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# 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.

I am happy to introduce the first publication of the quarterly newsletter, "Ashore", inspired by the publication of 2020 "Waves from the Voyagers". I congratulate the newsletter committee, students, alumni, and faculties.

B.K. School of Professional and Management Studies focuses on all the general and specific roles required by one to survive in this cut-throat competitive era. I extend my best wishes to all the students of the Department of Maritime Management at B.K. School of Professional and Management Studies.

**- Dr. Mehal Pandya**

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## Weekend News

### NIGHT CYCLING RIDE EVENT



A great writer once said “A good life is a collection of happy memories”, thus to blossom the beginning of the semester with laughter and joy, the cultural committee members organized a heartwarming welcome of all the new faces on the behalf of college mentors and head of the department of Maritime Management–Dr. Mehal Pandya. The event was organized on the 4th of December 2021, from 21:00 to 22:30 hours through the MYBYK application. Students enrolled and participated enthusiastically. The route of the event was Shivranjani Crossroad - Panjrapol - Vastrapur - Acropolis Crossroad- Pakwan Crossroad- Shivranjani. Students reached there early to check the registration and food coupons.

In addition to our organization, there were many others who participated in the program. 5 minutes before the event started, everyone was arranged with their bicycles .

The idea of organizing a cycling ride below the stars in the peak of winter was really appreciated by everyone.



When the students got back from the bicycle ride, they took group photos with the teachers. Each participant was given a certificate from MYBYK. All the participants then had snacks and concluded the event by 11:30 PM.



## VISIT TO NATURE

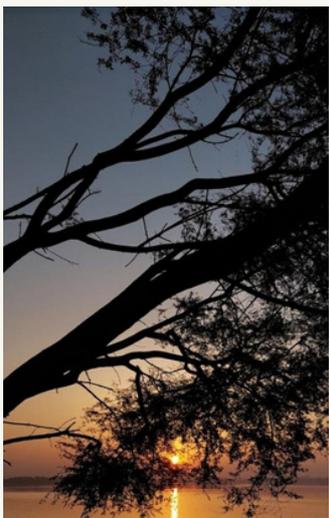
One such visit was organized by the college on a Sunday morning wherein faculty and students spent refreshing time at Thol lake and bird sanctuary. Since the place is situated around 30 km. away from Ahmedabad city, it has atmosphere, free from air and noise pollution. The ambience on that day was fresh, calm and beautiful. Everyone experienced sunrise, bird watching and peace in the nature. Bird watching was the most memorable part of it, as many different species was seen drinking water from the lake, the scenario was full of joy and contentment. On that morning, everyone experienced establishment of connection with the divine nature.

A great author once said, “taking a break is not only ok, it is necessary for balance and reflection.” With daily routine and crowded schedules, often the essence of life is lost and capacity to do work keeps decreasing, thus to rejuvenate energy and refresh minds, breaks are necessary.



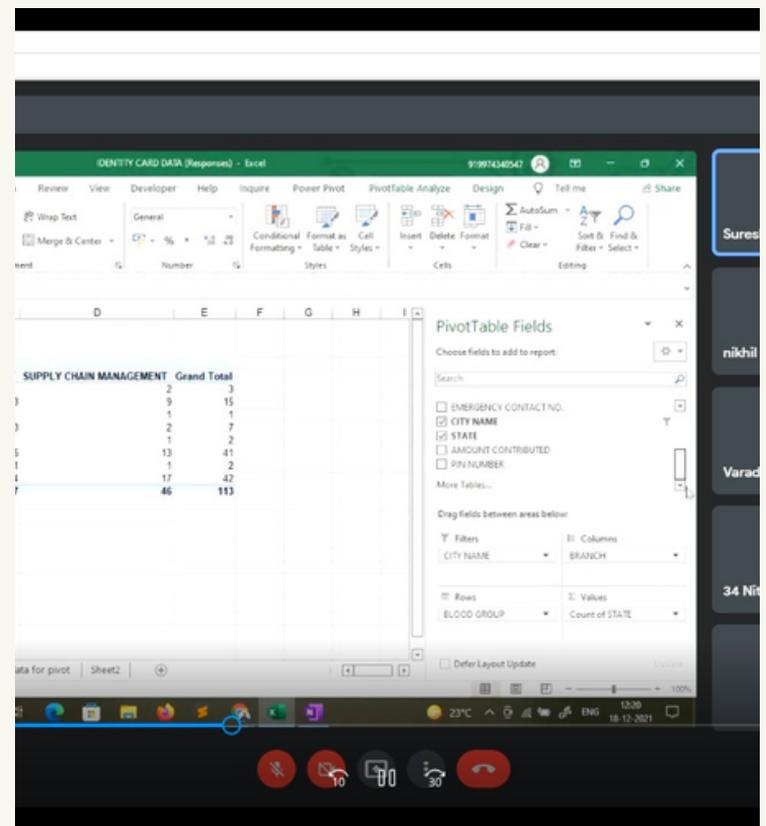
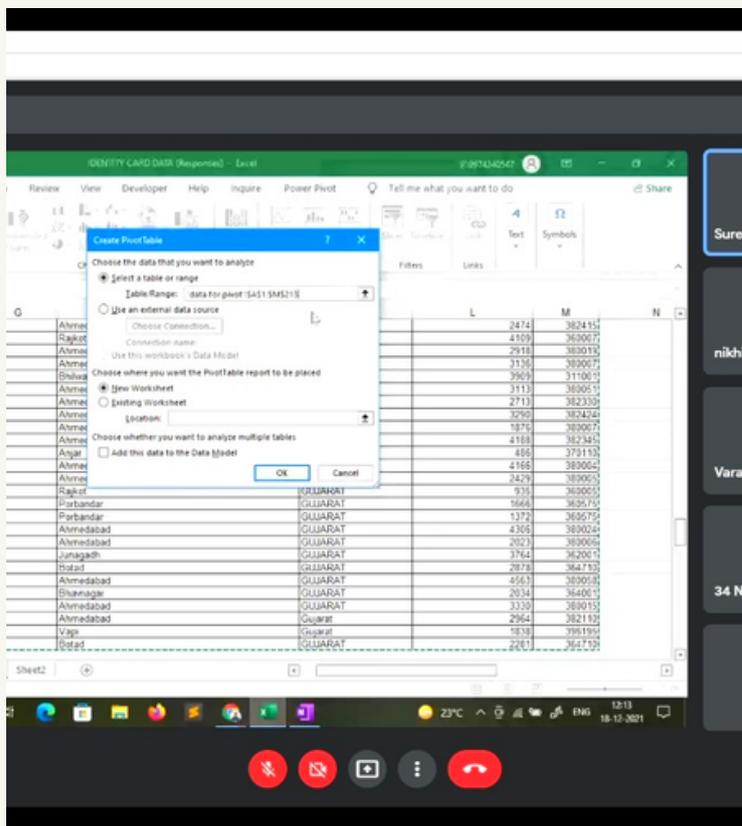
Since students and faculties were abided by government’s covid19 restrictions, they were not in ease to have offline classes or gatherings on any social events at that time. The organization of this students, teachers meeting at a place away from the city, fulfilled the social and emotional expectation of everyone at its maximum. The students were very much gratified to meet their mentors in-person. The joy and laughter on everyone’s face at that day was self-evident that the trip was delightful, great and assured to boost enthusiasm for days ahead.

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



# EXPERT SESSION ON ADVANCED EXCEL

It is often said, “Small steps lead to big results”, thus skill enhancement in niche areas helps in value addition. One such session of Excel learning in the area of skills development was organized by the college. Excel is one of the most widely used techniques in the business world. It’s used by virtually every department in business from a sales team to administrative personnel to project managers. Because of this, learning Excel can offer significant benefits towards increasing job opportunities and efficient growth of career. The session was scheduled for four Saturdays by Mr. Suresh Yadav.



Students found the session very interesting and helpful. Amateurs got to learn a new skill and old hands got their knowledge brushed up. Students also appreciated the delivery style of the faculty, as the approach, was easy to understand and the explanation was clear and concise, particularly the part of “Improving time management by taking a holistic view of data”. Apart from it, topics like data visualization technique, enhancement of analytical skills, and mathematical calculations in Excel were also provided.

Since the techniques of using Excel are now expected from every employee, the idea of the organization of such a session was effective and extremely helpful. The students are grateful for such.

**-Nida Sumbhaniya  
Batch (2021-23)**

# MANAGEMENT LESSON FROM MUMBAI DABBAWALLAS AND 6 SIGMA TECHNIQUE

Managers shouldn't think of themselves merely as leaders or supervisors; they also need to be architects who design and fine-tune systems that enable employees to perform at optimal levels.

One such model showing, exemplary management skills, and operational techniques is the service of Mumbai Dabbawallas.

The Dabbawallas service is legendary for its reliability. Since it was founded, in 1890, it has endured famines, wars, monsoons, Hindu-Muslim riots, and a series of terrorist attacks.

Their rigorous service, full of perfection and punctuality is an extraordinary example of, how Six Sigma can be applied in real life without any requirement of technical knowledge.

In terms of management, Six Sigma is a technique comprising management tools designed to make business processes more efficient and effective. It provides statistical tools to eliminate defects, identify the cause of the error, and reduce the possibilities of error. Thus, the technique creates an environment of continuous process improvement, enabling businesses to provide better products and services to customers. The model was developed by Motorola, Inc. in 1986 by an Engineer named, Bill Smith.



## System of Mumbai Dabbawalla

As studied by Stefan Thomke, an HBS professor, it is a strategically planned system with four basic pillars: organization, management, process, and culture. A flat structure, consisting of autonomous units of 25 people each, is well suited to providing low-cost tiffin service. The tight schedule of the train lines over which meals are ferried regulates everyone's work. Buffer capacity is built-in, to address extremely thin margins of error; each unit has extra workers who fill in wherever they are needed, and members are cross-trained in all activities. Variations that might derail the works are discouraged; the lunchboxes used, for instance, are all a standard size. A simple coding system helps workers quickly sort lunches and get them where they need to go. And democratic decision-making and deep emotional bonds among workers promote a high degree of cooperation.

The dabbawallas show that with the right system, even ordinary workers can achieve extraordinary results.

## LEARNINGS FROM MANAGEMENT PERSPECTIVE:

### ○ Clockwork

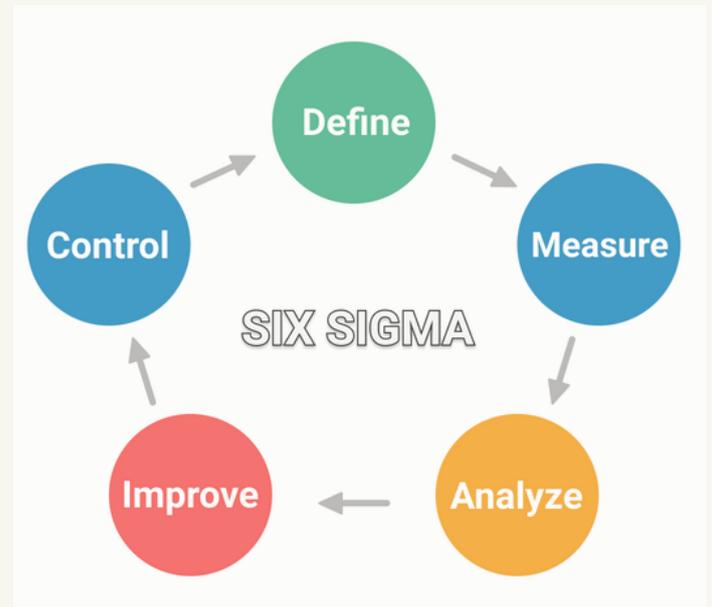
Designed layout and planning of tasks according to a tight schedule of train lines shows punctuality and meticulous planning of tasks.

### ○ Cross-training

This is the concept also applied by many manufacturing firms like Toyota, wherein some employees are trained in more than one area, so at the time of emergency or chaos, availability of the human resource can help complete task In-Time.

### ○ Disciplined Rhythm of Work

In manufacturing units, this technique is termed as work on takt time i.e., involves matching the rate of demand with the rate of production to synchronize the entire operation. A faster pace generates waste, and a slower one doesn't meet demand. This rhythm drives everything and exposes deviations from the norm.



### ○ Self-Organized democracy

The dabbawallas essentially manage themselves concerning hiring, logistics, customer acquisition and retention, and conflict resolution. This helps them operate efficiently and keep costs low and the quality of service high.

### ○ Simplicity is perfection

The dabbawallas show that with the simple and right system, an organization doesn't need extraordinary talent to achieve extraordinary performance.

# IAG Cargo adopts DG Auto Check

IAG (International Airlines Group) is the parent company of British Airways and Iberia, featuring one of the largest cargo carrier networks in the world. IAG Cargo has partnered with IATA to deploy its dangerous goods AutoCheck (DG AutoCheck) technology to automate the acceptance of Dangerous Goods shipments from London Heathrow.



Digitalization and safety are the industry's top priorities. As Brendan Sullivan, IATA's Global Head of Cargo highlights, "DG AutoCheck achieves both in relation to the carriage of dangerous goods. Time-consuming manual procedures are eliminated, and safety is enhanced through the reduction of human error during checking. IAG Cargo's customers will benefit from greater efficiency, streamlined processes, and enhanced safety."

DG AutoCheck is a digital solution that facilitates the acceptance of dangerous goods by checking all the regulations, rules, and guidance contained in the IATA Dangerous Goods Regulations (DGR) and converts them into an automated validation solution, enabling IAG Cargo to check the compliance for the Declaration for Dangerous Goods (DGD) against the latest industry regulations more efficiently.

The DG AutoCheck platform uses optical character recognition technology, enabling paper DGDs to be transformed into electronic data facilitating a safe, secure, and efficient operation for IAG Cargo to its dangerous goods shipments. The platform facilitates the verification of the marks and labels on dangerous goods consignments.



“Every year IAG Cargo handles thousands of dangerous goods shipments – compliance checks on these complex consignments can be time-consuming. Implementing the IATA DG AutoCheck platform will eliminate manual processes to transform and automate dangerous goods acceptance checks whilst increasing safety and operational efficiency,” said John Cheetham, Chief Commercial Officer at IAG Cargo.

This technology will not only help to increase safety, reduce errors in the entire process but also is, time-efficient, helps to track records and reduces employees requirement. So, as there is advancement in technologies there are fewer chances of errors, and speedy actions can be done.

**-Bhakti Mehta  
Batch(2021-2023)**

## ARE PROCUREMENT AND LOGISTICS EXECUTIVES ALIGNED WHEN FACED WITH CURRENT SUPPLY CHAIN CHALLENGES?

Procurement and supply chain executives are on the “same team”. There is strong alignment between the two functions when it comes to prioritizing lower risks and reducing uncertainty in supply chains. Both procurement and logistics are aware of the increased uncertainties arising from COVID outbreaks, labor shortages, port disruptions, prioritizing low-cost suppliers, focusing on financial outcomes over customer priorities, and reducing financial risk and uncertainty in decision-making.

First, procurement and supply chain executives are beginning to disagree on whether the enterprise should begin to reduce reliance on Chinese and ASEAN suppliers. Similarly, there is disagreement about whether procurement should be prioritizing suppliers that are the lowest price, but perhaps not the lowest “total cost”.

- Consumers are finding that everything from appliance parts, bicycles, other products, etc. is in short supply.
- Demand for agricultural commodities such as soy oil is reaching record highs, causing prices to spike for many goods including hobs, gasoline, diesel, crude oil, corn, copper, coffee, and others.
- Increased steel prices have added an average of \$515 to the cost of an average US light vehicle, as has the cost of aluminum used in production products
- Semiconductor lead-times have gone from several weeks to six months or more; automotive companies have been shut down due to lack of chips.

As an example of how delivery and costs are intermingled, companies are paying up to \$29,854 for shipping a single ocean container, including an added charge for delays in handling the box, compared to a pre-pandemic average container cost of \$4804. One wholesale manager noted that “we are focused on making ourselves a very attractive shipper” to ensure it can move its goods as needed. This means getting truck drivers in and out of the company’s facilities quickly

**-Bhavika Kshatriya  
Batch (2021-2023)**



Interview by: Rutvij Joshi (Batch 2020 -2022)

Edited by: Nimit Gandhi (Batch 2021-2023)

Pratik Agro Exports had made headlines all over the country by exporting GI certification marked Bhalia quality wheat. The first shipment of the product was executed on July 7th, 2021. The first consignment to Kenya and Sri Lanka was flagged off by Dr. M. Angamuthu the Chairman of APEDA (Agriculture and Processed Food Products Export Development Authority).

**T**he Newsletter Committee of the Department of Maritime Management had interviewed the Managing Director of the company, Mr. Bhavin Shah, also an alumnus of the department, for an exclusive interview where he talks about various topics on agriculture exports including their latest initiation of 'Bhalia Wheat'

He started by saying, "We, at Pratik Agro, export all kinds of Agri products. We aim to make sure that the farmers get the right price for their produce. In our country, they get very fewer prices and what we do is we sign the contracts with farmers and make sure they get the right price. This makes the farmers very happy and in turn, our income also increases."

When questioned on how Bhalia wheat is different from normal wheat Mr. Shah explained, "Bhalia wheat is sweeter and the grain is a bit longer than the normal ones. It has more vitamins and protein and the distinct feature of this wheat is that, it does not require water."



**Mr. Bhavin Shah**  
Managing Director of Pratik Agro Exports

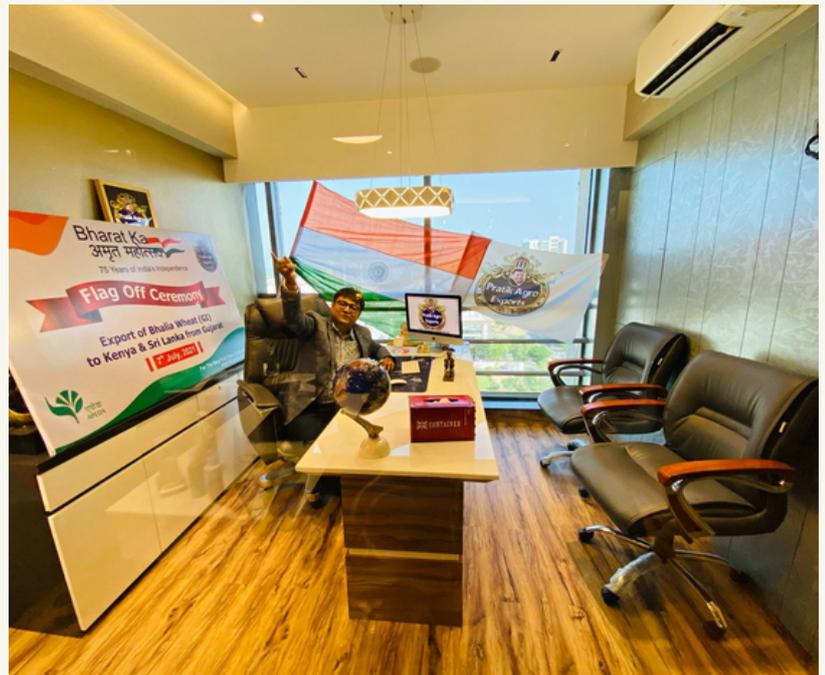
He also stated that he has been in constant touch with the representatives of the Government of India who have been helping them in the marketing of their products. "The Government of India is helping us to boost the exports and the commerce department has mailed all the Indian embassies overseas to generate the query based on the information."

The company's new initiation of 'Bhaliya Wheat' has been taken note of by the finance minister and the Commerce Minister themselves and had invited Mr. Shah for a strategy to boost the exports. "The Government has invited us for a meeting in December 2021 where we will be discussing the possible strategies as the Government wants the farmers to get as much income as possible," he added.

The 2010-12 batch Alumni also expressed his happiness of being the only exporter of GI-certified wheat and credited the college for providing the knowledge and disclosed - "It gives me immense pride that we accomplished something that many other big names had not thought of. I would like to credit the institution for providing me with the knowledge. I have started this business on my own and struggled a lot. I have worked around 2-2.5 years to set up this business after graduating. At the initial stage, we used to send a couple of LCL consignments in a month. But now, with a gradual growth - we've grown and now sending full containers at a regular interval."

He further added, "We are looking to expand more and more in the US, African and European market soon and the Central Government is helping us. We provide timely updates to the Government regarding the stock available with us so if there's any order, they can let any potential client know."

The Bhalia quality wheat got the GI certification mark in July 2011 but no one could export it overseas for 10 years and Pratik Agro is the first and only entity to do so. Mr. Bhavin added, "We have the contract with the Government of Kenya and we send our consignment from time to time."



Before signing off, Mr. Shah had a word of advice to motivate the students of the department - "You have taken admission in the department but don't just run for jobs. Start a business of your own, because the scope in the field of import-export is like the sea. It's just never-ending."

# Crude Oil – Extraction, Separation & More

When people participate in the conversation regarding Crude Oil – “The Prices have spiked a lot”, is the usual chatter. However, this article will shed light on what crude oil is, what useful products are derived from it, and lastly how it affects us.



## Crude Oil?

Crude oil is a naturally occurring petroleum product that is found accumulated in various porous rock formations in Earth's crust and is extracted for burning as fuel or for processing into chemical products such as gasoline, diesel, and various other forms of petrochemicals.

## Availability & Purpose?

Crude oil is in general, obtained through drilling, where it is usually found alongside other resources, such as natural gas (which is lighter and therefore sits above the crude oil) and saline water (which is denser and sinks below). After its extraction, crude oil is refined and processed into a variety of forms, such as gasoline, kerosene, and asphalt, for sale to consumers. Although it is often called "black gold," crude oil has a range of viscosity and can vary in color from black to yellow depending on its hydrocarbon composition.

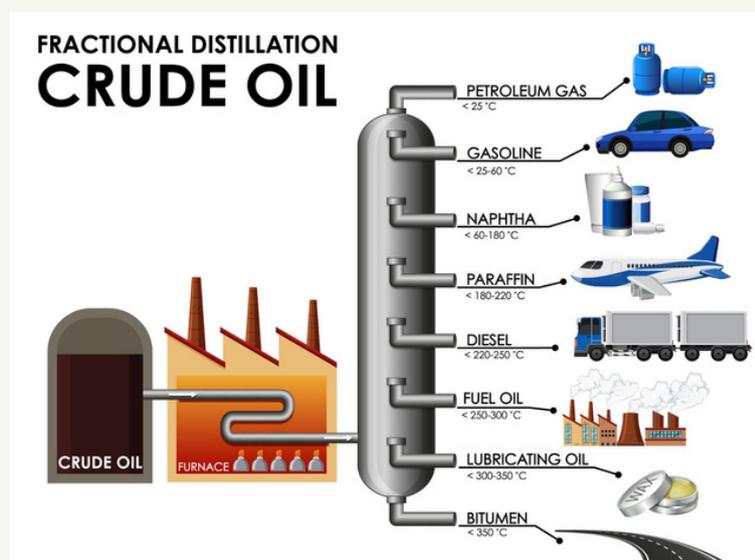
**Refining:** Distillation, the process by which oil is heated and separated into different components, is the first stage in refining.

Light naphtha is used in steam crackers to make ethylene and ultimately make plastics.

- Naphtha is primarily used as a base material for the production of high-grade gasoline.
- Kerosene, originally used for lighting and heating, is also used as a diesel fuel, as a component in blending aviation fuels, mold-release agents in the ceramic and pottery industry, etc.
- Light Gas Oil is used mainly for jet fuel.
- Heavy Gas Oil is mainly for heating oil/diesel fuel.

How does it affect us, organizations, etc.?

Crude oil forms a chain because of the involvement of its derived products up to the minute level in our basic lives. Be it transport and logistics for a company, be it the aviation industry, etc. So, when the prices of crude oil spike, as everyone discusses, all the organizations that are involved as applications of all the derivative products – spikes up to a certain extent too.



In a real-time, example, it has been observed that across October 2021 to December 2021, the crude oil prices fell from \$83.54 to \$74.17 – due to this among other reasons, petrol prices changed from Rs. 112.44 to Rs. 109.98.

# Ship stuck in Suez Canal in March 2021

The huge 1,400-foot-long Ever Given container ship which carries cargo between Asia and Europe disrupted global marine traffic after it blocked the Suez Canal, due to zero visibility in a sand storm and strong winds for nearly a week in March

Hundreds of ships had to wait for the canal to be unblocked, creating a maritime traffic jam visible from space, while some ships pondered taking the much longer route around the Cape of Good Hope at Africa's southern tip.

The compensation is likely to be around the cost of the salvage operation, stalled canal traffic, and lost transit fees for the week, Ever Given blocked the canal. At first, the Suez Canal Authority (SCA) demanded \$916 million in compensation, which was lowered to \$550 million in May. At the time, SCA chief Rabie told Egyptian media that the shipowners were offered \$115 million in compensation.

-Gopal Gohil  
Batch (2021-2023)



Two sides, the canal authority, and the SCA have publicly traded blame concerning the control of the speed of the ship in the canal at the time of the incident, and the decision to enter the canal despite heavy winds. Six days later, a local court officially approved a request from the Suez Canal Authority to lift Ever Given's seizure and allow the ship to leave the canal and complete its journey to the port of Rotterdam in the Netherlands.

“For the internet, it was a bottomless amusing spectacle. For global shipping, it was a worst-nightmare lesson in the perils of a new breed of mega-freighter operating in tight spaces”, said Richard Meade, the editor in chief of Lloyd's List, a maritime intelligence publication

## EFFECT OF THE COVID-19 PANDEMIC ON MARITIME FREIGHT SHIPPING COSTS

Shipping rates are the major component of trade cost, new hike poses an additional challenge to the world economy as it struggles to recover from the worst global crisis since the Great Depression.

“The Ever-Given incident reminded the world just how much we rely on shipping,” said Jan Hoffmann, head of The United Nation's Centre for Trade and Development's (UNCTAD) trade and logistics branch. “About 80% of the goods we consume are carried by ships, but we easily forget this.”

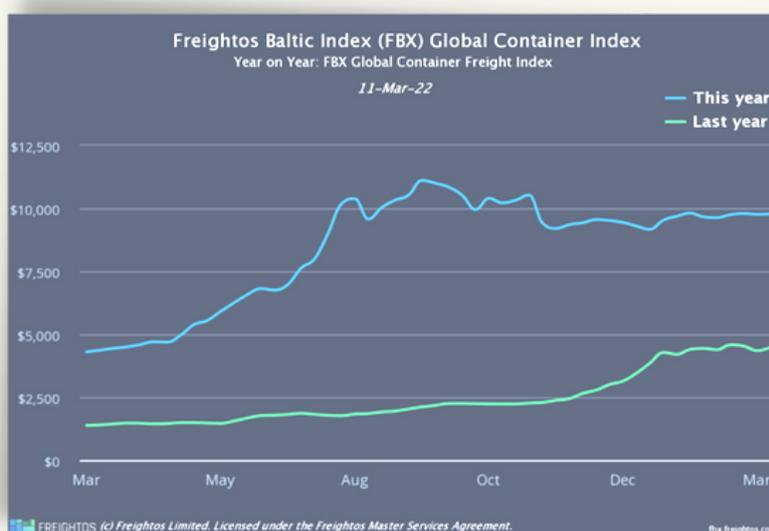
Container rates have a specific impact on global trade since almost all manufactured goods – including clothes, medicines, and processed food products – are shipped in containers.

Containerized maritime freight shipping costs have roughly tripled in the last year while experiencing significant volatility. The immediate cause is a lack of shipping containers due to pandemic-related transportation inefficiencies that have hit a breaking point. Using freight index data, shipping routes from East Asian nations are experiencing the highest cost increases, though the consequences have been global.

The most affected shipping routes originate in China and other East Asian countries. CMSF costs from East Asia increased on average 220 percent YoY (figure 2), whereas costs to East Asia also increased by an average of 133 percent YoY. While global shipping prices increased significantly, shipping routes that exclude East Asia did not fluctuate as steeply.

In the early days of the Covid-19 pandemic, industry observers raised concerns about the potential disruption of global supply chains. However, broad, immediate disruptions did not happen due to declining demand for most goods and the temporary closing of manufacturing plants. Since November 2020, however, bottlenecks in the global trade system have created shortages that have impacted containerized maritime freight shipping (CMFS) costs and threatened global supply chains. Currently, the maritime transportation routes involving exports from China and other east Asian countries are experiencing the greatest increases in costs.

The present effects of the shortages on East Asia's export markets include higher prices for imported goods, longer delivery timelines, and depleted inventories. CMFS costs have increased over the last year, and the increase has been particularly steep from November 2020 to February 2021. The Freightos Baltic Index's (FBX) global container freight index, reports that the global shipping price increased 180 percent year-over-year (YoY) (figure 1).



### Significant Causes:

Industry reports have identified a lack of shipping containers as a root cause of the rising CMFS prices. However, this diagnosis may be describing the symptom rather than the underlying causes. The container shortage may be more easily understood as depletion of container inventory because of pandemic-related inefficiencies. Put plainly, the number of shipping containers leaving East Asia has been exceeding the number of containers returning to East Asia.

### Downstream Impacts:

Maritime trade is the backbone of international goods trade, and high costs are disrupting previously resilient global supply chains. The UNCTAD estimated that maritime transportation carried 80 percent of all globally traded goods by volume in 2018. Low CMFS costs enable multinational firms to create global supply chains that increase operational efficiencies to meet consumer demand for everyday goods, such as apparel and agricultural goods.

### Outlook:

Industry experts suggest that the higher CMFS costs may be temporary, and relief may begin as early as April. The shock of higher transportation costs and delays may change, how some firms approach supply chains. Before the pandemic, “just-in-time” supply chains were the prevailing approach. Companies in a post-pandemic world may shift conventional wisdom toward supporting limited inventories. For example, the automobile industry, which has had to idle some plants due to an ongoing shortage of microchips, is now considering stockpiling those key inputs.

Even if only temporary, higher CMFS costs disrupt global supply chains by raising firms’ transportation costs and delaying shipments, which may lead firms to change production decisions. The level of disruption can depend on a few factors, such as whether a firm is a high-volume shipper or whether a firm’s margins tolerate higher shipping costs. While small-volume shippers have historically paid higher shipping rates than high-volume shippers, the gulf in shipping prices has widened. News articles have supported the data by suggesting that freight shipping companies have prioritized access to their diminished CMFS supply for clients that are large-volume shippers and charged smaller-volume clients with higher rates. The gulf in shipping prices has reportedly led to some firms that ship in smaller volumes being squeezed out of international commerce by the higher shipping costs. Freightos data suggest that the average weekly prices consist mostly of higher-volume shipments priced at the low end of the pricing range.

For example, during the first week of February 2021, the average weekly container price was \$4,334, but prices ranged between \$4,122 and \$5,823 to transport goods from East Asia to the North American West Coast



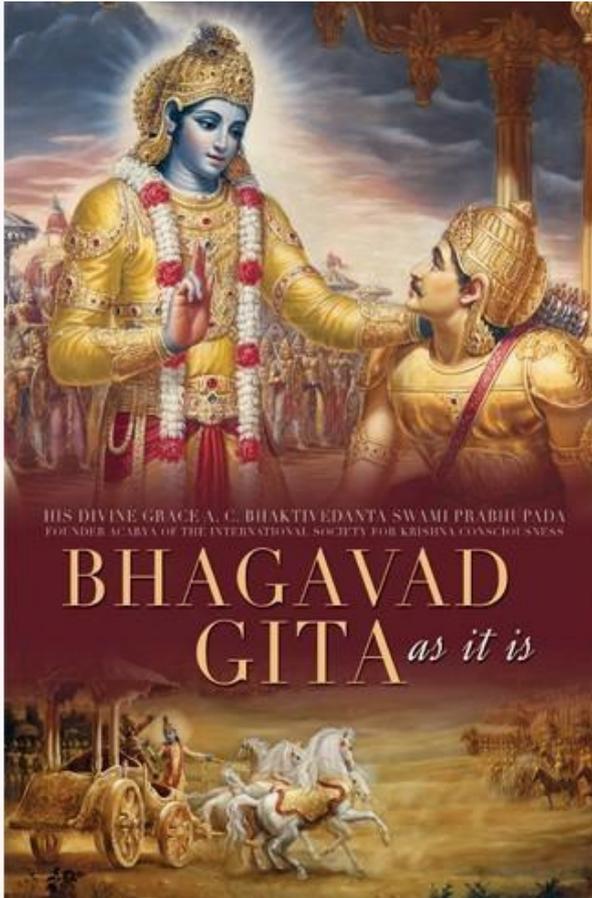
### Source:

- [United Nations Conference on Trade and Development](#)  
 - [Gregory LaRocca, Office of Industries](#)  
[U.S. International Trade Commission Executive Briefings on Trade, April 2021](#)

**-Gopal Gohil  
 Batch(2021-2023)**

# BEYOND HAPPINESS

***"When meditation is mastered, the mind is unwavering like the flame of a lamp in a windless place."***



This state is attained by gaining full control over one's emotions and intellect and by meditating on the Supreme. The peace of mind attained therefrom is a prerequisite to lasting happiness

The Bhagavad Gita says happiness derived from the senses and objects ultimately leads to sorrow. Since the sources of such happiness, be they objects, senses, other people, or circumstances, are impermanent, the joy they provide cannot last forever.

There is a state beyond happiness in which one does not feel any need for pleasure. One who has attained that blissful state is neither perturbed by sorrow nor hankers after happiness. He simply is in bliss, says the Gita.



**M**editation is the delicate art of doing nothing and letting go of all the efforts to relax into your true nature which is love, joy, and peace. which is give you deep rest. The rest in Meditation is the deepest sleep one can ever have. When the mind becomes free from agitation, is calm and serene and at peace, meditation happens.

In today's world where stress catches on faster than an eye can see or the mind can perceive, meditation is no more a luxury. Anyone experiencing severe stress, anxiety, or hypertension can try considering meditation as prevention and solution. Spending even a few minutes in meditation can restore your calm and inner peace. Deciding to set time aside each day to practice mindful activities such as meditation is a great place to start, "The morning, before everyone is awake, can be a great time to really ground yourself." Morning mindfulness can help set the tone for the day. Anyone can practice meditation. It's simple and inexpensive, you can practice meditation anywhere, whether out for a walk, riding the bus, waiting at the doctor's office, or even in the middle of a difficult business.

*Your mind is a powerful thing. When you fill it with positive thoughts, your life will begin to change for the better.*

*-Buddha*



The benefits of meditation are many. Meditation helps in increasing creative levels of mind. While practicing meditation, our heart rate and breathing slow down, blood pressure becomes normal, sweating becomes less and oxygen can be used more efficiently. Moreover, our immune system functions well.

The emotions of a person also change because of meditation. Now, even scientists have proven that a person engaged regularly in any kind of mindfulness seems happier than others. Meditation enhances positive and creative thoughts.

In short, meditation is magnificent and effective in temporary stress reduction and long-term health care. A clear and peaceful state of mind can be achieved through this practice.

**-Devanshi Parmar  
Batch(2021-2023)**

# 10 TIPS TO START A CAREER IN DIGITAL MARKETING

As more additional businesses use the Internet to increase sales, the need for experts in digital marketing has never been more urgent. It's an extremely fast-paced, changing field that presents many issues, but also lots of benefits, which include a potential income. Here are 10 ways you can start doing today to get started career in Digital Marketing:

## 1. Create an Online Presence:-

Today, when you're trying to land an opportunity in every subject, it is not possible without having an online presence. There are many reasons why this is particularly applicable to digital marketing. Potential employers are likely to go online before evaluating the applicants, if they don't locate you, they'll pass on to the next applicant with a well-curated profile

## 2. Know the Latest Trends:-

The field of digital marketing has a field that is constantly moving and constantly evolving. If you're thinking of it as a profession, you should be up to date with the most recent developments. The requirements of this field are changing over time, in case you are in the lagging category, another person will be ready to take over your spot.



## 3. Use Your Creativity :-

Digital marketing allows you to utilize your creativity in many different ways. Sure, some techniques and systems are standard for specific types of applications, however, you can make your mark on projects, creating something unique and distinctive.

Digital marketing is built upon the power of creativity, so if you've got an idea you believe is feasible, test it. The more innovative your ideas are, the higher the likelihood will be that you get recognized and get the dream job.

## 4. Create a Winning Resume:-

Before you apply for positions, be sure to write an appealing resume that demonstrates the importance of your talents is. There are a variety of resumes, and you shouldn't restrict your options to one, particularly if you're employed in a creative field like digital marketing.

## 5. Networking and Market Presence:-

It is crucial to get your name in the world, and the best method to do this is through networking. This is not only going to be a way to keep people from forgetting you, but it's also likely to help you make fantastic connections that can assist you in many different areas of your career.

## 7. Get Some Experience:-

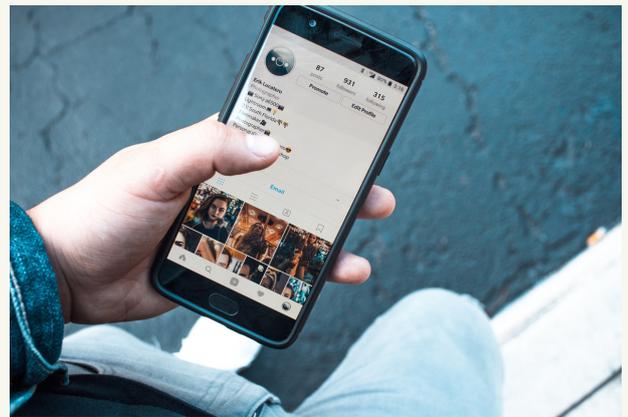
The only way to begin your career is by getting experience. You might have to work various unpaid tasks, however, this is an investment that is worthwhile and will bring long-term advantages.

## 9. Get Trusted Certification:-

Anyone can be a part of digital marketing without having a university degree, however, those who have the best jobs are those with a certificate in the field of digital marketing. There are classes that you can attend that will assist you to prepare for certification tests, and if you're truly interested in the field of digital marketing as a profession, you must be accredited as quickly as is possible.

## 6. Learn more about Analytics:-

Analytics are crucial if you want to know the success of your marketing. These are the statistics that show the level of success or failure the campaign is performing and allow you to identify ways to improve the results next time.



## 8. Say "Yes" to Anything:-

We discussed doing free jobs in our previous article, and we cannot emphasize enough how important it is to take on things that give you the necessary experience to secure your first job in digital marketing.

## 10. Be Prepared for Entry-Level Jobs:-

Nobody can be the first to achieve the top position in any field, regardless of how much education, capabilities, and experience they possess. You might not be able to find the job you'd like immediately, but you'll succeed if you are willing to work to earn it

- Dr. Pulkit Trivedi  
(Blogger & Affiliate Marketer)

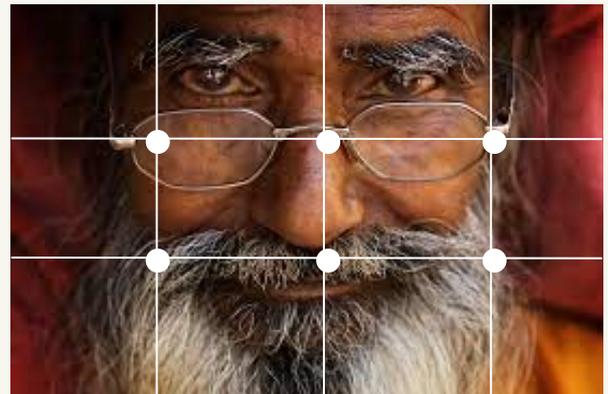
Photography is something related to Art which develops the connection of one human being to another by the use of a camera. Photographs are one of those things that can change views of people, shake ideals of people, educate and inspire others to act and do something unique. It also helps you capture anything you feel is important to remember. One photograph is powerful enough to not only remind you of an event or detail, but can bring you right back to the feelings, sounds, and even smells of the moment.

Nowadays taking pictures with a mobile phone is very convenient right! The camera technology on smartphones is more than enough to take photos and publishing them online. Mobile Photography comes with some benefits such as - People don't need to lug round lots of lenses and a heavy camera body. Also, there are a huge variety of apps available so that you can shoot, edit and upload your images straight from your device without the need to connect to a computer.

Here are some of the easiest ways to improve your mobile photography skill and become a smart photographer in a unique way:

## 1: Setting exposure and focus

One doesn't have to give control over to the camera all the time even shooting with your phone. If you want to adjust the brightness of the photos you are taking, the process is pretty straightforward. Tap the screen in the area you want to be in focus and set the exposure for that area. For iPhone, this will bring up a yellow box around the area you tapped and a slider. You can move the slider up to brighten the scene or down to darken.



## 2: Improve your composition

One of the easiest and most important things you can do to take your mobile phone photography to the next level is to improve your composition. Here are a few tips to help you.

As you see in this example above, you can divide the frame into a three-by-three grid. This grid is used by both beginner and professional photographers to aid in the composition process.

In general, you will create a pleasing composition if you place the subject of your photo at the intersection of two of the lines (one horizontal and one vertical) on the grid.

So consider subject placement within your frame, and work on putting the subject off-centre. Basically, the simplest thing to remember is to get it out of the centre of the shot and your image will instantly be better

### 3. Get close – but not too close

Most smartphones can focus close to the subject, but all lenses have a minimum focusing distance – that is, a point in front of the lens at which it doesn't focus any closer.

If you're very close and your subject is still blurry, back away until it becomes sharp. It won't take much, perhaps a couple of centimeters or so. This way you'll have a sharp image of your subject and be able to crop in on it later to increase its apparent size.



### 4. Use window light

The flash on your smartphone is harsh and unflattering. Typically situated right next to the lens, the light comes head-on in relation to your subject and provides you with no dimensionality.

The cheapest and quickest way to get beautiful images is to use the light from your window. If you can, avoid direct sunlight spilling through and opt for the shaded window. Soft, diffuse, and wrapping light will complement your subject much better than anything harsh and direct. The simplest way to get great portraits indoors therefore is to ask your subject to step into a better-lit part of the room

### 5. Get down

Most of us are used to whipping out the phone, taking a snap, and walking off. Yet, when it comes to photographing children or pets, this is rarely the best approach.

By looking down on the child or pet we're repeating the same angle in which most of us see these subjects all the time. Crouching down to be at the same level as them, however, gives a viewpoint similar to that of your subject.

Get your lens level with your cat, for example, and you're instantly transported to their world, with towering doors, high-up picture frames, or enormous trees. Getting down on your knees, or even lying down on the ground, will often give you a more dynamic looking picture.

# Three Individuals?

Everything began, when three individuals who usually passed by each other pretty much every day, stopped amidst the chaos, to have a casual conversation in an attempt to know more about each other. Irrespective of the opinions of bystanders, these 3 individuals, in reality, could be identified as - a lost writer, a broken athlete, and lastly, a failed academic "genius".

When the normal chitter-chatter quieted down, the writer broke the ice, by asking what each of them was proud of achieving in their own fields. The athlete proudly spoke that he had been well known because of his accolades and he treasured the respect he'd garnered from his colleagues, coaches, opponents, and a family who was unsupportive of his interest in sports. The academic genius modestly spoke of some of his academic and non-academic accolades but more importantly, about how his work had been affecting people in markets and organizations. The writer said that of all the work he'd done, he was proud of this one monologue he wrote to justify his exact feelings then and that he'd share it at the end.



Moving on, they started talking about their troubles but also things that kept them going. The writer addressed that arriving at that premise to write upon but then not being able to arrive at that emotion and losing the true nature of the original premise, was that one thing. The athlete who had prowess in several sports said that he was someone with an injured knee, which was a hindrance in afterthought. Which of those jumps could be the last of his career. The academic genius was bothered by how much or how less his academics helped him in his professional career, acquiring & excelling at skills unrelated to academics to have a maybe successful career, in a society where nothing but perfect is expected.

With each of them at their thresholds and getting ready to leave, the writer stood up to recite the monologue he'd written.

"So one fine day I woke up, with my body sore and sorrow under my eyes. With no memory of when I slumbered in that deep sleepless night - the sadness streamed down my eyes transforming into tears as her face or even a single thought of her came to my mind. With a deep sigh, I put my fists on the bedside - tears started pouring from my eyes, wetting the floor where I planted my feet. Very Slowly and gradually I realized that I had lost her and probably for good."

The writer remembered that exact feeling, again, and sobbed but was then surprised to see the other in tears too. They remembered that same feeling, the exact same feeling. The resonance was unrealistically uncanny. Why you ask? Well, they were never three individuals but three individualities of the same person. Of whom you ask? Well, I wonder.

- Nimit Gandhi  
Batch(2021-2023)

Breathe in the fresh air,  
Lay down your mind at truce.

Let your eyes wander  
To all the beauty left to be discovered.  
If those toxic thoughts you still do think of  
Then let out a scream

Scream until the pain is gone,  
Until you no longer feel afraid.  
Open your eyes to a new beginning,  
Let the darkness fade.

Things are going to change you,  
But you get to choose which ones you  
allow to change you.

No longer compare yourself  
Or your flaws to others' perfections.  
Take the negativity off the room.  
Focus on what works for you.



From :  
Dhwani Maheshwari  
General MBA- Batch  
(2021-23)

# Breathe in the fresh air..



Pick the sadness off the floor,  
Wipe it into the wind.  
Close the door of self-hatred  
Never let it back in.

For the lies it would have often tell you,  
You will no longer agree.  
Happiness and love are what you  
should hold onto.  
They are whom you should give the  
keys to..  
Not the sadness and hatred.

Pay no attention to the toxic thoughts,  
Listen to those who adore everything  
you are.  
Overthinking was what you once were  
taught,  
But now those thoughts you put it in a  
jar.

To break something doesn't need  
time,  
It can be done within a second.  
But to make something stay requires  
one's efforts and willingness...

It's time to open new doors.  
Everything will be all right.  
Trying to make best of what you have  
Is what everything about

# ➤ AREA OF SKILL DEVELOPMENT

## 1. P.G. DIPLOMA IN INTERNATIONAL MARKETING

AREA: MARKETING MANAGEMENT

## 2. P.G. DIPLOMA IN CHARTERING & SHIPBROKERING

AREA: MARKETING MANAGEMENT

## 3. P.G. DIPLOMA IN MULTIMODAL TRANSPORT

AREA: SUPPLY CHAIN AND LOGISTICS

## 4. P.G. DIPLOMA IN PORT OPERATIONS MANAGEMENT

AREA: MARITIME MANAGEMENT

## 5. P.G. DIPLOMA IN FREIGHT FORWARDING OPERATIONS

AREA: SHIPMENT & LOGISTICS

## 6. P.G. DIPLOMA IN MULTIMODAL TRANSPORT

AREA: SUPPLY CHAIN AND LOGISTICS

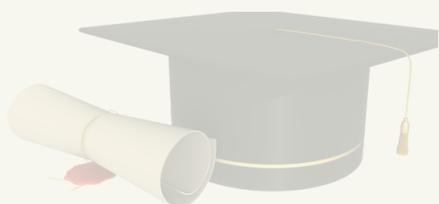
## 7. P.G. DIPLOMA IN LOGISTICS MANAGEMENT

AREA: SUPPLY CHAIN AND LOGISTICS

## 8. P.G. DIPLOMA IN DIGITAL MARKETING

ALL COURSES ARE ON:  
ONLINE PLATFORM

DURATION OF EACH  
COURSES: 1 YEAR



# Art & Culture Gallery



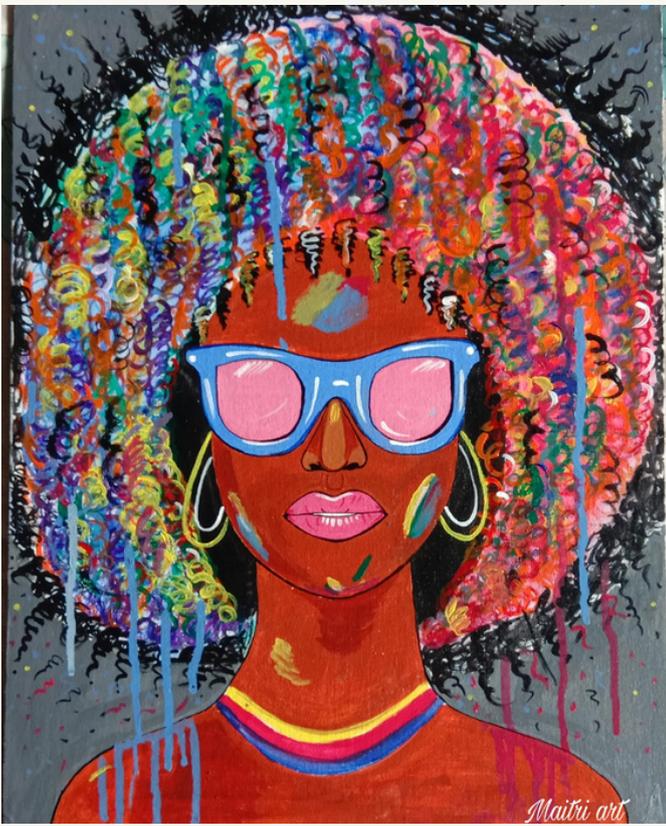
**Distinct Relatedness**  
**-Bhakti Mehta**



**A boy with his paw friend**  
**-Saloni Bandia**



**Radhe Krishna**  
**-Maitri Bhuva**



**Splashing Curls**  
**-Maitri Bhuva**



**Lord Ganesha**  
**-Riya Jinde**



**"Giving help that's not asked  
for is what makes a true hero"**  
**-Aman Ranpariya**



**Rainy Sakuras**  
**-Ishika Maheshwari**

# SNAPSHOTS

Grandma's unconditional love



- Gopal Gohil



(Smoking is injurious to health)  
मैं ज़िन्दगी का साथ निभाता चला गया  
हर फ़िक्र को धुँएँ में उड़ाता चला गया  
-Nupur Pandya



Sarangpur Mandir  
-Hiren Meniya



## View from the top



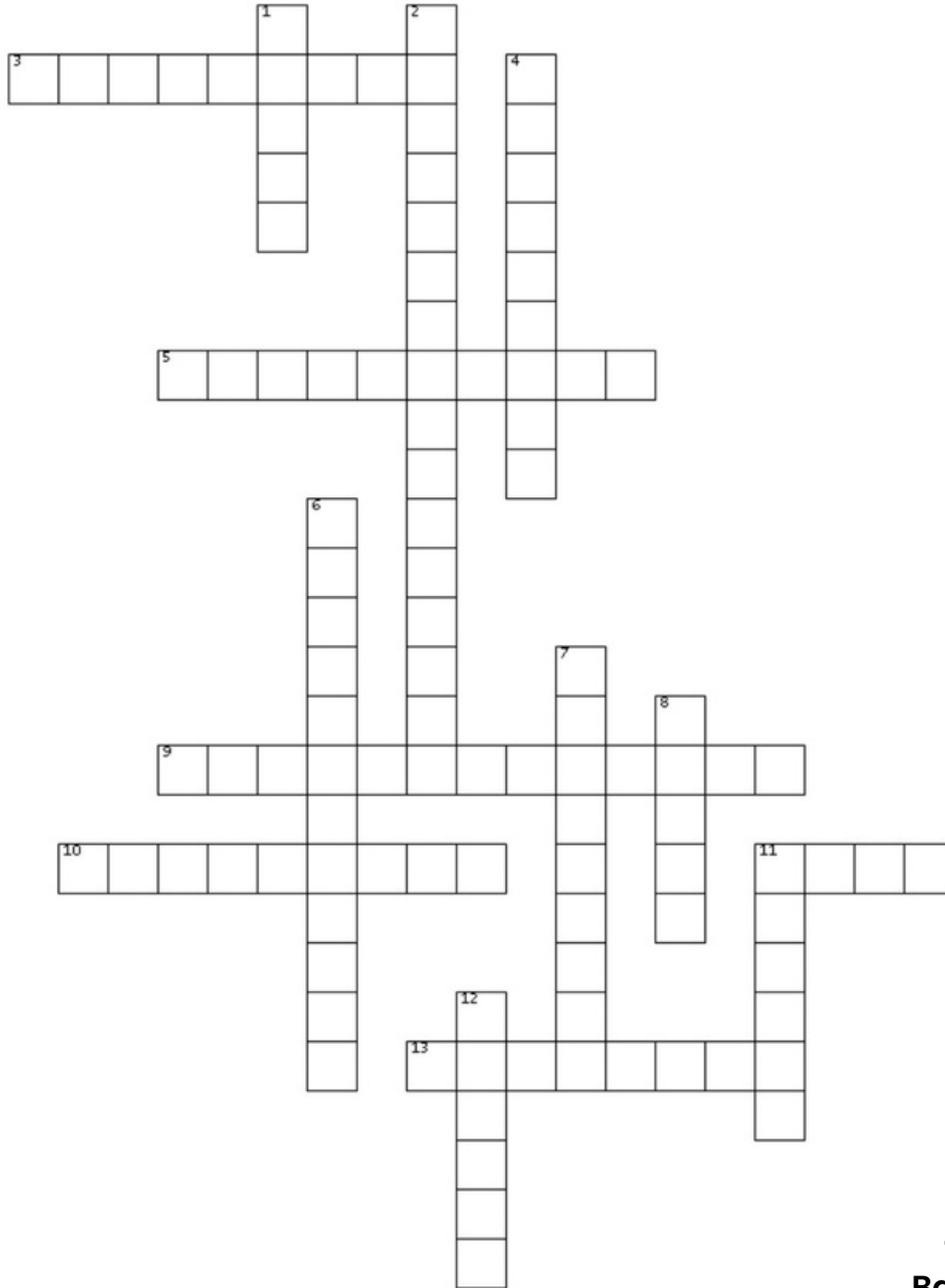
-Hiren Meniya



"Just let go and  
fall like a little waterfall."  
- Vishakha Doshi

"Quite symbolic how water is at  
peace with  
the sands on the shore, unless a  
bad tide comes."  
- Nimit Gandhi





-Vineet Tiwari  
Batch(2021-2023)

**ACROSS:**

- 3. The process by which a person or business takes advantage of the difference in the price of a share or a currency
- 5. Maslow's need hierarchy is famous for
- 9. The essence of management lies in the process in which sender and receiver are the ends
- 10. Chain of command flows
- 11. An agreement is made when money is borrowed from an investor at a set rate of interest
- 13. Another word for attainable

**DOWN:**

- 1. A product, identity, or image that generates awareness and separates your business from others
- 2. Division of labor or tasks and authority in an organization
- 4. The action or business of promoting and selling products or services
- 6. Comparing standards
- 7. Data from a variety of sources used to inform marketing efforts
- 8. A mathematical symbol and a technique used for scaling quality
- 11. Expense account concern
- 12. Every successful \_\_\_ is a good manager. Like M.S Dhoni



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