

AT THE HELM OF EXCELLENCE

Lloyd's List Asia Pacific Awards — 2018
Shipmanager of the Year



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ISSUE 17 | January 2019



Fog Horn

Synergy Group Newsletter



HOW SAFE IS SAFE

LOWLANDS HORIZON
CONQUERING NEW
FRONTIERS

SYNERGY'S CYBER
SECURITY FRAMEWORK

CONTENTS

MESSAGE FROM CEO.....	4
SURABHI 2018.....	5
HOW SAFE IS SAFE.....	8
LUBRICATION ENEMY NO. 2 – WATER.....	10
LOWLANDS HORIZON CONQUERING NEW FRONTIERS.....	12
SYNERGY'S CHRISTMAS BALL 2018.....	14
TONNAGE TITANS JOIN HANDS.....	16
SECOND OMCS - SYNERGY OFFICERS' CONFERENCE HELD IN MANILA.....	18
SYNERGY GROUP LAUNCHES NINE-LANGUAGE HELPLINE.....	20
SYNERGY WINS 'SHIPMANAGER OF THE YEAR' AT THE 2018 LLOYD'S LIST ASIA PACIFIC AWARDS.....	22
MEET THE TRAINING TEAM IN MANILA.....	24
SYNERGY'S CYBER SECURITY FRAMEWORK.....	26
PROUD TO BE A SYNERGIAN.....	28
SYNERGY'S THIRD ANNUAL PHOTO CONTEST - CONGRATULATIONS TO ALL.....	30
LLOYD'S LIST'S EXCLUSIVE INTERVIEW WITH CAPT. RAJESH UNNI.....	34
A VACATION WELL SPENT.....	36
SURVIVAL THE ONLY HOPE - SUCCESS THE ONLY ESCAPE.....	38
CONSCIOUS CAPITALISM – ELEVATING HUMANITY THROUGH BUSINESS.....	40
A SINGLE PINT CAN SAVE THREE LIVES, A SINGLE GESTURE CAN CREATE A MILLION SMILES.....	42
PUZZLES.....	43



COVER IMAGE COURTESY: MR. ABHISHEK KUMAR - TECHNICAL MANAGER

We want to hear from you!

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 in forthcoming issues as well as for the website. You may share a write up on an inspiring event or your own experience onboard or ashore, a joyous occasion in your family, stories about life, health, fitness or photographs, sketches, poems, get together or just jokes! Write to us at editorialteam@synergymarine.sg

MESSAGE FROM CEO

SURABHI 2018

Hope you all had a great year 2018 and all pumped up to face 2019. At Synergy, we had a great year filled with many accomplishments and awards. Our growth over the past few years has been talked about very much in the industry.

All these accomplishments wouldn't have been possible without the great efforts from our people on board and offices and the excellent support from our clients.

While these achievements are commendable, these by themselves do not mean success. What matters to us most is our ability to achieve these without any injury to people or damages.

On that count, we have a lot of work to continue and improve on. Our vision to be the most trusted maritime partner will happen only when we can assure ourselves and our stakeholders that we operate with zero injury and zero damages. That will mean SUCCESS to each one of us.

It's great to have many achievements. It helps to make us feel good and proud. But it's the challenge of the future that makes our work exciting. Our challenge for 2019 is about making each day of our jobs free of injury and damages. This will mean success to each one of us. It's hard but not impossible.

Stay Safe, Stay Blessed.

Capt. Rajesh Unni

Our challenge for 2019 is about making each day of our jobs free of injury and damages.

Surabhi, has always been a celebration and expression of our gratitude to all those, who have been an integral part of Synergy's journey. It is more than a conference, it is truly a community. It's about our seafarers who are the true ambassadors of the brand, Synergy is today.

The seminar was categorised into six sessions over two days, namely -

- + Navigational Safety
- + Safety Philosophy
- + Environmental Issues
- + Machinery Space Hazard and Cyber Technology
- + Media and CSR
- + Management Review and Feedback

Various industry luminaries and subject matter experts, elucidated the participants on a melange of topics!

The roaring success of Surabhi 2018, can be summed up by the feedback received from a Senior Master "Quite possibly the best and most informative company seminar I've attended in my 28 years of sailing."

The organizing committee for Surabhi 2019, sure has its task cut out!



"Quite possibly the best and most informative company seminar I've attended in my 28 years of sailing"



HOW SAFE IS SAFE

A few days ago, the JT610 flight to Jakarta, crashed into the sea. The plane was a Boeing 737 Max 8 jet, a new model that was launched globally last year. The plane had been in use for less than three months.

Lion Air's chief executive, Edward Sirait, told reporters the plane had suffered "a technical issue", but engineers had cleared it to fly the next morning. The investigation is still on.

When we read about incidents like this, we pause to wonder, how safe is safe? Where do we draw a line to checks, procedures, and policies? And even after doing all that why are we still subject to the worst case scenario? And most importantly, how do we improve it? Airlines are known for their high safety standards, and every time an incident happens, we all wonder how.

The requirement for risk assessment was first legally introduced in 1992 with the Management of Health and Safety at Work Regulations, even though the concept was contained within the Health and Safety at Work Etc Act 1974. The current regulations are The Management of Health and Safety at Work Regulations 1999.

The idea of creating a risk assessment was not to protect the employee from any hazard, but rather to prevent the hazard from happening itself.

Let's move to today. In today's fast-paced world with making targets, KPI's, spot on ETA's, and so on, we are deprived of TIME, and we tend to forget on what is the most important focus. US. We are working for our living, to support our families, and our employers. Without US there would be nothing. No life, no families and no companies. In this respect, we urgently need a system that can

You are probably already taking steps to protect your crew and staff, but your risk assessment will help you decide whether you have covered all you need to.

protect us from the hazards of doing any job. A risk assessment can do just that, in a structured manner.

In a nutshell, the risk assessment process is a continuous cycle and never stops. A risk assessment is not about creating vast amounts of paperwork, but rather about identifying sensible measures to control the risks in your workplace. You are probably already taking steps to protect your crew and staff, but your risk assessment will help you decide whether you have covered all you need to.



So why do people ignore warnings, disregard warning signs and act in a way that some may consider stupid? There is a theory called the Risk Homeostasis Theory. Gerald Wilde proposed this theory in 1983. It says that everybody has their level of acceptable or 'target risk.'

If they subjectively perceive that risks are lower than their target risk, then they will take additional risks to reap the benefits and rewards from doing so. If the subjective perceptions of risk are higher than their target risk, then they will behave more safely to avoid any subsequent losses. Most of these judgments and risk perceptions take place unconsciously.

"A warning that is not perceived as needed will not be heeded—even when it is needed."

Wilde says that warning signage can only make people behave more cautiously if they agree that their behavior would probably be riskier if they had not seen the warning sign. Similarly, a warning sign can increase danger when it overstates the risk—meaning we take fewer precautions if our experience and subjective perception are that the threat is usually less than stated on the sign. If there are other benefits of ignoring the warning (like getting to home, school or work quicker) and if we have seen others ignore them without consequence (cross the flooded road)—then guess what happens?

Take a look at the sign in the photo below—what else but this behavior would you expect?



We have all seen and been frustrated by road works signs that warn us to slow down, but then we see no actual work taking place—what happens next time we see such a sign? A case of the "boy who cried wolf?"

"All this theory is great but what can I do to apply it."

Here are a few points to improve your safety culture:

1. STOP TALKING ABOUT SAFETY—focus on RISK
2. PUT ASIDE YOUR CHECKLISTS AND MATRICES and think! Focus on people rather than objects (hazards).
3. Consider all the possible by-products of what you are doing and what you are about to do. Measure your actions!
4. Stop telling! – Practice THE ART OF HUMBLE INQUIRY.
5. Do a gap analysis between how safety is perceived and how it is done—DUE DILIGENCE
6. Never use safety as a weapon, a threat, a PUNISHMENT or an excuse. It results in people hating safety.
7. Be pre-occupied with failure and regularly ENTERTAIN DOUBT.
8. Be a SAFETY LEADER, not a Safety Manager or a SAFETY CRUSADER.
9. Stop trying to measure safety. It's IMPOSSIBLE.
10. Never speak of ZERO HARM or ZERO RISK—but ask: "How can we do the best we can."

In conclusion, when we always revisit a tragic occurrence in the past, we come up with ideas on how we could have prevented it, and we learn from that. As humans, it is acceptable to err. However, it is imperative that the learning outcome is used continuously to ensure that the same mistake or lapse does not happen again. And it does not occur again... it means we are doing the right thing.

SAFETY DOES NOT STOP; THERE IS NO LINE DRAWN, IT IS CONTINUOUS.

*Contributed by
Capt. Philip Lewis Jason
CMS Superintendent.
Joined Synergy in 2015. Prior to which he was a Port Captain and was an assistant professor in AMET too. Jason likes cooking, and watching movies.*

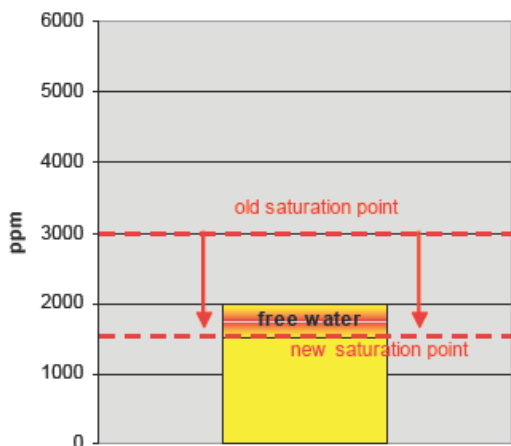
LUBRICATION ENEMY NO. 2 – WATER

Part 2

After particulates, water is the most harmful of all contaminants. Although the presence of water is often overlooked as the primary root cause of machine problems, excess moisture contamination can lead to premature oil degradation, increased corrosion, and increased wear. Water can be present in a lubricant in any of three states.

The amount of water that fluid can contain in dissolved form is referred to as its saturation point. Once the saturation point is reached, any additional water will separate as free water.

The solubility of water in oil is greatly influenced by temperature – the hotter the oil, the more water it can hold in solution. This can only go so far – as the temperature approaches 100° C (at atmospheric



pressure) the water will start evaporating out of the oil at increasingly higher rates. However when the temperature drops, solubility drops, saturation point drops and part of the water may come out of solution as free water.

HOW OIL AND WATER GET MIXED:

While certain lubricants are formulated to separate easily from water, others are designed to

form stable emulsions with water. The degree, to which oil is hygroscopic, i.e., will absorb moisture; will depend upon the type of base oils and additives that have gone into its formulation. Water molecules are polar. Most hydrocarbons in base oils are not polar (hence the adage “Oil and Water don’t mix”).

Most lubricants used in the marine field (such as engine oils, turbine oils, hydraulic oils, air-compressor oils) are formulated to shed water easily. On the other hand, Steam-cylinder lubricants and some stern-tube lubricants are formulated to form stable water-in-oil emulsions with some amount of water.

Many metalworking fluids are designed to mix or form stable oil-in-water emulsions with water.

WATER MAY ENTER OIL IN SEVERAL WAYS:

Absorption: Small amounts of water can be readily absorbed from the surroundings.

Condensation: Humidity from the air can condense on to the walls & ceilings of oil sumps & tanks and enter the oil.

Heat Exchangers: Leaky oil coolers & steam leakage from tank heating coils are a major source of water contamination

Combustion: Internal Combustion engines produce a lot of water directly from their normal combustion process. While it is true that the crankcase temperature is high enough to evaporate virtually all of the water, when an engine is shut down condensation occurs as the engine’s temperature reverts to ambient.

Gross Water: In environments where water is used either as part of the manufacturing process (e.g., paper making), or in the cleaning process (e.g., hose-down performed in an engine room) water can easily ingress through filling holes and housing openings, improper air vents, defective shaft seals, etc, unless these are well designed to exclude water.

DETECTING MOISTURE IN LUBRICANTS:

Proper sampling to determine the quantities of water present requires an evaluation of the lubrication system for each machine. In circulating systems, samples taken from the supply lines indicate the quality of the oil supplied for the lubricated components.

Samples taken on the return lines include the same information, plus any additional water being introduced to the system at the lubricated parts. Samples taken from the bottom drain of the reservoir, where moisture can accumulate by design, can indicate higher levels of water. That sample is also important, however, to indicate excessive accumulation of moisture in the sump, the need to investigate sources, and possibly to clean the tank.

**Visual Crackle Test**

The simplest way to determine the presence of water in oil is to use the Visual Crackle test. A drop of oil is placed on a hot plate that has been heated to approximately 160° C. The sample then bubbles, spits, crackles or pops when moisture is present.

Calcium Hydride Test Kits

This method employs the known reaction of water with solid calcium hydride to produce hydrogen gas. The amount of hydrogen gas liberated is directly proportional to the amount of water present in the sample.

Fourier Transform Infrared Spectroscopy (FTIR)

FTIR can be an effective method for screening samples containing in excess of 1,000 ppm of water

provided a correct new oil baseline is available for spectral subtraction.

Many metalworking fluids are designed to mix or form stable oil-in-water emulsions with water.

Karl Fischer Moisture Test

The Karl Fischer Moisture test is the method of choice when accuracy and precision are required in



determining the amount of free, dissolved, and emulsified water in an oil sample. The oil sample is titrated with a standard Karl Fischer reagent until an end-point is reached.

LUKOIL Marine measures and reports water by this method most oil samples sent for used oil analysis.

Contributed by:

Mr. Sanjiv Wazir, Mr. Sanjiv graduated in Mechanical Engineering from the Indian Institute of Technology, Bombay (IIT-Bombay) in 1981. After sailing as a marine engineer for over 10 years, he became involved in ship-repairing. His vast experience in operation, maintenance, and repair of diesel engines, hydraulic systems, turbines, compressors, gearboxes, refrigeration plants & other industrial equipment is complemented with over 15 years’ of experience in the field of lubrication, representing Chevron, and thereafter BP Marine Lubricants in India. Mr. Wazir is now Technical Advisor to LUKOIL marine lubricants. He has been a guest faculty (on Tribology & Lubrication) at several institutes since 1999.

LOWLANDS HORIZON CONQUERING NEW FRONTIERS

Circa early 16th century, a Dutch ship from the port of Rotterdam arrived at the Port of Hoorn (Saikai city). Twenty-three half-starved Dutch sailors landed in this southern Japanese island, and this was the beginning of bilateral trade-ties which have gone from strength to strength over the centuries.

That bonhomie was most evident, when the Mayor of Saikai city- Mr. Yasuhiko Sugizawa along with Mr. Paul Traen, Managing Director - CLdN Cobelfret S.A., Mr. August Verdonck - Director CLdN Cobelfret group, Mr. Masafumi Kuwata, President & CEO- Yamamaru Kisen Co., Ltd. and Mr. Naoto Seno, General Manager - Fukujin Kisen Co., Ltd attended the naming and delivery ceremony of the Lowlands Horizon at the Oshima Shipyard.

Traditionally, the ship naming and launching ceremony had a meaning where it had brought good fortune and safety to the new ship, its crew, and passengers. The tradition of ship naming ceremony dates back to thousands of years. There are evidences of Babylonian celebrating ship launching in the 3rd millennium BC, and Romans, Greeks, and Egyptians calling on their Gods to protect ships before starting voyages.

Established in 1928, CLdN Cobelfret SA is involved in the worldwide transportation of around 50 million tonnes per annum of coal, iron ore, bauxite, and other dry bulk products through freight contracts with industrial and mineral groups. It operates a fleet of owned and chartered bulk carriers in sizes ranging between 30,000 and 200,000 tonnes deadweight.

Capt. Tejinder Singh, C/E Mr. Deepak Joshi, and their teams were handpicked for the take over of the Lowlands Horizon, and the editorial team requested Capt. Tejinder to share his Saikai memoirs, read on.....

The journey to take over Lowlands Horizon began even before arriving the Oshima yard, Japan. The debriefing and discussion in Singapore were very informative. Singapore team led by Mr. Win, Mr.



SajiKumar, Capt. Ajith and Mr. Balaji were very kind and offered great courtesy and support throughout our stay in Singapore. It was great to meet the Owners Representatives Capt. Mallick, Mr. Manoj & Ms. Vera at their office and to listen to their perspective and requirements.

I caught the first sight of "My Lady" on 30th Aug, as she lay on the berth beautiful and graceful. Feelings beyond words comprehended by a few old-timers.

The Sea Trials were an endurance test for us too, and it all went with the utmost precision. The evening get together on the second day was a

The tradition of ship naming ceremony dates back to thousands of years.

memorable one and was filled with laughter and fun, which was mostly brought about by the charm and anecdotes from Mr. Manoj.

The rest of my team arrived in two parts, and once I could see all my soldiers, it gave me a sense of being complete, prepared and confident. Although it was a huge task to get her stocked and ready for the delivery, I could see each team member going about the job very enthusiastically.

Throughout the process Technical Supdt. Mr. Balaji was a great support to have around, and time and again he proved himself to be "hands-on" where

required by not shying away to get in and pitch in his efforts to get the results. Senthil from IT department was of great assistance, and we continue to reap the rewards of his good setup of the IT infrastructure. Marine Superintendent Capt. Vineet Naik, with a good head on his shoulders, kept the flow of information and guidance flowing.

A special mention here for the experienced shore-based team at Synergy - the close monitoring, transparency, and support, have been exceptional, to me that's what sets apart Synergy from the rest. Finally, the day arrived on 26th Sep. As with our culture and traditions, the process of delivery was started by setting up a small temple for Lord Ganesh, considered the God of beginnings and the remover of obstacles in Hinduism. Mr. Ferre (fitter) led the ceremony, which was attended by all shipboard staff and the superintendents.

On the shore side, a beautiful stage had been set up. The occasion and the moment became even



more prestigious & memorable with the presence of the honored and esteemed guests from Cobelfret Mr. Paul Traen, Mrs. Michèle Van Hoorickx, Mrs. Sabine Lantsoght, Mr. August Verdonck, Mrs. Kris Verdonck & Mrs. Ivy Lee.

Many other dignitaries including the honorable Mayor of Sakai city, also graced the occasion. It was heartening to see a large turnout of the local Islanders who had come to see our ship sail off on her maiden voyage. The children from the local kindergarten school gave an inspiring musical performance.

The naming ceremony was completed by the unveiling of "Lowlands Horizon" by, Mrs. Michèle Van Hoorickx, who is also the God Mother of the vessel, this was followed by the long-standing tradition of breaking a bottle of champagne against the hull along with the release of balloons and confetti.

It was a bittersweet moment as we sailed out from the Oshima yard, leaving behind memories of the takeover and naming ceremony and all the fantastic people we met and at the same, all of us looked forward to the Lowlands Horizon conquering new frontiers.

My gratitude to Synergy and Cobelfret for entrusting my team with this great responsibility!



Contributed by:
Capt. Tejinder Singh.



SYNERGY'S CHRISTMAS BALL 2018

This year Christmas was celebrated with a "Christmas Ball" themed party, as Synergians appeared all glammed up and dashing. After the traditional group dance presentation, raffles prizes, and announcement of the King and Queen of the night, all went about merrymaking and danced the night away.



CONGRATULATIONS MS. ANGELIKI FRANGOU!

On being named in Lloyd's List of '100 Most Influential People'

Ms. Angeliki Frangou, Chairman of the Board and CEO of the Navios Group of companies, is a distinguished Ship Owner of our times. The Navios Group includes four public listed companies in the USA.

Ms. Angeliki Frangou's business acumen exemplifies the phrase "When the going gets tough, the tough get going". The recent expansions in Navio's dry bulk and container fleets illustrates Ms. Frangou's

brilliance in timing the right moves in a very volatile dry cargo market. Ms. Frangou actively manages an incredible business portfolio that includes cargo logistics, terminals and cabotage business in Latin America.

Synergy took over management of the first Navios vessel in 2012, and since then our partnership has grown in trust and shared values. Today Synergy manages a diverse fleet of over 20+ vessels comprising tankers, containers and bulk carriers. Synergy is very proud of our association with Navios.



In the picture – Navios Chairman and CEO Ms. Angeliki Frangou, with leaders of her Dry Cargo ship management team. The Company's first day of trading on the Nasdaq Global Select Market was celebrated by ringing the NASDAQ Closing Bell on Monday, December 10, 2018.

TONNAGE TITANS JOIN HANDS

Tonnage Titans - Reederei NORD and Nissen Kaiun have joined hands on the commercial management of their Aframax Tankers. The two companies will pool a fleet of 13 modern ships initially, these vessels have all been built or will be delivered from Japanese shipyards.



Capt. Madhu Vadakkepat (N2 Tankers) & Mr. Kotaro Abe (Nissen Kaiun).

Synergy Marine Commercial Management Pte. Ltd. has been charged with commercial management of N2Tankers for vessels deployed east of the Suez Canal and Synergy group will also provide technical management services for Nissen Kaiun's vessels in the joint venture on a global basis and will ensure compliance with regulatory requirements, oil major standards and industry best practices.

Reederei Nord, established in 1964 by late Mr. Klaus E. Oldendorff. The company started trading on 12th December 1964, when it took delivery in Kiel of a single deck 1,417 tons deadweight vessel called "BOCKHOLM" into its management.

The Oldendorff family owns all the ships – with a legacy which goes back a century, its flagship the



Capt. Rajesh Unni (Synergy Group) & Dr. Kurt Klemme (M.D Reederei Nord.Hamburg.)



Invitees from Oil Majors and Trading Houses attending the launch of N2 Tankers in Singapore.



(L to R) Mr. Yoshinori Shimane (Mitsui – Tokyo), Mr. Christian Oldendorff (Owner -Reederei Nord/Oldendorff), Mr. Keith Obeyesekera (MD, Reederei Nord Amsterdam), Mr. Adriaan Roppel (MD, Reederei Nord Amsterdam), Mr. Ideaki Oomori (Mitsui – Hamburg), Dr. Kurt Klemme (MD Reederei Nord Hamburg) and Capt. Madhu Vadakkepat (N2 Tankers).



(L to R) Capt. Madhu Vadakkepat, Mr. Adrian Roppel, Mr. Troy Chen, Mr. Keith Obeyesekera, Mr. Edward Averell, Mr. Yoshinori Shimane.

At the confluence of two worlds, another feather in the cap for Synergy group

motivated professional employees at all levels to guarantee top quality service to our customers.

Capt Katsuya Abe, President, Nissen Kaiun said "I believe our clear focus on our customers' requirements will satisfy the needs of both cargo and tonnage owners, with the fleet providing operational flexibility for cargo owners, and voyage expenses falling due to the optimisation of vessel selection based on proximity to cargo. We are also delighted that Synergy Group, a long-term ship manager partner of Nissen Kaiun, is bringing its experience and expertise to this new venture. We fully expect N2Tankers to be recognised as the world's leading Aframax tanker pool."

Speaking on the occasion, Capt Rajesh Unni said "N2Tankers brings together two of the most renowned owners in world shipping in a sector of the tanker market that has seen a lot of consolidation in recent years. We are delighted we have been entrusted with management of the pool's state-of-the art, modern tankers all built to the highest quality."

Oldendorff Carriers operates 700 bulk carriers at any one time!

Founded in 1959, Nissen Kaiun Co is a Japanese family-owned tonnage provider that is believed to be Japan's largest privately held shipowner. Established by the Abe family and now managed by its president, Capt. Katsuya Abe, Nissen Kaiun's origins are said to date back to the 1860s.

The pool has been named N2Tankers and will be managed out of Amsterdam and Singapore. The two companies have earned themselves a reputation for the efficiency and high reliability of their fleets and they believe that their clear focus on their customers' requirements will satisfy the needs of cargo and tonnage owners alike.

Synergy Marine Commercial Management Pte. Ltd has a proven track record of generating value for vessel owners and partners through its creative scheduling solutions, bespoke IT systems and

SECOND OMCS - SYNERGY OFFICERS' CONFERENCE HELD IN MANILA



We joined hands with our esteemed principal OMCS Shipping, to organize the second OMCS - Synergy Officers' Conference. Senior staff and key stakeholders of OMCS and Synergy gathered to discuss best practices and ways to improve our ships for a better and more sustainable future.

Synergy extends its gratitude to OMCS Shipping's President/Managing Director, Mr. Yasuhiro Kazama, Mr. Chinmoy Ghose, General Manager, Capt. Natarajan, General Manager and Mr. Sudeep Sahoo, Technical Superintendent for taking the time to attend the conference and elucidating the information and insight exchange.



Senior staff and key stakeholders of OMCS and Synergy gathered to discuss best practices and ways to improve our ships for a better and more sustainable future.



SYNERGY GROUP LAUNCHES NINE-LANGUAGE HELPLINE



iCALL is a completely anonymous and confidential psychological counselling service which can be availed free of cost over telephone and emails.

iCALL
icall@tiss.edu Monday-Saturday
08:00 AM - 10:00 PM

nULTA
Access our chat based counselling through nULTA App

Monday-Friday
10:30 AM - 05:30 PM

SYNERGY GROUP **TISS** **iCALL**
भारत कौशल

Synergy recently launched a new counselling service aimed at improving mental health support for sea and shore-based maritime personnel. iCALL is a free psychological helpline for the worldwide maritime community available 24/7 in nine different languages via phone, email and the chat-based nULTA App.

Numerous studies into the psychological health of seafarers have shown that large numbers of seafarers suffer from obvious manifestations of impaired psychological wellbeing such as social isolation and depression. These types of problems can't be wished away when people get off the ship!

iCALL, which is confidential and anonymous, is available in English, Hindi, Marathi, Gujarati, Bengali, Tamil, Telugu, Sindhi and Kutchi.

iCALL currently has 14 counsellors all located at Tata Institute of Social Sciences in Mumbai to ensure peer support, supervision and standard professional counselling services. All the counsellors have at least a Master's degree in Clinical or Counselling Psychology.

Prior to the launch of the service, all counsellors received three months of specialist training to help treat issues such as emotional distress, relationship and family concerns, suicidal thoughts, sexual and reproductive health, LGBT issues, violence against women, body image concerns and work-life anxieties.

The foundations of iCALL were put in place when

Synergy signed a Memorandum of Understanding (MoU) with the Tata Institute of Social Sciences (TISS) in Mumbai, India, in August committing the parties to establishing the new service.

iCALL was subsequently inaugurated by Dr Malini V. Shankar, India's Director General of Shipping, when she made the first call to the helpline during 'Surabhi 2018', which you've read about in the previous pages of this edition.

Addressing industry leaders, principals and maritime technology and equipment providers at the two-day Synergy seminar in New Delhi, Capt Unni argued that the maritime industry should do far more to address mental health issues.

"5.9% of all deaths at sea are proven suicides. If the suspicious cases of probable suicides – seafarers that went missing at sea – are considered, then this

24/7 counseling centre for anybody who's sailing, not just Synergy personnel.

figure jumps to 18.3% which means almost one in five deaths at sea is a suicide."By any standards, that is terrible. Compare this to deaths ashore, where only 1% of deaths are attributable to suicides. There is no disputing we have a genuine problem here."

How to access free chat base on counseling with iCall?

- ◆ Download the nULTA – Ask Doctor by Chat' app on your iOS or Android phone.
- ◆ Register on the app.
- ◆ Email your registered phone number to icall@tiss.edu with subject 'Request to access Chat based counseling – Seafarers'
- ◆ Free chat will be added to your account. You will receive an email confirming the same.
- ◆ Post your query on 'Ask question' section.
- ◆ iCALL counsellor will reply to you within a few minutes!



SYNERGY WINS 'SHIPMANAGER OF THE YEAR' AT THE 2018 LLOYD'S LIST ASIA PACIFIC AWARDS



Synergy took one of the top honors at the recently concluded Lloyd's List Asia Pacific Awards 2018 by winning the 'Ship Manager of the Year' award.

The glittering ceremony, held at Singapore's Shangri-La Hotel, on 27th Sept 2018 saw more than 500 guests turn out to cheer on the winners of the coveted awards. Lloyd's List established these awards more than 20 years ago to recognize the talent and consistent quality inherent in shipping, and promote positive change and innovation. The award's recipient is selected by a panel of independent, industry-respected judges based on strict criteria laid out by Lloyd's List, which goes back almost three centuries in history!

There were an unprecedented, eight finalists in the most prestigious 'Shipmanager of the Year' category.

Commenting on this occasion, Capt. Rajesh Unni said "I believe this prestigious award is deserved recognition of the tremendous dedication and hard work of the Synergy team at sea and ashore. They have been very dynamic and innovative in meeting the exactly high standards of excellence demanded by our clients. I would also like to thank our principals for entrusting us with some of the world's most expensive and technologically advanced vessels. Moreover, this reinforces the success of our operating strategy which is focused around customer centricity."

He also added "At Synergy we strive for operational and safety excellence every day to ensure we can exceed customer expectations. We leverage our global network to provide local solutions. And we invest in our employees and nurture talent, not only because it makes good business sense to do so, but also because it is the right thing to do."



MEET THE TRAINING TEAM IN MANILA



Focuses more on customized learning modules incorporating the needs of our principals, seafarers and the team, adopting a collaborative system.

With Integrity as the core value — together with safety, transparency, empathy, empowerment and respect as pillars — our training center in the busy central business district of Metro Manila strives to strengthen the foundation with dedication and quality training for smooth operations on board the group vessels. The focus is not just to expand the team but also contribute to the community and make the group's mission and vision a possibility.

Synergy PhilOrg Group Corp [SPGC], training center is a 4,850 square feet modern learning center that enthuses in engaging in a sincere and authentic learning experience. The learning center is equipped with modern simulators and covers a broad spectrum of company mandated in-house

value add courses to enhance our seafarers professional skills. It also focuses more on customized learning modules incorporating the needs of our principals, seafarers and the team, adopting a collaborative system.

This is made to match the need for competent crew to man the increasing sophistication of demands at sea. The training center is an effort in extending the standards of Synergy Group to the Philippines with a continued focus on scaling up crew management from the largest Archipelago.

NAME AND DESIGNATION OF TEAM (L TO R)

STANDING**CAPT. RALPH PARDILLA**

Marine Superintendent

MR. CHOI FONTE

Training Coordinator

MS. ALBIEN ABRIA

Training Coordinator

MS. MAYBELLE TORRES

Records Assistant

MS. MARICAR ANDAYA

Receptionist

MR. BARRY DOMAGAS

ShipPalm Coordinator

MR. ADRIAN C. CATAMISAN

Technical Superintendent

SEATED**MR. MARK JOSEPH TALABIS**

Deck Instructor

MR. JENNIFER CAERLANG

Maintenance

MR. JONNFIEL SALVATIERRA

Engine Instructor

SGOI CELEBRATES NATIONAL MARITIME WEEK WITH FERVOUR

The last week of September is celebrated as the National Maritime Week of the Philippines. The theme for 23rd National Maritime Week 2018 was "IMO 70: Our heritage, Better Shipping, Better Future".

The week-long celebration resonates across the country with that one primary objective of giving prominence to an industry which is seldom spoken about but plays the most vital role in world trade and is the backbone of the world economy.



SYNERGY'S CYBER SECURITY FRAMEWORK

Synergy has developed its Cyber Security framework as per industry guidelines to safeguard Synergy managed vessels IT and OT systems.

As technology continues to develop information technology (IT) and operational technology (OT) on board ships are being networked together and are being connected to internet, more frequently than ever before, this brings the greater risk of unauthorized access or malicious attacks to ships systems and networks.

A Cyber Security incident, which affects the availability and integrity of OT, for example, corruption of chart data held in Electronic Chart and Display and Information Systems (ECDIS) or failure occurring during software patching and maintenance. Both of which could potentially affect the safety of personnel onboard, ships and cargo. Cybersecurity is concerned with the protection of IT/OT and data from unauthorized access, manipulation, and disruptions. Synergy has developed Cyber Security framework as per industry guidelines to safeguard Synergy managed vessels IT and OT systems.

1.1 Policy and Procedures

ISMS policy and procedures being developed as a tool to compile IMO guidelines and to implement secured IT / OT systems on board ships.

1.2 Cyber Security Awareness

The first step toward change is awareness. The second step is acceptance, we are sensing office staff and ship's crew to make them aware of Cyber Security and Synergy ISMS policy and procedures.

1.3 Identifying threats and vulnerabilities

Outdated or missing antivirus software's and protection from malware.

Inadequate security configuration and best practices including ineffective network management and the use of default administrator accounts and password management which is not based on the principle of least privilege. Safety critical equipment or systems always connected with shoreside. Inadequate access controls to third parties including contractors and service providers.

1.4 Risk Assessment

Identification of existing technical and procedural controls to protect the onboard IT and OT systems
Identification of IT and OT system that are vulnerable and the policy and procedures governing the use of these systems. Identification of possible cyber incidents and their impact on

crucial shipboard operations

1.5 Cyber Security Response Team

The team includes a combination of onboard and shore-based IT members / external experts and should always be ready to take the appropriate action to restore IT / OT systems so that ship can resume normal operations, this includes Initial assessment, recover system and data, incident investigation and prevent of re-occurrence

The Future

Blockchain, cloud-based technology, and virtual reality are becoming familiar terms across the shipping industry as they offer tremendous potential to transform how shipping organizations will operate in the future, at the same time ships are no more isolated from external world and hackers, so what we can foresee in the near future is training and awareness to seafarers / office staff and implementing controls and measures to meet industry requirements.

Contributed by,
Gaurav Singh
Senior System Engineer

YOGA FOR WELLNESS

Doing yoga in the office can be fun, innovative and relaxing with many long term benefits. Prolonged work on the computer strains the neck, shoulder and back muscles, which leads to tension and stiffness. Unless attended to properly, it could impact your ability to function effectively at the workplace, affecting your overall quality of life.

Our colleagues in Manila have discovered how to overcome anxiety by letting go of their fears of falling down and getting hurt as they continue to conquer these poses.

As we all know, yoga (asanas) is not all about perfecting the poses but attaining self-realization and putting aside ego while being challenged by this journey. Acceptance of the body's limitation, staying calm while conquering personal fears, and self-confidence with strong determination to go on. Some good qualities to begin with in establishing wellness from within.

Here's hoping that each one of us can harness the true power of the mind and body through Yoga!

"Yoga is a light which once lit will never dim, the better your practice the brighter your flame."

-B.K.S. Iyengar



PROUD TO BE A SYNERGIAN



Name: T.N.V.V.Rao
Rank: Master
Vessel: Kailash Gas

I remember the day I joined Synergy. For me it was another company, another contract. Least I knew I will have new family and a new home away from home. I cherish the 3 years I have worked with Synergy. It has given me all that a seafarer could possibly ask for!!!!

After serving with various companies for about good Two and Half decades, I can say this with pure conviction that Synergy is the best company to work with.

As a Master, you always need unconditional support from office and here you can find it. It is a company which believes firmly in NO BLAME CULTURE, it's just not on paper but actually on ground.

The initiatives taken by company for the welfare of seafarers not just Synergians, but the entire seafaring community make me proud of myself to be a Synergian.

And to sum it up all and share my true feeling about being a Synergian, all I can say is the day I will hang up my seagoing cap it will be the Synergian cap.

JAI SYNERGY..JAI HIND....

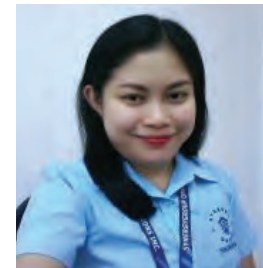


Name: Mr. Juneric F. Fesalbon
Rank: Chief Engineer
Vessel: M.V. Signe Bulker

Life at sea is tough as I experienced it in the last 13 years of my seafaring career. From being an Engine Cadet to becoming a responsible Chief Engineer needs a lot of patience, hard work, self-motivation and good theoretical and technical knowledge as well.

I started working with SYNERGY in 2016 and I am lucky that I found my new home, the SYNERGY family. Time has proved that I made the best choice. I appreciate the feeling of safety, respect, confidence and support, which is otherwise hard to find.

Being chosen as the years Lloyd's List "SHIP MANAGER of the YEAR" award, it makes me prouder and more confident to be part of SYNERGY family. Well done!

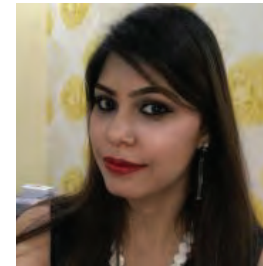


Name: Ms. Christina L. Amparado
Designation: Officer-In-Charge
No. of Years: 3
Location: Iloilo

Every company has a tagline. Synergy too has one, but the only difference is that for others its more of a tagline but for Synergy, the way I have seen it in the last years, it is more of a way of life. The Lloyd's List Asia Pacific 'Ship Manager of the year' award which we won recently, stands testimony to that!

I'm proud to be a part of Synergysgroup Operations, Inc., a fast-growing company in the Philippines! I started working here as a Crewing/Admin Asst. and was promoted to Officer-In-Charge. It would be easy to work for a different company to get a paycheck but not just any company can create a culture that makes me excited to come to work every day!

I'm proud being a SYNERGIAN!



Name: Gurpreet Kaur
Designation: Manning executive
No of Years: 2
Location: Delhi

I vividly remember, my first day at Synergy, I was nervous and unsure if I would be able to deliver and justify the responsibilities entrusted to me. Well, two years down the line I can surely say that it has been a high learning curve which has led to my professional growth and has motivated me to come out of my comfort zone. We are all born with unique qualities and talents. Synergy has brought out the best in me and helped me hone my skills and work on my weaknesses. I am a PROUD Synergian!



Name: Mr. Venkateswarlu.B
Designation: Web Developer
No. of Years: 4
Location: Chennai

I have been working at Synergy for four years. As shipping industry was new to me, my seniors guided & supported me. I got an opportunity to learn about ships and had experience through interaction with Captains, Chief Engineers & Fleet Managers they encouraged me and provided a supportive environment to perform better each day.

I will always be thankful to the people who believed in me and gave me this opportunity to grow, not only within the company but also as a person. The friendly atmosphere of the office makes every working day a pleasure.

SYNERGY'S THIRD ANNUAL PHOTO CONTEST - CONGRATULATIONS TO ALL



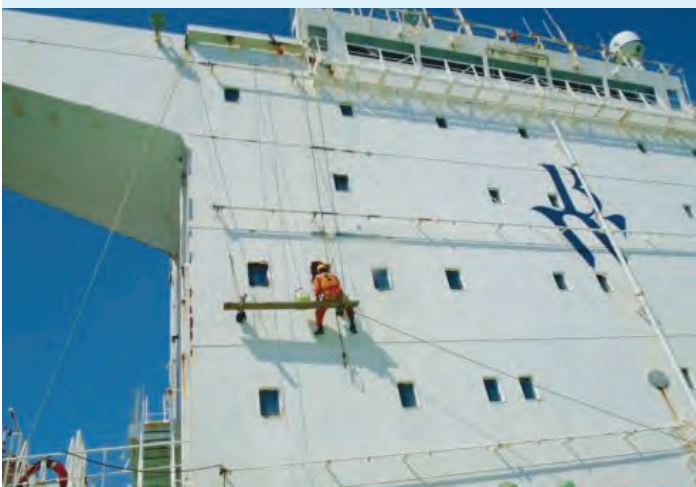
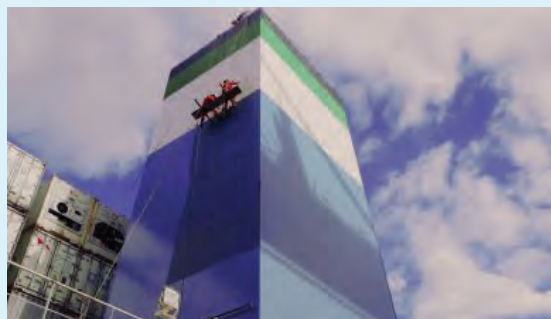
It seems like just yesterday, that we were marveling over the amazing photographs coming in as entries for the 3rd Annual Synergy Photo Contest. We're now excited to report that the Grand Prize Winners have been announced. Our seagoing staff used their imagination and creativity, to not just raise awareness on workplace safety and health, but in the process also gave us a glimpse into their day-to-day lives onboard. The judges certainly had their work cut out for them, and a whopping 800 images were reviewed.

When asked about the reason behind choosing the winning photos one of the jury members quoted, "The winning picture captures a moment of careful observation in the midst of all the noise in a machinery space. The final three also illustrate safe work practices onboard Synergy ships." The winner

of the 3rd Annual Photo Contest is John Elvis Lodovice (Benfica) and the runners-up are Vishnu Mundakkal Prakasan (Trammo Cornell), Roger A Corilla & Rene O Paulan (NaviosObeliks). The winner received a cash award of USD 500, and the runners-up received a cash award of USD 200 each.

The primary objective of the competition was to further our efforts to reduce personal injuries and illnesses and underscore the importance of safety.





LLOYD'S LIST'S EXCLUSIVE INTERVIEW WITH CAPT. RAJESH UNNI

Founder and chief executive of Synergy Group expects another acceleration in fleet expansion next year. But he is equally keen to discuss seafarer welfare and the benefits of encouraging more women to choose a maritime career



Not many maritime executives tick quite so many eclectic boxes as Rajesh Unni. The 45-year-old is a modernist believer in the transformative potential of technology, a champion of women in shipping, a wellness at sea innovator, a Master Mariner and an alumnus of Harvard Business School. He is also the founder and chief executive of one of the world's fastest growing shipmanagement companies.

Capt Unni, however, believes that size is not everything even as Synergy's fleet swells. Indeed, he subverts the typical debate over the benefits of economies of scale in ship management. "I think in terms of where we want to be, we want to be seen as a brand that people aspire to be," he told Lloyd's List from his head office in Singapore. "I think whether it is 50 ships or 400 ships, the key driver, or the key motivation, is what is deliverable on service and quality.

"Second comes size. Big is only beautiful if economies of scale are achieved without compromising on tailored services without loss of management efficiency. I don't think it would be

long before the people start talking about diseconomies of scale, where there are too many layers of management, lack of control and too many locations.

"If you continue to do well with what you have, growth generally happens. We've been fortunate. We started 12 years ago and we have not seen a year where we have not grown." According to Capt Unni, even though the shipmanagement sector has seen rapid consolidation in recent years, the purchasing cost reduction benefits of a larger fleet — often a key touchstone for executives pursuing and justifying expansion via mergers or acquisitions — are also often overplayed. He believes operational and resource capacity and flexibility are far more important in terms of delivering for customers, especially for clients that are expanding. "In terms of economies of scale, a lot of people talk about purchasing benefits," he said. "But honestly, that's not such a game changer. If you have a very good negotiations team you can still manage to achieve a lot irrespective of your size. The benefits of scale are in liquidity.

"Let's say a financial institution or another investor is looking to buy a fleet of 20 tankers today, who can manage these ships? Who has the manpower to man these ships and quickly comply with the requirements of, say, oil companies? "There are not many companies who can say they can do that, certainly not without screwing up what they already manage. "But today we can take on 20 tankers at short notice without compromising the quality management of the rest of our fleet."

In future, however, size might become more important as technology transforms shipmanagement. "I think the technology is there but is it mature enough to run a 600-ship platform? I don't think it is there yet. "But in the future,

Gender equality champion

Capt Unni sees improving the efficiency of crew recruitment as critical to expansion and, for him, this goes hand in hand with promoting gender equality at sea and employing more women across the Synergy Group. In the last year the company has increased the number of female seafarers deployed across its fleet by 200%. Captain Radhika Menon (Ms), winner of the 2016 International Maritime Organization award for exceptional bravery at sea, has been appointed as sailing master and company ambassador and tasked with mentoring young women eager for a seafaring career.

Capt Unni has also kick-started the recruitment drive in the Philippines with the placement of the first female cadet on a gas tanker. "In our offices right now, other than the Philippines where the women outnumber the men considerably, we would be very close to 50-50, or maybe 40-60, but I think we need a 50-50 balance," he said. "Now, on the ships, we are far away from that. We only have a handful of [female] sailing officers. But we want to double that this year if we can find the right talent. People say it's hard to find people willing to go to sea, but for the most part as an industry we are only recruiting among the male section of the population.

"There are cultural challenges and sometimes there can be operational challenges also, but often that's an education issue. But as well as being the right thing to do, it also makes sense to try to open up the recruitment market. We aim for 50-50." Separating management speak from practice can often be difficult, especially where corporate social responsibility policies are concerned. But Synergy under Capt Unni is backing good intentions with hard cash and tangible action, particularly in the sphere of seafarer welfare.

At the end of August this year the company signed a memorandum of understanding with the Tata Institute of Social Sciences in Mumbai to set up a dedicated, free 24/7 psychological helpline for seafarers in 10 different languages. This was inaugurated by Dr Malini V Shankar, India's Director General of Shipping, in Delhi on September 18. The reasoning behind setting up the line was relatively straightforward from Capt Unni's perspective. "Somebody recently told me about lots of suicides these days, and I was shocked to learn it was mostly

Indian seafarers between a particular age group," he said. "We immediately decided to create a 24/7 counselling centre for anybody who's sailing, not just Synergy."

Seafarer welfare award

In recognition of his efforts over the last two decades, earlier this year Capt Unni was awarded the Seafarers Welfare Award by The Mission to Seafarers for making welfare a core Synergy value. It was a timely recognition for one of shipping's more philanthropic executives who is known for spreading his time generously. He currently serves on the boards of North of England P&I Association, the Asia-Pacific Advisory Committee of major classification societies and the Indian National Ship Owners' Association. He also spearheads Synergy's social responsibility initiative, is a Trustee of Cochin Cancer Society and a "strategic thought partner" with Ashoka, a leading non-governmental organisation.

"In a nutshell, I think for me the bigger purpose of life is to be able to add value to the society around you," he said. "That is more important than looking at the balance sheet and P&L every day. At the end of the day, if you are not able to look back and say you gave more than you took from this world, then for me I'd have a sense of dissatisfaction." His charitable ambitions are far-reaching, but Capt Unni is more circumspect when asked about how high he sees Synergy soaring in the world of shipmanagement in the years ahead. "I don't want to say that we want a 500-ship company in five years," he said. "I think rather we want to be the brand people desire to be when they talk about ship management.

"It could range anything from being a great place to work or the value that we deliver to our customers and our stakeholders or about ensuring that our people come back home safely. Or delivering cargo in the most safe and efficient manner. Or even about leveraging technology for the benefit of everybody. "I just hope we're a 'good' company, as well as a successful one."

As published in Lloyd's List

A VACATION WELL SPENT



After studying and working hard for my class X exams, I wanted to unwind, spend quality time with my family and also have a fantastic vacation, before getting back to the rigors of college. We had planned a road trip across India, and our bags were almost packed. That's when I realized that the only way that I could do all of the above was by joining my dad onboard a ship.

My father, the true blue seafarer that he is, immediately agreed, although he had signed off just a few days ago, and was sure that Synergy would accommodate his request for family carriage and would ensure that all the pre-joining formalities for dad, mom and me would go along without any hiccup.

Voila!! Before we knew, my dad was lined up to join the Trammo Cornell, for his next assignment and I had no words to express my joy!

My father explained that Trammo Cornell is the first real example of the digital transformation in shipping. The new cyber-enabled features allow the crew to operate ships more efficiently. It is also the first example of a vessel certified to stream data into



a big data platform; this made me all the more curious as I have a keen interest in IoT, Machine learning, etc.

I am no less a seafarer than my dad and started sailing onboard LPG/C's, even before I had learned to walk, i.e. the age of 2.

Sailing has always had a calming effect on me. All my friends get scared just with the thought of so much water around. But for me, it's like going back home. I never had any sea sickness as well. I have traversed thousands of miles in all these years...

This time, on Trammo Cornell, I also got a chance to sail and transit through the engineering marvel - Panama Canal, which made my vacation even more memorable. I was excited to see the transit; it is undoubtedly one of the most cherished experiences of my life.

A shout out to all of my dad's colleagues onboard the Trammo Cornell, we had a wonderful time together – the birthday parties, the sign-off parties the dumb charades on Sunday afternoons after Biryani will remain etched in my memory forever!

Contributed by,
T. Rajivini
D/O Capt T.N.V.V. Rao

My father explained that Trammo Cornell is the first real example of the digital transformation in shipping. The new cyber-enabled features allow the crew to operate ships more efficiently

SURVIVAL THE ONLY HOPE - SUCCESS THE ONLY ESCAPE

Our team in Delhi visited the children's home run by the Salam Baalak Trust in New Delhi, a short while ago, where the kids have a safe space and more importantly a burning desire to succeed despite all the challenges life had thrown at them, at a tender age...

Synergy's association with Salam Baalak Trust (SBT) started a couple of years ago. SBT is an Indian non-governmental organization (NGO) and provides care and protection to street and working children in Delhi and NCR. The Trust was established in 1988 with the proceeds from the award winning movie *Salaam Bombay* - a film by Mira Nair, the Hollywood director of international repute, depicting the lives and vulnerabilities of street children.

The name Salaam Baalak Trust translates literally to a Trust which 'salutes the child', saluting the indomitable spirit of street children without distinctions of gender, religion or caste. Girls and boys, under the age of 18 years, living and working on streets or lost on the railway stations are welcomed at their centres. The visit proved to be a life-changing experience for our team members and here is what they have to say -

Jyoti - Manning Executive – Sourcing

When I visited the children's home, a 12-year-old boy told me that all he wanted was his own bottle of Head & Shoulders shampoo as he wanted to have silky hair like the models in the TV advertisements, that he normally had to share a bottle of shampoo with 18 other boys. This struck me hard, these children don't necessarily have grand wishes... Studies have shown that many donors who meet the children whose wish they are granting, end up making regular visits to the orphanage to help further.

Donors say it's because they feel more connected to the children after getting to know their wishes and dreams. Imagine the positive change that we can bring about in the lives of these children!

Kanika Narang - Manning Executive – Documents

This was the first time that I visited an orphanage and a hundred different thoughts crossed my mind



The name Salaam Baalak Trust translates literally to a Trust which 'salutes the child', saluting the indomitable spirit of street children .

as our cab reached the children's home. But the warmth and cheerfulness with which the children welcomed us, put all of us at ease and before I knew I was teaching Math to a bunch of boys. Lucky, was one of them and I have yet to see a brighter child, he had this knack of memorizing formulae in a flash.

I have resolved to visit the children on alternate weekends and tutor them in Math. It would undoubtedly be my greatest achievement if Lucky or one of the kids go on to carve a name for themselves. I really hope that their success is their escape!

Rahul - Junior Manning Executive

It was a wonderful experience, going there made me closer to the sensibilities of a world which I don't normally come to interact with. The children there were well treated and taken care of. They are being given good education, which was evident in their behaviour and conduct. The visit taught me a lot of things.

Dev Walia - Visa Executive

The visit and the time spent with the children has indeed left a lasting impression. There is an old saying, "If you can't help everybody, help somebody", and I have decided to do my bit!

Gurpreet Kaur - Manning Executive – Sourcing

It was a wonderful experience to be with them. Despite fighting the odds that life has dealt them, their warm welcome filled our hearts to the brim...

Kalpna Badoni - Manning Executive – Documents

I came back touched, informed, and in some inexplicable way, happy. More importantly, I learnt a few of life's lessons which no other place or people could have taught me.

Sam Dasuru - Associate - Partnerships

It was a very humbling experience to visit the open shelter at Apna Ghar run by the Salaam Baalak Trust. As of 13th Oct there were about 44 young boys who were spending time studying and unwinding, the day being a non-school day. Shezad, 14, who loves belting tunes, sang for us and told us about his musical journey and experience teaching and singing to children younger to him at Mumbai where he came from. He was also keen to learn math.

It was inspiring to see the zest of the children for learning in spite of the lack of a secure childhood, something that I had taken for granted before I met them. It was also a pleasure to just enjoy creating something like a painting, and I was happy to see Salaam Balaak help them enjoy these essential facets of their childhood. Devika, from SBT was kind enough to host us and help us understand volunteering better.

CONSCIOUS CAPITALISM – ELEVATING HUMANITY THROUGH BUSINESS

The goal for any enterprise is to be ethical and elevate the existence of its employees and the community at large by creating prosperity. At Synergy, we unequivocally believe that humanity can be elevated through business. We've made the first baby steps, with the model village project, with kids like Bala in the night-school we featured in the last edition and now with Lucky and Shehzad, Page 38. It's a long and challenging journey, we might fail a few times, but we will not quit.

Conscious capitalism seems to be about achieving innovative and efficient business outcomes by following management practices that are driven by emotional and spiritual values

Foghorn is about everything that matters to Synergy- our people, our ships, our environment, and our extended communities, it is our endeavor to get subject matter experts and thought leaders to put forth their views not just on shipping but also on real-world issues.

We are grateful to Dr. Tara Nair from the prestigious Gujarat Institute of Developmental Research for agreeing to write for Foghorn on 'Conscious Capitalism'.

Dr. Nair completed MPhil and PhD in Applied Economics and Economics respectively from the Centre for Development Studies, Trivandrum (Jawaharlal Nehru University, New Delhi), she has worked on the faculty of Entrepreneurship Development Institute of India (EDII), Mudra Institute of Communications Ahmedabad (MICA) and the Institute of Rural Management Anand (IRMA). Before starting her second stint at GIDR in 2009, she headed research at the Friends of Women's World Banking (India) for two years.

Dr. Nair's research mainly concerns issues in policy and institutional development in the areas of pro-poor financial services, rural innovation, women

and development, and livelihoods. She has contributed to the discourse on Indian Microfinance since the late 1990s through research studies and policy critiques. Particularly, she has looked at the connections between the moral, social and economic aspects of the working of microfinance in the country.

Leveraging the great power of capitalism

Business is generally seen as a 'mindless' entity, which hardly has ears for the inner voices of tenderness or compassion. It must make profits at any cost and fulfill its legal responsibility to shareholders. Milton Friedman, one of the most eloquent champions of free-market philosophy, went to the extent of arguing that the only mission of any business is to compete and make profits. Any other mission will be highly distracting. Elusive and feel-good values (such as environmental justice or sustainable development) are not for businesses to be driven by. As a result, large business corporations organized in hierarchical and bureaucratic ways came to dominate the world.

To make maximum profit from wherever they could was the sole motto of such corporations. They have been unconcerned about the environmental degradation caused by business activities, the health hazards faced by people living around factories, and the unsafe conditions under which their workers carry out routine operations – as if when corporations make maximum profits, society automatically develops.

Though there are many champions still of profit-centric corporate capitalism, of late the idea of 'conscionable business' has been gaining ground as a movement among corporate leaders and management thinkers. The disaffection with obsessive emphasis on 'bottom line' or net profits of companies is at the base of this movement. Conscious capitalism, as some would describe, is all about dreaming of a new world that allows all to bloom into free, compassionate, and prosperous individuals by leveraging the great power of capitalism.

It is about conscientious business leaders trying to align their business ideas and practices with the interests of a range of stakeholders such as customers, employees, and communities surrounding their operational sphere. In short, conscious capitalism promotes ethically-grounded free enterprises that are non-exploitative, transparent, non-divisive, and pro-environment.

What are the characteristics of conscious capitalism? For one, conscionable businesses treat profit, not as an end, but a means to achieve a higher purpose for the business leader as also for all the stakeholders. Thus, such a company does not pursue short-term profit maximization at the expense of larger values like worker wellbeing or environmental sustainability. Secondly, conscionable companies place significant stress on human relations and proper integration of stakeholders – employees, customers, shareholders, suppliers, dealers, and host communities – with business strategies. Thirdly, such businesses constantly strive to foster a healthy internal culture based on a strong sense of community and shared ownership. Fourthly, the chief executives of these companies lead by the force of their ethical and conscientious conduct rather than by the push of command. In a nutshell, conscious capitalism seems to be about achieving

innovative and efficient business outcomes by following management practices that are driven by emotional and spiritual values like love, trust, transparency and fairness.

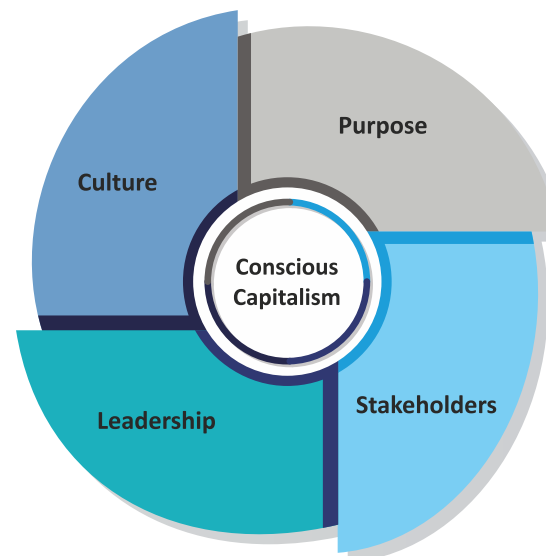
The question, however, is how far can businesses hold on to their moral high ground in a fiercely competitive world that rewards only 'efficient' players. The evidence, at best, has been mixed.

The case of Robert Owen, the British textile mill owner of the early 19th century is often cited to point out how conscionable business practices are not in conflict with business profit. Owen was in business at a time when industrialization in Britain meant 'dark soot vomiting mills' and exploited and fatigued workers, including children. But he introduced several measures that went counter to the dominant business practices followed then. For instance, he introduced short working hours and provided employment guarantee during slump periods. He also set up a system to address worker grievances.

A range of initiatives to ensure the wellbeing of workers – like health, disability, and retirement plans; decent subsidised housing; and schooling for children and adults – was also introduced by Owen. Despite investing in such 'non-business' heads, he was able to make his company the most productive and profitable textile mill in the world.

In the current times, the most well-known champion of conscious capitalism has been John Mackey, the American entrepreneur, who co-founded Whole Food Market Private limited, the supermarket chain selling organic produce, in the late 1970s. Mackey became the most visible face of conscionable business globally by presenting Whole Foods as an alternative model of business which has beat competition by fostering creativity and innovation.

"Ultimately conscious businesses should create lasting value and should be fellow travelers in the pursuit of happiness of all its stakeholders. The willingness of corporations to address the broader needs of society is crucial if we want to realize a better world for us all."



A SINGLE PINT CAN SAVE THREE LIVES, A SINGLE GESTURE CAN CREATE A MILLION SMILES

Synergy's annual blood donation camp was held in our Chennai office in collaboration with The Madras Voluntary Blood Bureau, one of the oldest blood banks in Chennai. The 87 units of blood collected were donated to the Adyar Cancer institute, Chennai.



BOO! TRICK OR TREAT WITH SYNERGY MANILA



The young and the young hearted put on their scary and cute costumes as Synergy Manila Staff and children hosted a fun filled Trick or Treat Party on Hallows' Eve. From superheroes to twinkle fairies or being dressed as zombie's, the children also readily posed for pictures and selfies as they gorged on various treats and candies.

PUZZLES

✚ Policeman decided to punish the Prisoner and asked him to make a statement. The Prisoner should make such a statement so that he would be alive. If the statement is held true by Policeman, the Prisoner will be hanged to death and if the statement is held false, the Prisoner will be shot dead.

Answer:

The Prisoner said, 'I will be shot dead if Policeman says the statement is true, the Prisoner will be hanged to death which will make his statement false. If Policeman says the statement is false, the Prisoner will be shot dead which will make the statement true.'

✚ You had 10lbs of cucumbers, each of which consisted of 99% water. After leaving them in the sun, some of the water in the cucumbers evaporated. If the cucumbers ended up with 98% water in them, how much of their weight did they lose?

Answer:

The cucumbers lost half of their weight. If the water was 99% of the total weight, the remaining substance must have weighed 0.1lbs. If after the evaporation the substance comprises 2% = 1/50 of the cucumbers, the total weight must be 50 x 0.1lbs = 5lbs.

✚ Two people play a game of NIM. There are 100 matches on a table, and the players take turns picking 1 to 5 sticks at a time. The person who takes the last stick wins the game. Who has a winning strategy?

Answer:

The first person has a winning strategy. First, he takes 4 sticks. Then every time the second player takes X sticks, the first player takes 6 - X sticks.

✚ A mother has 4 children. On Halloween, she decides to give them 200 candies one by one, starting with the youngest child, then the second youngest, third youngest, etc. At some point, they have to interrupt the procedure and eat dinner, but when they continue, nobody remembers which was the last child to get a candy. How can the mother distribute the remaining candies to the kids without starting over again or counting how many candies have been given so far?

Answer:

The mother can start giving the remaining candies one by one in the reverse order, starting with the oldest child, then the second oldest, etc.

✚ The police found a murdered man in a car. The windows of the car were raised, the doors were locked, and the keys were inside, in the man's hands. The man was shot several times with a gun, but there were no holes anywhere on the car. How is this possible?

Answer:

The car was convertible, with the top retracted back.

➤ DID YOU KNOW

HIGH AND DRY

The modern meaning of this phrase is - Stranded, without help or hope of recovery. However, the term originally referred to ships that were beached. The 'dry' implies that, not only were they out of the water, but had been for some time and could be expected to remain so.

