LIGHTHOUSE

ONBOARD CMA CGM KERGUELEN

Vessel Visit by CSS on the 40th Anniversary of CMA CGM







CHAIRMAN'S MESSAGE



As usual October is a vibrant month for the CSS Sales because it is when they specifically focus on their internal preparations, for the forthcoming Strategy Meet. The last 22 years have seen similar processes and preparations but, as always, our people display an enthusiastic spirit in their planning and actions. Consequently, the time of the year has arrived for all of us, at CSS, to sit together and

review what we have achieved through our previous strategy and formulate new key plans to move ahead.

By carefully analysing the current business climate there is reason to be optimistic because there are some welcome upbeat indicators. The world business scenario is progressing in a way that justifies our confidence for the months ahead. To take advantage of these positive changes, we need to better equip ourselves with invigorated stratagems and programmes. It's almost needless to say, that our annual Strategy Meet has always played a pivotal role in formulating novel and ingenious ideas for action. Once again, I encourage, and anticipate, innovative concepts and proposals being originated within our discussion at the Strategy meet.

Looking more immediately to the future, it's indeed a pleasure to be able to announce that CSS operations will be commencing soon from Colombo in Sri Lanka. Expanding our services, and as a consequence our horizons, are events which make aspirations come true. By sailing forward, in such a manner, we are expanding our horizons in a way which will turn our corporate dreams into reality. Our future is looking bright.



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CSS KINGSTON www.cssgroupsite.com

UNCOMPROMISED PROFESSIONALISM

CSS KINGSTON- A SUCCESS STORY FROM SHARJAH



The joint venture initiative of CSS Group and Kingston Holdings, CSS Kingston Logistics is sailing through its third year of operations successfully. With its strategic positioning inside the SAIF zone, CSS Kingston Logistics FZC (CKL), has got a significant role when it comes to service catering to the Northern Emirates region.

Initial focal area of CKL was Storage and warehousing within the SAIF Zone, however the company has grown to become the only authorised 3PL service provider today in the whole free zone area, with 110,000 Sq. ft racked facility. The racked space and infrastructure also comprise of a temperature-controlled area of 37,000 Sq. ft as well which is in high demand when it comes to storage of perishable items, furniture

and other general commodities.

Catering to the Northern Emirates has never been so easy for CSS Group, till they had CSS Kingston in the right place. The fully integrated Supply chain processes, reverse logistics and the 3PL facilities within the system is controlled by highly experienced hands to ensure zero chaos. More than 15,000 CBM of cargo storage can easily be managed within the racked facilities of CKL.

"We know that the heart and soul of a successful business is a well-designed supply chain. The efficiency of product fulfilment throughout the shipping process is what drives revenue and increases your bottom line. Hence, we are committed to provide the

highest quality 3PL services to our customers always" mentioned Thomas Mathew, Branch Manager, CKL.

Projects and over dimensional cargo go to the CKL open yard, a sprawling 45,000 Sq. ft, interlocked facility within the SAIF Zone. Well defined processes and infallible security system ensures a safe storage of your cargo here. The documentation division of CKL can manage Customs clearance in SAIF zone, Sharjah Aviation Services (SAS), Khorfakkan, Sharjah ICD, Sharjah Port (Khalid Port), thereby providing an enjoyable end- to end service to their clients. The well reputed names in the list of clients of CSS Kingston Logistics is an endorsement to their uncompromised professionalism in the area which they operate.

ONBOARD CMA CGM KERGUELEN

■ VESSEL VISIT BY CSS ON THE 40TH ANNIVERSARY OF CMA CGM

What do we know about a cargo vessel?

We have only seen them sailing in the far away horizons. Some of us had seen the containers being loaded onboard the vessel. Anything more?? There ends the experience of most of us. CSS COO for NVOCC, Chandrakala (CK) and Manager, Special Projects, Anitha Jaikrishnan got lucky recently with a unique Cargo vessel visit experience. That too to a prestigious vessel like CMA CGM Kerguelen, one of the biggest amongst the CMA fleet. This unique visit happened when CMA CGM invited both of them to visit their vessel, as part of celebrating the 40th anniversary of the company. CK mentioned it as one of the greatest opportunities she got in her career recently. She continued that in order to maintain a solid understanding of the Cargo vessel and the staff on board, it is necessary that we must visit them at their place and understand the operations and its challenges. Anitha was also in the affirmative. The visit unveiled the opportunity to watch and understand the cargo vessel operation more closely. They met the Captain and other crew members, who described the container movements they manage. CMA CGM Kerguelen is amongst the largest container ships in the world and has overall length of 398 m (1,306 ft), moulded beam of 54 m (177 ft) and maximum draft of 16.0 m (52.5 ft). The cargo ship has deadweight of 185,000 DWT and gross tonnage of 175,000 GRT with capacity for 17,722 TEU. CMA CGM is celebrating their 40th



anniversary in 2018 for which a logo has also been released. CSS Group relationship with CMA is an evolving one and has seen an exponential growth in the last 4 years. During this special occasion, CSS Group congratulates CMA CGM family for their anniversary and wish them all success in the future.







Jebel Ali to Jakarta

■ WINDER MACHINE AND EQUIPMENT FOR TREATING MATERIALS, MOVED BY CSS PROJECTS



Projects team at CSS Dubai headed by Sreenath, VP Projects handled movement of Winder Machine and Equipment for Treating Materials, recently. The details of the project move were shared with Lighthouse by the Team leader. The cargo was moved from Jebel Ali to Jakarta with much preparations in hand for a hassle-free job completion. The cargo volume totalled 1400 FT with SOC, OOG on Flat racks and break-bulk items.

"Handling multiple items on a single project always poses an exciting challenge. Moreover, it's a great opportunity to prove your efficiency in the subject. All credit to our onsite team headed by Ratheesh, Projects supervisor, who enjoyably engaged with each and every moment

till completion" commented Sajith Vijayan, Manager CSS Projects in Dubai.

The scope of work included Anticorrosion coating, shrink wrapping, Tarpaulin wrapping, Crating and packing as per the item requirement, the cargo loading and stuffing from the shipper yard, Lashing and securing of cargo onto flat racks & Transportation to Jebel Ali port. The scope also included all documentation and customs formalities.

The experienced CSS projects team conducted the required cargo survey and did a detailed study of scope prior to the commencement of the move. Each point of the entire project was carefully assessed to ensure a reliable and smooth journey of the





cargo. CSS Group Projects Senior Vice President Raj George congratulated the team on the successful and timely accomplishment of the project.

Air Cargo to Lagos

■ PROJECT CARGO MOVEMENT FROM DUBALTO LAGOS



Details of an Air Project Cargo movement was released by the Projects team of CSS Dubai. The cargo movement was executed to Lagos. The movement was successfully handled and completed by the team, specialised in Air Cargo Projects handling. 22 tons of Steel plates and pipes were air freighted from Dubai to the African destination.



"Hands on experience is an indispensable factor for a successful Air Cargo Project completion. Extensive Knowledge about the airline requirements and packaging specifications gives an edge for CSS Projects team when such need steps in" said Sreenath V, Vice President, Operations & Projects, CSS Group.

The scope of work included, collection and packing of the cargo as per airline guidelines and executing the air freight to the destination. Timely follow up with the airline companies and updating the client about the status of the cargo in regular intervals becomes crucial 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.

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 kitty a long list of renowned Project cargo movements in the Middle East over the last two decades.

A GRAND GET TOGETHER

■ WAREHOUSE STAFF PARTY AT CSS



The warehouse staff of CSS Group from the entire UAE region recently joined together for a party. The get together was organized at the banquets, Fortune Plaza Hotel, Dubai. CSS Management was represented by Ajay Krishnan, COO, Freight forwarding, Anil Kumar Director Finance, Sreenath.V, Vice President, Operations & Projects and Susanth Shekar, Manager, HR & Admin at the function.

The party witnessed some delightful dance and music performances from the staff side. The cultural activities were combined with games and lucky draws which intensified the party mood. Occasional get togethers often embolden the relationship between the staff amongst themselves and with the management. CSS Group has always been particular in organizing employee engagement programmes and staff parties to maintain a cordial relationship within the company.

The vendors of CSS. as always participated the event with generous contributions in the form of gifts to be distributed to the winners of games. Lucky draw winners walked away with cash prizes organized by the CSS Management.

A special thank you goes out to all the staff who helped organize this grand evening and participated the event. without their assistance the evening would not have been such a success.











"Why do we embrace this industry and what keeps us going?"



FRANCOIS WOLBERG
Director
Global Textile Logistics (GTL)
C.H. Robinson

ike many of us, I came to this industry by chance. Since I was a young & living in France, I have always traveled; I was first intrigued by the USA, then Israel, Morocco, and Europe. I began my career in sales, selling Moroccan freight services for an Italy-based company. I never expected to spend the next 26 years in the shipping industry, working on five continents and traveling to more than 50 countries. In addition to my

native France, I have lived in Morocco, Italy, Tanzania, Egypt and now the USA. As the years went by while working for various companies I learned every facet of freight forwarding and developed country-specific and industry-specific skills. I found my niche by applying the science of freight forwarding specifically to the Textile Industry, which fascinates me. This industry focus is a vertical approach that works well in our industry. Textile clients love and appreciate services tailored to fit their unique transportation needs!

Despite the technology which seems to infiltrate every aspect of our lives. logistics is still considered very archaic and old-fashioned when it comes to how we approach clients. This can be a great thing in a way because it allows us to personally communicate with our clients face to face and develop relationships. something crucial for success in the industry. Also, it's incredible to consider that we are using Ocean containers, Airplanes, Warehouses, Trucks, & Trains much in the same way we did decades ago. Not much has changed since we invented the first container ship in 1956 (62 years ago). This is a fascinating industry built on years of stability, and a great industry in which to have a career - especially If you like traveling and working with people all over the world.

If you are the type of person who likes to be challenged every single day I can promise you that your customers, colleagues, and suppliers will fulfill that need. As we say in our industry "We are only as good as our last shipment!" The International Freight Forwarding Industry fills a great need for the international marketplace. As long as people are buying and selling goods across the world, there will be jobs and opportunities for us all.

I encourage you to embrace this industry and find your own niche within. Every day is different and I can guarantee you that having a career in this exciting industry will keep you motivated and provide great career opportunities. Simply put, this industry is fun and rewarding. I will share a little secret with you - Always think Monday is your first day at the office; be curious, excited and ambitious and your journey will be a wonderful one.

Stay well. Until the next Chronicle...



Customer Portal

CSS Group Portal updates its feature









Request Rates



Employee



As part of providing advanced, user friendly features for the customers of CSS group, the CSS IT department constantly update the group portal. The IT department has released details of a latest update made on the Customer Login interface. Customers are provided with username & password. Upon login they can view their **Routing Order**, shipments can be tracked using **Track & Trace** module with HBL and HAWB. Presently the feature is active for the Dubai customers. All updates related with the same will be informed by the IT department on a regular basis.

Utilize Our Features



Track & Trace

Import Routing Order

MARKETING AT CSS



The CSS Group has a new *digital* face!

We revamped the corporate website earlier this year to make it look like what it does today - new designs built from scratch, easier navigation to see what its respective CSS branches are doing and more. Visit the website and find out more features like Track & Trace! It's #TimeToEvolve.

Activating CSS HWB online!

Earlier this year, HWB stepped out of the shadows and introduced themselves in the online world through their #MovingEmotions campaign. We got their Facebook channel up and running, encouraged the staff to capture moments through their newly acquired tablets, and brought down bits of paper work by digitizing docs straight into Google Drive. Plus point: they'll be launching their outdoor advertisement campaigns on the 1st of November, 2018!

#movingemotions

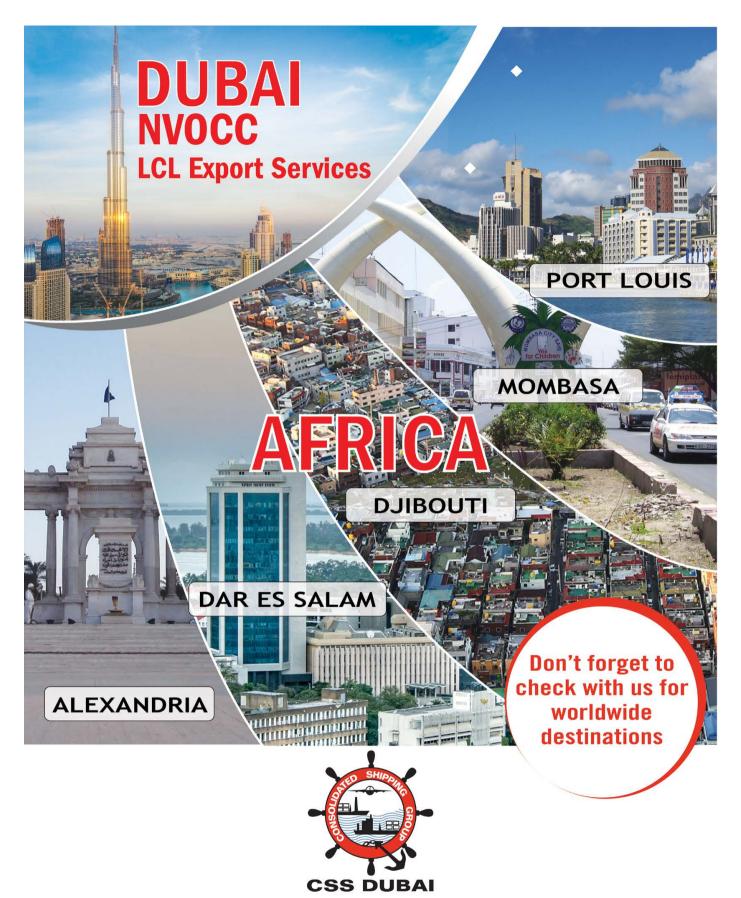
CSS Homeward Bound

Our Social Media Hub is LIVE!

Online presence is super important, even if we are a logistics and freight forwarding corporation. We brought together our revamped Facebook, Twitter and LinkedIn pages onto ONE platform for you to quickly peruse.







Consolidated Shipping Services L.L.C.

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WAREHOUSING IN INDIA

Rajesh Arora
Vice President - CSS North India

Warehousing industry in India is one of the prominent market segments in total Logistic Sector. Implementation of GST & various E commerce as the two important factors that have created significant growth prospects for the warehousing sector in India. Experts claim a total of approximately 43,000 Crore rupees investment scope by 2020 in this sector. There are various factors which helps warehousing sector to boost to its peak in Indian market.

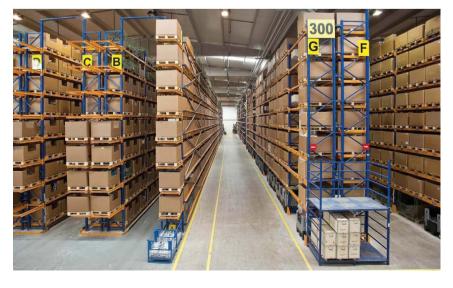
- Growing manufacturing activity under "MAKE IN INDIA" campaign driven by current government
- 2. Rising domestic consumption
- 3. Increasing International trade
- 4. Increasing in Organic harvesting
- Growing investment of Indian & foreign in warehousing infrastructure
- Ease of Government rules is last but not the least

In present scenario the warehousing industry is approximately 560,000 crore rupees excluding inventory carrying cost which amount to

another 4340 thousand crore rupees with a minimum growth of 10% annually. The industry although is facing a lot of difficulties due to improper cargo flows, improper infrastructure, limited capability of carrying capacity so on and so forth. Industrial / retail warehousing is major contributor in total warehousing industry with its 55% of total market share followed by 14% - 15 % Share by CFS/ICD, Agri warehousing & Cold store. Industrial Warehousing is approximately 310 thousand crore rupees market with a basic growth of 10-12% in recent past. Some major players in Industrial warehousing are DHL, Safeexpress, Continental warehousing, Indo Arya, All Cargo etc. Agri warehousing accounts 15% of total market share with an annual growth of 9-10 % in past few years mainly due to growing annual agriculture production, standardized warehousing operations as per Warehousing development & regulation act, subsidy scheme & Tax Incentive. Key players in Agri warehousing are Food Corporation of India (FCI) and Central Warehousing

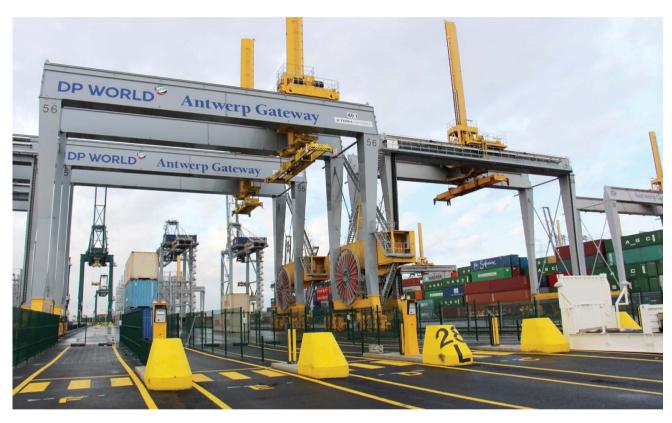


Agri Warehousing is still operated by unorganized small warehouse owners. Cold stores accounts of almost 16 % of total warehousing industry and it expected to grow at 15% per annum on a sustained basis over the next 5 years with the organized market growth at a faster pace of 20%. Some significant players are Snowman, Gati Kausar, Cold Star, ColdEx, Kelvin Cold Chain etc. Last but not the least is Container handling & storage. ICD/ CFS accounts almost 14% of total warehousing market in India and in past 3 years it has grown 10-15 % with almost 90,000 crore rupees market value. Government initiatives, faster container rail transport & secure cargo movement is the main reason for sudden growth rate in containerized movement of Cargo. The government run CONCOR (Container Corporation of India Ltd) continues to be the largest player operating 48 terminals which handles EXIM Cargo while 14 others handle domestic traffic only. In today's scenario Warehousing is not only for storage and transport service it is fast emerging as strategic end to end solutions that improves efficiencies with organized & skilled professional services. The fast growth in retail, automotive, manufacturing, pharmacy and agriculture along with GST in India is expected to give a proper thrust in Warehousing & Logistic business.



DP World Reports 3.7% Gross LikeFor-Like Volume Growth in 9m 2018





DP World Limited handled 53.6 million TEU (twenty-foot equivalent units) across its global portfolio of container terminals in the first nine months of 2018, with gross container volumes growing by 2.6 % year-on-year on a reported basis and 3.7% on a like-for-like basis1.

Gross like-for-like volumes declined by 0.5% in 3Q2018 due to the tougher year-on-year comparables (3Q2017 volumes grew 13.5% year-on-year), and softer volumes in the UAE.

The UAE handled 11.3

million TEU in 9M2018, down -2.1% year-on-year, with 3Q2018 volumes down -6.7% year-on-year due to the challenging macroenvironment and loss of lower-margin cargo. Growth in Europe remained robust with strong growth in London Gateway (UK) and Rotterdam (Netherlands).

At a consolidated2 level, our terminals handled 27.7 million TEU during the first nine months of 2018, a 1.6% improvement in performance on a reported basis and up 2.2% year-on-year on a like-for-like3 basis.

Group Chairman and Chief Executive Officer Sultan Ahmed Bin Sulayem commented:

"As highlighted in our first half throughput announcement, we have seen our volume growth decelerate due to the strong prior year performance and general caution in the market given the current uncertainty in global trade. In the UAE, the volume weakness in 3Q2018 is mainly due to loss of low-margin throughput, where our focus remains on profitable cargo and, while the near-term volume outlook in Jebel

Ali remains challenging, we have taken measures to maintain profitability.

On our wider portfolio, we have made good progress in strengthening our product offering to play a greater role in the global supply chain as a trade enabler. We continue to focus on delivering operational excellence, managing costs and disciplined investment to remain the port operator of choice. We are also pleased to state that despite the softer volumes, we are on track to meet market expectations."

Source: DP World Media Release

BUSINESSMEN AND INVESTORS

Rahat Talreja Vice President - CSS Central India

Who came first? The chicken or the egg? The egg cannot "come" so it obviously was the chicken. The centuries old question has been solved.

Ok lets try another question. Who came first, the son or his father? Its son because only after he was born, did his father become a father.

If you notice, the world is no longer "confused." Its very clear on a lot of things. Well only in the talking aspect of things. We have learnt to have quick answers to so called tough questions due to the art of articulation and not necessarily having a proper answer.

Talking is free. So it really doesn't matter these days on what one says. But in this whirlpool culture, the ones who have been caught on the wrong side and are "paying "for it are the businessmen or entrepreneurs. Let me tell you how.

A humble Indian guy became a barber. He was good at his work and slowly gained prominence in his field and was going steady till "They" came to him one day. They now sold their "dream" template to him, as they do to several innocent businessmen. They are the powerful liquidity carriers and dream sellers called Investors. Suddenly he came up with several barber shops, added more through franchise model, added top line to his business, did a brand valuation and voila was ready for an IPO (initial public offering or share issue) of 600 million Indian rupees. His name is Javed Habib. God knows about the IPO but his



dreams still live on as long as some private investors keep coming in and out of his balance sheet.

A small retailer of flavoured milk in Delhi had these investor visitors one day. From selling nice fresh Delhi milk in several flavours, he has now become what we call "Keventers" today. Valued recently at 1100 Indian crores.

By the way if you sell a single finger on your hand for 1 million, both your hands are valued at 10 million and the entire body at 1000 million, this is how "Value" is decided these days.

So several businesses, which needn't have any scale in themselves, are scaled up through liquidity. Barber, milk seller are examples I have used above. But the real issue is that today, with this becoming common knowledge to all, most businessmen have started to dream this big valuation theory, forgetting that hot money that investors carry can pull down the business if we dont focus on what the business needs and do what the investors need. Let me give an example:

Indian Banks.

The banking story is such that investors earlier took

"Loan Growth" as a parameter to judge a banks performance and valuation. So banks stopped seeing what needs to be done with their own banking business and rather wanted lofty valuations for themselves and their owners for which they incessantly went on lending lending lending to match the criteria of the investors " Loan Growth Valuation Theory" Now, because they didn't do what the business needed, which is loan disbursement diligence, suddenly we have a banking crisis. Look here what happens, the same investors suddenly pull out the hot money from such banks and deploy it to banks where there is lesser loan growth but asset quality is good. Which means HDFC bank is the clear winner because it never went into the wholesale loan business inspite of the world doing it at the cost of its own growth. It did what the business needed and here you are today. India has a 12 lac crore banking NPA crisis. So see how investors changed their parameters overnight, This is the caution that businessmen need to take.

Work for the needs of the Business and not the Investors. They will follow you as long as your business is right. Never forget this mantra ever. You don't chase investors, let them chase you.

In our logistics field, the investors have made "top-line" as a parameter today. In E-commerce and logistics, they say, profit is not important, top-line is everything. And we are all swayed by the glamorous stories of loss



making dot coms who have sky high valuations. Logistics companies having 3-4 % PAT levels but market caps decided by top-lines. Top companies have even given internal long term messages on "top-line" sales like 2 billion (those who know will know which company i am referring to).

To aid this top-line growth, balance sheets are being loaded on the debt side. Equity is being diluted. Bad customers are bought into the system. Systemic risks are created due to easy terms to customers. The party is on and the valuations are on the books and exchanges. But I can assure you that every businessman true to his heart will never like it deep within him. He knows well that what he is doing is not good for the business, its only good for his valuation. The parameter given by the Investors. Let him not forget that hot money has no loyalty to anyone. Be loyal to your business and its goals and do what is needed to be done. Not what they want us to do. I am sure the day is not far when all eyes will open and the parameter changed to: Bottom -line" Till then, keep swimming.

REDEFINING INDIAN LAW ON ARREST OF NON-OWNED SHIPS: SUNIL B. NAIK V. GEOWAVE COMMANDER:- A REVIEW

The Supreme Court of India, on 9th March 2018, marked a milestone in the field of Admiralty law while deciding the case, **Sunil B. Naik v. Geowave Commander** by incorporating the principle that there cannot be an arrest or restraint of a vessel in possession of a non-owner, but owned by a complete third party, for a maritime claim against the former. The Admiralty law in India regarding this was silent. It was this huge uncertainty that was set aside by the apex court through the above decision.

The facts of the case are as follows-Oil and Natural Gas Corporation Ltd. awarded a contract to one Reflect Geophysical (a Singapore based company) to carry out seismic survey off the coast of Gujarat near Okha port in 2012. Reflect Geophysical then entered into a bareboat Charter Party Agreement dated 29.06.2012 to charter the vessel 'Geowave Commander' from Master and Commander AS, registered in Norway, for 3 three years.

Later, Reflect Geophysical contracted with one Yusuf Abdul Gani (on 01.10.2012) and one Sunil B Naik (on 30.10.2012), to give on hire the vessel 'Orion Laxmi' to work in support (like towage duty) and 24 fishing trawlers being the chase vessels to assist in survey operations to be conducted by chartered vessel Geowave Commander respectively. When payments due to Yusuf Gani and Sunil Naik were defaulted by Reflect Geophysical, they approached the Bombay High Court to enforce their claim against Reflect Geophysical by arresting the vessel Geowave Commander. Even though the court gave an ex parte decree to arrest the vessel, later it refused to order arrest, holding that Reflect Geophysical was not the owner of the vessel Geowave Commander, and hence the claims against Reflect Geophysical could not be enforced through the arrest of the chartered vessel.

On appeal by the two aggrieved parties, the Supreme Court bench consisting of Justice J. Chelameswar and Justice Sanjay Kishan Kaul, considered three important principles while adjudicating the matter. One being the precedent set by the SC itself in the landmark decision of MV Elisabeth &Ors. v. Harwan Investment & Trading Pvt. Ltd. "The foundation of an action in rem against a ship arises from a maritime lien or claim imposing a personal liability upon the owner of the vessel." Here the claim was only against the charterer of the vessel and not against the de jure owner of the vessel. Thus the chartered ship cannot be arrested for a claim against its charterer. The court observed that "the crucial test would be of ownership, which in the present case clearly does not vest with Reflect Geophysical and the de facto ownership under their bareboat charter cannot be equated to a de jure owner, which is necessary for an action in personam".

The second point that crossed the Hon'ble Court was Article 3(3) of the **International Convention on Arrest of** Ships, 1999, which forbids the arrest of ships not owned by the person liable for the claim, except under a judgment based on a contrary law of the respective state. The Indian Admiralty law is silent on that matter, hence no judgment for arrest of such a ship could not take place. The SC itself has stated in the Elizabeth case (supra) that in the absence of any specific statutory provisions, maritime laws of the world can be adopted and adapted by Indian courts. Therefore, though India is not a signatory to the above convention the principles of the same can be utilized appropriately.

Finally, despite the fact that the court considered the plea of "beneficial ownership", it didn't really agree to it while adjudication. In Medway Drydock & Engineering Co. Ltd. v. M.V. Andrea Ursula, it was observed that "a ship would be beneficially owned by the person who, whether or not he was the legal or equitable owner or not, lawfully had full possession and control of her, and, by



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virtue of such possession and control, had all the benefit and use of her which a legal or equitable owner would ordinarily have". But the fact that the above judgment was dissented by the Queen's Bench itself in I Congreso Del Partido was duly noticed by the court. From the latter case, the court concluded that "mere possession of the ship, however, complete and whatever be the extent of the control was not found good enough to confer the status of ownership. The "beneficial use" of a chartered ship would not ipso facto convert the status of a charterer into a "beneficial owner."

Hence, the Apex Court of India laid down a strong precedent that there cannot be an arrest or detention of a vessel in possession of a non-owner, but owned by a complete third party, as a security for a maritime claim against the former. The fact that the most significant admiralty case of Elisabeth v. Harwan Investment & Trading was cited and International Convention on Arrest of Ships was referred, where India not being a signatory, are all fascinating points to be noted. It is also interesting to look into, how the plea of "beneficial ownership" wasn't really given importance for adjudication.

www.cssgroupsite.com KALEIDOSCOPE

A UNIQUE PRESENTATION

If you think that presentation is all about how others see you, then perhaps it's time you reassessed your opinion. You may well ask, "Why" because surely the importance of how others receive your presentation is paramount? Well this was undoubtedly the case before the advent of the internet. In simple terms, if you presented someone with a fancy and beautiful box of chocolates, they were more impressed than if you gave them exactly the same chocolates in a brown paper bag. Case proved – presentation matters!

So, what has the internet done to change this? Basically, it has stopped many of us thinking about the actual presentation and made us more focused on ourselves. Facebook, Twitter, Instagram, LinkedIn and Snapchat etc., constantly bombard everyone with information about others. In many cases this creates jealousy within us. Why can't we have the lifestyles of David Beckham, Deepika Padukone, Emma Watson or Shahid Kapoor etc.? Consequently, instead of naturally thinking about the effect our presentation has on the recipients, the focus has shifted. There is now a tendency to place more importance on our own importance. The internet has been educating us, through our on-going interactions with social media, that we are all equally unique and correspondingly important. Otherwise, how do you explain the need to gain more followers on Twitter or more likes on Facebook than anyone else?

It used to be accepted that people might normally have a unique talent in one particular skill. Consider the university professor who was brilliant at maths but known to be quirky and eccentric in most other things. However, many now believe that being unique, in one area, allows them to claim some right to have a valued opinion in others. This has led to celebrities, who are only known for their singing or acting abilities, telling us how we should vote politically or what toothpaste we should use!

It is true that the meanings of words change over time but let's look at 'unique'. Its original meaning was: -'Being only one of a particular type or having no equal'. Obviously such a definition completely excludes the possibility of there being more than one. Applying this logic how can we all be unique?

This idea of uniqueness and individuality, with its implied sense of self-importance, has worryingly started to result in the breakdown of team spirit. You only have to look at football and the way a main celebrity player attracts all the credit, as well as the money! Invariably their 'uniqueness' causes friction, within the team, who have to live under the celebrities shadow. In our workplaces, if we all believe we are unique then it restricts our ability to receive or give advice and perhaps come up with ideas, because others are afraid to compromise our uniqueness. This philosophy makes us more resistant to being told we might have got something wrong or that there is a better way of doing things.



The current global state of politics highlights this, especially in America and the United Kingdom. A topically trending 'meme,' (the name for an image, video or piece of text, typically humorous that is spread rapidly via social media) shows 'NPC' (non-player characters) protesting how they are all unique. The absurdity of computer-generated random characters having some sort of influential uniqueness is laughable. But consider this:-'Every snowflake is unique but it has totally no individual effect in a snowstorm'.

So where does this leave us? To adapt a famous quote:
'No person is an island, entire of themselves, because everyone is a piece of the continent.'

In order to better ourselves, and also help others, we mustn't allow the internet to suck us into being isolated from the needs of others. Not everyone is interested in knowing about our recent stay in hospital, even though we got hundreds of likes on Facebook. The recent pictures posted of a Seychelles holiday might have got hundreds of likes, however the chances are some were

really envious and, even though they posted 'like' actually disliked them! Consequently, it would have been better not to post them because doing so caused envy. As the well-known logic goes, this negativity might well come back and bite you when you least expect it.

interactive Good presentation still relies on the premise that the importance of the recipient comes first and foremost. We must shrug off our feeling of self-importance and uniqueness. Resetting the threshold, raising the bar when self-importance kicks in, will give us a better perspective about our family, friends and colleagues. Interestingly the Victorian-era theatrical English partnership of Gilbert and Sullivan summed up the dilemma very well, in these lyrics from their 1889 comic opera, 'The Gondoliers'. It's probably well worth keeping them at the forefront of our minds.

'When everyone is somebody, then no one's anybody'.

Kaleidoscope desk

SAILING SCHEDULE www.cssgroupsite.com

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IRENES RELIANCE	27-Nov											-										-				-		29-Nov
IRENES RELIANCE	4-Dec										-	-		_		-						-		_		-		6-Dec
IRENES RELIANCE IRENES RELIANCE	11-Dec 18-Dec										-	-		-								-		<u> </u>		-	-	13-Dec



QUOTABLE QUOTES

Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success

Education is what remains after one has forgotten what one has learned in school.

One whose knowledge is confined to books and whose wealth is in the possession of others, can use neither his knowledge nor wealth when the need for them arises.

If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own.

- Pablo Picasso
- Albert Einstein
- Chanakya
- Henry Ford

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CSS - EMPLOYEE OF THE MONTH

MADHUKAR SANDUPATLA -Homeward Bound, awarded by Gillian Alexander, Manager, CSS Homeward Bound

AUGUST 2018



ETIHAD AIRWAYS PLANNING TO USE MUNICIPAL WASTE AS JET FUEL



Etihad Airways and Abu Dhabi Waste Management Center (Tadweer) will collaborate on a landmark research project to explore how municipal waste can be converted into jet fuel. Representing a major development in the adoption of sustainable fuel, one of the aims of the project would be to use the final jet fuel on Etihad Airways' flights. Etihad and Tadweer signed a Memorandum of Understanding (MoU) at Etihad's headquarters. The MoU mandates the two entities to undertake an initial feasibility study towards developing a flagship waste-to-fuel facility in Abu Dhabi. Following the initial study, Etihad Airways and Tadweer will explore the possibility of developing a long-term project with additional partners. The project's progress and other carbon offset opportunities will be coordinated through a joint work committee comprising Etihad Airways and Tadweer personnel. In addition to the environmental benefits, the project also has economic advantages, as the cost of production could be as low as 50 percent of average international oil prices. Therefore, the adoption of waste-to-energy is one area in which the aviation industry can reduce its carbon footprint, which currently accounts for two per cent of global emissions

MASDAR CITY UNVEILS FIRST AUTONOMOUS TRANSPORT SYSTEM

Masdar City, Abu Dhabi's flagship sustainable urban development, has unveiled its first NAVYA autonomous vehicle. Capable of transporting up to 12 people, the Autonom Shuttle was inaugurated in the presence of dignitaries representing the Department of Transport, Abu Dhabi Police, and the French Embassy. Designed by the French autonomous vehicle pioneer NAVYA, the Autonom Shuttle is a self-driving electric vehicle dedicated to first and last-mile transportation. It has a top operational speed of 25 kilometres per hour. Implementation of Masdar City's wider transportation strategy will see the arrival of a fleet of seven Autonom Shuttles from next year.



Source: Online news portals

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