

The Synergy Group

focusing on values

October 1st, 2018

Nishit Doshi



Capt Rajesh Unni



Capt Shivram



Capt Sairaj



Brijesh Bassi



John Martin



Bill Yoon



Deepak Kamran



Capt Swaminathan



Arthur Kozyra



Capt Ramadass



Justin Murphy



Capt Mridul Upadhyay

Synergy Group — a dynamic provider of integrated ship management services to the international shipping industry — began its two-day annual seafarer seminar on September 3 at the Radisson Blu Resort in the historic town of Mahabalipuram, which is an ancient historic seaport. Themed 'Surabhi' after a Sanskrit word that means excellent, the well-attended meet emphasized, throughout, Synergy's core values, its persistence, and pride in its ethical behaviour and adaptability.

This shared ethos was quite apparent when Capt Rajesh Unni, Founder and Visionary of the Group, spoke. "Let's focus on our values, and then nothing can stop us", he said, highlighting, with examples from various sports, the value of teamwork and of celebrating each other's successes. He spoke about the 1990 World Cup football match between Argentina and Cameroon which even after a quarter of a century stands apart...how the mighty Argentinian team led by the great Diego Maradona was vanquished by an unheralded team — in a space of 90 minutes the once derided African team became credible. He also spoke about the 'David mind-set'.

"Synergy is like David — everybody supported us, and suddenly we became Goliath (in relation to size)."

Keeping the focus on the customer as top priority, he pointed out, giving extreme examples of personnel from the Taj Mahal hotel who had risked, and even lost, their lives, protecting guests during the 2008 Mumbai terror attacks. On the opposite side of the spectrum were examples of the Sewol and Costa Concordia incidents, where trained seafarers could have done better in terms of customer focus.

The conference was replete with an eclectic mix of topics, with experts addressing issues faced during shipboard operations today. Brijesh Bassi, Synergy Group, spoke on 'Inspections and vessel screening'. The presentation by John Martin of GARD on personal injuries and crew claims was followed by the examination of environmental issues—new regulations on ballast water treatment (by Bill Yoon of Techcross) and emission control areas (by Deepak Kamran). In addition, 'Harry Potter and shipping' was a very

Awards & Recognitions



interesting presentation by Arthur Kozyra & S. Mishra.

The evening of 3rd Sept had a treat in store for the delegates, with Chennai-based actress and VJ, Paloma Rao compering the Seafarer Awards ceremony. The rock band 'Indian Ocean' followed soon thereafter, and, later came a DJ, an open bar, and an elaborate dinner.



The second day of the seminar saw the seafarer delegates temporarily split for simultaneous sessions. While Sanjeev and Babu from Alfa Laval addressed the engineers on main and auxiliary engine failures, Capt Anoj Sarma and Capt PH Shivaram spoke to the navigating officers about accidents and groundings. Later, owners' presentations and Justin Murphy's 'Synergy seafarers-delivering first class customer service' were two sessions that were widely appreciated. John Martin returned with 'Operational Risk- Nine stories'; he was followed, towards the end, by Dr Vis of the Viswa Group, who spoke on bunker analysis.

A closing ceremony and a vote of thanks by Synergy's Capt Rohit Banta brought down the curtains on a well planned and executed event, where Maritime Matrix Today and The Maresx Bulletin were the premier media partners.

A day prior to the conference, Synergy

had organised, as part of its CSR activities, a visit to an orphanage and old age home that it supports on the outskirts of Chennai. Gifts were distributed to the residents. Committed to society and the environment, Synergy has been involved in developmental initiatives for long and fulfils its corporate citizenship by applying the core values of safety, empathy, integrity, transparency, respect, empowerment and sustainability. It has been supporting disabled and cancer-stricken children, Tsunami and flood victims in India and typhoon victims in the Philippines, with other CSR initiatives in Singapore.

MMT



Interview with Capt Rohit Banta



A Director at Synergy Marine, Capt Banta is amongst the earliest members of Synergy. He assisted Capt Unni in establishing and managing the ship management arm in Singapore.

On his experience...

An ISO 9000 Lead Auditor, he also looks into training and operational matters.

Recently he established the Groups' crewing offices in Manila and Iloilo in the Philippines, spending much of his time between Singapore and the Philippines strengthening crew management needs.

He is also in the process of setting up the Training Centre in Manila.

On Synergy's seafarers...

"They are our real heroes. We aim to provide them an atmosphere of fun, with opportunities to grow both professionally and personally. We strive to assure a high Happiness Quotient.

Comments...

Capt Unni is a good friend and a support system. We took our share of risks in the initial days (when we started) but often you have to trust your instincts and go with the gut feel. A sense of loyalty and trust is very critical in building any business or friendship.

Capt Unni is a great visionary. I am a doer, so we complement each other.

My work mantra: I like to keep it simple and I believe in honesty and hard work.

His 5 year vision...

We will take it as it comes and not compromise on our values. We are not competing in numbers but in quality and competence. And size was never a criterion to me.

What he would like to see...

Synergy should rank very high in the "Top 10 companies to work for" poll. Our customers must think of us as one of their own.



Talk with Sanjeev Namath



About the event: The 2015 Synergy Seafarers seminar was a great success with top-of-the-line speakers touching upon some of the most relevant topics in the marine industry.

This helped in reaching out to the seafarers, understanding their expectations and keeping them abreast of the changes happening in the industry.

Sanjeev is the Director of MOL Synergy Pte Ltd, a JV company with the Mitsui OSK Lines, and provides guidance to Environmental Management Systems including the Voluntary Environmental Compliance Program (V-ECP), besides heading the Newbuilding and structural review teams.

Capt Gaurav Bhatia, Marine Superintendent-Manning, talking about the event



Ever since 2009, the annual seafarer seminar is a special occasion where we update them with the latest regulations, introspect about our performance and talk about our plans. The speakers are usually pioneers in the areas of the industry that they work in.

A critical aspect of these events is the personal touch. We get to know seafarers in person and get a chance to serve them. I have worked in some companies where the personal touch was missing. It feels good to be connected with people on a personal level here.

More than 320 people attended this year's event; we are growing steadily.



Shalini Ashokan and Vandana Arora (Manning Executives-Sourcing)

(Vandana joined Synergy in 2013. Shalini, a year later)

Shalini: Working here is like heaven! I have learnt how to work smart and not hard — I love the concept. I want to continue here for a long time — it is a pleasure. I am blessed to be with Synergy.

Mr Subramaniam is my Line Manager. My goal is to become the Sourcing Manager by 2020.

Vandana: I started working in Synergy in New Delhi's Pilot batch with Capt CS Nalwa. Initially I was nervous but Capt Nalwa is very supportive and encouraged me.

Synergy wants results but they are not very dominating or demanding. I am learning a lot. The people here appreciate what I do. Synergy takes good care of all its employees.

My 'Vision 2020' is to become either Sourcing Manager or Planning Manager here.



Seafarer Speak

Shanavaz Anwar, Chief Engineer

Accessibility to top management and technical heads is very easy here. My last contract was on a 'takeover vessel'; I will be joining another takeover vessel this November.



This event was a nice get-together, well arranged with great presentations. I feel proud to be a Synergian.

Subhrajit Chakraborty, Chief Officer

After my first visit to their Chennai office in 2013, I was sure that I wanted to sail with Synergy. Here you don't have to break the ice; it is already broken. I enjoy sailing here. There is a sense of achievement and I feel privileged and honoured.



Capt Anil Kumar Singh

The effortlessness at Synergy is amazing; communication is easy and the office staff is helpful and approachable. I feel as if I am working for an ownership company and not a management company.



This is my first event here; I joined in 2014. I have attended seminars in the past and there is always something new to learn. This event was informative and smoothly conducted. We got to interact with office staff and fellow seafarers; a good platform for bonding. This event has also opened new avenues for all.

Capt Rajdeep Singh Toor

Synergy gives a personal touch, is transparent, and caters to our requirements. Great bonding on board. I intend to sail with them for a long time. They are so seafarer-oriented.



The organisers have taken a lot of pain with this event, all done in-house without the help of an event manager. It was not chaotic and two days were just enough; crisp.

P. Kennedy Fernandez, 2nd Engineer

There is a family-like atmosphere here — good bonding, transparent dealings, friendly atmosphere, and down to earth people. They help us resolve family problems too. They kept in touch with me, inquiring about my injury, even when I was at home.



This event was well organised. Amazing venue; we are in the midst of nature.

