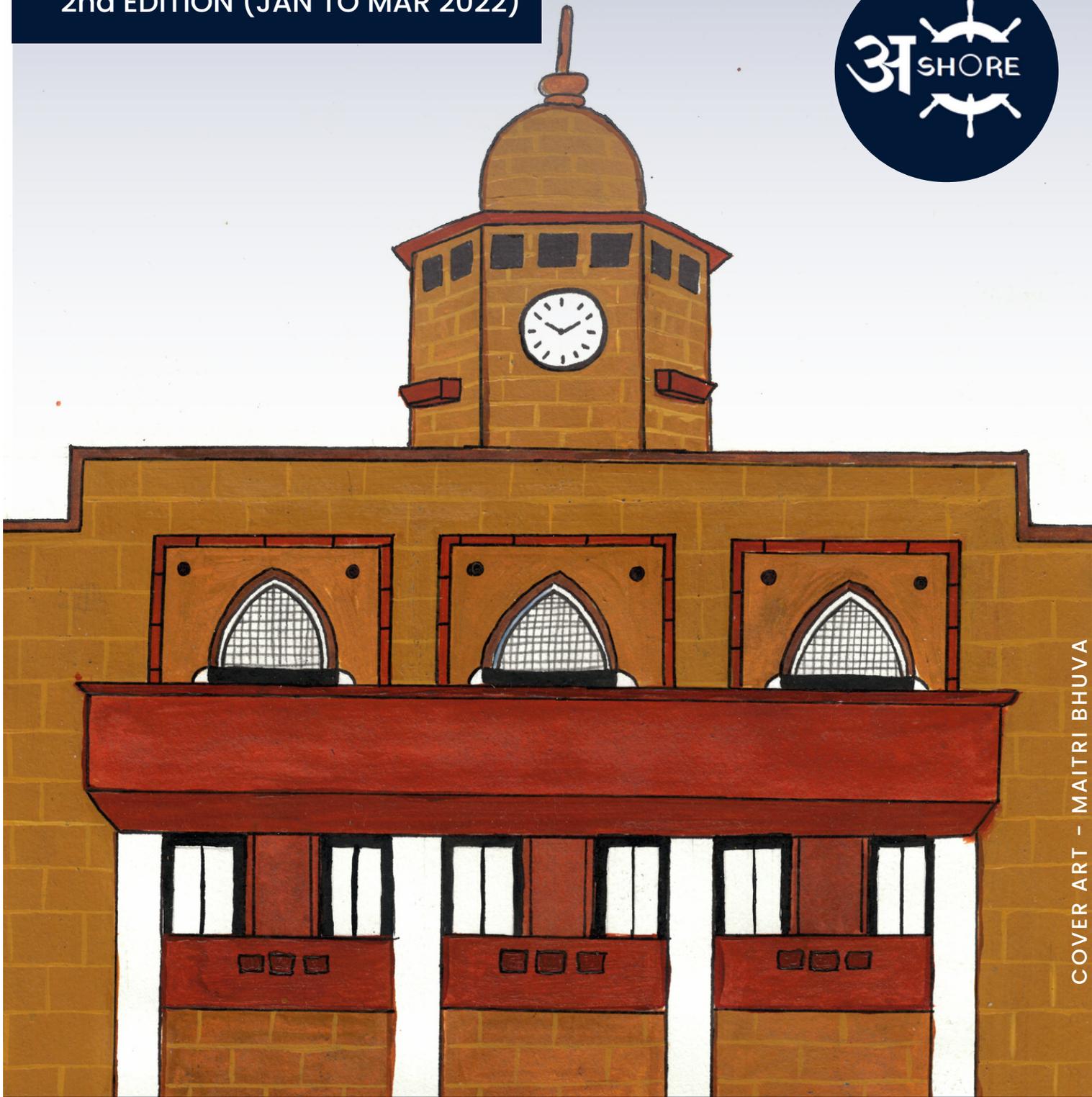


2nd EDITION (JAN TO MAR 2022)



COVER ART - MAITRI BHUVA



ASHORE NEWSLETTER

DEPARTMENT OF MARITIME MANAGEMENT
B.K. SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES

HOD'S MESSAGE



Gujarat state has nearly one-fourth of the shoreline of the country with 41 modern ports of all types. The state is attracting huge investments from national and international investors in this sector following which there is a need for talented young leaders.

At the Department of Maritime Management, B.K. School of Professional and Management Studies, Gujarat University we are committed to grooming business leaders with value and practical approach-based education.



I am pleased to share that, Gujarat University ranks 1st in Gujarat and 26th in India for the Category: "Public State Universities" under the prestigious Outlook-ICARE India University Rankings 2019. And for the second consecutive year, Gujarat University has successfully achieved First rank (5 stars) in the Gujarat State Institutional Rating Framework (GSIRF) for the academic year 2020-2021.

We have a strong pool of experienced, committed, and hard-working faculty and a strong panel of industry experts as well as a very supportive alumnus with which students gain exposure to the industry's complex problems and build themselves being capable to tackle any challenges and help the nation become a global leader. The curriculum followed in the department's flagship MBA programs expose our students to the experiences and case studies for developing a global perspective of the challenges in industry and society.

With lives getting back to normal from the global pandemic I wish wellness and prosperity to everyone, this year's introduction has brought many opportunities for students to outperform, and thus I congratulate the newsletter committee, students, alumni, and faculties on the publication of the second edition of Ashore Newsletter. I extend my best wishes to all the Department of Maritime Management students at B.K. School of Professional and Management Studies.

- Dr. Mehal Pandya

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Success Story of 'Aquatic Gallery - Ahmedabad'

– Bhakti Mehta (Batch 2021–2023)



Museums are the vaults of knowledge, and aquariums provide knowledge of Aquatic life. The Aquatic Gallery at Science City, Ahmedabad inaugurated on 16th July 2017 has shell shaped masterpiece which has acquired land of 2.5 acres with 7 different volumes according to the seismic zones and other vulnerabilities. With the strong planning of structure, maintenance and management this is a splendid place for gaining knowledge for Management students as well.



The whole aquarium consists of Central Atrium, shark Tank, Underwater viewing Tunnel, Touch Pool, 5D Theatre, Cafeteria, Offices, and classrooms. The Aquatic Gallery is home to around 180 species of fish and 11000 in number from different marine ecosystems. The aquarium has fresh water, Brackish, and salt water. Each species is rivaled in water tanks with precise care of their pH level, salinity level, and temperature level, depending on the requirements of the species. This whole thing is researched and managed by two major entities Shapoorji Pallonji E&C as a Prime Contractor and Aquatic works Marinescape Limited, New Zealand.



As this all has been done during the Pandemic, one of the critical phases involved in it was the procurement of aquatic species in India, as at that time there were multiple restrictions have been levied both on domestic and international air travel. So, the Marinescape team played a vital role in keeping up with all the safety protocols and bought almost 11600 fish of different species successfully in this stressful situation.



This beauty has been embraced because of the strong management which includes highly qualified Marine biologists. The operations involved here is to provide food, regular checkup, and health care, maintain accounts of the fish's behavior, hygiene check of the tanks, and many more. All this should be done according to the species' habitat. So, the whole operation needs utmost care. For this, both organizations were guided by their commitment and shared responsibilities throughout the project journey and operated in a setting devoid of any authority.

**India's largest
public
aquarium with
state-of-the-
art life support
systems in
Ahmedabad**





Economic Repercussions of the 'Russia – Ukraine' Conflict

-Nimit Gandhi
(Batch 2021-2023)

While the winds of conflict were blowing between Russia and Ukraine since Russia annexed Crimea in 2014, the global tension was unleashed when Ukraine was invaded by Russia in a 'special military operation' on February, 24th 2022. Vladimir Putin, the president of Russia stated that his goal was to 'demilitarise and de-Nazify Ukraine', however, a month into this invasion of Russia, they declared that their main aim was the 'liberation of Donbas – the eastern region of Ukraine. 12 million people have had to abandon their homes since Russia's invasion, according to the UN

More than five million have left for neighbouring countries like Poland, Moldova, Romania, and Hungary. Among the same numbers, 7 million people are still speculated to be displaced inside Ukraine itself. The backlash of this dreadful incident did not limit to social damage but also resulted in economic catastrophe.



Major economic repercussions globally were as follows: -

- The International Monetary Fund stated in March that the conflict is a major blow to the global economy as Russia and Ukraine are major commodities producers.
- With Ukraine and Russia accounting for up to 30% of the global exports for wheat, food prices, too, have jumped. Concerning the Middle East and North Africa, it had stated that rising prices may lead to social tensions, this extends to Egypt which imports about 80% of its wheat from Russia and Ukraine
- The World Bank observed that the price rise for European natural gas has been noticeably intense because of their limited spare capacity. However, exporters in the Middle East and Africa may benefit from higher prices.

As of this day, war is still ongoing and the end of it is something no one can estimate, the repercussions of it, will stay on the entire world for times to come.



In the long term, the war may fundamentally change the global economic order should there be a reconfiguration of supply chains.



During the ongoing tensions, reluctance to buy Russian caused the price of Urals to trade at a discount of more than \$20/bbl. in comparison to Brent. Brent crude fell 3% to below \$100 for each this.

The war has likely stalled the post-pandemic recovery in international tourism.

This Bank pointed to the existence of high debt among emerging markets and developing economies.

Source: - *'Explained | The effects of the Russia-Ukraine conflict on the global economy'* by Saptaparno Ghosh

A POLICY TO COMPLEMENT PM GATI-SHAKTI

National Master Plan for Multi-modal Connectivity

**-Shruti Popat
(Batch 2021-2023)**



A pioneering step towards ease of doing business in India, the Prime Minister has brought an action to long-delayed reform – A policy to reduce the logistics cost, National Logistics Policy (NLP). NLP is a holistic effort to address issues of high cost and inefficiency in transportation, domestically and internationally. India is the 5th largest economy in the world now, and the backbone of India's trade is logistics, contributing to around 43.68 percent of the Gross Domestic Product (GDP).

NLP seeks to reduce the logistics cost from 16 percent of GDP to a global average of 8 percent. The policy is expected to facilitate a modal shift in logistics from the current over-dependence on roads (over 60 percent share currently as against 25 percent globally) to railways (30 percent) and waterways (5 percent), thereby aiding last-mile delivery facilitation by saving cost and time.

The logo for GatiShakti, featuring the word "Gati" in blue, a stylized orange and green symbol, and "shakti" in blue, all enclosed in a blue square border.

GatiShakti

Pradhan Mantri Gati Shakti – National Master Plan for multi-modal connectivity, launched by PM in Budget 2022, aims to achieve efficiency and synergy by laying down an overarching interdisciplinary, cross-sectoral, and multi-jurisdictional framework for the development of the entire logistics ecosystem is yet another step. The NLP's transformational capacities further increase when combined with programs of the year 2021 like:

- The Sagar-mala – envisions, using the potential of coastline and waterways to reduce the amount of infrastructure needed to reach their targets.
- The Bharat-mala – focuses on reducing critical infrastructure gaps to increase the effectiveness of road traffic circulation across the nation.



The Indian logistics industry is vast but unorganized. The policy is intended to support blockchain and artificial intelligence adoption for the organization of megamarkets. One of the prominent areas of the NLP is to create a data-driven Decision Support System (DSS). The Logistics Ease Across Different States (LEADS) index will be utilized annually for each state's performance. Also, the Paperless EXIM trade process, E-pay bills, and faceless custom procedures will take the economy to new heights of global glory. According to Director General of the Confederation of Indian Industry (CII), Chandrajit Banerjee, "Reduced logistics cost and increased logistic efficiencies will energize the economy across sectors in multiple ways thus taking us many steps closer to emerging as a global manufacturing powerhouse."

In addition to the above initiatives, NLP has brought noteworthy changes, the capacities of Indian ports have increased significantly, the average turnaround time for cargo ships has decreased from 44 to 26 hours, 40 air cargo ports have been built to increase exports, 35 multimodal hubs nationwide and 30 airports have been equipped by cold storage facilities. Along with this, 60 airports have amenities of the Kisan-Udaan Yojana to transport agricultural products.

The imperative model of NLP will hence grease the wheels for India, by boosting both, the EASE OF DOING BUSINESS as well as the EASE OF LIVING.

INTERVIEW WITH MR. SURYAKUMAR SHARMA

*Interviewed by: Shruti Popat
(Batch 2021-2023)*

*Edited by: Nimit Gandhi
(Batch 2021-2023)*

The Newsletter Committee of the Department of Maritime Management interviewed Mr. Suryakumar Sharma, who is a veteran with more than 33 years of experience in the areas of Strategising, Marketing, Brand Management, Communication, and Advertising.



He has worked in esteemed organizations viz., Mudra Communications, Aromen Hospitality, and Gelco Electronics. During that tenure he has handled various brands across categories like FMCG, OTC Pharmaceuticals, Foods, etc. such as Dangee Dums Cakes, Krack Cream, Livon Silky Potion, Dermicool Prickly Heat Powder, Set Wet Deos, Nilon's Pickles, Symphony Air Coolers, Gelco products, Nirlife Pharma., Rudi and Kamla Café initiatives of SEWA.

Q. You have worked in the field of marketing for a long time with many different companies. What according to you was similar in all of the companies in the way of their conduct?

Ans. All the companies have professional outlook towards conducting their business but could have different points of view with reference to decision making depending on the analysis of pros and cons

Q. Are the marketing standards of companies situated in India are same as international companies? Or do they differ widely?

Ans. Marketing as an area of specialization stems out from the western world, we have borrowed and adapted the same to our Indian context. Even international companies are following the principle of think global and act local – as the international companies cannot have a one size fits all kind of approach they also adapt and adjust to the prevailing market conditions in the Indian market.

Q. Your experience is of over 30 years, have there been instances where you would have faced challenges in implementing strategies, promoting the product or brand, or complete failure of strategy? How you have handled such cases of blunder?

Ans. Products are promoted and launched based on the identification of any need gap that could be there in the market – most of the time its not the product performance that is an area of concern it's the value judgement of the end consumer that makes or breaks a brand – evaluation of the value or comfort given by a product vis-à-vis the money spent by them decides the fate of a brand.

By checking out what went wrong and doing course correction is one approach, or if the course correction is not possible, withdrawing the product or lying low and not giving it any support with reference to promotion, advertising is the other approach. One should not be emotionally attached to a brand- keep incurring expenditures in promotion, communication etc., so that one does not keep bleeding (of precious resources) to keep brand alive just for ego satisfaction

Q. How was your experience while working with Gujarat tourism?

Ans. It was a wonderful experience as the brief and decisions were very clear (especially launching of Rann Utsav, Navratri celebrations, Kite flying festival etc.)

Q. Tell us something about your experience of creating a new identity for Gleco Electronics amongst potential consumers and how you used a cross-promotion product strategy for such?

Ans. When I started working for Gelco Electronics – the Industrial / Agri based products were more less having a need to do kind of approach towards things like logo, packaging etc.,

We had to do something that could break the inertia; hence we designed a colourful logo, created cross promotions taking leaf from the FMCG sector and adapting it to our kind of products.

There was an attempt made us to ensure that our product gets recognised by the consumer who were mostly farmers with low education levels, whose buying / usage requirements were decided by

the electrician / dealers (mostly as a team) Once our product (which had a life of 3 years based on the kind of usage it was put to) was purchased by them, on evaluating the same on performance, on finding it to be advantageous, they came back again asked for our product, identified it based on logo, colour and mnemonics that were on the packs and did not allow others to take decision on their behalf.

Q. While working with Ignite Mudra group, you were responsible for strategic planning for many FMCG products, according to you, what sole features of FMCG products enable them to lead in the urban market?

Ans. Most of the time products that fulfil a need gap does well in the market, hence while launching a product – identifying the need gap, checking out its potential, studying the competition with reference to marketing, distribution, communication is a must.

Q. What is the most prominent for a strategic thinker and how can one develop such a mindset?

Ans. Every day is a learning process, books can provide guidelines, one should keep their eyes and ears open while shopping, talking to people etc., look for nuances, which can be of help while strategising, one most important thing read your daily newspapers.

Q. Brand image versus product efficiency, what weighs more in the context of profitability of any company.

Ans Product efficiency helps in the aspect of repeat purchase, whereas brand image helps in the initial stages of purchase by the consumer, by creating a differentiator

creating a differentiator in the market in comparison to other products available. If both work in tandem with each other there are good chances of increased profitability for the company.

Q. You have been with corporates for a long time now, what qualities do you think a student should possess to land a great job? What are the basic skills the organization expects a fresher to have?

Ans. One should start on a clean slate and not have preconceived thoughts and perceptions with a particular job that they are joining. One should have the curiosity to learn and unlearn. Not carry things as sacrosanct. Adapt and adjust and not expect miracles (job satisfaction to happen from the very first year). One should weather the storm to come out victorious.

Q. What is the best industry to get into for a student of marketing, in the current scenario? And what according to you students should keep in mind in the initial years of their career in such an industry?

Ans. There is nothing like a good or best industry, all industries are good provided one digs her/his heels in and does justice to the role and responsibilities assigned to her/him. A student has to remember that she/he is a student for life and not a student while doing her/his education. Initial years is going to be year of the grind, where it will be the test of patience and understanding the requirements of the organisation and your immediate superior.

Q. When it comes to the prominent age of entering into corporate jobs, most of the students feel incompetent and hence desire to study further. In current times, students are having ample opportunities to

study abroad, and courses like masters of science in marketing, strategic decision making, and business analytics provide distinct knowledge. But as it has been said that "experience is a great teacher", as an industry expert, what is it more worth, gathering a skill set or getting into a corporate job for experience?

Ans. I personally feel by studying further one does accumulate more knowledge, but at times I feel that it could be a mechanism to delay getting into a job, because there could be a fear of being seen as a under performer. Running away from reality is not the approach in life. One day one will have to dirty their hands and get down to basics to come out victorious. It would be advisable to gather corporate experience and then go for higher education (this will give one a perspective of the corporate world as well as the academics)

Q. Recently, there has been hype about entrepreneurship and startups amongst students and the government is also supporting SMEs and MSMEs. With the current scenario of global pandemic, an increase in inflation, and forecasts of increased risk of global recession, do you think starting a business in any industry in 2023 is a good idea?

Ans. personally think that with age on your side if one has an idea that has a potential, one can definitely start a venture. Rather than looking to be an employee one can become the employer.





ART OF GIVING PRESENTATION

-Ami Somaiya (Batch 2022-2024)

The art of giving a presentation lies in, the way of communicating personality on the stage. It is not only about sharing knowledge but also building enthusiasm in the room. A Speaker showing up in formal attire with positivity and a smile manifests confidence, the fearless nature of the speaker grabs the attention of spectators.

A Speaker should project an air of authority but should look approachable as well, it possesses the art to get listeners to think outside the box, charisma to make them pay attention, knowledge to clarify all doubts, and authority to control activities on the premises as well. A good speaker can change the way people think. An interactive activity and a relevant story are some great ideas for generating interest. Audiences should feel engaged with the content. Among all the aspects, the content should have enough knowledge and data. Research and self-enhancement play a crucial role here.

It is necessary to conduct research about the topic and to practice pronunciation, hand movements, facial expressions, eye contact, tone of voice, and so on. By effective use of words, the speaker conveys passion and dedication to the listeners.

A powerpoint presentation should be edited and formatted correctly, have an attractive layout, and visible font, provide to-the-point content, avoid grammatical mistakes, overloaded information, or use offensive language. It is important for the speaker to understand the purpose of the presentation

What is the speaker planning to deliver, Which language is the majority of the audience able to understand, these are significant points to undertake. It is said, "Practice makes a man perfect". Thus, It's an efficient skill to push one's boundaries, overcome self-doubts, and increase self-efficacy.

Workshop On Personality Development

- Dhwani Maheshwari
(Batch 2021-2023)

Personality development is the development of the organized pattern of behaviours and attitudes that makes a person distinctive in a crowd. It is a critical aspect of students' lives that aids future endeavours. It helps an individual to gain confidence, high self-esteem, & optimistic thought-process.

The college organized an expert session on personality development for students to help themselves with their growth in careers as well as their personal lives.



4 Sundays long, session by Mr. Jayesh Nair, an esteemed faculty in the field brought light into student's life on the subject. He enlightened students on methods to enhance personality development with examples from real-life case studies and mythological anecdotes. One of the examples, students loved was the "story of a little squirrel in the Ramayana", it went like this," when Lord Rama was constructing a bridge across the ocean to Lanka in order to save Mother Sita, the tiny efforts of a little squirrel to help to build a bridge with the Wanar-Sena (Monkey troop) was mocked by one of the troop members, later which was acknowledged by Lord Rama, stating that sometimes little efforts make a huge difference. "Here, the narrative taught students the importance of taking initiative, having courage, showing up confidence, and believing in oneself. The students also learned ways to build their personalities and gain confidence socially. Sir's methods of teaching about the value of self-awareness and self-growth were found most interesting. Each and every student gained valuable lessons for their growth and development.

The students were gratified to the college for organizing the session and to Mr. Jayesh Nair for sharing his immense knowledge with everyone.

Abraham Maslow's Model of Need Hierarchy is primarily divided into 3 kinds, physiological needs, psychological needs, and on the top stays self-actualization needs. People development is transforming employees into abled managers, thus considering their self-actualization needs and opportunities to grow. The lecture was conducted on the topic by Mr. Ravi Pamnani explaining in detail the role of managers in developing employees.

People development - *what is it?*

The purpose of people development is to provide employees with the skills, knowledge, and right attitude to achieve business goals. It goes hand in hand with employee development, which supports employees' advancement in the organization. It also aims to close skills gaps in organizations.

Teamwork & Collaboration

The collaborative teamwork model encourages the group to combine expertise and solve problems together, but also assigns individual tasks and roles for autonomy. This enables the individuals to finish their tasks which from a broader perspective improves the overall efficiency of the organization.

TRANSFORMING STUDENTS TO ABLE MANAGERS

– Bhakti Mehta
(Batch 2021–2023)

Listening and communicating

People are able to communicate well with those with whom they have an affinity, but find it more difficult with those whose values differ from their own. In the words of late US President Jimmy Carter, avoiding communicating with people with whom we disagree is a terrible, tragic, and counterproductive policy.

Business Skills

An ideal employee would be one with soft skills as compared to hard skills. The day-to-day operation of a company is made much easier by employees with these soft skills. When seeking to fill a management position, these employees are often considered way ahead in line.

"If you have more than three priorities, you don't have any."

– Jim Collins, author of the best-selling management books "Good to Great" and "Built to Last."



The Concept of Happitude

By: Devanshi Parmar, Shruti Popat (Batch 2021-2023)

A session on the unique topic of Happitude was organized by Dr. Nirali Pandit at our college. Dr. Nirali Pandit is a coach, facilitator, and entrepreneur in the field of positive psychology and well-being. She has conducted numerous workshops on optimism, work engagement, resilience, the purpose of life, and happy living in and outside Gujarat. She is continuously engaged in 1-2-1 coaching with students aiding psychological challenges like depression, lack of confidence, demoralization, etc. She is also a member of the national-level coaching council for women WICCI for Gujarat state council.

What is Happitude?

The word Happitude is a combination of two words, "happy + attitude" Happiness means "the state of feeling bliss", here the term means far away from materialistic happiness hence it is not how much one has in life, but rather how much is lived by one. "The happiest people don't have the best of everything, they just make the best of everything." The word "Happiness" in general, suggests involving these criteria: fulfillment, satisfaction, independence, contentment, success, love, care, and confidence.

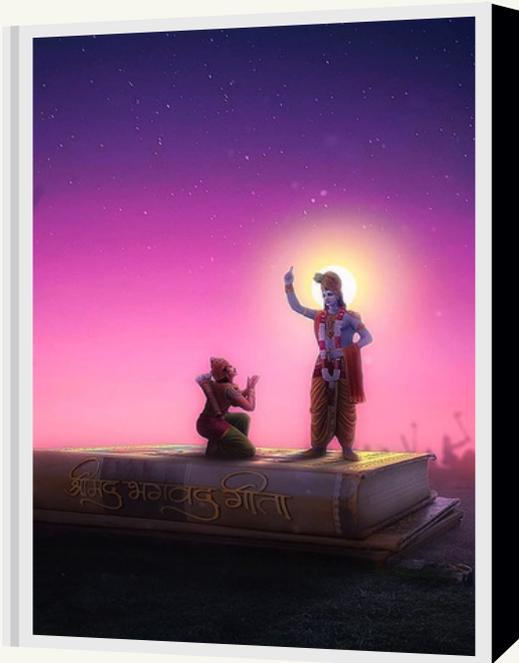
In today's world, students thrive on performance, competition, and perfection which leads to a significant increase in stress, anxiety, and pressure, addressing the issue in the session ma'am explained that those students who know their strengths and use them regularly show greater well-being and less depression and stress than others. She guided students on the significance of long-term decisions about career goals and the kind of work a student should choose for a happy and contented life.

Students enjoyed the session, it was learning for a lifetime, she taught students, the vitality of maintaining an optimistic mindset and positive attitude when things are not going the desired way. A positive attitude thus has a direct relationship with the feeling of happiness and prosperity.

Management Lessons

From Bhagavad Gita

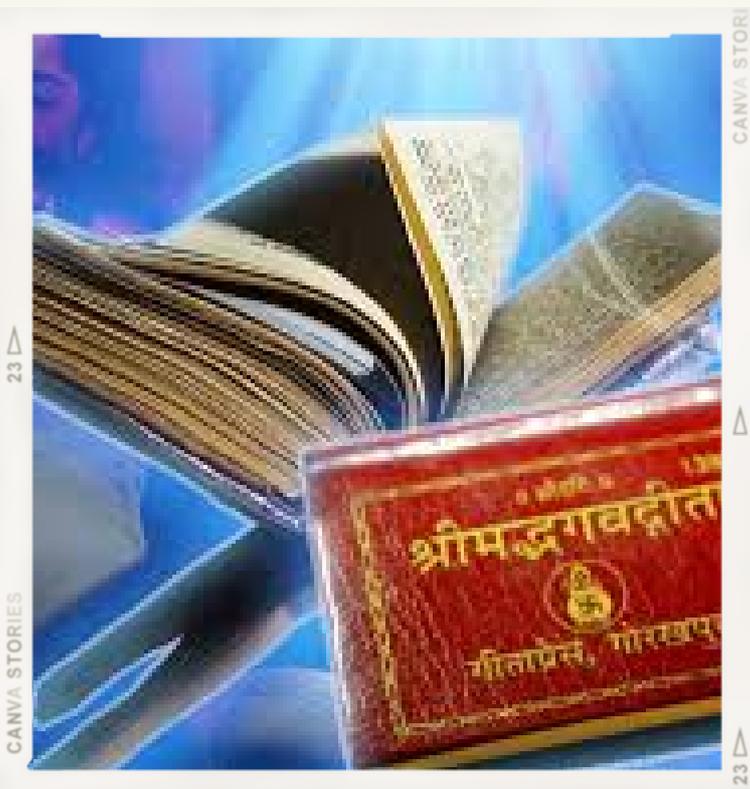
– Dolly Shah (Batch 2021–2023)



In today's era, the philosophy of the Bhagavad Gita should not only be seen from a devotional perspective but also as a guide in developing managerial effectiveness and efficiency. Lord Krishna conveyed the Bhagavad Gita on the battlefield of the Kurukshetra to propel Arjuna, toward the path of Dharma from the affection for Kauravas. Thus, Lord Krishna advised him to play out his obligations over his weaknesses. The 18th Chapter of the Bhagavad Gita, the most prominent of all, has a colossal amount of management rules and principles that exist to be appropriate even today.

“Seek refuge in the attitude of detachment and you will amass the wealth of spiritual awareness. The one who is motivated only by the desire for the fruits of their action, and anxious about the results, is miserable indeed.” – Bhagavad Gita

With growing needs, expectations for higher outcomes are also increasing. Getting the solution to the critical question of “how to be more effective and efficient at the job” has been a global requirement now. The answer to this question is found in the Bhagavad Gita. “Work Commitment”, Lord Krishna advises disengagement from the fruits or results of actions over one's obligations. Thus, an individual should be focused on the process of the task, rather than the outcomes.



Bhagavad-Gita is an ideal philosophy of Karma-human actions with numerous management and life lessons. It is approachable from sanctified realms of all religions and is gloried as an epitome of all kinds of teachings. The primary notion of the scripture is the science of self-realization and the potential of every individual to infinity hence every person should recognize their potential and accomplish excellence in their appropriate field.



The global pandemic (COVID-19) has dramatically impacted individuals' social and work life. A survey of the Global Burden of Disease Study 2020 states that a significant number of people suffered from stress, anxiety, depression, and insomnia during the pandemic. According to Bhagavat-Gita, human existence resembles a fight between the brain and soul in the middle of the battlefield. A human should keep his psyche stable, and break down the circumstance, only then one can pursue decisions with confidence and courage to win challenges. In the same manner, a manager should attempt to keep his brain tranquil from chaos and make effective decisions to conquer each obstacle, because only a stable mind is a key to success.



VIZAG VISIT

-Gopal Gohil (Batch 2021-23)



The students spent the first day of the Visit touring Vishakha Container Terminal Private Limited (VCTPL). It operates Visakhapatnam's container terminal services, VCTPL is the ideal gateway to the Malacca Straits, which connects AP, Telangana, Chhattisgarh, Odisha, Maharashtra, Jharkhand, Madhya Pradesh & West Bengal to the rest of India. Ms. Hema Sindhey, HR Manager, and Mr. Shekhar Yadav, Executive, discussed the terminal's operations and services of the company with students.

Another memorable day on the trip was to visit Gangavaram port, one of the only Greenfield ports in India. It is the deepest and most capable port in the world for handling fully laden vessels of up to 200,000 DWT, making it an all-weather, multipurpose port. With deep draft berths and efficient operations, Gangavaram Port serves a hinterland spanning 8 states across Eastern, Western, Southern, and Central India. Trade and port users have saved substantial amounts of money due to their ability to handle larger vessels efficiently. There are many bulks and break-bulk cargo groups handled at Gangavaram Port, including coal, iron ore, fertilizers, limestone, bauxite, raw sugar, project cargo, alumina, steel, etc.

The port is a part of the Adani Port Trust, the students received guidance on topics such as port operations, safety, marketing, and sustainability initiatives. and got to visit berths, cargo terminals, and warehouses in the port. Port's CEO, Mr. Thakar is one of the prestigious B.K. alumni, Sir delivered an informative speech to all the students. The head of the department and the professors appreciated and thanked them for their humble hospitality and gesture.



Kakinada Sea Port, Indian Coast Guards, and Hindustan Shipyard Limited (HSL) were also visited by students, who gained extensive knowledge of the port and shipbuilding process. Apart from that, students also enjoyed visiting famous tourist attractions around Vishakhapatnam like RK & Rishi Konda Beach, Bora Caves, and Aarau Valley. The wholesome experience of the entire trip was cherished by students and professors.

"We aim to assist students to plan and develop the project with maximum efficiency, quality, and lower risk with higher safety standards, ensuring the project outcomes are met on time and in the most economical manner."

- Mr. Devendra Thakar,
CEO Gangavaram Port Trust, Vizag
BK Alumni from batch 2006-09

Message from
Gangavaram
Port's CEO



TRIP 2022





STUDENTS'

REVIEWS



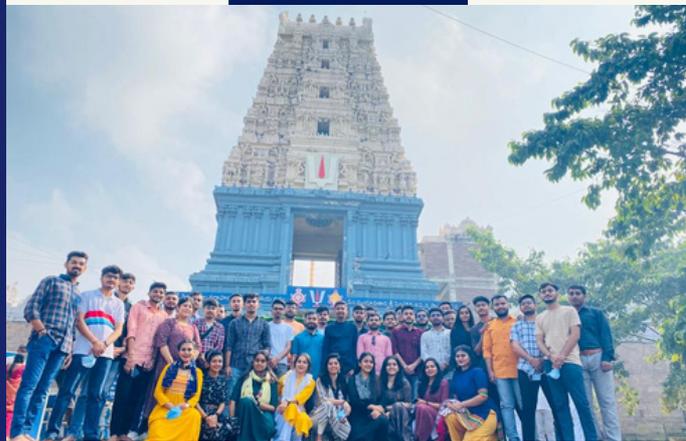
"An educationally enriching and personality-developing trip. It also gave a rare opportunity to the students of Maritime Management Batch of 2021-23, in these pandemic-infested times to personally interact with one another."

**-NABANKUR GOSWAMI
MARITIME MANAGEMENT**



"The trip was very wonderful and thoughtful. All arrangements were up to Mark. It was a wonderful experience for us and we learned so much at every step. I don't think we can ever personally find such places and ports to visit for such practical and lively learning. So, for me, the trip was all worth it."

**-VAISHNAVI NAGAR
SUPPLY CHAIN MANAGEMENT**



"I thanked our faculty members and our HOD. Dr. Mehal Pandya ma'am to give us Such an incredible opportunity to build our knowledge from practical studies... The Vizag visit was such a knowledge-gaining experience for us as we explored our skills from live operations of the port."

**-PALAK KADECHA
MARITIME MANAGEMENT**



"The trip to Visakhapatnam was incredible; we toured five major ports and learned first-hand how the port system works, which we had only studied theoretically. Along the way, we visited well-known beaches and temples. We are grateful to our director sir, Head of Department ma'am, and all of our faculty members for arranging such a visit for us."

**-RITU DHANESHA
SUPPLY CHAIN MANAGEMENT**

Project Management Basics

A guide to Foolproof Project Management Plan

– Parth Sheth
(Batch 2021–2023)

Before we dive into Project Management basics let's understand first what a "Project" is. Sure, you've probably been assigned countless "projects" in graduation or on the job, but what is the actual definition?

Project – a temporary endeavour undertaken to create a unique product, service, or result.

- The project is unique, i.e., no routine task
- must have a defined beginning and end i.e., Goal
- is subject to constraints by timescale, funding, and staff,
- is implemented in teamwork, generally by cross-disciplinary and cross-hierarchy project teams.

What is Project Management?

Project Management is the application of knowledge, skills, tools, and techniques to perform several tasks to meet project requirements, and to make the final deliverables in a finite time and budget. Project managers achieve this by using a set of methodologies, processes, and tools to guide their teams and manage resources.

The Project Life Cycle

How to develop your project management plan?

Building a project management plan requires you to consider many moving parts before you even begin writing out your first draft. Six project management steps are stated below to help you in building the perfect project management plan.



Project Management Plan



Step 1: Identify and meet with stakeholders

- A stakeholder is anyone affected by your project plan's results. That includes your customers and end-users.
- discuss their needs and project expectations,
- establish a scope baseline, budget, and timeline.
- create a scope statement document to finalize and record project scope details
- reduce the chances of costly miscommunication.

Step 2: Set and prioritize goals

It's time to list out stakeholders' needs and set project goals around them. These goals must be attainable and measurable using Key Performance Indicators (KPIs) that will allow you to assess the successes and shortcomings of your project. These KPIs can include:

- Time spent
- On-time completion
- Planned hours vs. time spent
- Return on investment

Step 3: Define project roles and responsibilities along with Deliverables

Identify the deliverables and estimate the due dates for each deliverable in your project plan. Now it's time to assemble your dream team to help execute this project. Set firm milestones for essential deadlines and deliverables. No two projects are the same, and all have different needs, so feel free to create and add new roles as you see fit.

Step 4: Create the project schedule

- Once you've established your deliverables, your goals, and your team, it's time to put together the real meat of your project plan: the schedule and the budget.
- Put together a project schedule that includes the tasks and all their time estimates.
- Develop a critical path for completion of the project using tasks and their dependencies.
- Establish an initial project budget.

Step 5: Identify issues and perform a risk assessment

No project is risk-free. Tackle high-risk items early in your project timeline, if possible. Or create a small-time buffer around the task to help keep your project on track in the event of a delay. Conduct a risk assessment and develop a risk management strategy

Step 6: Present the project plan to stakeholders

Explain how your plan addresses stakeholders' expectations and present your solutions to any conflicts. Housing all project plan data in a single location, like a collaboration tool or software, makes tracking progress, sharing updates, and making edits easy.

Communicate clearly. Make sure stakeholders know exactly what's expected of them, and what actions they need to take. Just because it's obvious to you doesn't mean it's obvious to them!



INTEGRATION OF ESG REQUIREMENTS

WITH SUPPLY CHAIN MANAGEMENT

- Vishakha Doshi
Batch (2021-2023)

The source of goods being ethical and sustainable is becoming a prime concern for consumers as the era is moving more towards the concept of sustainable development.

A growing number of consumers have become educated and involved in Environmental, Social, and Governance (ESG) initiatives and are allowing their activism to influence their purchasing habits.



SUPPLIER VISIBILITY: MAJOR REQUIREMENT FOR ETHICS

Amongst the base of suppliers, in some cases strong sustainable environmental policies and procedures are noticeable. Suppliers make public statements about their operations as part of their annual reports. Also, supplier relationship management software frequently employs supplier mechanisms to collect information internally like critical capabilities certifications. This enables organizations to easily detect potential risks and keeps suppliers' activities in check.

ENGAGE WITH CHALLENGING SUPPLIER

Most businesses have long-term strategic relationships that need high levels of engagement, meaning, constant back and forth feedback on processes and standards is required, to ensure effectiveness and efficiency. Organizations should communicate their brand standards and ethical position to those suppliers who engage in devious ways of conduct, informally as well as in formal sourcing documents or supplier agreements in order to maintain the company's ESG standards.





CONSOLIDATE TO REDUCE RISK AND IMPROVE COST MANAGEMENT

A huge supply base ensures flexibility and less procurement time, Also, the long tail of the supply chain can even help companies manage cost and reduce risk hence the struggle between having too few and too many supply-chain partners is also becoming a new hurdle to race.

ADVERTISE YOUR SUPPLY CHAIN

With growing consumer pressure and risks of defamation of corporate image and lawsuits, the current scenario of the market is demanding more transparency into the entire conduct of any corporate. Businesses cannot afford to neglect any unethical practices that may exist in their supply chains. Despite the benefits of huge suppliers, shortlisting them according to ESG standards has become a must. The weight of the need to maintain environmental standards on suppliers is increasing as they rush to comply with new regulations of ESG.



A View on A Cross Border E-Commerce Export Policy

-Gopal Gohil (Batch 2021-2023)



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

E-commerce has the potential to benefit businesses by enhancing their role in global value chains, expanding their market reach and network, strengthening overall performance, and lowering costs. As e-commerce expands at an accelerated rate, governments and companies must adjust and improve their readiness to manage both pros and cons of increased online sales. The Indian e-commerce market is expected to reach \$120 billion by 2026 from as low as \$38 billion in 2021, and this exponential rise in retail and e-commerce businesses will fuel the economic growth of the warehousing and logistics sector in the country according to the Federation of Indian Chambers of Commerce & Industry.

8 billion MSMEs in India have been directly impacted by the e-commerce sector, which also has a positive cascading effect on other industries by offering means of finance, technology, and training.

With the goal of developing a "smart" nation where all services and utilities are automated and where the next Internet of Things (IoT) age would take e-commerce to a new level, India has made great strides in developing its technology industry.

India also benefits from a robust postal system with post offices in almost every region of the nation and a well-functioning logistics industry for its peri-urban areas; however, they remain mostly underused for e-commerce.

Utilizing India's strengths and removing growth-related obstacles is necessary to fully use e-commerce's potential. India should use e-commerce to spur expansion in the logistics industry. An increase in awareness is crucial to accelerate the growth of e-commerce. E-commerce is still in its stage of infancy in our country thus, more understanding of the phenomena may assist to increase the interest of both consumers as well as businesses.

India's Consumer Protection Agency (CPA) plays a crucial role in educating consumers and small business owners about the rights and responsibilities of conducting business in India. More knowledge of consumer rights and businesses' responsibilities to customers in relation to e-commerce would be advantageous for all firms and potential consumers.



Jumping Over the Hurdle of Stress!



– Vineet Tiwari (Batch 2021-2023)

Stress is a common feeling in our lives. Be it elders or the teens, silk-stocking or the famished, all go through challenging times. It could be related to our work, academics, relationships, or other personal problems. Stress can cause dreary effects on our behaviour, such as lack of motivation, lack of concentration, confusion, and fatigue while conducting routine actions. Additionally, it can beget serious medical conditions like anxiety, high blood pressure, and heart problems. Now we as humans cannot cease ourselves from our day-to-day activities to sidestep the strain which comes with them. But we can work on managing it with ease.

The mantra is to look at things with a positive perspective. Refrain from worrying about unruly situations. As the Greek philosopher, Epictetus says

“Man is not worried by real problems so much as by his imagined anxieties about real problems.”

Live in the moment and enhance your today so there will probably be fewer troubles tomorrow. Furthermore, one can have a healthy mental state with simple habits like Regular Exercise, getting a good amount of sleep, consuming a Mediterranean diet, playing any favourable sport, and following hobbies.

In the end, stress is just another feeling like all the other feelings we experience. It can be dealt with, by positive thinking & making changes to lead a healthy lifestyle, for us and our dear ones.



GROWING

&

EXPLORING GREENS

*The glory of gardening:
Hands in the dirt,
Head in the sun,
Heart with nature.*

*To nurture a garden is to feed not
Just on the body, but the soul.
- Alfred Austin*

– Helly Patel, Raksha Maheriya
(Batch 2022–2024)

Gardening is an art of growing plants, fruits, flowers, vegetables on a small land. By gardening one can come close to the nature and away from the chaotic world as it is a place where we can see how the life grows.

There is always a correct way to do anything and everything. Gardening is not just watering a plant; it is rather a continuous process and one should practice it consistently or else there is a chance that a plant or series of plants will fail.

Here are a few tips for gardening for beginners:

- When a plant is chosen which, a person wants to grow, one should know of the quantity of water, sunlight that specific plant would need, as abundance or scarcity of either would damage the plants.
- When one starts their gardening journey, they should first start with one or two plants and never all at once, so that if something goes wrong, not all plants will fail.
- The next step is to acquire good soil which is nutrient rich. Preferably organic compost should be added to improve the yield and quality of the soil.
- Now when a plant or plants grow, it is necessary to cut or remove out the dead parts of the plant or the brown leaves so that the overall health of the plants is not damaged and the growth doesn't become stagnant.
- One of the other necessary steps is to sprinkle insecticides to keep pests and diseases away from the plants. One can also add neem oil as an organic replacement.

It should never be forgotten that 'Haste makes waste', so one should be always be patient while performing gardening and give proper time for growth. Gardening is not just a hobby but it also works as a hobby and makes people stress free and happy.



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A BLOCKCHAIN

in the Supply Chain Industry
- Rishabh Doshi (Batch 2021-2023)

Walmart, the retail giant, has integrated blockchain technology into its food supply chain to add transparency to the decentralized food supply ecosystem. By placing the supply chain on blockchain, the company is able to track the provenance and condition of its pork items coming from China. The company is also able to keep a check on practices like if a farm has sold an infected batch to a specific location.

**Walmart –
Providing greater
supply chain
transparency
through blockchain**



A blockchain in the supply chain is an innovative solution for a wide variety of problems.

In a typical supply chain, different processes are involved such as procurement of raw materials, manufacturing, financing, and so on. These processes can take place in one or more transactions. In a blockchain supply chain, one or more transactions are recorded on different blocks. These recordings are then distributed over a network of computer systems in the blockchain, which makes the information highly available and transparent.

Every single transaction that happens in the supply chain is archived on the blockchain and reflected in real time, making each stakeholder an active participant in all the transactions.

Various brands of different industries are already leveraging the benefits of the collaboration of blockchain and supply chain management to lay down the basis of blockchain-based supply chain management systems. An example of applications of blockchain in the supply chain is Walmart.

Supply chain management is one of the many areas that is impacted by blockchain technology. However, to successfully integrate the technology into your supply chain management, it is important that you keep yourself abreast with the top blockchain technology trends and a set of technologies that would unfold better outcomes in the near future. It is also important to hire the best blockchain development services that can make the blockchain adoption process across your entire supply chain seamless and profitable.

EVENTS

beautiful minds inspire others



MORNING CYCLE RIDE:

A Morning Cycle ride with more than 20 participants at the Sabarmati Riverfront.



FAREWELL AND FRESHER'S PARTY:

The idea was initiated by the Senior Batch (2020-22). It was a combined effort of planning, organizing and management by the Seniors and the freshers. The black and white themed, Farewell cum Fresher's Party was held at Fire & Flames Banquet, Himalaya Mall at Ahmedabad. The students thoroughly enjoyed the party.



WOMEN'S SELF-DEFENCE

WORKSHOP



In a daily basis, when they attended the workshop, they used to first do warmup of running in the garden area. In the final days, girls were also being trained to counter knife and pistol-driven attacks with day-to-day objects that could be used as weapons against a potential killer.

In the women's self-defense workshop, the women of BK School of Professional and Management Studies got the opportunity to learn the techniques, rules, and regulations for protecting themselves from any situation that can occur and cause vulnerability to violence and sexual abuse in all kinds of situations.

At the very first day of workshop, they learnt about all the government rules and regulations like calling Abhayam at 181 or registering at Police HEART (Help Emergency Alert Rescue Terminal). And about the weapons they can carry in their bags and purses on a daily basis such as pepper-spray, Volini, safety pin etc. From the next day, basic self-defence techniques that are quite effective and practical were covered. Women can implement this in any attire and in any environment.



The workshop ended with the certificate from the Police officers and they talked about their support to each and every girl that they have and that Ahmedabad police is always there for them with one missed call.



“The main things that I’ve learned at the self-defense workshop were technique and a strong voice with confidence. The self-defense system is not based on the physical strength or power of the student but based on the weakness of the human body. It is purely a self-defense system that teaches the girls the minimum techniques required to save themselves from being attacked or sexually abused by foiling the attempt of the culprit and escaping from the scene. The system teaches the students to use their common sense and the weakness of those parts of the human body which are used by the opponent, and avoid attack or abuse.”

**- Yushera Ajmeri
(2021-2023)**

सफ़र !!

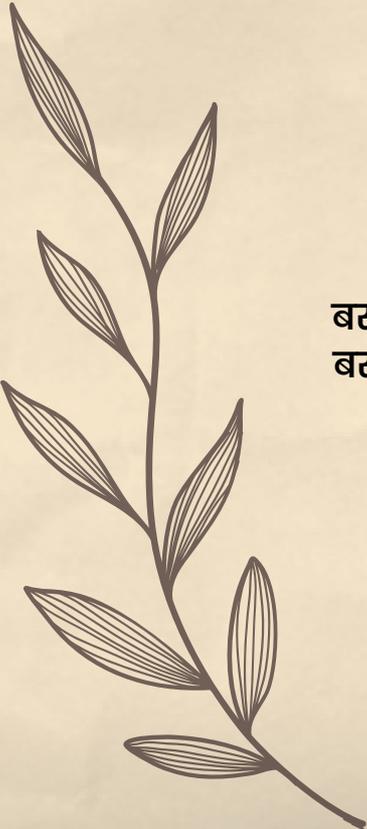
कितने सवाल, कितनी परेशानियां
कितनी उलझने मन मे लिये चलते रहोगे....

वो जो तुम्हारा नहीं है,
कब तक उसे पाने की तलब में
खुद का वजूद यूं ही मिटाते रहोगे ???
वो रिश्ते जो बिखर से गये है
कब तक उसे अकेले ही समेटते रहोगे ?
कितनी दफ़ा खुद को यूं अपनी ही
नज़रों में गिराते रहोगे ??

खुद का वजूद मिटाकर
कब तक दूसरों में खुद को
तलाशते रहोगे.?
एक बार खुद से नज़र मिलाकर
ढूँढ लो,वो रास्ता जो तुम्हे उन
उलझनों से कोसो दूर ले जाये....
ढूँढ लो वो रास्ता जो तुम्हे
अपने आप से मिलाये
तुम्हारे अपने वजूद से मिलाये...
ज़रा गौर फरमा कर देखो,
वो रास्ता यहीं कहीं से होकर गुज़रता है,

शायद तुम्हारे वजूद की तरह
उसे भी ढक लिया है
तुम्हारी कुछ नादानियों ने
वो रास्ता तुम्हारे ही इंतज़ार
में बिछाया गया है..
बस इंतज़ार है तुम्हारे उस तक कदम बढ़ाने का
बस इंतज़ार है तो तुम्हे अपने हक़ मिलवाने का
रास्ता हमेशा से ही था,
बस इंतज़ार है तुम्हारे उसे ढूँढने का..
सफ़र लंबा ज़रूर है मगर,
उसे अपना बेशक ज़रूरी है...
बस देर है तो तुम्हारे हाँ कहने की
और
कदम बढ़ाने की...

-Dhwani Maheshwari
(Batch 2021-23)



The ocean was the beginning And is the end 



This poem is in the context of a hoax that how the materialistic mindset of a person plays and ultimately destroys the person

The ocean is a metaphor and is hyperbole
 Ocean was the beginning and is the end.
 The world is the ocean comprising all
 Brook and drain, Pollution and rain, Fortune and fame
 all fall here because
 the ocean was beginning and is the end.
 Diverse breeds and kinds
 Borns and dies
 In greys and whites, all look alike
 But flowing in the same brook
 All will drain because the ocean was the beginning and is the end.
 They say blue is the color of freedom
 But colorless the ocean is, just a reflection of the sky
 All fell in this hole.
 Birds who knew, how to fly, resisted for a while
 But one after another
 The hole ate them all.
 Brook and drain, pollution and rain, fortune and fame
 all fall here because
 the ocean was beginning and is the end.

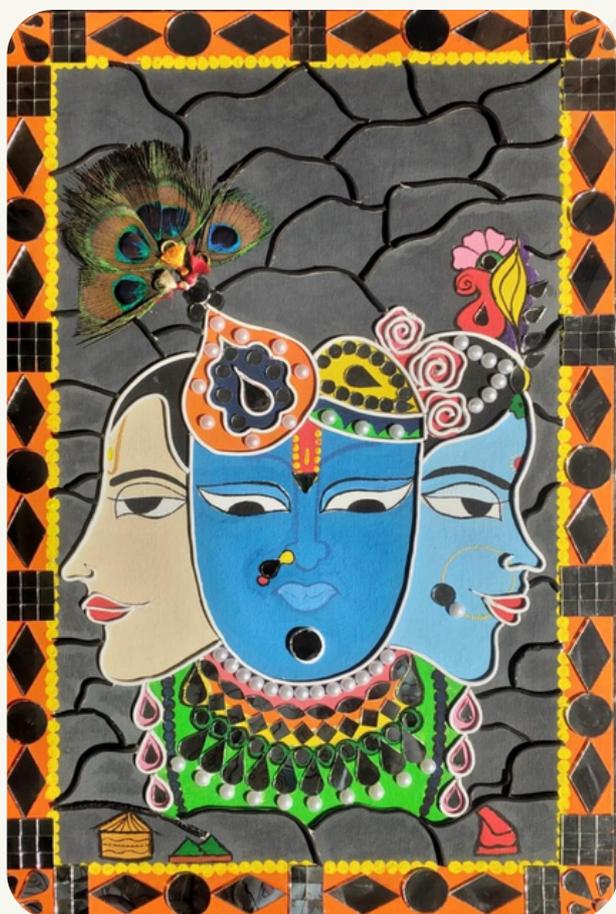
**-Shruti Popat
 (Batch 2021-23)**



Art & Culture Gallery



-Riya Jinde (Batch 2021 - 23)



-Niyati Gokani (Batch 2021 - 23)

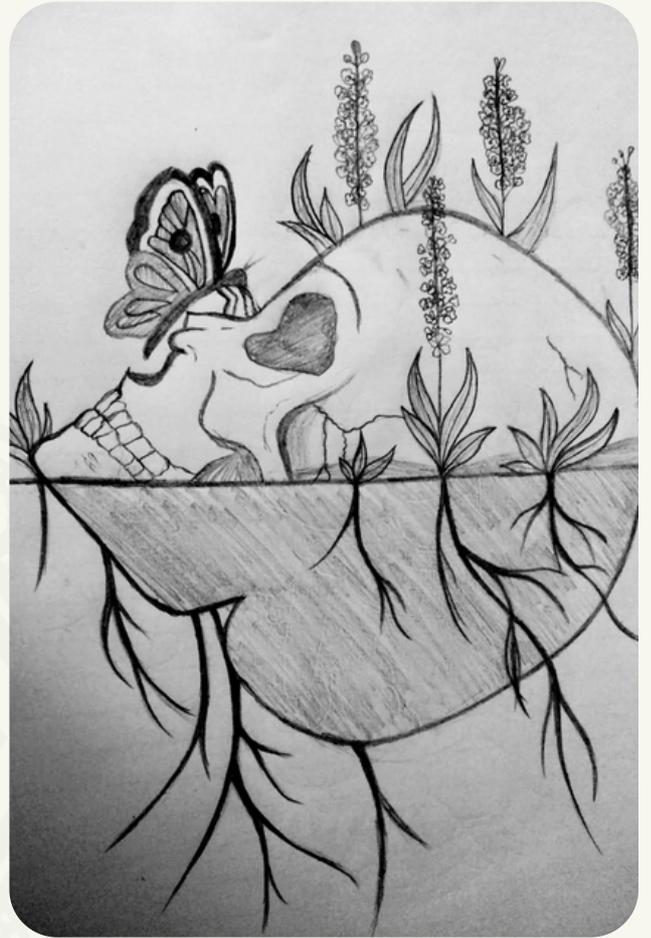


- Vishakha Doshi (Batch 2021- 23)



Maitri bhava

-Maitri Bhuva (Batch 2021 - 23)



- Dharati Patel (Batch 2022 - 24)



-Divya Fapale (Batch 2021- 23)

SNAPSHOTS



-Sarita Patel (Batch 2021 - 23)



-Bhakti Mehta (Batch 2021 - 23)

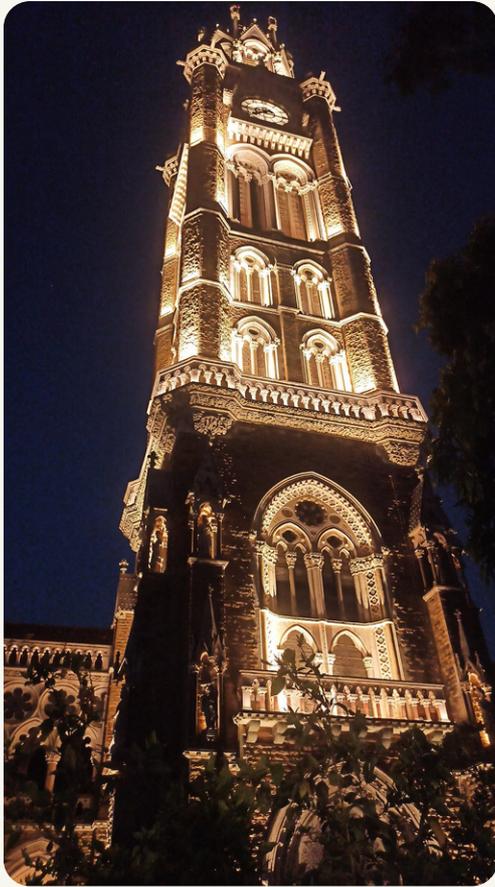


-Maitri Bhuva (Batch 2021 - 23)

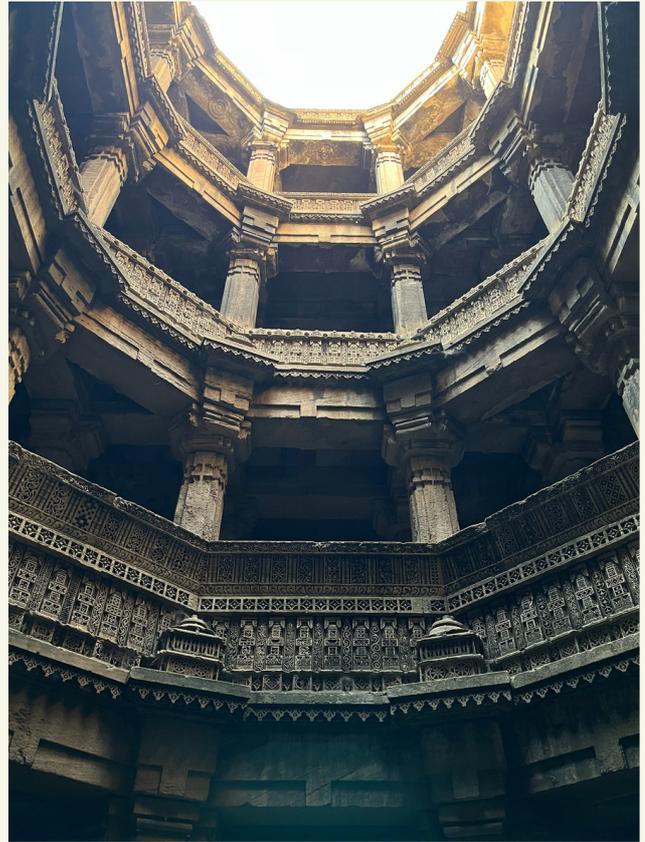


-Rajkumar Gadhesariya
(Batch 2021 - 23)





- Rhitik Pandya (Batch 2021 - 23)



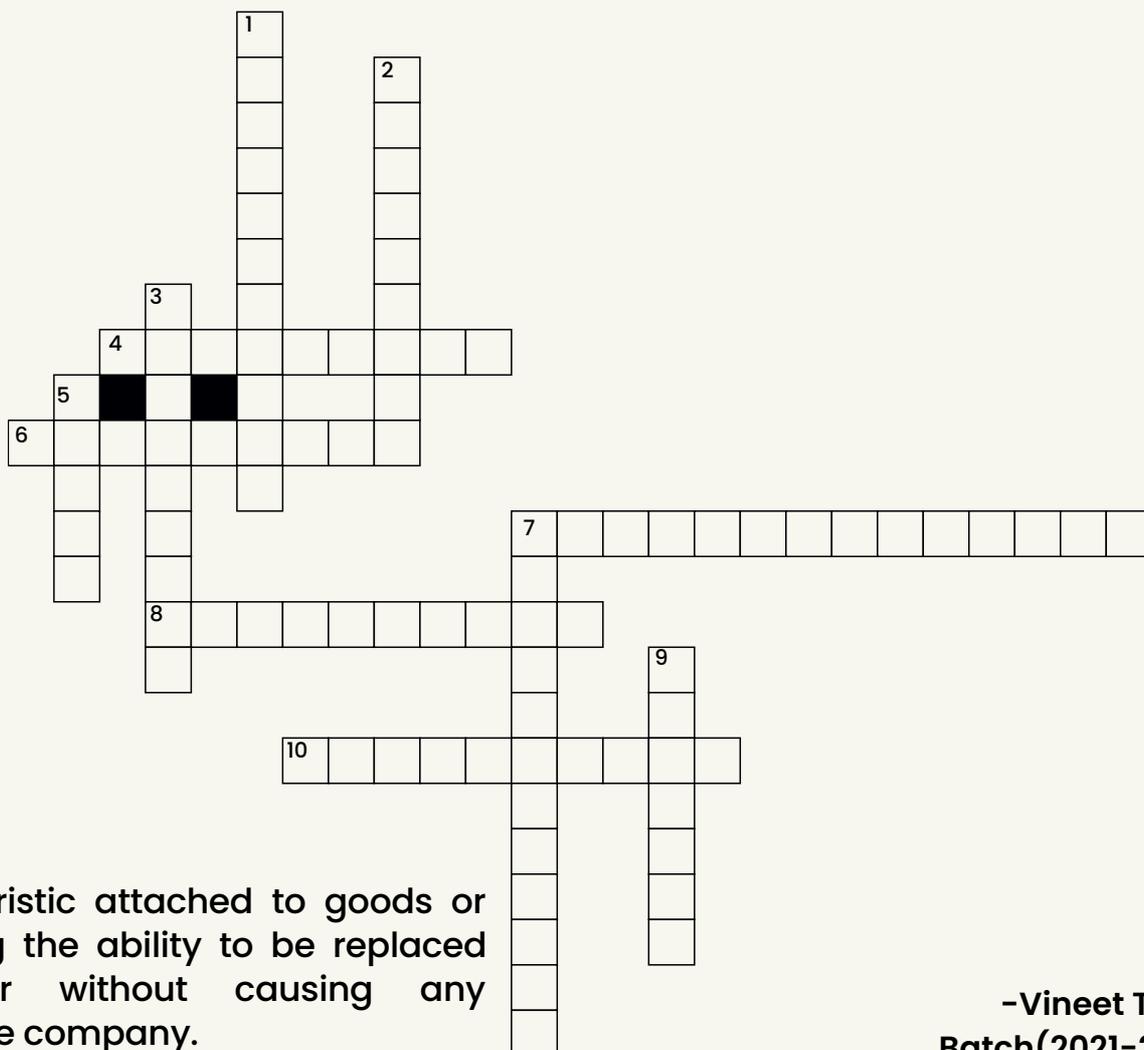
-Nimit Gandhi (Batch 2021 - 23)



-Anokhi Shah (Batch 2021 - 23)



-Nupur Pandya (Batch 2021 - 23)



Down:

1. A characteristic attached to goods or assets having the ability to be replaced with another without causing any damage to the company.
2. A person or entity, such as a bank or trust company, responsible for holding financial assets.
3. The systematic computational analysis of data or statistics.
5. The economic contract existing between a stockholder and the corporation. It is used to preserve the value attached to a common stock position .
7. An accounting technique practiced by companies to periodically record their loan and intangible assets at a lower value or spread the cost of spending over a period of time.
9. A mathematician who calculate premiums, reserves, dividends, insurance, pension and annuity rates for insurance and financial services companies.

Across:

4. An economic situation that affects the purchasing power of a country's currency.
6. Decrease in price of goods and services.
7. The act or activity of looking after and making decisions about something.
8. Compensation paid to a broker or other salesperson when investments are bought or sold.
10. A mode of measuring the probable change in demand when a product, already available in the market, changes its price.

-Vineet Tiwari
Batch(2021-2023)



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