS Group to provide its service to both B2B and B2C clients. From the "auto racks" which allow for effective and environmentally friendly loading of vehicles in shipping containers to specialized handling of high end vehicles, the CSS Group is has become a trusted name in "auto

logistics" in the region. The proven success of auto logistics through Sea, Rail, Road & Air and a handful of satisfied clients gives an added confidence to the team at CSS.

The new warehouse facility in Jebal Ali combined with the previously existing facility, gives an unparalled infrastructure to cater to this segment of the business in the region. CSS facilities at Sharjah, including a covered area suited for storage of vehicles and the open yard are already popular with customers looking for safe and secure handling of vehicles.

SERVICE OFFERINGS:

- > Door- to- door automobile transport
- > Underbody protection and cavity sealing
- Pre-deliverγ inspection and cleaning
- > Mechanical & electrical servicing
- > Wrapping and Lashing on flat rack / Container
- Clearing all documentation works
- > Storage services on demand
- Photoshoot on demand



DP WORLD ACQUIRES LEADING PORT RELATED LOGISTICS SOLUTIONS PROVIDER IN EUROPE

DP WORLD ACQUIRES 100% OF UNIFEEDER, THE LARGEST CONTAINER FEEDER AND GROWING SHORTSEA NETWORK OPERATOR IN EUROPE

Dubai, UAE, 7 August 2018: Global trade enabler, DP World today announces the signing of the acquisition of 100% of the Unifeeder Group ("Unifeeder")1 for €660 million2 from Nordic Capital Fund VIII and certain minority shareholders. Based in Aarhus (Denmark), Unifeeder

operates the largest and most densely connected common user container feeder and an important and growing shortsea network in Europe, serving both deepsea container hubs and the intra-Europe container freight market. The Group reported revenue of €510 million in 2017 and EBIT margins in line with other asset-light logistics operators. The acquisition is subject to regulatory approvals and expected to be earnings accretive in the first full year after completion. It will be financed from existing balance sheet resources and is expected to close in 40 2018.

The acquisition of Unifeeder will further enhance DP World's presence in the global supply chain and broaden our product offering to our customers

- the shipping lines and cargo owners – with a view to ultimately reduce inefficiencies and improve the competitiveness of global trade. The current operations of Unifeeder are complementary to DP World's existing business and provides future growth opportunities.

Unifeeder, founded in 1977, is an integrated logistics company with the largest and best-connected feeder and growing shortsea network in Northern Europe with connectivity to approximately 100 ports. The company provides efficient and sustainable transport solutions for international container shipping lines between international and regional ports and shortsea services to cargo





owners with fully multimodal door-todoor solutions, combining seaborne transportation with road and/or rail. The business is cash generative and operates on a highly flexible cost base.

Sultan Ahmed Bin Sulayem, Group Chairman and CEO, DP World, said: "We are delighted to add the Unifeeder brand under the DP World umbrella, which supports our strategy to grow in complementary sectors, strengthen our product offering and play a wider role in the global supply chain as a trade enabler.

"The ever-growing deployment of ultra-large container vessels has made high-quality connectivity from hub terminals crucial for our customers and Unifeeder is a best-

> in-class logistics provider in this space with a strong reputation in Europe. Our aim is to leverage on the in-house expertise of Unifeeder and to accelerate growth in this scalable platform to deliver value for all stakeholders. Unifeeder operates on the same common-user principle as DP World and adds to the Group's strong value proposition to international shipping lines and end cargo owners in making the global supply chain more efficient and cost effective."

> Jesper Kristensen, CEO, Unifeeder A/S, said: "We are excited to join the DP World Group as we believe that Unifeeder will benefit from the Group's significant expertise in the wider supply chain and excellent relationships with shipping lines and end cargo owners. Not only is there commonality with our business

models but we also share the vision of serving our customers through removing inefficiencies and delivering sustainable shareholder value. We have enjoyed great success over the last five years under Nordic Capital's ownership, and we believe that the Unifeeder brand within the DP World Group has the opportunity to accelerate growth, expand further and take the business to the next level."

OA OD

2018. August. 2.47 am. 11th floor. Lilavati Hospital. Mumbai.

Rahat Talreja Vice President - CSS Central India

Its a dark night. The nascent moon is deeply hidden by the dark cumulonimbus clouds forming over Mumbai. Heavy rains have lashed the city. Nothing is visible outside the glass window of the hospital guest lounge overlooking the Arabian sea. The relatives are waiting with bated breadth for the doctors to come out of the diagnosis centre to get an update on the patient. Their worst fears haunting them. And then , the doctor comes out and nods his head in affirmation. He has confirmed the disease. Another chip down to this deadly new disease: OA/OD. She has consumed most of the world and almost every 2nd person is inflicted.

I remember distinctly that each decade throws up a new disease which leads the charts for a long time till something better and newer emerges. So the period of the 1980's belonged to Tuberculosis. TB as we know it by its nick name. The 1990's belonged to Heart disease. Attack aayega toh? (hindi for : what if one gets an attack?). This fear ruled this period. The 2000's started with cancer raising its ugly head. And cancer went all over the place. Disease had gone global with the world economies going global. A heart attack would mainly relate to the heart. But cancer was more cosmopolitan. It could affect any part from your brain to your liver to your breast to your prostate. I reckon it had a larger reach than even the best logistics companies like DHL, UPS. Fedex etc. Another reason why these diseases ruled in their times as the undisputed leaders of human body misery was the fact that they captured the creme de la creme of the world like celebrities in movies, business, politics and fashion.

So Nelson Mandela had TB.

David Letterman, Elizabeth Taylor, Barbara Walters had heart disease.

Bill Clinton had heart disease. Common, even the Clintons have it.

Hugh Jackman, Sheryl Crow, Lance Armstrong were caner survivors. Back home in the Indian subcontinent, our very own Amitabh Bachchan had TB. The founding father of our neighbour Pakistan (love thy neighbour said Jesus, anyway) had TB. The tallest leader of the universe The Thalaiva Rajnikanth had Chronic Bronchitis and believe it or not Viral fever. What a shame. And then Yuvraj Singh and Lisa Ray are the cancer survivors we know.

It has also been observed that as you go up the value chain in the economy and as your individual wealth and nation wealth increases, you qualify for better diseases which is why the poorer nations get TB even today, slightly more wealthy ones get Cancer and Heart Disease. But then all of the above does not cover the disease which I want to talk about. OA OD. The disease that is the ruler of the information age. Took birth around 2010 and then onwards at its peak today.

Over Analysis (OA) Over Discussion (OD) . OA OD.

In textbook parlance , the situation in which the tongue and brain make an unholy partnership and the ears sign off on a pilgrimage is called OA OD. In this disease, the tongue keeps saying something on the brain impulses and one talks and discusses on topics ranging from politics, national interest, sanitary pads, cricket, economy, logistics business, trade wars, GDP, baby burps,



yawning, size of the male ego, god, religion, buildings, cars etc

It is important to note that ears need to be logged out and you need to have ZERO listening skills or minimal listening. The environments in which the disease grows is social media, conference rooms, meeting halls, forums, news rooms etc The person discusses everything yet achieves nothing. In the end, what comes out is only "Khichdi" (Indian staple diet of lentils metaphor for gross confusion) In a chartical representation, I enumerate that the stages of human growth are as follows:

- a. Talk
- b. Think , Talk
- c. Listen , Think , Talk
- d. Listen , Think
- e. Listen

When you reach stage E, you are up there. OA OD entangles you at stage B or stage C.

I have written several paragraphs on this disease. Do I have the symptoms? God save me.



FLOOD & RELIEF - CSR AT CSS

CSS Group's urgent Donation Drive for Kerala's Flood victims



ugust saw the worst natural disaster in over a century in the state of Kerala, India. Severe flooding caused by torrential rains saw over 445 people dead, 15 missing within a fortnight, and at least one million evacuated, with all 14 districts of the state being placed on red alert.

The CSS Group's offices across the GCC initiated a CSS Donation Drive through its online platforms from the 15th to the 27th of August, 2018 welcoming contributions from within its ranks, as well as its dedicated customers, and the public.

With the aid of the Group's partners, an immediate air freight shipment with food and medicine, followed by a 40-ft container packed with relief materials - donated by employees and the public – were sent directly to Cochin.

"My deepest condolences to those who lost their loved ones, their homes and so much more. We are here to support the people and hope this token can bring some relief to their suffering," said T.S. Kaladharan, Founder and Chairman of the CSS Group.

CSS Group's offices in JAFZA, AI Quoz, Garhoud, Sharjah and Abu Dhabi were open to receive donations from the public. The multinational logistics and freight forwarding company then sent forward this relief material, addressed to NGO's and certified aid providers, in the country.

Relief supplies collected at CSS Offices in the Middle East





The CSS Group's GCC offices collected over 2,650 cartons of relief material:

400 employees across its international offices also proceeded to donate a day's worth of salary towards the Chief Minister's Distress Relief Fund in Kerala, India.

The Group would like to personally extend its thanks to Navio Shipping who donated the 40-ft containers used to deliver relief material to the people of Kerala. Navio Shipping is one of the leading liner agencies in the Middle East based in Dubai, representing a wide range of NVOCC principals. They offer consistent service operations across the Middle East, Upper Gulf, Far East, Europe and South Asia.



MARITIME INDUSTRY IN THE DECADE OF DIGITAL TRANSFORMATION CHALLENGES AND OPPORTUNITIES - SINGAPORE'S JOURNEY TOWARDS DIGITALIZATION IN 2018

(continued from July edition)

Innovative players are bypassing the traditional shippers with new and costefficient digital business platforms that deliver more benefits to customers. In 2018 the Maritime Industry is reinventing itself, ushering in containerization, larger vessels, and electronic data exchange. The industry is also poised to make a drastic progress and growth in maritime financial recovery overcoming some of the constraints like fuel costs, entry of larger vessels in the market and also the new environmental regulations and standards.

Progressive ports are also embracing the digital breakthrough. Digitalization has helped the transformation of ports and terminals. Smart technologies have replaced the old systems that support the basic infrastructure and tools that handle cargo, manage traffic, customs dealings, safety assurance, and monitoring energy use, thus reducing wastage. Some ports worldwide have tied multiple individual systems into a single interconnected port-wide platform.

On 16th April 2018 the United Nations Maritime Organization has approved a strategy to eliminate carbon dioxide emissions altogether by 2020. The Maritime Singapore Green Initiative also have made efforts to reduce the environmental impact of shipping and shipping related activities to promote clean and green Shipping in Singapore. In 2011 the Maritime and Port Authority of Singapore had decided to invest up to S\$100 million over 5 years in Maritime Singapore Green Initiative, followed by the support from the maritime industry this was enhanced and extended till 31st Dec 2019. This initiative also makes Singapore's efforts to a responsible flag and port state to clean and green shipping thus making it the most preferred Shipping hub globally.

The Singapore Budget announced on March 2018 that it will top up its Maritime Cluster Fund by S \$100 million to help more transition to Digital and Automated maritime future. Senior Minister of





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Transport, Dr Lam Pin Min said that the latest amendments will lift the total investments in the MCF to \$285 million. He also added that the introduction of the Maritime Transformation Map (MTP) will be rolled out over a period of few months and will co-fund the same with matching investments from industry partners, for the development of technology with high potential for industry applications. The Maritime and Port Authority of Singapore also have signed five Memorandums of Understandings (MOU) and two Agreements with local and international partners at the recently held Singapore Maritime Technology Conference (SMTC). These MOU's are also aligned with the Sea Transport and Transformation Map that are designed to strengthen Singapore's connectivity and help Singapore to take its Maritime Industry to be at par with the latest developments and adaptations of areas such as automation, data analytics, intelligent systems and cyber security. Thus Singapore has emphasized the importance of digital technology and innovations and is getting ready for a journey towards a better future for its Maritime Industry.

SUCCESSFUL FAILURE

It is usually the case, when starting to write an article for Lighthouse 'Kaleidoscope'; a telling question is prompted, "What happens if the editor doesn't like it?" This is invariable one of those uncertainties that arise whenever we start something new.

For someone, who is lacking in confidence, the fear of being rejected and failing stops them from moving forward. Whereas those who have learnt to embrace failure are happy to forge ahead.

The majority of successful people will be able to relate how they failed, yet went on to achieve greatness. They will also be able to explain that there is a mindset to the art of admitting failure and learning from it. Whatever our situation in life our approach, and reaction, to failure can determine our overall happiness.

Interestingly motor manufacturer entrepreneurs, from different generations, have approaches which inspire a positive aspect to failure.

Henry Ford – Ford Motors said, "Failure provides the opportunity to begin again, more intelligently."

Ratan Tata Chairman emeritus of Tata Group, when making a surprise appearance earlier this year at Tata Motors said, "We should all plan for being leaders and not followers." He was remembering, no doubt, that successful leaders know how to rebound from failure. Both Henry and Ratan see failure as an opportunity, something to envelop.

But one of the hardest

things to say is, "I've failed." However by admitting it, we are releasing ourselves from being weighed down by it. Of course this isn't easy as we have been taught, from an early age, that failure is bad so why should we welcome it?

Well consider the experience of acclaimed inventor Thomas Edison. His school teachers said that he was, "too stupid to learn anything." He was fired from his first two jobs for being, "non-productive." To top this Edison made some 1,000 unsuccessful attempts at inventing the light bulb. When he finally succeeded a reporter asked, "How did it feel to fail 1,000 times?" Edison replied, "I didn't fail a 1,000 times. The light bulb was an invention with 1,000 steps!" This example highlights a unique characteristic of successful people - their ability to carry on with optimism, building on what they have learnt from failing.

There are those amongst us who will say I cannot afford to fail. This attitude is usually brought about because we don't take time to count our blessings. When faced with a rather gruesome university exam paper which he feared failing; a student recalled that he was so wound-up that he decided, instead of cramming up to the last minute, to do something different. He got on his cycle and went out into the countryside. It was a bright sunny warm day and sitting down on a grassy verge, the thought suddenly came, "If I fail I will still be able to cycle here and enjoy what I am doing now - lazing in the sunshine." Guess what? This student passed the examination with better than anticipated results. So by counting your blessings, it is often possible to spur yourself to success because failure has been put into its proper perspective.

Considering these ways failure can help focus our minds for better outcomes.

1) Failure makes success taste even better; because once we come to terms with failure we reassess our ability to take greater risks.

 2) Embracing failure inspires us; because we can identify our best skills through failure.
3) Failure grounds

us. We realise that we are human and not always right.

4) Recognising that it's only natural to fail and that everyone fails, even if they hide the fact. Like learning to walk we may fall down but we keep on trying until eventually we can run.

But what happens if we suddenly realise something has gone really horribly wrong and it's entirely our fault? Whatever happened, we were trusted to do a job, we failed and now we need to tell others. An initial reaction is to 'duck and cover' because, depending on how bad we screwed-up, it could mean the end of our career, job, status or reputation. Whilst many will try to weasel out of it, the fall-out will still be flying and probably hitting others, causing them to lose trust in us. Admitting our failure puts us on the road to dealing with it and may often be the first step towards making a successful turn-around.

Of course the universal champions at weaselling



out of things are often the bureaucrats. They use the fall-back defence to avoid admitting failure with a nonadmission of guilt exemplified in the phrase, "Mistakes were made – but there are lessons to be learnt and we will learn them." If we hear anyone in our company saying this, look out for the red flags of failure!

However in summary, by applying these guidelines and taking on board these examples we will hopefully find ourselves in the same winning mind-set as Microsoft founder Bill Gates and Amazon entrepreneur Jeff Bezos. Bill Gates said, "Once you embrace unpleasant news and see it not as a negative but as evidence of a need for change, then you aren't defeated by it."

Whilst for many Jeff Bezos gave a most telling quote. When considering failure he said, "I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying."

So what to do if the Lighthouse Editor doesn't like this article? Mark it up, not down, to experience and write something else – the next 'Kaleidoscope' will definitely be brilliant.

Kaleidoscope desk

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MAERSK STADELHORN MAERSK GUATEMALA MAERSK GUATEMALA MAERSK GUAYAGUIL MAERSK GUAYAGUIL MAERSK GUAYAGUIL HYUNDALDRIVE HYUNDALDRIVE HYUNDALPRIDE					21-Sep 28-Sep 5-Oct 12-Oct 19-Oct	1-Sep 8-Sep																			13-Oct 20-Oct 27-Oct 3-Nov 10-Nov 21-Sep 28-Sep
HYUNDAI VICTORY HYUNDAI DREAM HYUNDAI HOPE HYUNDAI HONOUR HYUNDAI RESPECT XIAMEN ALS FIDES EVER DELIGHT						15-Sep 22-Sep 29-Sep 6-Oct 13-Oct	8-Sep 15-Sep 22-Sep																		5-Oct 12-Oct 19-Oct 26-Oct 23-Sep 30-Sep 7-Oct
SIMA BRIZO XIAWEN ALS FIDES EVER DELIGHT EMIRATES SANA TESSA BALBINA							29-Sep 6-Oct 13-Oct 20-Oct	4-Sep 11-Sep 18-Sep																	14-Oct 21-Oct 28-Oct 4-Nov 7-Sep 14-Sep 21-Sep
ENIRALES ASANTE SECUL TOWER PACIFIC VOI/AGER NORO NINGBO EXFRESS TOLTEN CMA CGM TOSCA TIRUA								24-Sep 1-Oct 8-Oct 15-Oct	5-Sep 12-Sep 19-Sep 26-Sep																27-Sep 4-Oct 11-Oct 18-Oct 21-Sep 28-Sep 5-Oct 12-Oct
HUNGARY COSCO PHLIPPINES TUBUL COSCO GUANGZHOU COSCO BEUING COSCO OCEANA COSCO OCEANA									4-Sep 10-Sep 17-Sep	7-Sep 14-Sep 21-Sep 28-Sep															20-Oct 26-Oct 2-Nov 27-Sep 4-Oct 11-Oct 18-Oct
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UASC YAS												11-0ct													30-Oct

ABOVE MENTIONED ARE TENTATIVE VESSELS AND ARE SUBJECT TO CHANGE. WE OFFER USA IMPORTS FROM CHARLESTON, HOUSTON, LOS ANGELES & NORFOLK WE ALSO OFFER IMPORTS FROM SHENZHEN, TIANJIN, KUWAIT & KARACHI

16 LIGHTHOUSE SEP-OCTOBER 2018-

SAILING SCHEDULE

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VESSEL	ALEXANDRIA	BAHRAIN	BANGKOK	BARCELONA	BREMEN	BUSAN	CHENNAI	DELHI	GENOA	GUANGZHOU	HONGKONG	ISTANBUL	KEELUNG	KOPER	NEW YORK	NHAVA SHEVA	NINGBO	QINGDAO	ROTTERDAM	SHANGHAI	SINGAPORE	SOUTHAMPTON	XIAMEN	XINGANG	
CMA CGM BERLIOZ HYUNDAI DRIVE												18-Oct	5-Sep												6- 21
HYUNDAI PRIDE HYUNDAI VICTORY													12-Sep 19-Sep												2
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CSCL SATURN	14-Oct										17-Oct												
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NICOLE MAERSK MAERSK JALAN	20-Sep											3-Oct											

ABOVE MENTIONED ARE TENTATIVE VESSELS AND ARE SUBJECT TO CHANGE. ALSO HAVE DIRECT SERVICES TO ISTANBUL

SAILING SCHEDULE

OUTBOUND

DUBAI

VEODEL	JEBEL ALI	ABU DHABI	ALEXANDRIA	AQABA	BAHRAIN	BARCELONA	BEIRUT	CHENNAI	COCHIN	COLOMBO	DAMMAM	DAR ES SALAM	DELHI	FELIXSTOME	HAMBURG	JEDDAH	KARACHI	KUWAIT	MOMBASA	NEW YORK	NHAVA SHEVA	PORTLOUIS	RIYADH	ROTTERDAM	SHARJAH	SINGAPORE	SOHAR	UMM QASR
VESSEL		4	~	-				<u> </u>		<u> </u>	-	10-Oct			-	~	-	-	~	~	~	<u> </u>		<u> </u>				_
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GH CHINOOK	7-Oct											24-Oct																
NICOLE MAERSK	14-Oct											31-Oct																
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MAERSK GENOA	16-Sep														16-Oct													
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AMOLIANI	10-Sep															16-Sep												
COSCO SINGAPORE	17-Sep															23-Sep												
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TUBUL	15-Oct															21-Oct												
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MAERSK JALAN	20-Sep																		30-Sep									
CAPE MAYOR	27-Sep																		7-Oct									
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MSC SAVANNAH SM NEW YORK	8-Oct																					28-Oct						

ABOVE MENTIONED ARE TENTATIVE VESSELS AND ARE SUBJECT TO CHANGE. ALSO HAVE DIRECT SERVICES TO ISTANBUL

OUTBOUND

SAILING SCHEDULE

VESSEL	JEBELALI	ABU DHABI	ALEXANDRIA	AQABA	BAHRAIN	BARCELONA	BEIRUT	CHENNAI	COCHIN	COLOMBO	DAMMAM	DAR ES SALAM	DELHI	FELIXSTOWE	HAMBURG	JEDDAH	KARACHI	KUWAIT	MOMBASA	NEW YORK	NHAVA SHEVA	PORT LOUIS	RIYADH	ROTTERDAM	SHARJAH	SINGAPORE	SOHAR	UMM QASR
MSC EARTH	12-Oct																					1-Nov						
OOCL BRUSSELS	2-Sep																						9-Sep					
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EVER DELIGHT	9-Sep																							13-Oct				
SIMA BRIZO	17-Sep																							20-Oct				
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ALS FIDES	30-Sep																							3-Nov				
EVER DELIGHT	7-Oct																							10-Nov				\square
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UMM SALAL	16-Sep																									3-Oct		
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HYUNDAI RESPECT	25-Sep																									10-Oct		
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JJ QUOTABLE QUOTES

We are unnecessarily wasting our precious resources in wars if we must wage war, we have to do it on unemployment, disease, poverty, and backwardness	- Atal Bihari Vajpayee
Someone is sitting in the shade today because someone planted a tree a long time ago	- Warren Buffet
If you love someone, set them free. If they come back they're yours; if they don't they never were	- Richard Bach
Our greatest weakness lies in giving up. The most certain way to succeed is always to try	- Thomas A Edison
You can't cross the sea merely by standing and staring at the water	- Rabindranath Tagore

INDIA CAN REPLACE US EXPORTS TO CHINA AMID TRADE WAR:

Commerce Ministry study

India can capture the Chinese commodity market vacated by US exports following the trade war between the world's two biggest economies, a Commerce Department study has found.

The study has analysed and identified at least a 100 products where India can replace US exports to China by benefiting from the higher import duty Beijing has imposed on products originating in the US. India can, in particular, grab a bigger share of the Chinese market for cotton, corn, almonds, wheat and sorghum, according to the study.

Fresh grapes, cotton linters, fluecured tobacco, lubricants and certain chemicals, including benzene, are a few lines where the US' exports to China are above \$10 million. India too has been exporting these items to China. While China has imposed tariffs of 15-25% on these goods coming from the US, other countries are subject to only 5-10% duty (most favoured nation or MFN rate). Moreover, India has been granted an additional 6-35% duty concessions on the MFN under the Asia Pacific Trade Agreement, making its exports more competitive.

However, there are two categories of products that India is not exporting to China at present but to other countries and the Government sees scope to enter.

Oranges, almonds, walnuts, durum wheat, corn and grain sorghum are some products that India exports to the rest of the world except China, and the US exports to the Country are in excess of \$10 million. India, as per the study, does not have access at present in the Chinese market. Corn is of specific interest as India exported \$143.6 million worth of the commodity to the world in 2017-18. China imported \$600 million worth of corn during this period. While American corn is subject to 25% duty, APTA countries can get up to 100% concessions on corn exports to China.

KUWAIT STARTS WORK ON FREIGHT-FOCUSED RAIL PROJECT

The first phase of the project will create a new line to Nuwaiseb on the Saudi border and a 153km line linking Kuwait City with Boubyan Port.



Work has reportedly started on a 111km railway project to connect Kuwait with the rest of the Gulf region.

According to a report by Al Anba newspaper, the first phase of the project will create a new line to Nuwaiseb on the Saudi border and a 153km line linking Kuwait City with Boubyan Port.

Citing senior officials, the newspaper said phase one will cost an estimated US \$3-billion.

Kuwait's Public Authority for Roads and Transportation (PART) expects to appoint a technical consultant for Phase 1 in the third quarter of this year.

The estimated cost of the first phase is 900-million Dinars (US \$3-billion) at 2016 prices and construction is expected to take four to five years.

Freight is expected to generate more than 70% of revenue, although the first phase will also host passenger services from Kuwait City to Dammam in Saudi Arabia, which will operate at up to 225km/h on the Kuwaiti section.

AAICLAS EXEMPTS 100% CARGO HANDLING RELATED CHARGES ON RELIEF MATERIALS TO KERALA

With a view to extend a helping hand and support the ongoing Kerala floods relief drive, AAI Cargo Logistics and Allied Services Company Limited, a subsidiary of Airports Authority of India has decided to exempt 100 percent cargo handling related charges upto 31st August, initially on the relief-materials being dispatched to Kerala from AAI managed Cargo Terminals subject to meeting certain pre-requisites.

The recent floods of catastrophic dimensions have ravaged the state of Kerala. The massive flood has been declared a calamity of a "severe nature".



AAI is committed towards supporting relief operations. Source : Online news portals

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