

LIGHTHOUSE

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BI-MONTHLY PUBLICATION OF CSS GROUP

**MASAI MARA: SHOULD
BE EXPERIENCED SAYS
CSS KENYA TEAM**

**OVERCOMING
CHALLENGES AND
SECURING SUCCESS
IN LOGISTICS**



**ECO SOLUTIONS IN THE
LOGISTICS INDUSTRY ARE
PAVING THE WAY FOR A
SUSTAINABLE FUTURE**



LCL Imports (Routing via Jebel Ali)

- 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
- Beirut
- Houston
- Norfolk
- Los Angeles
- Charleston
- Kuwait
- Ho Chi Minh
- Karachi
- Jakarta
- Jeddah
- Shenzhen

LCL Imports (Direct Console To Saudi Arabia)

▶ Shanghai To Dammam

▶ Qingdao To Riyadh

▶ Shanghai To Riyadh

▶ Qingdao To Dammam

▶ Nhavasheva To Dammam



Saudi Arabia

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Consolidated Shipping Services Company

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Chairman's Reflection



T S KALADHARAN

A Tribute to A Visionary Leader, Ratan Tata

It is with deep sorrow that we mourn the passing of Ratan Tata, an iconic leader whose visionary spirit and unwavering dedication have left an indelible mark not only on India but on the world. Under his leadership, the Tata Group expanded across continents, acquiring iconic brands such as Jaguar Land Rover and Corus Steel, and earning its place as a global powerhouse. Ratan Tata capitalized on India's liberalization, transforming the group into a more cohesive, innovative, and risk-taking entity.

Following JRD Tata's passing in 1993, Ratan Tata took over the reins of the group amid criticism and challenges. Yet, his gracious response to adversity, his focus on growth, and his commitment to innovation earned him admiration. Today, the Tata conglomerate has operations in more than 100 countries, clocking \$165 billion in revenue for March 2024. Beyond business, his philanthropic efforts touched the lives of millions in India, reflecting his belief that success should also serve society. His life, defined by dignity, wisdom, and grace, serves as an enduring inspiration to us all.

The Tata Indica Story

The best example of his commitment to excellence, even in the face of overwhelming doubt is the creation of the Tata Indica—India's first indigenous car. Tata said, "The greatest pleasure I've had is trying to do something that everybody says could not be done. I decided that India could produce its own car."

He persevered in the face of opposition, to produce the Indica in India with Indian materials. The car saw remarkable success, proving that India could compete on the global stage. His life teaches us that no challenge is too great, and this lesson resonates deeply within our industry today.

Navigating Disruptions in Global Logistics

The logistics sector is always accustomed to change, and recent events have tested our resilience yet again. The U.S. port strike, affecting 36 ports from Maine to Texas, caused widespread disruptions across global supply chains. Although the strike has ended, the backlog—ranging from essential goods like auto parts to food products—will take weeks to clear.

As shipping operations slowly recover, we are reminded of the delicate balance within the logistics industry and the importance of adaptability. Retailers, manufacturers, and freight operators alike must navigate these ripple effects as the global supply chain seeks to return to normalcy.

Adding further complexity is the escalation of conflict in the Middle East, which has driven up logistics costs and disrupted trade in critical sectors such as oil and agriculture. As these challenges continue to shape our operating landscape, we must stay vigilant and prepared for the uncertainties ahead.

Taking A Page from Ratan Tata's Legacy

Ratan Tata's life and leadership have been a personal source of inspiration throughout my own journey. His ability to weather storms with grace, his dedication to innovation, and his firm belief in the power of caring for his fellow beings are values I hold close to my heart. His legacy reminds me to persevere through doubt, embrace change, and strive for excellence, no matter the odds.

As Ratan Tata wisely said, "None can destroy iron, but its own rust can! Likewise, none can destroy a person, but their own mindset can." With the right mindset and by standing together, we will continue to push forward, achieving great things.

I want to conclude with his words, "If you want to walk fast, walk alone. But if you want to walk far, walk together".

Let it be a powerful reminder of the importance of unity, especially in times of uncertainty. Together, we will face the challenges ahead and continue to lead the way in logistics innovation.



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ANILKUMAR'S JOURNEY OF GROWTH AT CSS



Anilkumar's career with the CSS Group began in 1997 when he became one of the earliest appointees at the company's newly established Kochi office. Starting as an Accounts Executive, his diligence and skill quickly set him apart, leading to his promotion to Branch Manager within two years. During this period, the CSS Group expanded its footprint in southern India by opening branches in Tirupur and Tuticorin, reflecting its growing influence in the region.

In 2000, Anilkumar's journey took an international turn as he moved to CSS Dubai, where he was assigned the role of Chief Accountant. His seven-year tenure in Dubai was marked by significant learning and professional development. However, 2007 brought new opportunities and challenges as he returned to Kochi to co-establish a back office for CSS Dubai, partnering with his senior colleague, Mr. U.B. Prince. This endeavor led to the launch of Twin Info Solutions in early 2007, where Anilkumar took the helm of the Finance wing as Manager of Finance and Administration.

Starting with a team of just seven, Anilkumar guided Twin Info Solutions through a period of rapid growth, expanding the back office team to more than 130 staff members. His unwavering commitment, alongside the support of a dedicated and enthusiastic team, enabled the company to navigate numerous challenges. Today, as the Director of Twin Info Solutions, Anilkumar looks back at his 28-year-long career with pride, acknowledging the struggles and resilience that shaped his journey. He credits his team for their hard work and dedication, which were crucial in overcoming obstacles and achieving success.

Anilkumar predicts substantial growth in the shipping and logistics industry over the next five to ten years, fuelled by the expansion of the global economy and the rise of e-commerce. The increased volume of intra-regional and cross-border trade is expected to drive demand for logistics services, presenting new growth prospects. Specifically, India, as a rapidly developing nation, is poised to experience significant advancements in this sector.

Despite a demanding career, Anilkumar has managed to maintain his passions for fitness and travel. He finds a balance between work and personal life, making time for his interests and prioritizing his well-being. Looking ahead, he anticipates a peaceful retirement where he can fully pursue his passions without the constraints of a busy professional life.

Reflecting on over 25 years of service, Anilkumar's motivation stems from the continuous growth he has experienced with CSS Group. Throughout his career, he has amassed a wealth of knowledge in shipping finance and operations while honing his managerial skills and problem-solving abilities. The progression from where he started to where he is now has instilled a sense of achievement and recognition, fuelling his motivation to continue striving for excellence.

Anilkumar advises the younger generation to be prepared for a rollercoaster ride in today's competitive world. No matter how talented one may be, persistence and perseverance are essential for achieving success. His journey at CSS showcases the power of dedication and hard work, offering inspiration to those embarking on their own professional paths.



BAIJU CELEBRATES 25 YEARS WITH CSS GROUP

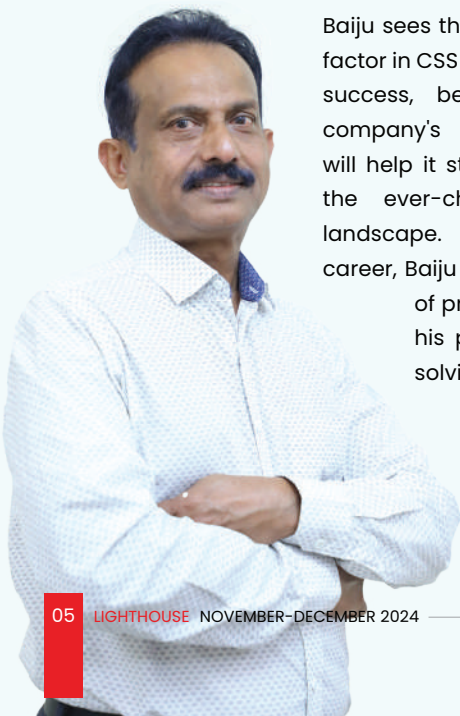
Baiju's journey with CSS Group is one of remarkable dedication, spanning 25 years of service, teamwork, and personal growth. For Baiju, his time at the company is more than just a career; it has been an opportunity to build meaningful relationships, make a difference in the freight forwarding industry, and contribute to its expansion and success.



When asked what motivated him to stay with CSS Group for 25 years, Baiju's answer is simple yet profound—his passion for people. His motivation came from the chance to develop meaningful relationships with his colleagues, clients, and vendors. He is a people person at heart, and working with others who share his values and goals has been incredibly fulfilling for Baiju. This deep connection with others and CSS's supportive and collaborative team environment have driven his long-standing career.

One of the most significant changes Baiju has witnessed during his tenure is the expansion of CSS Group into multiple branches and new offices. He recalls how the company initially operated from a single location, which limited its capacity and reach. He feels that CSS has now grown to increase its geographic footprint and enhanced its ability to serve diverse markets and customers more effectively. This expansion has allowed CSS to strengthen its position in the freight forwarding industry while also responding to evolving market demands more efficiently, says Baiju.

Baiju sees this growth as a key factor in CSS Group's continued success, believing that the company's broader network will help it stay competitive in the ever-changing logistics landscape. Reflecting on his career, Baiju shares a moment of pride that highlights his proactive problem solving and teamwork.



He recounts an instance when an Australian counterpart faced a significant challenge—an aircraft was grounded for over 48 hours, delaying a crucial shipment. With swift action, Baiju coordinated a rapid response team, working closely with transport teams, crane operators, and customs officials to resolve the issue. His ability to collaborate with multiple stakeholders, maintain clear communication, and explore alternative routes resulted in meeting the deadlines and receiving positive feedback from the client.

This moment reinforced Baiju's belief in the power of teamwork, innovation, and transparent communication, all of which play pivotal roles in his approach to problem-solving.

Outside of his career, Baiju enjoys beach and mountain retreats, though he leans slightly toward beach getaways. He feels that there is something incredibly relaxing about the sound of the waves and the warm sun, adding that he loves taking long walks on the sand or enjoying water activities like snorkeling. However, he also appreciates the tranquillity of the mountains and the opportunity to hike and connect with nature. For Baiju, both settings provide a much-needed escape from the fast-paced logistics world, helping him return to work with a fresh perspective.

Over the years, Baiju has developed several strategies to ensure his team aligns with the company's vision and goals. His approach focuses on clear communication, setting individual goals, encouraging collaboration, and providing recognition and feedback. He prioritizes continuous learning, believing growth is essential for individual and team success. By implementing these strategies, he helped ensure that his team remained engaged and focused on achieving the company's vision and goals.

When asked what his favorite thing about working at CSS Group is, Baiju's response centers on the organization's strong sense of teamwork and collaboration. He says that challenges can arise unexpectedly in the freight forwarding industry, and having a dedicated team that supports each other makes a significant difference.

Baiju appreciates his colleagues' willingness to share knowledge and expertise, which fosters a learning environment that encourages personal and professional growth. Additionally, he finds it rewarding to be part of a company that plays a vital role in global trade, knowing that their efforts directly contribute to connecting businesses and facilitating international commerce.

As someone with a wealth of experience in the freight forwarding industry, Baiju offers valuable advice to those just starting their careers at CSS Group. He advises taking the time to build relationships, staying curious, and always being open to learning. Success comes from collaboration and staying aligned with the company's vision, so one should never hesitate to ask for guidance or share one's ideas.

Baiju's journey is a testament to the power of dedication, teamwork, and a passion for building relationships. After 25 years with CSS Group, he remains committed to driving success, fostering a supportive team culture, and helping the company continue its journey of growth and excellence.

LATHA ASOKAN'S CELEBRATES 28 YEARS OF EXCELLENCE AT CSS

Latha Asokan's remarkable journey with CSS Group spans 28 years, marked by growth, perseverance, and leadership. Her story began in 1997, when CSS Dubai took over Anchorage Shipping Company at Wellington Island, where Latha was working at the time. From her initial role as Customs Clearance Head to becoming the Branch Manager of the Cochin Office, Latha's career has been characterized by dedication and an unyielding drive for success.

Latha's career took a significant turn in 2006 when Consolidated Shipping Services India Pvt Ltd. was established, and she was appointed as Branch Manager of the Cochin Office. This role proved to be a pivotal point, enabling her to grow from a carrying and forwarding licensed professional with limited knowledge to a full-fledged managerial position. She credits the CSS management for their unwavering support, particularly during a time when customs filing transitioned to a digital platform. She received tremendous support from the management of CSS when customs filing was shifted to a digital platform for the first time, recalls Latha. Her ability to lead her team through such technological advancements at a time when computerization was considered a major revolution, especially in Government Offices, showcased her adaptability and leadership skills.

Among Latha's most memorable achievements was the time when her team became the first to digitally file documents from the Cochin Port. This pioneering moment, which came when exporters were given a self-sealing facility by the customs department, was a source of great pride for Latha. Another notable achievement occurred during the challenging times of the COVID-19 pandemic when her company was one of the few—only three to four in total—that received export permits for rice and foodstuffs. These moments not only demonstrated her commitment but also highlighted the resilience and dedication of her team during critical times.

Throughout her career, Latha has developed habits that have positively impacted her work and personal life. One daily practice that has served her well is maintaining her calm, no matter how tough the day may be. It is her clear conscience and positive thinking that have helped her maintain a good rapport with her colleagues. This she feels is the key to her successful work life. Her approach to work is grounded in positivity and strong relationships, which have been crucial to her enduring success.



Reflecting on her 28-year journey, Latha acknowledges the ups and downs, the challenges, and the moments of growth. She takes pride in how her career evolved alongside her personal development, and her sense of accomplishment is clear as she looks back on the path she has travelled. When she looks back, she is contented. It is this spirit of contentment that keeps her motivated today. She takes pride in her ability to balance personal and professional life effectively.



To those starting their careers with CSS Group, Latha offers words of wisdom drawn from her extensive experience. She says that policies change, work environment changes and new technologies come, but one must be prepared to take up new challenges in life and grab opportunities, as they come. "Work hard and think big" is her advice for new employees. This is based on her own journey, where embracing change and seizing opportunities have been central to her success. As she continues her journey,

For Latha, the key to CSS Group's continued success lies in teamwork and motivation. Good teamwork is the key to success, says Latha. She advises to keep motivating the team, as they will take the organization to new heights. Her vision is built on the belief that a dedicated and inspired team can drive an organization toward greater achievements.

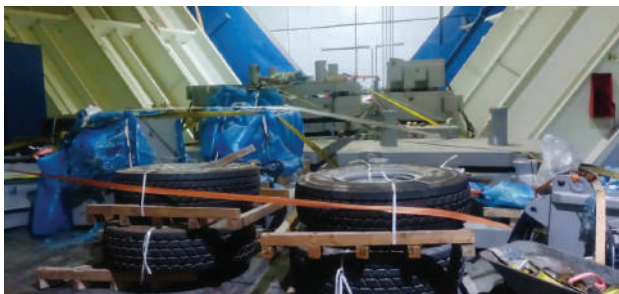
Latha remains a source of inspiration for her colleagues, embodying the values of hard work, positivity, and a relentless pursuit of success.

MEETING LAST-MINUTE LOGISTICS CHALLENGES IN THE PERSIAN GULF

In the fast-paced world of logistics, where space constraints and tight deadlines are the norm, CSS Global Forwarding India Pvt Ltd has once again demonstrated its commitment to excellence. By assisting an esteemed client with last-minute logistics planning, we have proven our ability to deliver exceptional service and expertise, even in the most challenging circumstances.



Himanshu Shah
Group General Manager - Projects & Network



In today's market, where securing space for shipments is a significant challenge, CSS Global Forwarding successfully secured approximately 1800 CBM of cross-trade space within the Persian Gulf. This shipment included nine self-propelled RORO units and accessories, with the heaviest crane unit weighing 64 tons and the remaining units at 55 tons each.

Our team employed strategic negotiations with vessel owners and secured space, thanks to the invaluable support of these owners. This achievement is a tribute to our team's expertise and teamwork, proving that even in a competitive market, CSS Global Forwarding can overcome obstacles and deliver results.

We extend our heartfelt gratitude to our clients for entrusting us with this challenge. Their trust, coupled with the brilliant expertise and dedication of our team, made this success possible. Our team worked tirelessly to ensure seamless overnight operations, demonstrating their commitment to client satisfaction.



At CSS Global Forwarding, we continuously strive to enhance our services and capabilities to meet the evolving needs of our clients. Our recent achievement showcases our dedication to providing innovative solutions and exceptional service in the logistics industry.

As we look to the future, we are excited to tackle more complex logistics challenges and continue our journey of growth and excellence. We thank our clients for their continued support during these challenging times and are committed to delivering outstanding service every step of the way. We look forward to achieving even greater milestones.

OVERCOMING CHALLENGES AND SECURING SUCCESS IN LOGISTICS

After a brief hiatus, CSS Global Forwarding has returned with renewed vigor, recently achieving a significant milestone that underscores our resilience and commitment to excellence. In a remarkable feat, we secured a last-minute flatbed transport from India to the Far East, navigating the current challenges in space availability. This accomplishment not only delighted our client but also highlighted our innovative approach as an excellent alternative to Ro/Ro movement, showcasing our ability to adapt and deliver.

In today's logistics landscape, securing space for shipments can be a daunting task, particularly when deadlines are tight, and demand is high. Our team at CSS Global Forwarding rose to the occasion by securing a flatbed transport with dimensions of 12.05 meters x 2.40 meters x 3.95 meters at the last minute. This achievement surprised and delighted our client, reinforcing our reputation for delivering exceptional service under pressure.

In an industry where clients have numerous options, our commitment to providing exclusive services and embracing challenges sets us apart. We believe that unforeseen obstacles are opportunities for growth and excellence. By offering innovative solutions like flatbed transport as an alternative to Ro/Ro movement, we continue to meet the unique needs of our clients while maintaining our high standard of services.



Our success would not be possible without our incredible team of experts and professionals. Their dedication, hard work, and expertise are the driving forces behind our outstanding results. By consistently delivering exceptional service, they ensure that our clients receive the best possible solutions tailored to their specific needs.

As we celebrate this achievement, we remain committed to maintaining our high standards and continuing to exceed client expectations. Our ability to overcome challenges and deliver innovative solutions positions CSS Global Forwarding as a leader in the logistics industry. We look forward to tackling future challenges with the same determination and dedication that have become our hallmarks.

With a renewed focus on excellence and innovation, CSS Global Forwarding is poised for continued success in the ever-evolving logistics landscape. Our recent milestone is a tribute to our ability to adapt, grow, and excel in the face of challenges. As we move forward, we remain dedicated to providing our clients with exceptional services and solutions that set us apart from the competition.

CSS FOOTBALL TOURNAMENT 2024

The highly anticipated CSS Football Tournament 2024 on 19th Oct 2024 brought intense competition and excitement to JSS Private School, located behind the Gulf News office on Sheikh Zayed Road. The event kicked off at 3:00 pm, with teams reporting at 2:30 pm, ensuring all players were geared up and ready to hit the field.



The tournament not only fostered a spirit of camaraderie and healthy rivalry but also offered participants and spectators an opportunity to come together and enjoy a day filled with football excitement. With CSS Elogix successfully defending their title, other teams will surely look to challenge them next year, making the CSS Football Tournament a much-anticipated annual event.

The venue at JSS Private School served as the perfect setting for this thrilling competition, providing a lively atmosphere that brought out the best in every player. As the event concluded, plans were already being discussed for future tournaments, with teams eager to prepare for another round of spirited competition.



The tournament showcased exceptional skills and sportsmanship, featuring teams from various CSS divisions. CSS Elogix emerged as the champion, securing the title for the second consecutive year. Their consistent performance and remarkable teamwork once again proved why they are a force to be reckoned with in the CSS sports community.

Securing the 1st runner-up position was CSS HQ, who displayed determination and skill, pushing their way through the competition with commendable effort. The team from CSS Abu Dhabi claimed the 2nd runner-up spot, rounding out the top three with a strong showing.





MASAI MARA: SHOULD BE EXPERIENCED SAYS CSS KENYA TEAM

The Masai Mara Safari is a once-in-a-lifetime experience that allows you to get up close and personal with some of the most majestic animals in the world. Recently, our team had the opportunity to visit this incredible destination, and it was truly a trip to remember.

One of the highlights of our trip was our visit to the Masai village where we meet with the Masai Mara tribespeople who welcomed us into their village with open arms. We were able to learn about their rich culture and traditions, and we were touched by their warmth and hospitality. They invited us into their homes and showed us how they make fire from just 2 types of sticks. It was a truly humbling experience that reminded us of the importance of connecting with people from different backgrounds and learning from their unique perspectives.



Early next morning we proceeded to the Masai Mara National Reserve, we were greeted with stunning views of the vast savannah and rolling hills that make up this iconic landscape. As we embarked on our safari adventure, we were immediately struck by the abundance of wildlife that calls this place home. From elephants and giraffes to lions, wilder beast and zebras, we were able to witness these magnificent creatures in their natural habitat, and it was a sight to behold.

Throughout our trip, we (Charles, Prisca, Florence, Samantha, Surajith, and Myself, Dean)bonded as a team in ways that we never thought possible. It was an fun and engaging team-building event. A fantastic opportunity to strengthen our bond, collaborate, and enjoy some time together outside of work. Everyone's energy and teamwork made it a memorable experience! Whether we were sharing stories or jokes while we drove through the bush, we were able to forge lasting connections that will stay with us long after we return to our daily routine and Nairobi.



As we said goodbye to the Masai Mara and headed back to the hustle and bustle of city life, we couldn't help but feel grateful for the incredible experience we had shared. The memories we made and the bonds we formed will always hold a special place in our hearts. It was a truly unforgettable experience that brought our team closer together and allowed us to connect with nature in a way that we never thought possible, and we can't wait to return to this magical place as a TEAM again someday.

If you ever have the chance to visit this incredible destination, as a TEAM or with family and friends, don't hesitate – it's an experience you won't forget.





ECO SOLUTIONS IN THE LOGISTICS INDUSTRY ARE PAVING THE WAY FOR A SUSTAINABLE FUTURE

The logistics industry is vital to global trade and is responsible for moving goods efficiently across borders. However, it contributes significantly to environmental degradation, particularly through emissions, resource depletion, and waste. As the world shifts towards sustainability, the logistics sector is being called upon to adopt eco-friendly practices. This article explores various eco solutions currently shaping the future of the logistics industry.



1. Electric Vehicles (EVs) and Alternative Fuels

The rise of electric vehicles (EVs) in logistics is a key development aimed at reducing carbon emissions. These vehicles are powered by renewable energy sources like solar and wind, producing zero tailpipe emissions. Major logistics companies like UPS, FedEx, and DHL have already invested in electric delivery vans and trucks.



Apart from EVs, the industry is exploring alternative fuels such as:

- Hydrogen fuel cells: Promising clean energy for long-haul freight, hydrogen-powered trucks are expected to significantly reduce the carbon footprint.
- Biofuels: Derived from organic matter, biofuels are an eco-friendly alternative to traditional diesel, offering lower greenhouse gas emissions.
- Compressed Natural Gas (CNG) is a cleaner-burning fuel that emits fewer pollutants than gasoline or diesel.

2. Green Warehousing

Warehouses, being energy-intensive facilities, offer multiple opportunities for sustainability. Green warehousing focuses on reducing energy consumption, minimizing waste, and utilizing renewable energy sources. Key solutions include:

- **Energy-efficient lighting:** Replacing traditional lighting systems with LED lights can reduce energy consumption by up to 75%. Motion sensors and natural lighting designs can further reduce energy use.
- **Solar-powered warehouses:** Installing solar panels on warehouse roofs allows logistics companies to harness renewable energy, reducing dependency on fossil fuels.
- **Eco-friendly building materials:** Warehouses can be constructed or retrofitted with materials that have lower environmental impacts, such as recycled steel or sustainable concrete.



3. Sustainable Packaging

Packaging waste is a significant issue in logistics, especially with the rise of e-commerce. To counteract this, many companies are adopting sustainable packaging practices. These include:

- **Biodegradable materials:** Using packaging made from plant-based materials, such as cornstarch, reduces plastic waste and the environmental impact of landfills.
- **Recyclable materials:** Companies increasingly use recyclable paper, cardboard, and plastic for packaging.
- **Right-sizing:** Using the right-sized packaging for products reduces excess material use, optimizes space in transportation, and lowers fuel consumption.
- **Reusable packaging:** Logistics firms are developing reusable containers and pallets for transporting goods, minimizing the waste associated with single-use packaging.

4. Efficient Transportation Networks

Improving transportation efficiency can drastically cut emissions. Some eco-friendly strategies include:

- **Route optimization:** Advanced algorithms can help optimize delivery routes to minimize fuel consumption and travel time. By reducing travel distances, companies lower their carbon emissions and operational costs.
- **Freight consolidation:** Combining smaller shipments into a single truckload reduces the number of trips, cutting down on fuel use and emissions.
- **Intermodal transportation:** Utilizing multiple modes of transport (e.g., combining rail, sea, and road) for long-distance freight can be more fuel-efficient and eco-friendly. Rail and sea transport typically emit less CO₂ than road transport, making them more sustainable alternatives for bulk shipments.

5. Eco-friendly Shipping Practices

Sea freight is one of the most environmentally efficient means of transportation, but it still contributes to pollution. The following eco-solutions are helping to reduce the environmental impact of shipping:

- **Slow steaming:** Ships traveling at reduced speeds burn less fuel, lowering their CO₂ emissions. While this may extend delivery times, it significantly cuts down on environmental harm.
- **Ballast water management:** Ships often carry ballast water to maintain stability, but releasing it can introduce invasive species into ecosystems. Modern ships have ballast water treatment systems that purify the water before discharge.
- **Cleaner ship fuels:** The International Maritime Organization (IMO) has introduced new regulations to reduce the sulfur content of ship fuels, leading to cleaner emissions. Some shipping companies also invest in Liquefied Natural Gas (LNG) and biofuels as green alternatives.



6. Circular Supply Chain Models

A circular supply chain focuses on minimizing waste and reusing materials. The circular model promotes resource recovery and product lifecycle extension instead of a traditional linear supply chain (make, use, dispose). In logistics, this can involve:

- Reverse logistics: Returning used products to suppliers for recycling, refurbishment, or remanufacturing helps to reduce waste and raw material consumption.
- Sharing economy: Logistics companies can share assets such as warehouses and trucks with other businesses to optimize resource use and minimize environmental impact.



7. Sustainable IT Solutions

Technology plays a crucial role in driving sustainability in logistics. From cloud computing to blockchain, IT solutions are helping logistics firms track, optimize, and reduce their environmental footprint.

- Smart fleet management systems: IoT (Internet of Things) devices can monitor vehicle performance, fuel consumption, and driver behavior in real time, providing actionable insights for reducing emissions.
- Blockchain for transparency: Blockchain technology offers transparency in the supply chain, helping companies track and verify the environmental impact of their logistics processes.

8. Carbon Offsetting Initiatives

Even with the adoption of eco solutions, some emissions are inevitable. Carbon offsetting allows companies to invest in environmental projects that reduce or capture carbon, such as reforestation or renewable energy projects, to compensate for their emissions.

Conclusion

The logistics industry is undergoing a transformative shift towards sustainability. Companies can reduce their environmental impact by adopting electric vehicles, optimizing transportation routes, embracing green warehousing, and implementing sustainable packaging. As governments and consumers demand more eco-conscious practices, the logistics sector has the potential to play a crucial role in creating a more sustainable future. Implementing these eco-solutions benefits the environment and offers cost savings, operational efficiencies, and a competitive edge for businesses prepared to lead the charge in green logistics.



CSS KUWAIT TRANSFORMATION WITH CSS NEXT

The shipping industry in Kuwait is becoming increasingly competitive, with new players entering the market and existing companies expanding their services. This has led to pricing pressures and the need for shipping companies to differentiate themselves through value-added services, technology, and customer experience.



Many shipping companies in Kuwait are adopting digital technologies and automation to streamline their operations, enhance efficiency, and improve customer service. This includes the use of digital platforms for booking and tracking shipments, as well as automation of processes such as customs clearance and documentation. CSS has been a pioneer in this regard when we launched our very own ERP "FINS" in the early 2000's and with us now transiting to the even more modern "CSS Next" we once again will lead the way in innovation and next-gen technology.

E-commerce has started to see growth in Kuwait, which in turn is driving increased demand for shipping services, particularly for last-mile delivery and fulfillment. Another area where CSS has been ahead of the rest with the launch of CSS E-Logix in 2021 and is quickly becoming a brand to reckon with.

CSS Kuwait successfully completed its first full year as a direct branch office, and the signs are very positive with the scope of better growth and subsequent improvement in the Kuwait market share. We have recently bid/quoted for a major project that entails moving 1068CBM of a 22-seater Boat plus Cranes & accessories to Mombasa, Kenya that would need to be cleared & delivered to the client in Mombasa. There is also scope for this cargo to be returned to Kuwait in 2 years' time.



The recent discovery of a giant oilfield in the Kuwaiti Island of Failaka, that has expected reserves of 3.2 billion barrels, is a sign that the future of Kuwait is positive & bright for the industry as a whole.

RANJITH HARIDAS' JOURNEY OF GROWTH AND LEADERSHIP AT CSS



Ranjith Haridas
Business Development Manager

Since joining CSS Group on October 21, 2008, Ranjith Haridas has experienced a dynamic and rewarding career. He began as a Sales Coordinator, a role that involved learning the fundamentals of LCL consolidation, supporting the sales team, and managing customer inquiries. This early experience provided a strong foundation in logistics and customer relationship management. After nearly two years, Ranjith was promoted to Sales Executive, where he took on direct client relationships and worked toward expanding the company's sales network.

As Ranjith advanced to Team Leader—LCL Sales, his focus shifted toward leadership. He motivated his team to meet targets and facilitated collaboration to achieve sales goals. This role taught him the importance of leadership, teamwork, and performance management. His career continued with promotions to Business Development Manager and later Senior Business Development Manager, where he played a key role in expanding the client base and exploring new business opportunities.

Today, as Sales Manager, Ranjith oversees the LCL sales team. In this role, he develops sales strategies, guides his team toward success, and ensures that business objectives are met. Each step in his journey has shaped his leadership style and business acumen.



Outside of work, Ranjith enjoys playing cricket. He is an active CSS Group Cricket Team member and the Subcon Cricket Club in Dubai. Cricket keeps him physically active and allows him to relax and bond with colleagues and friends.



One of the greatest challenges in Ranjith's career was overcoming skepticism about LCL shipping compared to FCL, especially during peak seasons with fluctuating demand and capacity. To address this, he focused on educating clients about the benefits of LCL, such as cost savings and flexibility. Building personal relationships with freight forwarders proved essential; by maintaining regular communication, Ranjith helped establish trust and ensured that CSS Group's services remained top-of-mind for clients. Ultimately, his adaptability and client-focused approach helped overcome market fluctuations and skepticism.

Ranjith says technology is transforming the logistics industry by enhancing efficiency, visibility, and adaptability. Automation through robotics streamlines warehouse operations and reduces costs. Data analytics improves demand forecasting and route optimization, allowing more informed decision-making. The Internet of Things (IoT) provides real-time tracking of shipments, enhancing transparency. Blockchain increases security and traceability, helping to reduce fraud, while Artificial Intelligence (AI) optimizes routes and predicts trends.

In terms of sustainability, Ranjith sees innovations like electric vehicles and carbon tracking tools as key to promoting eco-friendly practices. A highlight of Ranjith's career was being part of the NVOCC team since 2008, handling LCL shipments for major freight forwarders like UTI Middle East, APL Logistics, DSV, and DB Schenker. From 2008 to 2015, he was vital in managing de-stuffing operations for large multinational clients, such as Panalpina, JAS Middle East, and Weiss Rohlig. These large-scale operations taught him the value of teamwork, logistics coordination, and client satisfaction.

During challenging times, Ranjith maintains motivation by viewing difficulties as opportunities for growth and learning. A supportive network of colleagues and friends also helps provide encouragement and a positive perspective.

Ranjith advises junior colleagues never to underestimate the importance of building strong relationships. Networking within the team and across the industry creates more opportunities and is key to success in the logistics field. According to Ranjith, relationships are crucial in career growth and business development.

LEADERSHIP NATURE IS THE ORIGINAL STATE OF A HUMAN!

Every human regardless of gender or genealogy is born with the inherent ability to become a leader, this ability is the leadership nature. Although everyone has the leadership spirit, no one will ever truly become a leader until they develop the spirit of leadership, the ATTITUDE to lead. The purpose of the leadership spirit and spirit of leadership is to serve humanity in any capacity (fulfilling purpose) NOT TO DOMINATE or BOSS anyone. Leaders are ordinary people who accept or are placed in extraordinary circumstances that bring forth their latent potential, producing a character that inspires confidence and trust amongst others.

Being born to lead is a response to the leadership spirit within you while becoming a leader is adopting the spirit of leadership.



Menusha Srilankeshwara
CSS Sri Lanka



True leaders see people right through and pay close attention to those that are around them. They never forget their identity. In other words, great leaders aren't using others to build themselves; they are expending themselves to build others. I personally have firsthand experience in working with such leaders for the first time in my entire life and carrier of 25 years in this industry as I write this very inspiring article.

One can say leadership is the capacity to influence others through inspiration motivated by a passion, generated by a vision, produced by a conviction, ignited by a purpose or leadership is influence, influencing people to join you in something you are passionate about (not forcing or compelling anyone).

From this definition, the requirements for leadership are a purpose, a conviction of that purpose, a vision towards that purpose, passion in pursuing that vision.

Once this is in place, it inspires and influences others to join the leader in pursuing that passion. This is how leadership forms.



Leadership is about journeying with people. Being present with them in their triumphs and pain. Encouraging people to trust themselves when everything is going right and when everything is falling apart. If you want to be an effective leader, move toward your team of people relationally.



Leadership is defined as a fact which comprises the values, attitudes, and behaviors that are necessary to motivate oneself and others intrinsically. In particular, empathy, communication, decision-making, resilience, delegation, self-awareness, and agility constitute the seven most important leadership traits in today's business environment or any other.

Intuitive leaders become visionary, they can define and articulate your vision, they recognize other's achievements, encourage two-way communication, maintain integrity, always lead by example, delegate and empower the team and constantly encourage growth and development. Good, clear, effective communication, engaging and knowing your employees/ team/ staff/ colleagues, setting clear expectations, active listening, allocating/ managing resources, being transparent are also the qualities of a great leader.



Although they are popular, the following statements are UNTRUE BELIEFS that people hold about leadership, which can be used.

1. Leaders are made not born
2. Leadership is a other-worldly arrangement on specific individuals
3. Leadership is a result of a charismatic personality
4. Leadership is a result of a forceful personality
5. Leadership is a result of specific leadership trainings

Truth is that everybody is born to be a leader, and everyone has the leadership spirit within them.

The most important step in developing the spirit of leadership, after your awareness that you are born to lead, is to renew your mind and follow these six tenets to gain understanding of leadership. Throughout my growth process, I've learned the main elements of this role are love, grace, mercy, sacrificial service without any expectation, faithfulness, and humility.

ONAM 2024 WAS ALL ABOUT CELEBRATING TRADITION AND BRINGING UNITY



Onam, the grand harvest festival of Kerala, is much more than a celebration – it is a cultural phenomenon steeped in history, tradition, and togetherness. Celebrated with immense enthusiasm across the southern state of Kerala, Onam brings people from all walks of life together in a vibrant display of unity and cultural pride. This year, Onam 2024 has been an even more special occasion for CSS Group, marking not only the essence of Kerala's rich heritage but also key milestones and partnerships in the UAE.

CSS Group, celebrating 30 years of excellence, was proud to be the Associate Sponsor of AKCAF Association's PonnaKazhcha 2024, held at the prestigious World Trade Center, Dubai, on September 15th. AKCAF, a Community Development Authority-approved association under the Government of Dubai, represents the college alumni from Kerala, India. Over the years, CSS Group has maintained a strong partnership with AKCAF through various events and volunteer activities, demonstrating the company's deep-rooted support for cultural preservation and community development.



The PonnaKazhcha event, filled with the spirit of Onam, was a grand spectacle featuring a traditional Onasadhya (feast), colorful processions, and various cultural competitions. One of the highlights of the event was AKCAF's thoughtful initiative of inviting 26 deserving mothers from Kerala to Dubai, where they were honored for their contributions. The effort to provide these mothers with a memorable Dubai experience is praiseworthy, embodying the Onam values of care, sharing, and equality—core principles that the CSS Group proudly supports.

On the same day, Alappuzha Jilla Pravasi Samajam (AJPS) hosted "Alappuzholsavam Season 4" at Safari Mall, Sharjah, further extending the Onam spirit across the UAE. The event saw an overwhelming turnout of over 1,000 attendees and featured a vibrant cultural program inaugurated by leading film actress Shwetha Menon. AJPS, which originated during the Covid-19 pandemic to support the distribution of medicines, PPEs, and emergency items, has since grown into a familiar name in the UAE for its extensive social activities and charitable efforts.

Another highlight of the Onam celebrations was the highly anticipated pookkalam competition hosted by the CSS Group. The vibrant and intricate floral arrangements, made entirely of natural flower petals, showcased the creativity and dedication of the employees. The winners of the CSS Group's 2024 pookkalam competition were RELOCATIONS (1st), CSS AUH (2nd) and CSLC (3rd)

The pookkalam designs were a testament to the artistic talent within the CSS Group and reflected the essence of Onam—a time to cherish cultural heritage, foster community spirit, and create lasting memories.

The event included a grand vegetarian feast known as the "Onam Sadhya". It was one of the main highlights of the festival. Served on banana leaves, the Sadhya consisted of an elaborate array of dishes representing Kerala's rich culinary diversity. Traditional games, known as "Onakalikal," added excitement and joy to the celebrations. Games like Tug-of-War (Vadam Vali), folk dances (Thumbi Thullal), and pot-breaking (Uriyadi) fostered camaraderie and healthy competitions, allowing participants to immerse themselves in Kerala's time-honored traditions.

At its heart, Onam celebrates unity, gratitude, and cultural pride. This year, the festivities not only brought together communities in Kerala and the UAE but also underscored the core values that Onam stands for—oneness and equality. CSS Group's continued support for such events highlights its commitment to cultural preservation and community building in the UAE.



Our Judges



Arunima Devasish
Bharathanatyam Artist



Dr. Parvathy
MD Medical Trust Hospital



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M SINAN IS ALL SET TO COVER 75 COUNTRIES IN HIS MAHINDRA SCORPIO WITH CONTAINER SERVICES FROM CSS



M Sinan, an avid traveler and explorer, has embarked on an extraordinary mission to cover 75 countries in his trusted Mahindra Scorpio. Starting his journey from India, Sinan has already covered 56 countries, showcasing his passion for adventure and discovering new cultures. Sharing his experiences on his Instagram handle, Sinan feels his mission has been successful with container services from CSS.

Sinan's journey began with a simple yet ambitious goal: to travel the world in his Mahindra Scorpio. A native of India, he set off with a desire to experience the diversity of the world up close, all from the comfort of his vehicle. So far, Sinan has journeyed across 56 countries, navigating through deserts, mountains, forests, and bustling cityscapes.

A journey of this magnitude comes with its own set of logistical challenges, especially when crossing oceans and continents. To overcome these challenges, Sinan has relied on the specialized container shipping services of CSS (Consolidated Shipping Services) to transport his Mahindra Scorpio across international waters.

Recently, he shipped his car to Kuala Lumpur, Malaysia, using CSS's reliable and timely shipping services. Container shipping has been a crucial aspect of Sinan's journey, allowing him to move seamlessly between continents while ensuring his vehicle's safety and security. CSS's expertise in container shipping has ensured that the Mahindra Scorpio is well-protected against the elements and securely loaded for transport.

CSS has built a solid reputation for its successful car shipping services, specializing in the safe and secure transportation of vehicles across the globe. With a network that spans major international ports, CSS offers a seamless shipping experience tailored to the unique needs of each customer. For Sinan, this has meant peace of mind, knowing that his Mahindra Scorpio is in expert hands.

CSS's container shipping services involve the use of high-quality, weather-resistant containers designed to provide maximum protection for vehicles during transit. The company handles all aspects of the shipping process, from thorough inspections and secure loading procedures to efficient customs clearance and timely delivery at the destination port. This meticulous approach has been key to the successful shipping of Sinan's car across different countries and continents.

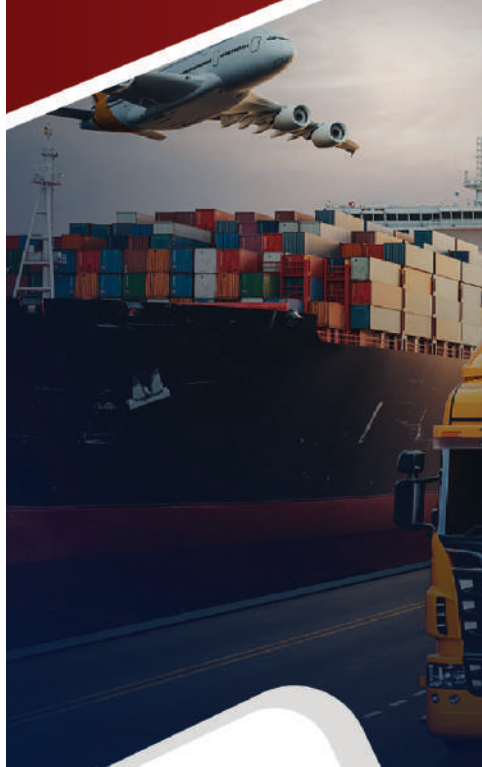
Sinan has expressed his satisfaction with CSS, praising the company for its professional handling and timely delivery of his vehicle. Trustworthy and efficient shipping from CSS has allowed Sinan to focus on what truly matters – experiencing the world.

CSS is renowned for its specialized vehicle shipping services, offering a smooth and reliable experience for global travelers like Sinan. The company provides comprehensive container shipping solutions that ensure vehicles are transported safely and efficiently. The services cover everything from documentation and customs clearance to secure loading and unloading at ports.

Sinan particularly appreciates CSS's attention to detail and customer-centric approach, which has been crucial in ensuring the smooth transit of his Mahindra Scorpio across continents. The company's commitment to minimizing delays and safeguarding the vehicle during transit has allowed Sinan to continue his adventure without interruptions.

With 19 more countries to cover, Sinan shows no signs of slowing down. He plans to continue his journey, covering the remaining destinations and sharing his experiences with his growing Instagram community. As he navigates new territories, Sinan remains confident in the capabilities of his Mahindra Scorpio and the reliable shipping services of CSS. CSS wishing him success in fulfilling his dream!

Direct LCL Services From Rotterdam To Bahrain



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EMPLOYEES OF THE MONTH



Subin S.
Operations Executive – Forwarding
Twin Info Solutions

Mr. Subin is one of the exemplary staff, with a little over a year's expertise in FCL export, who has proven his capability to handle multiple tasks very effectively and efficiently. Apart from his fast learning and problem-solving skills, he has a great attitude towards work and never complains about working after office hours. He is always ready to take on more responsibility, with excellent dedication to work.

Awarded By Sandeep M V – Manager, Operations-Twin Info Solutions

Anirudhan K. S.
Operations Executive – Forwarding-Export
Twin Info Solutions

Anirudhan has completed almost 2 years in CSS. He picked up his Job profile very quickly and has been handling his day-to-day jobs independently and sincerely with very minimal mistakes. He is very hardworking and sincere and ready to work even after office hours to assist with any urgent jobs without any complaints. Recently he was diagnosed with Chicken pox. We had asked him to give a handover so that he can take rest, but he refused and has been handling all his day-to-day work without any complaints and delays.

Awarded By Sandeep M V – Manager, Operations-Twin Info Solutions



Kathiresan Vellai
Forklift Operator – CFS
CSS Dubai

He is very proactive & performs his jobs very effectively. He handles the day-to-day operations timely. We will wait and work with us after normal working hrs for completing pending work if any. Not taking unnecessary leave.

Awarded By Suresh Sivadasan – Assistant Manager, CFS Warehouse

Erwin Joy
Sales Coordinator – Projects, Oil & Energy
CSS Dubai

Erwin has consistently exceeded expectations in their role, delivering high-quality work and achieving or surpassing targets, consistently going above and beyond their regular duties, showing dedication and commitment to the team's success.

Awarded By
Arun Peethamparan – Manager, Projects ,Oil & Energy



TOP MANAGEMENT CSS GROUP

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Chairman

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Oman & Northern Emirates

Krishna Kaladharan
Director – CSS Bahrain,
Saudi Arabia

Rakesh Menon
Director – Global Sales

Roshmon Manoli
Vice President – Forwarding Sales

Renjith Pillai
Vice President – Projects

Santanu Datta
General Manager – Ocean Freight

Richard Varghese
General Manager – Sales

Fida Asghar
General Manager – NVOCC
Sales

Susanth Shekar
General Manager –
HR & Administration

Sundhar Srinivas
Finance Manager

NORTHERN EMIRATES

Thomas Mathew
General manager

ABU DHABI

Midhun George
General manager

SAUDI

Ramesh Pillai
Senior General Manager

INDIA

Rahat Talreja Vice President – India Operations
Rajeev Kumar Sr General Manager CSS North India
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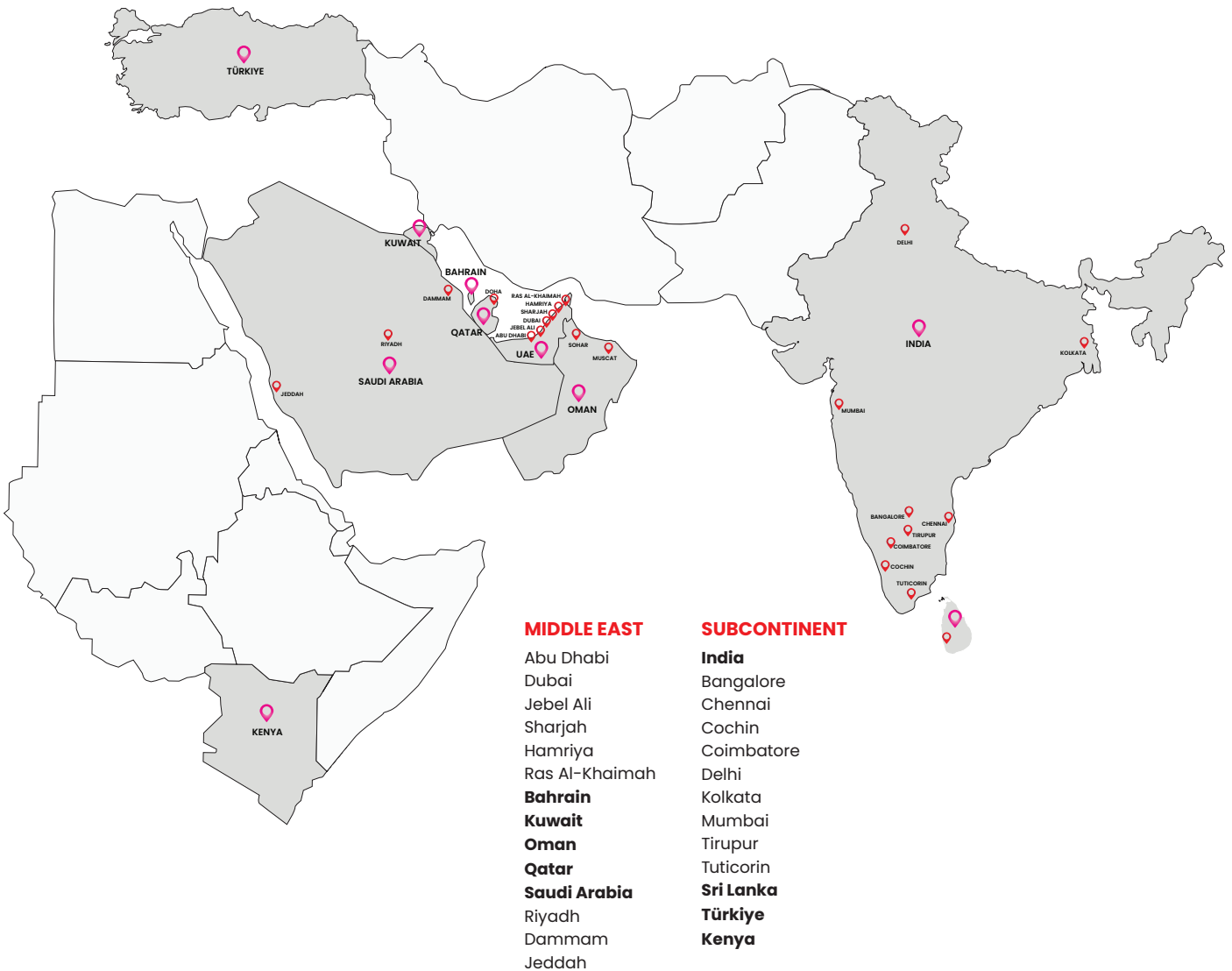
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From **UAE To Qatar**



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