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SEP-OCTOBER 2011

Lighthouse

Bi-monthly publication of CSS Group



Tiger Dance

A ritualistic dance performed in Kerala during the Onam season

Nehru Trophy for DEVAS



**CAROTRANS
& CSS GROUP**

AUTOMECHANIKA

FPS - AGM 2011



PROJECTS OIL & ENERGY



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CHAIRMAN'S MESSAGE



T.S. Kaladharan

A recent article, by a well known Indian business person, started me thinking about a particular aspect of office time management. How many spend time unnecessarily in the office after the normal working hours. The author describes this trait as a typical Indian executive mentality undertaken to make others believe that they are hard workers. I believe the author is incorrect to pick on just Indian executives as in my opinion this is a widespread tendency amongst business executives regardless of their origin to subscribe to this attitude. This according to me is a wrong work culture as it has a negative impact not only on one's work but also on his family life. If you

spend time unnecessarily in the office, even after you finish your work, you miss the opportunity to enjoy the spice of life which lies outside the office world. You miss your family, your children and your friends. In this context "Variety is the spice of life", takes on its full meaning. Time spent on entertainment, doing something different, definitely invigorates energy levels. One returns to work full of bounce and ready to give a refreshingly better performance. Another well known proverb also supports my view. "All work and no play makes Jack a dull boy". We need to forsake such outdated ideas about working late in the office and replace them

with a philosophy of working hard but playing harder.

We all had an exciting time when our Snake boat "Devas" lifted the prestigious Nehru Trophy in the recently concluded boat race in Alleppey, Kerala. The enjoyment we cherished as a team by spending quality time at events like these will infuse better performance in the office and greater success in the future.

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FOR INFORMATION ONLY



CAROTRANS TEAMS UP WITH LEADING MIDDLE EAST NVO, THE **CSS GROUP**

New alliance strengthens North America, Middle East and Africa service offerings

“

We are excited to be partnering with CSS, an industry leading NVO in the Middle East. Both our companies have similar cultures focused on customer care, best in class service and the highest quality standards. This partnership enables us to provide the high level of service and support our customers are accustomed to

”

Union, NJ, August 8, 2011 – CaroTrans, a leading global NVOCC (Non vessel operating common carrier) and ocean freight consolidator, announces today a new alliance with the CSS Group (Consolidated Shipping Services Group), a fast-growing NVOCC and total logistics company based and headquartered in Dubai, UAE. Together, these well-established NVOs will deliver the most comprehensive FCL (full container load), LCL (less than container load), and breakbulk, out of gauge and ro-ro cargo handling services to and from North America,

Middle East, and Africa. CaroTrans has been involved with the Middle East trade for over 16 years. Now with CSS, CaroTrans expands its service capabilities to include a seamless network of offices in the Middle East and Africa region, as well as a team of dedicated ocean transportation experts with local market experience and knowledge. CaroTrans offers weekly direct consolidation services to Dubai from their primary gateways of Los Angeles, Houston, Chicago, Atlanta, Charleston and New York.

“We are excited to be partnering with CSS, an industry leading NVO in the Middle East. Both our companies have similar cultures focused on customer care, best in class service and the highest quality standards. This partnership enables us to provide the high level of service and support our customers are accustomed to,” said Greg Howard, CaroTrans, Global CEO.

The Chairman of CSS, T.S. Kaladharan, commented, “CSS is delighted to partner with CaroTrans. The synergy of CaroTrans and CSS provides first class service, resources and expertise to the marketplace. The senior management teams of both companies have worked hard on this project and are 100% committed to making this a major success for our customers.”

CSS enhances CaroTrans’ position in the Middle East market and opens new markets including Iraq. CaroTrans’ overall global network of import and export operations consists of the United States, Europe, United Kingdom, Africa, India, Japan, South America, Oceania, Asia and

Middle East. CaroTrans strategically partners with premiere neutral NVOs, regional leaders with strong brand recognition, in key global markets where it provides for the best customer service.

About CaroTrans

Established in 1979, CaroTrans International is one of the world’s leading NVOCCs providing global LCL, less than container load, and FCL, full container load services. Through our network of offices in Asia, South America, Oceania, and the United States, along with our strong local partners, we offer a global reach that is truly unique.

CaroTrans is a people driven company with dedicated, experienced and knowledgeable team members who engage customers with passion and experience on a local level.

For additional information, please visit www.carotrans.com

About The CSS Group

Consolidated Shipping Group is one of the fastest growing NVOCC in the region it operates. Headquartered in Dubai, United Arab Emirates. With a team consisting of over 750 experienced and dedicated professionals, across 20 offices, CSS has what it takes to meet your freight forwarding requirements, be it by sea, land or air. CSS has always adapted itself to the latest trends in the industry to offer efficient and most feasible solutions to its clients’ and associates.

For additional information, please visit www.cssgroupsite.com

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mation, real-time auction results through www.rbauction.com, equipment financing, powertrain service warranties and property and cargo insurance, will complement and further enhance the wide range of customer services already offered while including comfortable first-class auction facilities, flexible bidding options, convenient on-site refurbishing services and a 21-language web site.

"Providing innovative business solutions that enable the world's businesses to exchange equipment with ease and confidence has been our company's mission since our inception," says Steve Barritt, Regional Manager, Ritchie Bros. Auctioneers. "Our attention to detail and our constant endeavor to provide value added services to our customers has been the cornerstone of our success. The new services that have just been launched are evidence of how we've run our business for over 50 years, which is keeping our customers' needs in mind."

Detailed Equipment Information
- launched globally July 1, 2011

Beginning July 1, Ritchie Bros. will collect and provide more equipment information online for all of its industrial auctions around the world. Available in 21 languages exclusively through Ritchie Bros.' web site www.rbauction.com, detailed equipment information will include up to 50 high-resolution photographs of each item, allowing customers to clearly see key components of an item, along with a multi-point summary of those components and comments on basic functionality. This new service will enable customers to assess equipment online more efficiently and in greater detail prior to inspecting it at the auction site in person.

Real-time auction results through www.rbauction.com
- launched globally July 1, 2011

Beginning July 1, Ritchie Bros. will provide real-time auction results for all customers viewing its auctions online through www.rbauction.com. Customers will instantly be able to see how much items have sold for and will be able to scroll back to see pricing for items they may have missed earlier in the day.

The Heavy Equipment Logistics division of CSS attended the two-day auction from July 19-20th, 2011. The team was able to network with the buyers and sellers at the auction while promoting its first class logistical solutions to the end user. The next RBA auction in Dubai, United Arab Emirates is scheduled for September 27-28, 2011.



As CSS Dubai works closely with Ritchie Brothers Auctioneers (RBA) we are pleased to recommend RBA who are committed to delivering first-class, innovative services that help their customers buy and sell equipment with confidence. On July 1st, Ritchie Bros. launched new equipment financing, warranty and insurance services.

Ritchie Bros. Auctioneers Inc. (NYSE and TSX: RBA), the world's largest industrial auctioneer announced the launch of a bundle of new valued-added services for its customers in the U.S., Canada and around the world. These new services, which include detailed equipment infor-



AUTOMECHANIKA MIDDLE EAST



CSS Dubai recently attended the largest ever edition of Automechanika Middle East, which was held at the Dubai International Convention and Exhibition Centre, Dubai, UAE.

The 9th edition of the largest international automotive

“Whilst the event was full of potential freight and logistics business for CSS and its global partners, it was also an excellent opportunity to meet our existing and potential customers. In my opinion, its one of most important shows in the region for automotive aftermarket and we will certainly attend the next show” - Ken Dinnadge

aftermarket trade fair in the wider Middle East welcomed 17,310 trade visitors from 130 countries.

In terms of exhibitors, 1,102 companies featured products and services across the entire spectrum of the automotive aftermarket industry represented from 52 different countries, rendering it a truly international exhibition.

During this year's event Dubai Customs revealed the latest import/export figures for 2010 and 1st quarter of 2011 within Dubai's automotive aftermarket sector. Dubai's direct trade in the automotive aftermarket for Quarter 1, 2011 enjoyed an 11% increase over the same period in 2010.

“Whilst the event was full of potential freight and logistics business for CSS and its global partners, it was also an excellent opportunity to meet our existing and potential customers. In my opinion, its one of most important shows in the region for automotive aftermarket and we will certainly attend the next show,” says Ken Dinnadge, VP Business Development, CSS.

Ken Dinnadge, VP Business Development, Rahul Mathew, Key Accounts Manager Heavy Equipment Logistics and Hinna Hussain, Key Accounts Manager Projects, Oil & Energy represented CSS Dubai at the recent trade exhibition held in Dubai, UAE.

Some key facts from Automechanika Middle East 2011 :

- 1,102 exhibitors from 52 countries (9% increase on 2010)
- 17,310 trade visitors from 130 countries (8% increase on 2010)
- 21 official country pavilions
- Supported by 31 international trade associations
- 18% growth in overall size from 2010 edition
- Awarded as the fastest growing show in the Middle East
- Automechanika Academy - 8 highly qualified and interesting industry spokespeople; 108 unique delegates





Devas Chundan

Lifts the 59th Nehru Trophy

Devas Snake boat powered by Jesus Boat Club lifted the prestigious Nehru Trophy in a pulsating final match with Karichal at Punnamada Alleppey on the 13th of August, Saturday. Devas whizzed past Karichal Chundan of Freedom Boat Club and Muttel Kainakari of United Boat Club in a thrilling race witnessed by hundreds, including a large number of foreign tourists.

Over 4,000 oarsmen put on display their rowing skills in the event in which competitions were also held for different types of smaller craft. Union Health Minister Guhnam Nabi Azad had inaugurated the boat race, which was instituted in early 1950s, to commemorate Jawaharlal Nehru's boat ride in the backwaters of Kuttanad area during a visit to the state.

The race of long and sleek 'snake boats', unique to Kerala and known as 'chundam vallams in local parlance, is the highlight of the event in which 16 teams competed.

Enchanted by the beauty of the palm-fringed villages on the banks of the backwaters and the sporting spirit of the people, Nehru suggested that the boat race to be held on an annual basis.

He also sent the trophy to be given to the winning team. The boat race is held on second Saturday of August every year.

In the women's category of Thekkan Odi, Devas retained the title for the third time. There were cheer leaders from all parts of the world in a special boat organized by the CSS Group Chairman, T. S. Kaladharan. "We must win" that was what Kala said before the competition and we won.

The people of Kuttanad call it the water Olympics of Kerala. As the saying goes, "the people of Kuttanad village can live without food and water, but they cannot live without snake boat races", which is a way of life here.



HOMeward BOUND

Desire to move on in life is everyone's dream

When it comes to moving one's home or office, the enormity of the task is sure to set in. The hassle attached with packing precious belongings safely and moving them without damage to the new location is best to be left to the professionals. CSS Homeward Bound has made it their motto to ensure that your precious cargo is treated just as we would treat our own.

CSS Homeward Bound was set up by Consolidated Shipping Group to meet the ever-growing demand for relocation among the expatriate community. Over the years it has evolved into an experienced and professional team capable to deliver substantial services in dismantling, packing, loading, moving, custom clearing and unloading. Shipments can commence from anywhere within the UAE, and be delivered to any doorstep in the world.

"Providing relocation services to individuals and organizations in the UAE is quite exciting and rewarding as the CSS Homeward Bound team is able to interact with the diverse nationalities and expatriate community here in the UAE. We learn new customs and cultures by working closely with our clients ensuring their precious sensitive belongings are handled in an error free manner. Our dedicated team of professionals offer various packing methods based on the job requirements says, Binita D'Cunha Assistant Manager, CSS Homeward Bound."

"The CSS Homeward Bound staff assists and execute all areas of your move, whether home or office. Our qualified and well-reputed staff begins the process with a survey that determines your relocation needs whether locally or internationally and in turn are able to provide the most competitive rate for all of your relocation requirements", she adds.

THE SERVICES OFFERED

- Worldwide packing and moving of personal effects
- Local and International removals (Homes and Offices)
- Customs clearance and door - to - door services
- Warehousing
- Transportation
- Industrial packing and lashing
- Comprehensive insurance

THE FACILITIES / STRENGTHS

- Own warehouse facility of over 10,000 sq. ft.
- Operating a fleet of own trucks
- Multilingual experienced professionals

CERTIFICATIONS AND ASSOCIATIONS

- A member of the Canadian Association of Movers (CAM)
- A member of International Association of Movers (IAM)
- A member of Asian Relocation Association (ARA)



For further information
Please Contact :

Binita D'Cunha
Savita Vinod

Asst. Manager
Sr. Coordinator

binita@csshomeward.com
savita@csshomeward.com

CSS

Homeward Bound



Onam

Onam is the largest festival in the Indian state of Kerala. It falls during the first month of the Malayalam calendar which is Chingam (August–September) and marks the homecoming of the legendary King Maveli. The festival lasts for ten days and is linked to many elements of Kerala's culture and tradition. Intricate flower carpets, elaborate banquet lunch, snake boat races, Puli Kali, and the Kaikottikkali dance all play a part in the festival. It can be undoubtedly said that these elements constitute the diversity, richness and colorfulness that no other festival can claim in the world.

Onam is an ancient festival which still survives in the modern times. Kerala's rice harvest festival and the festival of rain flowers which fell on the Malayalam month of Chingam celebrated the annual visit from the under world (Pathalam) of the very noble Demon King Maveli (Mahabali). Onam is unique since King

Maveli is revered by people of Kerala from prehistory.

According to the legend, Kerala witnessed its golden era during the reign of King Mahabali. Everybody in the state was happy and prosperous and the king was highly regarded by his subjects. He was that much highly regarded among the subjects that even the Gods under Indra became jealous of Mahabali, they approached Mahavishnu claiming that Mahabali is now equivalent to an Indra. Since a world with two Indras represents imbalance, Mahavishnu assumed the form of a dwarf, the Vamana avatara and tricked him to Pathalam, the Underworld. However, as Mahabali is equal to an Indra, he is to wait until the next Yuga where he would be the Indra. In the meantime, with the grace of Mahavishnu, Mahabali visits his people on an annual basis. Mahavishnu serves Mahabali as a gatekeeper in the world of Pathalam as the Lord himself serves his greatest devotees.

The most important things about Onam are the onakkodi, the new clothes worn on this day and onam sadya, a feast which is quite elaborate. This is usually a feast served on banana leaves and serves rice along with an array of 18 to 32 dishes. Traditional pickles and papadam are also served. Dessert is usually 'payasam', a sweet dish made of milk, sugar and other traditional Indian savories.

One can assume this way too as this could be the only day that around 40 million people around the globe eat the same food with Joy and Happiness.

CSS Group Wishes you a wonderful Onam.



FPS AGM heads to INDONESIA in 2011

FPS Group announces that their annual AGM (Annual General Meeting) will be held at the [Intercontinental Bali Resort](#) in Indonesia, from [October 18th to 21st 2011](#). The FPS Group AGM sets the stage for members around the globe to take part in discussions and network with their fellow freight forwarders from across the globe. The AGM allows for members to have the opportunity to discuss and develop the networks direction and development and also gain a deep insight into the group's future developments.

The FPS AGM will be filled with one-to-one meetings, group meetings, network-

ing sessions, gala dinners and social gatherings for all of its members.

Commenting on the theme "Together We are Strong", FPS Chairman Kettivit Sittisoontornwong says: "Our forthcoming annual general meeting and conference continues to be an excellent opportunity to examine where the group is going and discover what the priorities are for developing our operations in the future.

"There can be no question that we have experienced some tough business conditions in the last couple of years. Members will have plenty of experi-

ences to share about how they have come through and opportunities to share strategies about how they intend to expand in the future."

CSS Group will be well represented during the AGM with active participation from its network offices. Dean Landers, General Manager CSS Kuwait, Jairam KR, Director CSS India, Rajesh Arora, Asst.GM Import CSS India, Narayan RT, General Manager CSS Bahrain, Siby C Kurian, General Manager CSS Dubai, & Rajagopal, Sr. General Manager CSS Dubai will be representing CSS Group for the FPS AGM 2011.

ABOUT FPS: YOUR VISION IS OUR MISSION

The journey of a global network under a unified brand started in 1994 with the establishment of Famous Pacific Shipping Australia and was soon followed by Famous Pacific Shipping offices in Korea, Philippines, South Africa, Sri Lanka, Japan, Malaysia, New Zealand, Fiji, USA, Thailand, China, Netherlands and France. Many locations worldwide now operate under the FPS brand, as well as exclusive partners in most of the key trading nations.

The collective experience of the FPS group is huge; its members boast unrivalled financial stability and continuing commitment to investment in services and people. The pursuit of excellence and the investment in the quality of staff is helping to develop into one of the world's leading privately-owned exponents of freight forwarding and NVOCC services.

SPECIALISATION

The team specializes in ocean and airfreight forwarding, supported by overland operations, warehousing and supply chain management. With years of collective experience within the group, we've built businesses from a string of world-class companies.

OUR MISSION

"Through technology, professionalism and committed, highly qualified personnel we will provide clients with service excellence in our global operations. We strive to ensure that the FPS Group and its Network members are recognised as leaders and specialists in the provision of efficient and affordable International Freight Forwarding, Cargo Logistics Management and NVOCC solutions."

For more information and news about FPS Group please log onto www.fps-group.net



THE FREE ZONES AND THE TRADE

Free Zones have been used internationally to promote export, attract foreign direct investment and to spur the economic growth. The generic free zone concept has evolved overtime. There is several Free Zones found internationally including export processing zones: EPZs (industrial free zones for export manufacturing industries), and commercial free zones (for trading, warehousing and export activities).

Several countries in Middle East were late adopters of Free Zones with the UAE amongst the leading Free Zones in this region. As one of the largest and fastest growing free zones, Jebel Ali Free Zone ("JAFZA") aspires to be the international business hub of the Middle East. JAFZA has successfully been attracting investors in all business sectors from all over the world by sheer force of its unique value added offerings and propositions. More than 6000 of the world's finest companies are currently based in JAFZA. The present JAFZA profile includes more than 150 of the Global Fortune 500 companies. It has seen a phenomenal 300-fold growth in its member strength growing from 19 companies in 1985 to over 6000 in 2007. Since the turn of this century the number of companies in JAFZA has grown by more than 350 per cent. The other free zones in the UAE include Airport Free zone, Hamriyah free zone, Sharjah Airport International, Ras Al Khaimah FTZ, Abu Dhabi Ports Company, Dubai Logistics City, Abu Dhabi Airport, Ajman and Fujairah Free Zone.

The key benefits of trading in free zones are the tax benefits, investment incentives and other value added advantages, which include:

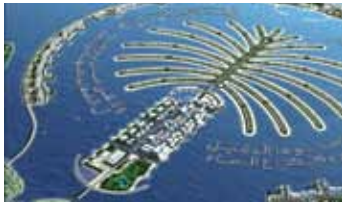
- 100% import/export tax exemption
- No customs duty between free zones and option to pay the customs on the imported materials at the final destination
- 100% Foreign ownership companies
- Abundant and inexpensive energy
- Online customer service (e-services)
- A one stop shop facility for processing of all documentation including immigration, registration and licensing

CSS had a clear vision of establishing its own state-of-the-art facility in the Jebel Ali Free Zone to cater to the growing trends in the market and it became a reality in September 2002 with the commissioning of Consolidated Shipping Logistics Centre (CSLC 1) built within a sprawling area of 200,000sq.ft in the heart of the Jebel Ali Free Zone.

The supply chain management facility of CSS was set up in 2004, also situated in Jebel Ali Free Zone with an operational space of 140,000 sq.ft. with 22,000 CBM capacity along with CSLC 1 has become a landmark of success for the CSS Group.

Tariq Bin Khalifa, Director, Account Management – General Cargo, DP World, UAE Region said

"We believe the integrated multi-modal cargo transport process created by the cooperation between DP World, the UAE Region and Dubai Airports, as well as our Free Zone partners in Jebel Ali Free Zone (Jafza), is a logical step forward in Dubai's continuous evolution as one of the finest trading hubs in the world. It brings together a sea-land-air logistics platform that delivers true value to our common customers and benefits the growth of Jebel Ali Port, DWC-Al Maktoum International and Jafza. Organizations like CSS Group who began their operations in 1995 have significantly contributed to the growth and development of Jafza and associated Free Zones amongst the freight forwarding and logistics fraternity."



CSS Group
Wishes You



Eid Mubarak

DHAHI RECEIVES BAHRAINI DELEGATION



His Excellency Lieutenant General Dhahi Khalfan Tamim, Commander-in-Chief of Dubai Police, met with a delegation from the Bahraini Families Council.

The delegation of 19 dignitaries, which was headed by Jassem Botabaynah, president of the council, was on a program of visits to all the countries in the Gulf Cooperation Council (GCC). During their visit to the United Arab Emirates, the delegation was hosted by Ahmed Al Rais, Senior VP Air Freight CSS and Hassan Haji, Public Relations Officer CSS whom organized their entire schedule of prestigious gatherings.

His Excellency praised the role of the council in promoting national cohesiveness and loyalty to their nation. At the same time he spoke about the depth of the historical and fraternal relations

between the UAE and the Kingdom of Bahrain.

For his part, Jassem Botabaynah expressed his sincere thanks and appreciation to His Excellency for the warm reception, and presented a commemorative gift to His Excellency, on the occasion of the visit.

The Meeting was also attended by Major General Khalfan Khalfan Abdullah, Director General of Administration Affairs Department, Major General Abdul-Rahman Mohammad Rafi, Director General Department of Community Services, Major General Rashid Al Mazrui, Director of the General Administration for services and equipment, General Taresh Eid Al Mansouri, the Director of the Human Resources Department and Major General Dr Abdulkudus Abdul Razak, Director of the General Administration of TQM.

CSS BREAKBULK NEW ORLEANS 2012

Breakbulk AMERICAS
Transportation Conference & Exhibition

CSS Group will be showcasing its products and services offered at the 22nd Breakbulk Americas Transportation Conference & Exhibition to be held in **New Orleans, Louisiana from October 25th until 27th, 2011 at the Ernest N. Morial Convention Center.** Exhibitors include the world's major carriers, forwarders and ports that handle specialized heavy-lift, project and Breakbulk cargoes.

One of the largest and most important gathering in the Americas for companies involved in the shipping of heavy-lift, project cargo and tradi-

tional Breakbulk cargoes, Breakbulk Americas is the ideal platform for CSS to introduce its products and services. It is where shippers have the opportunity to meet and develop relationships with the leading specialized carriers, forwarders, ports, terminals and packers who have the expertise and resources to handle oversized cargoes with unique handling requirements.

In addition to a bustling exhibition floor, Breakbulk Americas will feature a 2-day conference with top speakers addressing industry issues. The in-depth program will delve into today's most press-

ing Breakbulk transportation topics. Speakers will also discuss the hottest regions for Breakbulk and project cargo, and review sectors such as oil and gas, and other power generation markets.

Visit CSS at booth # 845

If you wish to set up an appointment at a specific time and date, kindly contact us by email: infoprojects@cssdubai.com

We look forward to meeting you in New Orleans.

For further information, please visit: www.cssgroupsite.com



CSS PROUDLY CONGRATULATES WINNERS FOR THE UAE OPEN BADMINTON TOURNAMENT '11

The India Club UAE Badminton Tournament was concluded on 17th June 2011. As one of the key sponsors in this prestigious tournament, it was truly a proud moment for CSS when Susanth Shekar, HR Manager,

CSS was one among the chief guests who gave away the prizes for the winners. "On behalf of the CSS Group we congratulate all of the winners and appreciate the spirit of the participants, which made this

event a brilliant success. We would like to thank the India Club for organizing a memorable tournament which we look forward to being a part of in the future" adds Susanth, HR Manager, CSS.



LUCKY WINNER

With our continuous view to uphold the freight-forwarding/logistics fraternity, CSS' Thank-you incentive scheme towards our fellow-forwarders and customers, conceived two years ago, wherein one lucky name out of the scores of business cards that are dropped into the bowls which are placed at the D/O counter in the Corporate Head Office and CSLC-1, was to be drawn and rewarded with a gift, has been nothing short of successful.

The lucky winner rewarded for the months of July- August 2011 was **Kutub** from UTI, who walked away with Gift voucher worth 200 AED from LuLu Hypermarket, presented by **Deepu S Dev**, Marketing Coordinator, CSS Dubai.

NEW ROADS FOR LOGISTICS

DELHI

Anita Baker, CSS Delhi

Delhi and the national capital region together contribute to huge export and import cargo for both sea and air. This attracts most of the major shipping lines, forwarders, NVOCC and custom agents to have their corporate and Head offices in Delhi. The market being of various commodities like electronics textiles, handicraft, automobiles, manufactured majorly by Samsung, LG, Moser Baer, Maruti, Honda Cars, the logistics and infrastructure have the huge potential to grow multifold.

Containerized cargo comprises of total 52000 TEUs, from Delhi and vicinity, with all the major ICDs having a share of their respective volumes. Earlier the cargo was primarily handled by ICD TKD and CFS PPG, but with the revolutionary growth of the Exim volumes this gave rise to the private players operating ICD and CFS in the vicinity. Before 2003 there was one private CFS in Faridabad. Presently it has grown multifold with ICD operators such as ICD LONI; ICD DADRI; ICD GDL; ICD PATLI. This indicates the growth of Exim cargo. Other projects which are coming

up in Bhiwadi and Rewari, will also add to the Exim growth in the region.

Another important feature in the development of growth in logistics is the public private partnership, by which the Indian railways invited private players to operate containerized trains. Prior to 2007 the only train operator was Concor. Now there are 15 companies in total, providing healthy and stiff competition and resulting in ending the monopoly of Concor. These additional players indirectly or directly benefit the trade in terms of services rendered and cost reduction. In addition to this, within next year, there will be a dedicated freight corridor from Delhi to Mumbai, which will be advantageous for speedy movement and double stacking of trains. This will further enhance productivity, cost reduction, and speedy movement of cargo.

Apart from the growth in Exim throughput, infrastructure and private rail operators, there are still challenges being faced by the trade fraternity from the government, be it the charges levied by Indian

railways, or the ban imposed by DGFT. These require a good amount of improvement. As compared to the global segment, our logistics cost is still the highest by 25%. More transparency in decision making is required by the government bodies to further strengthen the trade.

In a very short span of time, the India operations of Console Shipping Services Pvt. Ltd, has grown by leaps and bounds. Console Shipping Services, Delhi comprising a team of about 30 qualified professionals have put in their hard work in making CSS Delhi a known service provider among the trade with expertise in consolidation and FCL Movement both inbound and outbound under the leadership and vision of Nitin Bajpayee (General Manager-Export); Rajesh Arora (General Manager-Import) and a highly motivated team having excellent relations with the lines, and government bodies. CSS Delhi, with this combination of experts and experienced team, will achieve success in becoming one of the most preferred service providers in North India.

EMPLOYEES OF THE MONTH

JUNE 2011



Alan Koshy - Coordinator CSS Airfreight given by **Jacob Isaac** - GM & **Baiju Sadanand**, Asst. Manager - Ops., Airfreight

Renjith Rajappan - Forklift Operator - CFS given by **Don Raveendran** - Asst. Manager, CFS



JULY 2011



Prasad T G - Coordinator - Customs Documentation given by **Radhakrishnan (Babu)** - Sr. Manager, Ops

Ratheesh Rajendran - Labourer - CFS given by **Don Raveendran** - Asst. Manager, CFS



GREEN MARKETING NOT A MYTH

Deepu S Dev, CSS Dubai



Consolidated Shipping Services

Unfortunately, a majority of people believe that Green Marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with Green Marketing. While these terms are Green Marketing claims, they are actually a part of a much broader concept, one that can be applied to consumer goods, industrial goods and services.

For example, around the world there are resorts that are beginning to promote themselves as “ecotourism” facilities, i.e., facilities that “specialize” in experiencing nature or operating in a fashion that minimizes their environmental impact. Thus Green Marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing.

However, Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. In a study of 16 countries, more than 50% of consumers in each country indicated they were concerned about the environment. Green marketing covers more than a firm’s marketing claims. While firms must bear much of

the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. One example of this is where McDonald’s is often blamed for polluting the environment because much of their packaging finishes up as roadside waste. It must be remembered that it is the uncaring consumer who chooses to dispose of their waste in an inappropriate fashion. While firms can have a great impact on the natural environment, the responsibility should not lay with them alone.

Ultimately Green Marketing requires that consumers want a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Until this occurs it will be difficult for firms alone to lead the Green Marketing revolution.



Onasadya

happiness rules



DAVE EAGER

Regular readers of "Kaleidoscope" will know that whilst I am English, I love my Kerala home, friends and culture. The values that Malayalees hold dear have been highlighted in my thoughts by the recent riots, amongst apparently ordinary people, in the U.K. It is heartening to realise that, for many of us, family values are at the forefront this month. September the 7th heralds the start in Kerala of the ten day Onam festival. Whilst manufacturers and stores try to cash in on the excitement that this occasion brings, with "Onam Festival Sales" and special offers, they cannot detract from the importance of a festival rich in culture and heritage. Traditionally Onam celebrates the harvest, gratitude for families and on a mythical level it keeps alive the legend of a benevolent ancient ruler called King Mahabali. It is believed that he visits Kerala again during Onam. Celebrations unite families as spectacular events take place in the Indian southern state cities of Trivandrum, Cochin, Thirissur and Kottayam.

I have been a regular visitor to Kerala since 1996, but I first truly experienced the importance of Onam when, in 2003, my friends **Jayan** and **Santha Nair** invited me to their family home at Vellayambalam, Trivandrum. However one important condition, if I accepted, I had to eat properly in the Malayalam way with my fingers. Now for a westerner this is something different. We are used to eating sandwiches, chips and pieces of chicken with our fingers but mixing food on a plate? Was I in for a surprise! I was being welcomed to a tradition which was far away from the tourist style hotel Onam events. This was real Kerala - what a privilege and treat.

The ground outside their family home was strikingly decorated in paint and flower designs - **pookalam** - greetings to King Mahabali. The aroma of spices filled the air. The place was alive with happy



people. Dressed in their "Sunday best", as the English saying goes, there was a friendly courteous fun party atmosphere I will never forget. In the largest room a lighted brass lamp was set at one end of a table. Places were set in front of plantain (banana) leaves and after prayers a never ending stream of food, food glorious food, started to arrive. The colours were a delight to the eye. The greens, reds, yellows, purples, browns and whites of the dishes started my taste buds drooling. I was soon introduced to "mama" who spoke perfect English. Mama had been at nurse at the Westminster Hospital in London during the Second World War so she knew how to deal with me! Now in her eighties she had been set the task of teaching me to eat correctly with my fingers. I could not have asked for a better instructor. As the various vegetables were set in front of me on the plantain leaf, I was shown how to mix them with the rice, shaping my four fingers into a scooping finger cup and then using my thumb to press it into my mouth. The one question I was soon asked, "Doesn't the food taste better eating this way?" I had to admit, "Yes it did!" For many the elaborate meal consists of thirteen or more strictly vegetarian dishes. I was told that originally there used to be sixty-four mandatory dishes. It was explained that there is a fixed order of serving the meal and a set place to serve the various dishes on the leaf. It was apparent to me that this scrumptious Onam meal,

known as "Onasadya" had involved a lot of preparation. It was also wonderful to see the joy everyone had serving and eating. The expressions on my face were also closely watched to see what I thought of the food. The ginger and lime pickles made me wince as I had never tasted something so tart, sour and sweet at the same time. The various thorans I loved, especially the ones with mushrooms and beetroot. I have always liked various curries and sambar so these were welcome mixing with the rice. The final delight was the payasam desert. There are two types made from either boiled potatoes, molasses, coconut milk and spices, or "Pal Payasam" which is rice boiled in milk sweetened with sugar. I preferred the latter especially as it was served with boli, a thin yellow coloured pancake which for me was delicious. Yummy!

The traditional Onam song starts with the lines:

*"Maveli Nadu vaneedum
kaalam, Manusharellarum
onnupole, amodhathode
vasikkum kalam"*

"All the people were equal, and people were joyful and merry". Without doubt in my mind, for ten days at least and especially on "Thiru Onam", (this year on 9th September, in the Malayalam month of "Chingam"), everyone is motivated to unite family and friends celebrating as equals enjoying never-ending dishes, rice and desserts. **Some may say that it is the best meal money can buy but for me it's a meal from our hearts!** The whole world can learn from this message. I will never forget my first family Onam with Jayan and Santha. Onam is not about money, it's about being thankful for family, friendships, traditions and hope in our future.

Happy Onam to everyone

Onam ashamsakal

QUOTABLE QUOTES

"We could never learn to be brave and patient, if there were only joy in the world"

- Helen Keller

"Character may be manifested in great moments, but it is made in small ones"

- Philip Brooks

"Believe in your dreams and they may come true; believe in yourself and they will come true"

- James Dean

"The man who does not read good books has no advantage over the man who cannot read them"

- Mark Twain

"Its not length of life, but depth of life"

- Ralph Waldo Emerson

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inbound

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MAERSK PHUKET	1149	5-Sep																						7-Sep	
MAERSK PHUKET	1151	12-Sep																							14-Sep
MAERSK PHUKET	1153	19-Sep																							21-Sep
MAERSK PHUKET	1155	26-Sep																							28-Sep
MAERSK PHUKET	1157	3-Oct																							5-Oct
MAERSK PHUKET	1159	10-Oct																							12-Oct
MAERSK PHUKET	1161	17-Oct																							19-Oct
MAERSK PHUKET	1163	24-Oct																							26-Oct
MAERSK PHUKET	1165	31-Oct																							2-Nov
ANAN BHUM	S564		1-Sep																						14-Sep
ANAN BHUM	S565		8-Sep																						21-Sep
ANAN BHUM	S566		15-Sep																						28-Sep
ANAN BHUM	S567		22-Sep																						5-Oct
ANAN BHUM	S568		29-Sep																						12-Oct
ANAN BHUM	S569		6-Oct																						19-Oct
ANAN BHUM	S570		13-Oct																						26-Oct
MSC PALOMA	D1133A			5-Sep																					22-Sep
MSC CAMILE	D1134A			12-Sep																					29-Sep
MSC ALEXANDRA	D1135A			19-Sep																					6-Oct
MSC EMANUELLA	D1136A			26-Sep																					13-Oct
MSC MELARLDE	D1137A			3-Oct																					20-Oct
MSC DANIT	D1138A			10-Oct																					27-Oct
MSC PALOMA	D1139A			17-Oct																					3-Nov
MASERK KIEL	1111				1-Sep																				25-Sep
MASERK KAMPALA	1111				8-Sep																				2-Oct
HANJIN DALLAS	1111				16-Sep																				10-Oct
MASERK KITHIRA	1113				23-Sep																				17-Oct
MASERK KALMAR	1113				30-Sep																				24-Oct
MASERK KLAPEIDA	1113				7-Oct																				31-Oct
PRAGUE EXPRESS	21E35																			27-Aug					16-Sep
KUALA LAMPUR EXPRESS	11E36																			4-Sep					24-Sep
BASLE EXPRESS	24E37																			11-Sep					1-Oct
NYK VIGOR	32E38																			18-Sep					8-Oct
CHICAGO EXPRESS	27E40																			25-Sep					15-Oct
OSAKA EXPRESS	35E41																			2-Oct					22-Oct
KYOTO EXPRESS	29E42																			9-Oct					29-Oct
INDIRA GANDHI	147							31-Aug																	11-Sep
CARAVEL PRIDE	148							7-Sep																	18-Sep
LAL BAHADUR SASTRI	149							14-Sep																	25-Sep
RAJIV GANDHI	150							21-Sep																	2-Oct
INDIRA GANDHI	151							28-Sep																	9-Oct
CARAVEL PRIDE	152							5-Oct																	16-Oct
LAL BAHADUR SASTRI	153							12-Oct																	23-Oct
RAJIV GANDHI	154							19-Oct																	30-Oct
COCL OAKLAND	25W35							8-Sep																	2-Oct
ITALY EXPRESS	53W36							15-Sep																	9-Oct
VIETNAM EXPRESS	28W17							22-Sep																	16-Oct
COCL NEW YORK	92W38							29-Sep																	23-Oct
CANADA EXPRESS	45W39							6-Oct																	30-Oct
COCL OAKLAND	24W40							13-Oct																	6-Nov
ITALY EXPRESS	52W41							20-Oct																	13-Nov
VIETNAM EXPRESS	27W42							27-Oct																	20-Nov
APL Seoul	015							4-Sep																	16-Sep
APL Sydney	979							11-Sep																	23-Sep
APL Shanghai	010							18-Sep																	30-Sep
APL Indonesia	011							25-Sep																	7-Oct
APL Sri Lanka	012							2-Oct																	14-Oct
APL Seoul	016							9-Oct																	21-Oct
APL Sydney	980							16-Oct																	28-Oct
APL Shanghai	011							23-Oct																	4-Nov
SIMA SAHBA	147							2-Sep																	5-Sep
SIMA SAHBA	148							9-Sep																	12-Sep
SIMA SAHBA	149							16-Sep																	19-Sep
SIMA SAHBA	150							23-Sep																	26-Sep
SIMA SAHBA	151							30-Sep																	3-Oct
SIMA SAHBA	152							7-Oct																	10-Oct
SIMA SAHBA	153							14-Oct																	17-Oct
SIMA SAHBA	154							21-Oct																	24-Oct
HYUNDAI GENERAL	504W																								13-Sep
HYUNDAI DISCOVERY	504W																								20-Sep
HYUNDAI FREEDOM	506W																								27-Sep
HYUNDAI CONFIDENCE	506W																								4-Oct
HYUNDAI HIGHNESS	506W																								11-Oct
HYUNDAI INDEPENDENCE	505W																								18-Oct
HYUNDAI GENERAL	534W																								25-Oct
HYUNDAI DISCOVERY	505W																								1-Nov
MAERSK CALIFORNIA	1171																								8-Sep
MAERSK CALIFORNIA	1173																								15-Sep
MAERSK CALIFORNIA	1175																								22-Sep
MAERSK CALIFORNIA	1177																								29-Sep

ABOVE MENTIONED ARE TENTATIVE VESSELS AND ARE SUBJECT TO CHANGE. ALSO DIRECT SERVICES FROM XIAMEN, HUANGPU, LEHAVRE

inbound

SAILING SCHEDULE

dubai

VESSEL	VOY	BAHRAIN	BANGKOK	BARCELONA	BREMEN	BUSAN	COCHIN	HALIFAX	HONGKONG	KARACHI	KEELUNG	KUWAIT	NHAVA SHEVA	NEW YORK	NINGBO	PORT KLANG	ROTTERDAM	SHANGHAI	SINGAPORE	SOUTHAMPTON	XINGANG	YOKOHAMA	JEBEL ALI	
MAERSK CALIFORNIA	1179											4-Oct												6-Oct
MAERSK CALIFORNIA	1181											11-Oct												13-Oct
MAERSK CALIFORNIA	1183											18-Oct												20-Oct
MAERSK CALIFORNIA	1185											25-Oct												27-Oct
BUXLINK	146												7-Sep											11-Sep
GERMAN	79											14-Sep												18-Sep
BUXLINK	147											21-Sep												25-Sep
GERMAN	80											28-Sep												2-Oct
BUXLINK	148											5-Oct												9-Oct
GERMAN	81											12-Oct												16-Oct
BUXLINK	149											19-Oct												23-Oct
GERMAN	82											26-Oct												30-Oct
MAERSK UTAH	1113												4-Sep											22-Sep
MAERSK WYOMING	1111												11-Sep											29-Sep
MAERSK CAROLINA	1113												18-Sep											6-Oct
MAERSK CAROLINA	1111												25-Sep											13-Oct
MAERSK GEORGIA	1111												2-Oct											20-Oct
MAERSK WISCONSIN	1113												9-Oct											27-Oct
MAERSK MISSOURI	1113												16-Oct											3-Nov
MAERSK IDAHO	1111												23-Oct											10-Nov
HYUNDAI GENERAL	504W													4-Sep										19-Sep
HYUNDAI DISCOVERY	504W													11-Sep										26-Sep
HYUNDAI FREEDOM	506W													18-Sep										3-Oct
HYUNDAI CONFIDENCE	506W													25-Sep										10-Oct
HYUNDAI HIGHNESS	506W													2-Oct										17-Oct
HYUNDAI INDEPENDENCE	505W													9-Oct										24-Oct
HYUNDAI GENERAL	534W													16-Oct										31-Oct
HYUNDAI DISCOVERY	505W													16-Oct										31-Oct
HYUNDAI GENERAL	503W																	3-Sep						19-Sep
HYUNDAI DISCOVERY	532W																	10-Sep						26-Sep
HYUNDAI FREEDOM	503W																	17-Sep						3-Oct
HYUNDAI CONFIDENCE	505W																	24-Sep						10-Oct
HYUNDAI HIGHNESS	505W																	1-Oct						17-Oct
HYUNDAI INDEPENDENCE	505W																	8-Oct						24-Oct
HYUNDAI GENERAL	505W																	15-Oct						31-Oct
HYUNDAI DISCOVERY	505W																	22-Oct						7-Nov
XIN YAN TAI	008W																				3-Sep			24-Sep
CMA CGM DON CARLOS	017W																				10-Sep			1-Oct
XIN NAN TONG	003W																				17-Sep			8-Oct
CSC L AMERICA	002W																				24-Sep			15-Oct
BUNGA SEROJA SATU	028W																						1-Oct	22-Oct
CSC L ASIA	008W																						8-Oct	29-Oct
XIN YAN TAI	009W																						15-Oct	5-Nov
CMA CGM DON CARLOS	018W																						22-Oct	12-Nov
WAN HAI 311	074S																						1-Sep	29-Sep
WAN HAI 301	129S																						8-Sep	6-Oct
WAN HAI 302	121S																						15-Sep	13-Oct
WAN HAI 311	075S																						22-Sep	20-Oct
WAN HAI 315	065S																						29-Sep	27-Oct
WAN HAI 302	122S																						6-Oct	3-Nov
WAN HAI 311	076S																						13-Oct	10-Nov
WAN HAI 315	066S																						20-Oct	21-Jan
BUNGA RAYA SATU	126W															4-Sep								13-Sep
BUNGA RAYA TIGA	126W															11-Sep								20-Sep
BUNGA RAYA EMPAT	126W															18-Sep								27-Sep
BUNGA RAYA DUA	126W															25-Sep								4-Oct
BUNGA RAYA LAPAN	125W															2-Oct								11-Oct
BUNGA RAYA LIMA	219W															9-Oct								18-Oct
BUNGA RAYA SATU	126W															16-Oct								25-Oct
BUNGA RAYA TIGA	126W															16-Oct								25-Oct
APL Sri Lanka	013						7-Sep																	26-Sep
APL Melbourne	011						14-Sep													18-Sep				26-Sep
APL Doha	015						21-Sep													25-Sep				3-Oct
OOCL Le Havre	016						28-Sep													2-Oct				10-Oct
OOCL Jakarta	012						5-Oct													9-Oct				17-Oct
APL Indonesia	014						12-Oct													16-Oct				24-Oct
APL Sri Lanka	014						19-Oct													23-Oct				31-Oct
APL Melbourne	012						26-Oct													30-Oct				7-Nov
MSC LAURENCE	S1135A																			6-Nov				14-Nov
MSC ROMA	S1136A																		5-Sep					26-Sep
MSC BERYL	S1137A																		12-Sep					3-Oct
MSC KALINA	S1138A																		19-Sep					10-Oct
MSC ESTHI	S1139A																		26-Sep					17-Oct
MSC LAURENCE	S1140A																		3-Oct					24-Oct
MSC ROMA	S1141A																		10-Oct					31-Oct
MSC BERYL	S1142A																		17-Oct					7-Nov
																			24-Oct					14-Nov

ABOVE MENTIONED ARE TENTATIVE VESSELS AND ARE SUBJECT TO CHANGE. ALSO DIRECT SERVICES FROM XIAMEN, HUANGPU, LEHAVRE

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Pradeep T K
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Operations Executive - import

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