

Summer Edition 2013

# Fog Horn

Synergy Group Newsletter



INAUGURAL ISSUE

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# Moving ahead with times



A note from MD's desk

- RAJESH UNNI

We are very happy to announce the launch of the inaugural issue of Synergy Group's newsletter. This is another step in our commitment towards sharing views of compassion and companionship with every member of the Synergy Family, which is pivotal for our continued long-term growth.

As Synergy Group grows, it is important to remember and adhere to our core values of Respect, Safety, Empathy, Transparency, Integrity and Synergy. Customer satisfaction and continuous improvement in everything we do is paramount.

We are only as good as our last job. We need to remind ourselves that the front runners are those who are adaptable and will embrace new regulations and latest technology. We prepared ourselves well for the compliance with ECDIS regulations as required by SOLAS regulation V/19.2.10 and the 2010 Manila Amendments to the STCW Convention and Code which introduced ECDIS training for seafarers.

The compliance of all our vessels with requirements and certification as required by Maritime Labour Convention (MLC 2006) is nearing completion. We also took delivery of the first vessel under our management fitted with the ballast water treatment system complying with standards laid out in 2004 IMO Convention for the Control and Management of Ships' Ballast Water and Sediments.

In our organization, synergies are harnessed and achieved, while our flat organizational structure minimizes the

layers from top to bottom and facilitates clearer communication lines between management and people on the ground.

As we move towards the second half of 2013, you will see a lot of exciting developments, global expansion and addition of new ships to our fleet.

Synergy Group is blessed with plenty of smart, motivated people and we hope their enthusiasm and inquisitiveness will help drive our growth in the future. We have always been committed to client satisfaction by adhering to world class standards. This sets us apart in terms of excellence. Our ambition is to be the leader when it comes to quality, the competence of our people and the service we provide to our customers.

It is my true belief that endeavor in right earnest yields good results. We have exemplified this with our recognition amongst the Oil Majors and also other stakeholders within and outside the industry. So I wish to take this opportunity to once again emphasize to please continue your very hard work with the same earnest, professionalism and passion you have so evidently shown so far.

Trust you will enjoy the inaugural issue of Synergy Group's newsletter. If you are interested in contributing the contents or have any interesting suggestions, please write to the team and we would be happy to include your views in the forthcoming newsletters.

With extreme humility I thank all our seafarers and their family members, whose efforts and commitment have helped us in achieving another milestone in our journey. I would like to thank all of you for your continued support and send to you and your families' sincere good wishes.

“It is important to remember and adhere to our core values of Respect, Safety, Empathy, Transparency, Integrity and Synergy”



# Synergy's footsteps in Delhi & Manila

We are pleased to announce the opening of Synergy Group's offices in New Delhi, India and Manila, Philippines. The new offices provide us an opportunity to reach out to Synergy family members in these regions – our seafarers and their families!

We welcome you to our new premises.

Synergy Maritime Pvt. Ltd.  
Delhi



Synergygroup Operations Inc.  
Manila



## Meet our QHSE team at Chennai



**Capt. N. Subbiah**  
Head of QHSE  
Hobbies: Reading philosophical books, listening to music

The QHSE team strives to achieve company's goal of Zero Injury, Zero Damages, Zero Pollution by utilizing several safety management tools.

QHSE Excellence Campaign and LARP cards have helped us in creating durable changes.



**Capt. Omprakash**  
Marine Superintendent  
Hobbies: Windsurfing, reading books, listening to music



**Capt. Tanuj Balani**  
Marine Superintendent  
Hobbies: Sports, swimming



**R. Ramya**  
QHSE Executive  
Hobbies: Yoga, music and classical dance



**Mukesh Kumar**  
QHSE Executive  
Hobbies: Watching films, music, reading and travelling



**Johnson Leonard**  
QHSE Executive  
Hobbies: Playing football, listening to music



**M. Yuvaraj**  
QHSE Executive  
Hobbies: Sketching, pot painting, playing cricket



**D. Yamuna**  
QHSE Executive  
Hobbies: Travelling, walking and listening to music



**R. Rajesh**  
QHSE Executive  
Hobbies: Driving, volleyball



**V. Arunkumar**  
Marine Executive  
Hobbies: Singing, listening to music and writing poems

# New additions to our fleet



Name of ship : M.T. Lilac Victoria  
Type of ship : Oil Product Tanker  
Year of build : 2011  
Flag : Marshall Islands



Name of ship : M.T. Falcon Victory  
Type of ship : Chemical/Oil Product Tanker  
Year of build : 1999  
Flag : Singapore



Name of ship : LPG/C Nusa Bintang  
Type of ship : LPG Tanker  
Year of build : 1992  
Flag : Indonesia



Name of ship : M.T. Sanko Blossom  
Type of ship : Crude Oil Tanker  
Year of build : 2005  
Flag : Panama



Name of ship : M.V. Jubilant Excelence  
Type of ship : Bulk Carrier  
Year of build : 2013  
Flag : Panama



Name of ship : M.V. APL Antwerp  
Type of ship : Container Ship  
Year of build : 2013  
Flag : Panama



Name of ship : M.V. Vela Ocean  
Type of ship : Bulk Carrier  
Year of build : 2008  
Flag : Singapore



Name of ship : M.V. Occitan Barsac  
Type of ship : Bulk Carrier  
Year of build : 2003  
Flag : Bahamas





# Achieving Personal Excellence

Excellence Is Not A Skill, It's An Attitude.

“Leadership is not about a great individual, it is about a great team.”



On 28th of June 2013, thirty members of the Synergy Group from Singapore, Chennai, Cochin, Delhi and Manila offices got together at Chennai to attend the APEX program.

The participants were quite enthusiastic about the three day program that offers the latest development technology to inspire the participants from within. The power of APEX lies in its basic premise that within every individual there is a leader waiting to be unveiled.

The three days were quite inspiring and challenging as the group went through several interactive sessions, group processes and learned about breathing techniques that help an individual excel both personally and professionally. Several games and teambuilding exercises kept the teams completely engaged. Not to forget were the sweet candies shared by the course coordinator - every time a correct response was received!

There were several interesting discussions from professional life to personal life. Talking about us and listening to others with an undivided attention was a very enjoyable exercise.

In words of our course coordinator – APEX is not a motivational program, it transforms individuals into leaders based on a simple principle: if you inspire people from within, they will love what they do. If they love what they do, they take responsibility. When they take responsibility, they lead the organization to its vision.

On 30th June evening the program was successfully concluded and all participants dispersed with a firm resolution – to continue practicing the techniques learned and inspire more and more leaders around us!

## Write to Us

**Fog Horn** is an initiative to bring together all members of the Synergy Family - our Seafarers, Shore staff, family members as well as the stakeholders.

We would love to hear from you and have your contributions for the forthcoming issues as well as the website. You may share a write up on an inspiring event or own experience onboard or ashore, family additions, Stories about life, Health, Fitness, photographs, sketches, poems, drawing by children, poems, get together or just jokes!

Please write to us at [editorialteam@synergymarine.sg](mailto:editorialteam@synergymarine.sg)



## Like us on Facebook

Learn more about us and the people that make Synergy Group - on our official Facebook page “**Synergy Marine Group**”



## Follow us on LinkedIn

We are on Linked In! Follow us by finding us there as “**Synergy Marine Group**”





Synergy group organized festival “Surabhi”, on 7th & 8th September 2012 at Hyatt Regency, Chennai. This festival presented a unique opportunity for our sailing staff to enhance their understanding and knowledge on various topics and for us to build a long standing trustworthy relationship with you.

The festival was attended by prominent ship owners, numerous dignitaries and other distinguished guests, who, combined with highly professional event organization, helped in the making of an immensely successful event.

As we always see, it is not the speakers alone but the participants and the attendees who make the event successful!

Synergy is a community of the best and brightest professionals, working as close, collaborative teams, also empowered individually to act in the best interests of our clients.

This was followed by a presentation on “Security – Industry initiatives and challenges” by Capt. George Solomon, Director Global Security & Environment from APL. Capt. Solomon also reflected upon the Synergy’s participation in joint security exercise conducted in US on APL’s initiative.

Mr. Andrew Kirkham, Risk Management Executive from NOE P&I Club addressed the gathering on “Marine Accident Prevention and Investigation”

Commencing the program with his opening address and introduction, Captain H. Swaminathan greeted the delegates and floating staff warmly, briefing them about the agenda ahead.

This was followed by numerous other useful presentations on Super Slow Steaming, Trading in Australian Waters, Communication under Stress, Environmental Challenges and Claims Prevention.

The festival progressed at a brisk pace amidst loads of cheers, awe inspiring professional acts and lots of fun. We intend to celebrate this festival on an annual basis and look forward to meeting all our seafarers there in the years to come.





# Inauguration of new office at Chennai



In 2006, we embarked on our journey and made a home in a small office in Chennai – India, with a few staff and ships. Later, in 2009, we moved to a larger office as we grew.

This year once again we were required to move to another bigger office to accommodate our additional staff and fleet in the AKDR Towers at Chennai. A small prayer and opening ceremony was conducted in the morning hours of 20th May 2013 to inaugurate the new office.

The event was graced by Capt. Katsuya Abe and Mr. R. Akase from Nissen Kaiun, Mr. Tsuneo Watanabe, Capt. Masaaki Nemoto, and Capt. Masahiko Hibino from MOL, Mr. Lars Dencker

Nielsen from The Jellicoe Tankers, Consulate General from the Japanese Consulate in Chennai and many more friends and Synergy family members from all over the world.

Synergy Group has been fairly successful in the past few years. But we cannot afford to simply rest on our laurels. Time changes fast in business world and being prepared for future is the only way to keep Synergy Group's success story on track. This means that each and every one of us has to be a strategist, quality analyst, managers as well as a stakeholder.

We take this opportunity to thank all our esteemed guests for their precious time shared with us for gracing the occasion.

The new office that we are in today is truly reflective of 'Synergy'. Energetic and Warm as the colour Orange, Pure and Perfect as White, Natural, environment friendly and progressive as Green..... the colours of the décor that we see around us in this office space.

These different colours are similar to the diverse cultures yet oneness of the seafaring community. The concept of open sitting in the office is to cut boundaries and increase transparency across all levels. The Office is equipped with state of the art IT systems, Security features and power back up facilities.





# Beyond the horizon



- with contributions from  
Mr. Rajesh Nanda,  
Head of Insurance Dept.

Capt. Rajesh Unni and Mr. Rajesh Nanda was part of a high level leadership team that successfully climbed Uhuru Peak of Mt. Kilimanjaro (summit point at 19,341 ft) and it was an exhilarating moment for them to fly the Synergy Flag on the Roof of Africa. Located in Tanzania, Mt Kilimanjaro is also the tallest free-standing mountain in the world.

Their team got together, much like a set of new crew on board a ship. Their goal was to enjoy the journey while developing trust for each other & being honest to one's self. These are qualities amongst a ship's crew that would make a voyage as much enjoyable as reaching the next port of call.

An important message they shared was for leaders to empower others to take initiatives and encourage contributions at all times. A chain is only as strong as its weakest link and it is important that everyone in a team must protect as well as nurture those who needed more attention & care.

With a sense of achievement that would last forever, they likened the summit experience to reaching a port after a tough voyage in heavy seas. There is no better feeling than the 'Camaraderie' when we achieve something together.

That is why 'Valuing Relationship' is among the most important aspects of our approach to ship management.

## Visit to Thiruvannamalai

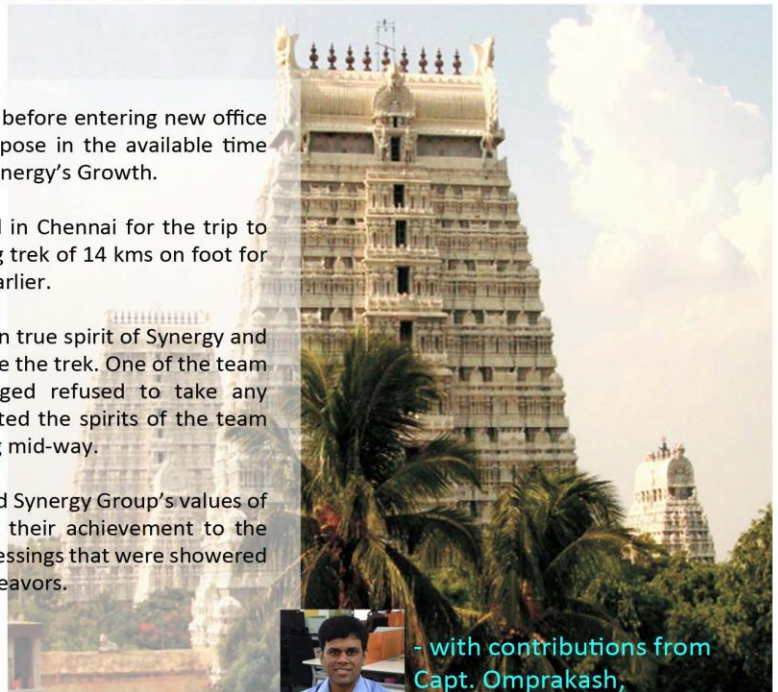
Team Synergy planned a religious trip a few days before entering new office premises. The approach was to achieve our purpose in the available time frame as we embarked on a new journey in the Synergy's Growth.

Several members of the Synergy family gathered in Chennai for the trip to Thiruvannamalai by bus. It was followed by a long trek of 14 kms on foot for reaching the temple, which was not anticipated earlier.

However, the herculean challenge was accepted in true spirit of Synergy and team members motivated each other to undertake the trek. One of the team members, in spite of being physically challenged refused to take any assistance for accomplishing the journey. This lifted the spirits of the team even they endured more difficulties after reaching mid-way.

As the whole team reached the temple, it reflected Synergy Group's values of Respect, Empathy & Integrity as they cherished their achievement to the fullest. The team prayed together for the Lord's blessings that were showered on Team Synergy to continue for all its future endeavors.

We salute their team spirit!



- with contributions from  
Capt. Omprakash,  
Marine Superintendent, QHSE



# Inculcating values in team

“Building a ship is an years effort.  
Building a brand is a decade of effort.  
Building teams with values is a  
lifelong effort.”

- Capt. H. Swaminathan

We had a successful three days Outward Bound Learning program for Engine Cadets in Pondicherry. We had included various activities and exercise for them like Human Web, Trust Walk, Dynamic Delivery- Obstacle course, Shapes and Colours and Number game. The idea entirely being that they should be able to connect each activity at the OBL when they join the vessel.

The key objective of these team building activities is to inculcate values that makes team successful through adventurous exercises. For this reason our activities were participative and action based. In the coming months we are looking forward to conduct more innovative games and powerful team building activities.

This spirit was successfully demonstrated by the achievements of the Young Synergians. We feel proud that they are now a part of the Team Synergy.



- with contributions from  
Capt. Tanuj Balani,  
Marine Superintendent, QHSE





# CSR Activities

## Adoption of School

**Synergy Trust** is a nonprofit organization dedicated to providing opportunity for poor students through educational support and medicare facilities. Our mission is to develop the pathway for children living in poor conditions to become integral members of the society and future leaders through quality education.

At Synergy Group, we believe in returning back to society and this is inculcated into everything we do in our Corporate Social Responsibility (CSR) focus areas.

Driven by our CSR objective, Synergy Group has adapted a school at Egattur, a neighborhood in Chennai, with around 125 children. This corroborates our holistic approach of long-term solutions rather than quick fixes. Synergy group will ensure that the school has necessary capabilities for overall leaning and development of the children.



## Fund Raising Participation



Synergy Group joined Lloyd's Challenge Cup 2012 in Singapore for a very noble cause and to raise awareness and funds needed for procuring basic school amenities for needy children.

'Team Synergy' pledged to contribute SG\$ 10 for every run scored by their players, which totaled a tournament high of 388. A cheque of SG\$ 3,880 was handed over to Infant Jesus Homes & Children's Centres of Singapore and the amount was utilized to provide school bags, stationery & other necessary educational items.





# ECDIS Update – From the Training Team

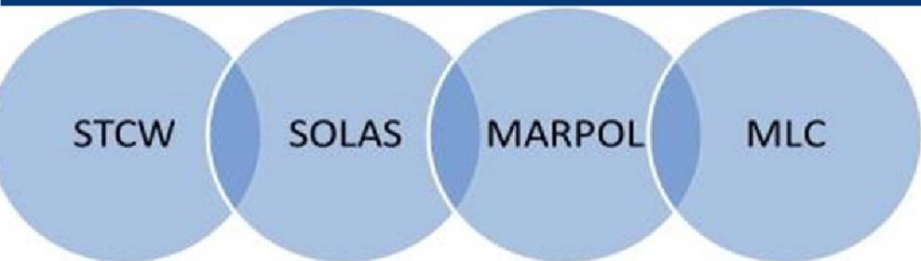
An Electronic Chart Display and Information System (ECDIS) is a computer-based navigation system that complies with IMO regulations and can be used as an alternative to paper navigation charts.

ECDIS is required to be installed on all newbuild vessels with keels laid either on or after 1st July 2012. Existing vessels will be required to retrofit the system at the first survey after the dates outlined in the regulations depending on the vessel type and size.

Besides the generic training in line with the IMO model course 1.27, type specific training is also on our high priority. The challenge faced by the team was to prepare our officers for the type specific training based on several different ECDIS on board our vessels.

The shore based team itself participated in training by the makers and in turn received certification to impart the training to our officers. Installing various ECDIS models in our Training Centre at Chennai, India helped us in saving both time and costs and at the same time imparting high quality learning experience!

We are investing in both technology and talent to ensure that our goals remain focused on achieving Zero Injury, Zero Damages and Zero Pollution.



## MLC, 2006

The ILO's Maritime Labour Convention (MLC), 2006 provides comprehensive rights and protection at work for the seafarers and enters into force in 20th August 2013.

The MLC, 2006 has been designed to become a global legal instrument that will be the "fourth pillar" of the international regulatory regime for quality shipping. The key Conventions of the International Maritime Organization (IMO) such as the International Convention for the Safety of Life at Sea, 1974, as amended (SOLAS), the International Convention on Standards of Training, Certification and Watchkeeping, 1978, as amended (STCW) and the International Convention for the Prevention of Pollution from Ships, 73/78 (MARPOL) being the other three pillars.

Our team had a challenge to comply with the requirements of eight different flag states and incorporate the various requirements into our own systems.

Our manning office was prepared, audited and certified for complying with the MLC 2006 requirements in January 2013. The work on preparing our vessels continued on full pace. The auditors boarding our vessels have given positive reviews of the way MLC 2006 requirements have been incorporated into our systems.

We are glad to inform that close to 85% of our fleet is complying with the new regime requirements and we are well on schedule to complete the certification and compliance process before the deadline!



- with contributions from Capt. N. Subbiah, Head of QHSE Dept.





*Our People Our Pride*

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