

### From a Management perspective

Dear colleagues.

How beautiful is this month of December ! Festivity and festive spirit get the atmosphere saturated with fun, frolic and revelry ! But unlike any of the other festive months here the year comes to an end too, and we look forward to the oncoming year with a lot of hope and anticipation. We wish to flush out the things that went wrong in the year that was and fondly look forward. This festive month is also different as the revelry overflows with a lot of spirits too !!!!!

Yuletide is in the air, Christmas trees and hollies lend lot of colour too. The legendary Santa Claus is very much alive and even today we would like to hang out our stockings and await the jingling bells and Rudolph the reindeer pulling over in our neighbourhood.

It will be soon Santa time at Goodrich too with the appraisals having just commenced.

It has been a rollicking year at Goodrich. The collage inside is devoted to the year that was chronicling the advances that we have made as we ring out 2014 and ring in 2015

It is resolutions time too, where we resolve both individually and jointly for

Goodrich to put those extra efforts to take giant steps in 2015. Each one of us has a definite role to play and all of you should harvest the aspirations to grow along side Goodrich.

Change is something which is inevitable for not only growth but for sustenance and survival too. Many a company have withered away for want of keeping in tune with the changing world. We will not allow this to happen to us.

Merry Christmas and a Super Duper 2015 wishes to all of you.

Warm Regards

VENKAT & GOPAL



Elwin D'Souza



Archana Pandey



Meghna S

### From the Editorial Desk

Merry Christmas to one and all.

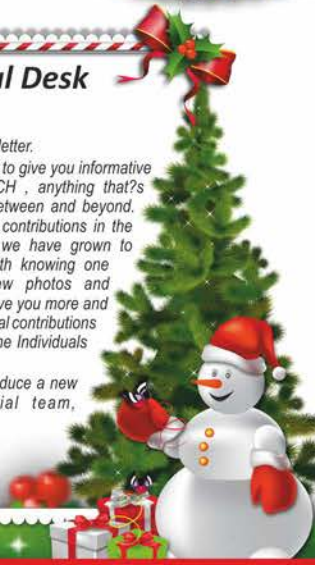
Welcome to yet another edition of the Newsletter.

We are in a continuous evolving process to give you informative pieces on anything that's GOODRICH , anything that's creative and all other things in between and beyond.

Through your innumerable contributions in the past and current editions we have grown to become more attached with knowing one another's updates on new photos and projects. YES ! We want to give you more and hence look forward to loads of vital contributions along with valuable inputs from the Individuals and Branches.

We also take this opportunity to introduce a new member on-board the Editorial team, Ms. Meghna Sudarshan.

Let the creativity flow.  
Warm Regards  
The Editorial Team







## MILESTONES AT GOODRICH

Since its inception, Goodrich has established itself as a leading player in the Shipping and Logistics space. Over the years, the company has consistently innovated itself to ensure that it remains the most awarded company in the industry for its service & the most widely connected company with its direct offices and its agency network services to various destinations across the country.

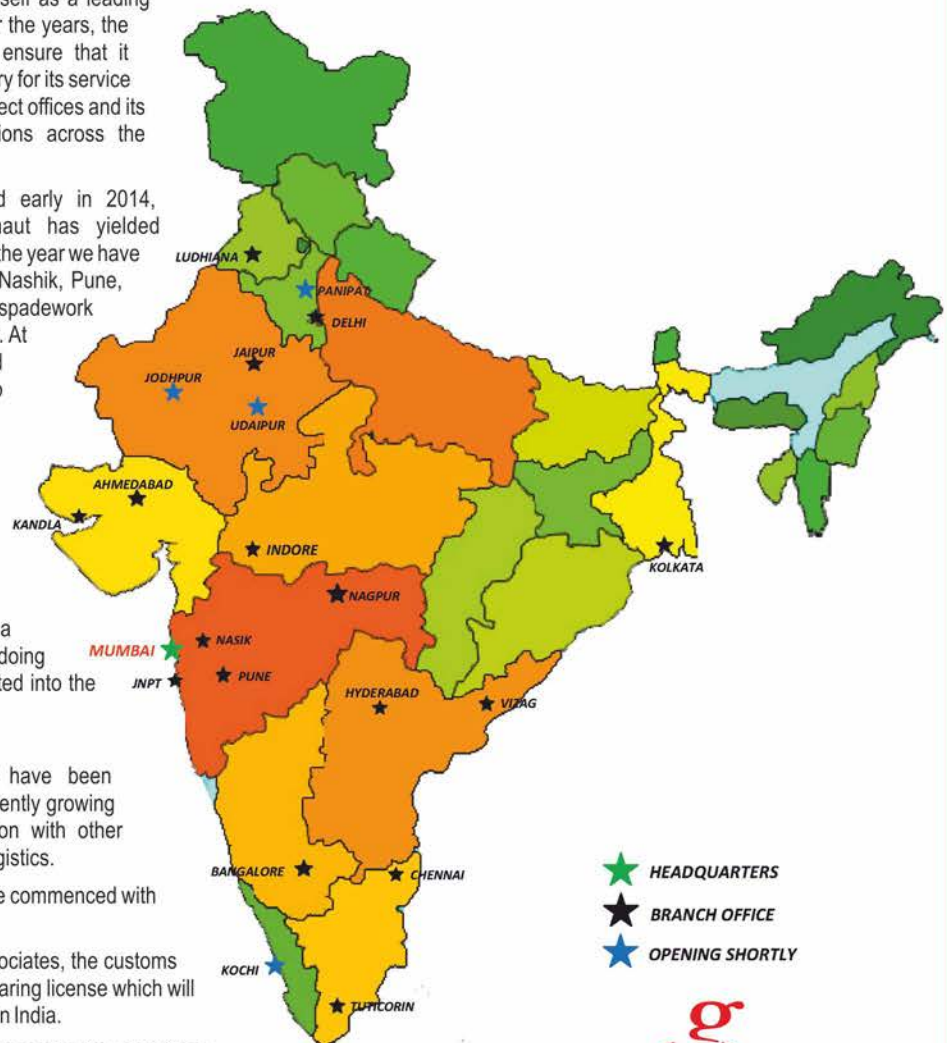
The re-emphasis of expansion which started early in 2014, continues unabated. The travelling juggernaut has yielded development realities thick and fast. At the end of the year we have now established new vibrant offices in India at Nashik, Pune, Vizag, Tuticorin, Jaipur, and Gurgaon. With the spadework also done for Panipat, Kochi, Jodhpur & Udaipur. At the close of the year the Indian network will stand at 17 offices other than the head quarters. No mean achievement this.

Overseas during the year, performing offices have been set up at Singapore, Malaysia and USA, brining the overseas offices number to five. In the coming year by current calculations Saudi & UK can surely be added to the list.

The company strives to accomplish itself as a dynamic and innovative brand and in pursuit of doing so, an array of new activities have been integrated into the existing ones during the year 2014.

### The activities are as enlisted below:

1. The Global Freight Forwarding activities have been accelerated with renewed vigour and are currently growing in leaps and bounds with the amalgamation with other activities into a new activity called Goodrich Logistics.
2. Warehousing activities in India & Jebel Ali have commenced with a lot of earnestness.
3. The company recently acquired AKB and Associates, the customs clearing house in Ahmedabad along with a clearing license which will be shortly extended to various ports and ICD's in India.
4. AJEX CARGO PVT. LTD the IATA Company based in New Delhi has been acquired by Goodrich and with this Goodrich will set its pace in the Air cargo space.

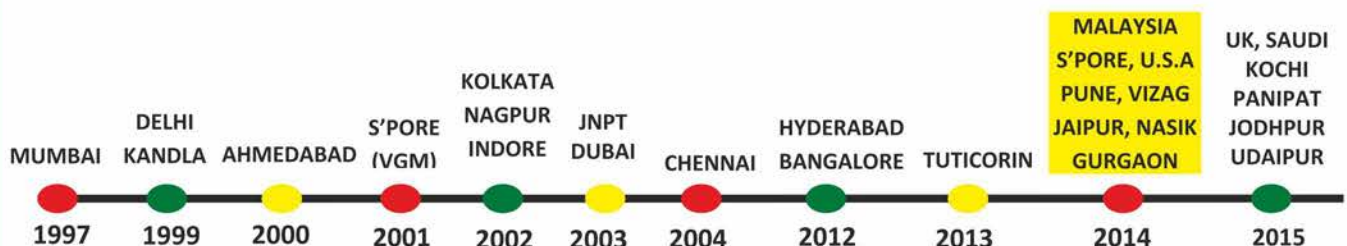


- ★ HEADQUARTERS
- ★ BRANCH OFFICE
- ★ OPENING SHORTLY



VENKAT & GOPAL

### TIMELINE LOOKING BACK AT YEAR WISE ESTABLISHMENT OF OFFICES



*We have crossed many a milestone and there are many more to go ahead...*



## A WORD FROM OUR CUSTOMER



### IN CONVERSATION WITH JUBILANT INDUSTRIES

At Goodrich, we focus on supplying our customers' excellence in the services and products with the highest desire to gain total customer satisfaction, confidence, and enthusiasm. In view of which we decided to interview one of our most valued customers Mr. Ajay Singh, Senior Manager Exports for Jubilant Agri and Consumer Products Limited to gauge his feedback on the services being provided by Goodrich. We greatly appreciate the time taken out by Mr. Ajay to provide us his valuable views.

#### 1. Describe the nature of your Business?

The Company's diversified portfolio includes a wide range of Crop Nutrition, Crop Growth and Crop protection Agri products and Performance Polymers products comprising of consumer products like adhesives, wood finishes; food polymers and latex such as Vinyl Pyridine, SBR and NBR latex. Our products are supplied across U.S.A., Europe and Far East.

#### 2. How long have you been associated with Goodrich Maritime Pvt. Ltd.

We have been associated with your Company for over 10 years and now there's no looking back.

#### 3. What is the single most important benefit that you get from our Services?

We are very pleased with the consistency in the quality of the products i.e. both ISO Tanks & Flexi Tanks being provided by the company and also the reputation that Goodrich has with the Liners.

#### 4. As you look ahead into 2015, what are you personally most excited about in terms of your company's growth?

We are definitely very excited about the coming year because we are expecting a growth rate of about 15-20% for which the Management and staff have been putting in continuous efforts. We are going to be introducing new products and broadening our horizons geographically and hence would be looking at utilizing more Flexi-tanks of Goodrich.

#### 5. What factors influence your decision to utilize services from our Company?

The professional, systematic and polite approach of the staff is what sets the company apart from its competitors. Apart from that the rates provided have been very competitive. Our long association with Goodrich has been completely hassle free.

#### 6. In the future, how do you seek to benefit from your association with our Company?

We feel that the relationship will be mutually beneficial and long-term since we are planning to expand in the coming years.

#### 7. Do you have any suggestions for Improvement for both products and services?

Yes, indeed we do. It would be great if the company procured new products that are available in the market today; such as IBC Flexis and 40ft. Tanks. In terms of services, we are fully satisfied.

#### 8. Would you like to make a special mention about any employee(s) of our Company?

I have personally been interacting with Mr. Pradeep Nair, Ms. Uma Kannan and Ms. Sindhu Mehta for over 7-8 years now and they have been very responsive and cooperative. As I mentioned earlier the service provided by the Customer Service team and the Technical team has been very good.



"I'm the world's greatest salesman. If you become the world's greatest customer, we could be an incredible team!"

## WHAT IS THE IMDG CODE

The International Maritime Dangerous Goods (IMDG) Code contains provisions for the safe carriage of dangerous goods by sea.

The Key objectives are:

- Protect Human life.
- Prevent Marine pollution
- Facilitate the free movement of dangerous goods.

### THE INTERNATIONAL MARITIME ORGANIZATION (IMO)

The IMDG Code is produced by the International Maritime Organization (IMO), a specialist United Nations (UN) agency responsible for developing and maintaining regulatory frameworks for sea transport.

The Code's provisions are based on recommendations developed by the UN. The UN Model regulations provide a uniform set of safety procedures covering consignment and transport issues such as classification, identification, packing, marking and labeling, documentation, security and training.

### WHAT ARE DANGEROUS GOODS AND WHY ARE THEY USEFUL?

Dangerous goods are substances or articles which can pose a threat to people, property and/or the environment. They can exist in three physical states – as a solid, liquid or gas – and can present a range of dangers in a transport environment – flammability, toxicity (poisonous) and corrosivity being the most common. The physical state and properties affect packing, handling and transport decisions. Many dangerous goods are essential in the manufacture of other products such as cars, plastics, electronics and pharmaceuticals on which progress and world trade depend.

### DIFFERENT TYPES OF DANGEROUS GOODS

For transport purposes, dangerous goods are allocated to one of nine "classes", according to the main danger they present. These are as follows:

- CLASS 1 - EXPLOSIVES
- CLASS 2 - GASES
- CLASS 3 - FLAMMABLE LIQUIDS
- CLASS 4 - FLAMMABLE SOLIDS AND OTHER FLAMMABLE SUBSTANCES
- CLASS 5 - OXIDIZING SUBSTANCES AND ORGANIC PEROXIDES
- CLASS 6 - TOXIC AND INFECTIOUS SUBSTANCES
- CLASS 7 - RADIOACTIVE MATERIAL
- CLASS 8 - CORROSIVE SUBSTANCES
- CLASS 9 - MISCELLANEOUS DANGEROUS SUBSTANCES AND ARTICLES

Many of these classes are sub-divided. For, example, toxic substances are allocated to class 6.1; infectious substances are allocated to class 6.2

Substances or articles are classified as "dangerous goods" for sea shipments if they meet the criteria prescribed in the IMDG Code for any of these classes. The danger(s) presented by a particular substance or articles determine the safe transport procedures for it e.g. the way it needs to be packed, whether it can be loaded in the same freight container as other dangerous goods, where it needs to be stored within the port or stowed on board the ship.



**PRADEEP NAIR  
MUMBAI**



**Coming together is a beginning. Keeping together is progress. Working together is success – Henry Ford**





# UNDER THE X'MAS TREE



## CONTRIBUTIONS FROM OFFICES ACROSS THE GLOBE

### ROAD SAFETY TIPS

#### Safety Tips

Road safety is a result of contributing efforts from all the sectors of the society including both civilians and Govt. Some tips can be fruitful in this direction.

Few important Road Safety Tips are mentioned below :

- \*\* Don't use your mobile phone whilst driving.
- \*\* Belt up in the back.
- \*\* Don't drink and drive.
- \*\* Always adhere to speed limits.
- \*\* Take special care about children, senior citizens and pedestrians.
- \*\* Don't drive if tired.
- \*\* Pedestrians should walk cautiously.
- \*\* Always observe and anticipate other road users.
- \*\* Keep your distances.
- \*\* Always wear helmets and seat belts.



**RAJESH DHADWAL**  
LUDHIANA



**Think Safe  
Act Safe  
Be Safe**

**STOP. THINK. ACT.**

#### PREVENT PERSONAL INJURY

- 1 Stop before performing a task.
- 2 Think about potential hazards.
- 3 Act accordingly with safety in mind.

**SAFETY MATTERS**

### PERSPECTIVE

A famous writer was in his study room. He picked up his pen and started writing:

- \*\* Last year, I had a surgery and my gall bladder was removed. I had to stay stuck to the bed due to this surgery for a long time.
- \*\* The same year I reached the age of 60 years and had to give up my favorite job. I had spent 30 years of my life in this publishing company.
- \*\* The same year I experienced the sorrow of the death of my father.
- \*\* And in the same year my son failed in his medical exam because he had a car accident. He had to stay in bed at hospital with the cast on for several days.

The destruction of car was another loss.

At the end he wrote: Alas! It was such a bad year!!

When the writer's wife entered the room, she found her husband looking sad lost in his thoughts. From behind his back she read what was written on the paper. She left the room silently and came back with another paper and placed it on side of her husband's writing.

When the writer saw this paper, he found this written on it:

- \*\* Last year I finally got rid of my gall bladder due to which I had spent years in pain.
- \*\* I turned 60 with sound health and retired from my job. Now I can utilize my time to write something better with more focus and peace.
- \*\* The same year my father, at the age of 95, without depending on anyone or without any critical condition met his Creator.
- \*\* The same year, God blessed my son with a new life. My car was destroyed but my son stayed alive without getting any disability.

At the end she wrote:

This year was an immense blessing of God and it passed well!!

**Moral:** In our day-to-day lives we must see that it's not happiness that makes us grateful but gratefulness that makes us happy.



**VARSHA PANGE**  
MUMBAI

### ATTITUDE DETERMINES ALTITUDE

A father left 17 Camels as an asset for his three sons. When the father passed away, the sons opened the Will. The Will of the father stated that the Eldest son would get  $\frac{1}{2}$ , the middle son would get  $\frac{1}{3}$  and the youngest son should be given  $\frac{1}{9}$ th of the 17 Camels.

Since it was not possible to divide the camel into 2, 3 and 9, the sons started to fight with each other.

So they decided to go to a wise man. The wise man listened patiently about the Will. After giving it a thought, the wise man brought his own camel and added the same to the 17, thus increasing the number to 18 camels.

So now the Elder son gets 9, the Middle son 6 and the Youngest 2 Camels.

Now add this up  $9+6+2 = 17$  and the wise man took back the 18th Camel.

**MORAL:** The attitude of negotiation & problem solving is to find the 18th Camel i.e. the common ground. Once the person is able to find the common ground, the issue is resolved. It is difficult at times. However to reach a solution, the first step is to believe that there is a solution.



**KETAN RANA**  
AHMEDABAD



*If you don't know where you are going, then the journey is never ending – R. Subramaniam*



## SMARTPHONE SECURITY RISKS

### AWARENESS

If you're anything like me, you're pretty attached to your Smartphone. I use mine almost constantly, checking for emails while I'm out and about; I play games on it, research work, chat, interact with social networks and enjoy the videos. I also use the camera extensively to photograph family and friends. I'm sure I'm not alone in this wide use of my handheld multimedia computer and communication device. But do you have security software installed? Are you even aware of the risks to your Smartphone?

There seems to be a sort of general malaise among users – the tech savvy and everyday users alike – that because your computer fits in your pocket, it can't be infected by malware, Trojans, worms or other threats. This is, of course, ridiculous, and perhaps stems from the age-old misunderstanding of the nature of malware transmission.

The benefits afforded to us by Smartphone's are immense; the threats they can introduce into our lives if left unprotected are considerable.

### THREATS FROM SMS



Remarkable as it may seem, the old school SMS text messaging service is a popular choice for rogue programmers working in hacking gangs around the world. SMS spam is bad enough, but have you considered that it might be a form of Smishing?

This term is used to name phishing attempts sent via SMS, and is used to fool victims into giving up personal data, perhaps to a fake delivery company. Smishing can be achieved either wholly through a return message or by being prompted to call a number where the information is recorded.

Once recorded, this information can be used to create a fake bank account. The answer, of course, is to delete any such messages, whatever they're offering.



### WI-FI & BLUETOOTH SECURITY RISKS

Free Wi-Fi hotspots always look attractive, but they can prove to be both rife with malware and provided by scammers looking to capture your personal data such as passwords, credit card data and other user-identifiable information. If you find free Wi-Fi in a public place that isn't provided by a reputable business, avoid it. Similarly, if you are using your smartphone as a mobile hotspot, make sure you have set a secure password. You should change this each time you use the hotspot feature.

Another threat is War Texting, in which smartphone-connected car systems can be hacked by sniffing the authentication codes sent from phone to car. The best outcome of this is that you are tracked; the worst is that your car is stolen, without a key.

As such systems become more popular and widespread in cars, so many more people will become targets – as things stand, few cars can be activated in this way.

Any password that you use on your phone, whether it is for unlocking, accessing voicemail or setting up Bluetooth, should be changed from the device to something memorable. Failure to do this can lead to all sorts of problems.

### OVERALL: BE AWARE

There are plenty of threats that you should be aware of, ready to strike your phone over Wi-Fi, Bluetooth, SMS, from app stores or via location tracking. Naturally, you can't be aware of every specific threat, but with the help of the tips above, you can be aware that threats exist, and that there are steps that you can take to minimize the risks.

Once you recognize this, you should act on it – and protect your Smartphone, your data and your personal security.



**RAJA RAMALINGAM**  
DELHI

## "THE SHIPPY LEXICON"

Strangely some of the words that flow in a shippy conversation of sailors has not found its way to the lexicon. Words, terminology & beliefs that are so out of sync that at times they can be funny.

Keeping in mood with the Christmas season, did you know that without even a fist full of mud on board, most ships have a **Christmas Tree**. The uppermost mast on the ship's accommodation has an array of red, green & white navigational lights tapering in the form of a X'mas tree & thus called the Christmas Tree.

And guess what, the Christmas tree is situated on a "**Monkey Island**" – a steel island with no monkeys. Essentially the "monkey island" is the roof of the navigation "bridge" where the navigation officer & the "look out" sail the ship thru the thick & thin of weather-day & night.

Did you read "**bridge**"? Whilst each day ships all over the oceans cut their ways over trillions of tons of deep ocean waters, a ship's bridge has neither water nor road traffic under it. A ship's bridge is the navigating area that joins the right side (**Starboard**) wing of the bridge to the left side (**Port**) wing.

"**Wings**"??? I never knew ships could fly. Don't be perplexed. The bridge wings are the little open terraces on the right & left of the ship's accommodation.

Deviating from funny definitions, equally amusing are the various superstitions that sailors harbour in their minds.

Starting on a rather morose but touchy note, it is believed that the **ghosts of sailors** who have died on board do not leave the ship but they remain & sail on board. They are normally the **Casper** kind-friendly ghosts & they normally wear uniform & epaulettes or boilersuits & float around without feet – of course. These saintly devils hide in the sea waterballast tanks & the isolated forepeak stores. Till today, Indian crew, prior entering ballast tanks or closed stores shout "**KHABARDAAR...RRR**" meaning "BEWARE...." to give the ghosts a fair chance to hide. Veteran sailors till today upon opening a new liquor bottle religiously pour a few drops of the precious content onto the ship's floor for the sailing ghosts to quench their parched throats in nostalgia. As fables & stories go, these good Samaritans have very often appeared out of nowhere & saved ships from running aground or running into icebergs & many other major accidents.

**Jaladhruv**, one of my earlier **Scindia** ships was a cargo-cum-passenger ship often used post independence, by the "Gora-Saabs" to pack all their belongings & should we say "Quit India" for good. It is said, on one such voyage to the UK on the Jaladhruv, one English lady died on board at sea. It was also believed that despite a sea-burial her ghost decided to stay back & exist harmlessly on board. For us as juniors, her passengers cabin was out-of-bounds. Once a week, so that they don't get frightened, two stewards (instead of one) would go to clean the lady's cabin. Once in a way closer to midnight, crew members claimed to hear female giggling & singing coming from the cabin which I never believed.

Then again there is the old fun-time ritual of **crossing the equator** for the first time where all officers, crew & supernumeraries alike were made to paint their starboard (right) cheeks green & their port (Left) cheeks red, shave themselves bald & bear up a sea water bath with buckets poured over them. Supernumerary ladies (officer's wives) were of course spared the bath but they did have to sacrifice few strands of precious locks to the **Sea Goddess "Amphitrite"** but there was no respite from the painted cheeks. All ended in a noisy Gala-lunch & some enterprising Captains even gave away "Equator Crossing Certificates" so that one would not be required to go thru the same ritual the next time he/she crossed the equator. I first crossed the equator the first time in 1979 & several times thereafter but never got a "**Equator Crossing Certificate**".

Such were the terminology, superstitions & rituals on board merchant ships in the yester years. Unfortunately most of them failed to weather the tough times & have become a thing of the past.



**SARDOOL SINGH**  
MUMBAI





### THE SHOEBOX

A man and woman had been married for more than 60 years. They had shared everything. They had talked about everything. They had kept no secrets from each other except that the little old woman had a shoe box in the top of her closet that she had cautioned her husband never to open or ask her about.

For all of these years, he had never thought about the box, but one day the little old woman got very sick and the doctor said she would not recover. In trying to sort out their affairs, the little old man took down the shoe box and took it to his wife's bedside. She agreed that it was time that he should know what was in the box. When he opened it, he found two crocheted dolls and a stack of money totalling \$95,000.

He asked her about the contents. 'When we were to be married,' she said, 'my grandmother told me the secret of a happy marriage was to never argue. She told me that if I ever got angry with you, I should just keep quiet and crochet a doll.'

The little old man was so moved; he had to fight back tears. Only two Precious dolls were in the box. She had only been angry with him two Times in all those years of living and loving. He almost burst with Happiness.

'Honey,' he said, 'that explains the doll, but what about all of this money? Where did it come from?'

'Oh,' she said, 'that's the money I made from selling the dolls.'

A Prayer

Dear Lord,

I pray for Wisdom to understand my man; Love to forgive him; Patience for his moods; Because Lord, if I pray for Strength, I'll beat him to death, because I don't have the freaking time to crochet.

### UNDERSTANDING WOMEN

A man walking along a California beach was deep in prayer. All of a sudden, he said out loud, "Lord grant me one wish." Suddenly the sky clouded above his head and in a booming voice the Lord said, "Because you have TRIED to be faithful to me in all ways, I will grant you one wish."

The man said, "Build a bridge to Hawaii, so I can drive over anytime I want."

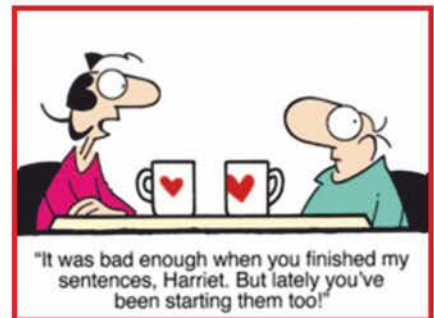
The Lord said, "Your request is very materialistic. Think of the enormous challenges for that kind of undertaking. The supports required to reach the bottom of the Pacific! The concrete and steel it would take! I can do it, but it is hard for me to justify your desire for worldly things."

Take a little more time and think of another wish, a wish you think would honor and glorify me."

The man thought about it for a long time. Finally he said, "Lord, I wish that I could understand women."

I want to know how they feel inside, what they are thinking when they give me the silent treatment, why they cry, what they mean when they say 'nothing', and how I can make a woman truly happy."

The Lord replied, "You want two lanes or four on that bridge?"



SANJEEV RAMAN  
GMLLC DUBAI

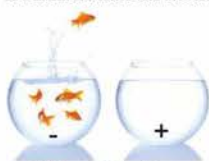


# WATCH YOUR FIGURE

## MATTITUDE

If:  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 is equal to:  
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26  
 Then,  
 $H+A+R+D+W+O+R+K$  ;  
 $8+1+18+4+23+15+18+11=98\%$   
 $K+N+O+W+L+E+D+G+E$  ;  
 $11+14+15+23+12+5+4+7+5=96\%$   
 $L+O+V+E$ ;  
 $12+15+22+5 = 54\%$   
 $L+U+C+K$  ;  
 $12+21+3+11 = 47\%$   
 None of them makes 100%. Then what makes 100%?  
 Is it Money? NO!  
 $M+O+N+E+Y= 13+15+14+5+25=72\%$   
 Leadership? NO!  
 $L+E+A+D+E+R+S+H+I+P= 12+5+14+5+18+19+8+9+16=97\%$   
 Every problem has a solution, only if we perhaps change our  
 "ATTITUDE"....  
 $A+T+T+I+T+U+D+E$  ;  
 $1+20+20+9+20+21+4+5 = 100\%$

BE A LEADER AND CHOOSE YOUR ATTITUDE!



It is therefore OUR ATTITUDE towards Life and Work that makes OUR Life 100% Successful.



**SURESH MENON**  
MUMBAI

## ALL FOR ALL

A boy and a girl were playing together. The boy had a collection of marbles; the girl had some sweets with her.

The boy told the girl that he will give her all the marbles in exchange for her sweets. The girl agreed.

The boy kept the biggest and the most beautiful marble aside and gave the rest to the girl. The girl gave him all her sweets as she had promised.

That night, the girl slept peacefully. But the boy couldn't sleep as he kept wondering if the girl had hidden some sweets from him the way he had hidden his best marbles.

### MORAL

If you don't give hundred percent in a relationship, you'll always keep doubting if the other person has given his/her hundred percent.

This is applicable for any relationship like love, friendship, employer, employee relationship etc.

Give your hundred percent to everything you do and sleep peacefully.



**MANISSHA**  
VASCO - DUBAI



## EUREKA EUREKA

Archimedes was a Greek scientist. He lives in Syracuse nearly 200 years ago. The King of the land wanted to wear a Golden Crown. He gave some gold to a goldsmith to make a suitable crown. After few days, the goldsmith brought the finished crown to the King. The crown was weighed. The weight of the crown was equal to the gold given to the goldsmith by the King. The King looked at the color of the crown. He had a suspicion. The goldsmith could have stolen some gold from the gold given to him. The King wanted to find out the truth. He asked his court scientist Archimedes to find out. The King said, "Find out how much gold had been stolen?"

How to find out the truth? Archimedes thought about the problem day and night. One day he was about to have his bath, but he was busy thinking. He did not notice the bathtub. The water in the bathtub was already full to the brim. He slid into the bathtub. Immediately a large quantity of water flowed over the brim of the bath tub. He noticed this suddenly. His brain wave worked suddenly. He jumped out of the bathtub, shouting, "Eureka! Eureka!" Eureka in Greek means "I have found it."

Different metals of the same weight have different volumes. Objects, put in water, will displace water. The displaced water will be equal to their volume.

For example, an iron cube weighing a kilogram will disperse some water. But an aluminum cube of the same weight will displace more water than the iron cube.

Archimedes knew all these theories. Using this as the basic knowledge, Archimedes worked out a plan to find out the purity of the crown.

Archimedes took two bowls. He filled them with water to the brim. Then he placed each bowl separately in the middle of the large vessels. He placed the crown in one bowl. Water overflowed. It collected at the bottom of the outer vessel. Then he took a cube of pure gold. This cube of gold was equal in weight to the crown. He kept this gold cube in the middle of the second bowl. Here also water overflowed. Water got collected at the bottom of the outer bowl.

Archimedes then measured the quantity of water in the two vessels. He found out the difference in the water overflow. The crown had sent out more water. The cube of gold had sent out less water. But both the crown and the gold cube were of the same weight. So, they should have sent out the same quantity of water. Therefore, the crown had some other metals mixed in it. These metals took up more space in the water than pure gold.

Archimedes reported this finding to the King. The King demanded the truth from the goldsmith. The goldsmith then confessed. He had stolen some gold. He had added some other metals.

Think clearly. You can find solutions to new problems.



**ARCHANA PANDEY**  
MUMBAI

Being happy doesn't mean that everything is perfect. It means that you've decided to look beyond the imperfections – Sagar Menon





# CHRISTMAS THE TRADITIONS ADO

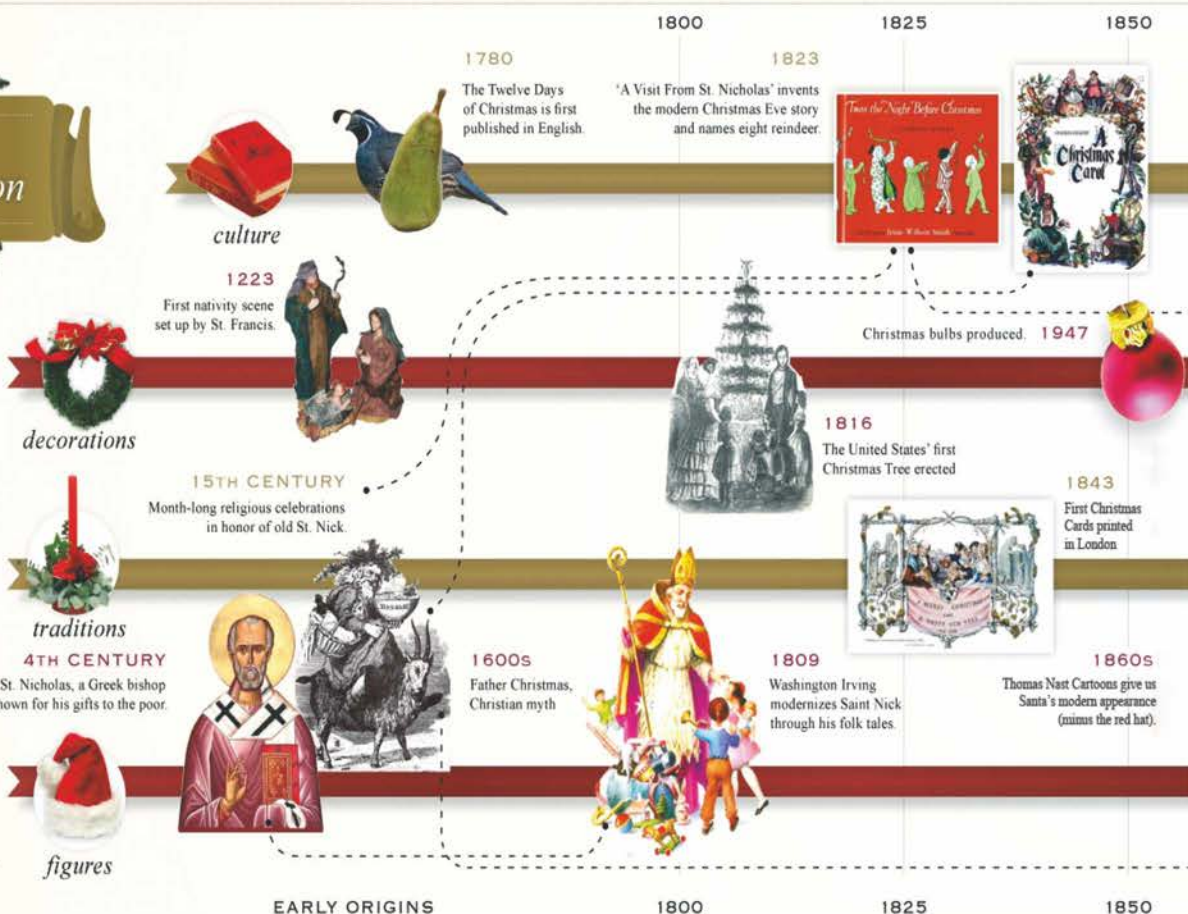
## HISTORY OF THE

## Christmas Tradition

Across the world, Christmas is celebrated in a multitude of rich and cherished traditions. Their origins are wonderfully varied, emerging out of cultures and beliefs throughout history. This illustrated timeline captures the flow of some of the more popular Christmas traditions and figures and traces their simple lineage from St. Nicholas' humble beginnings to today.

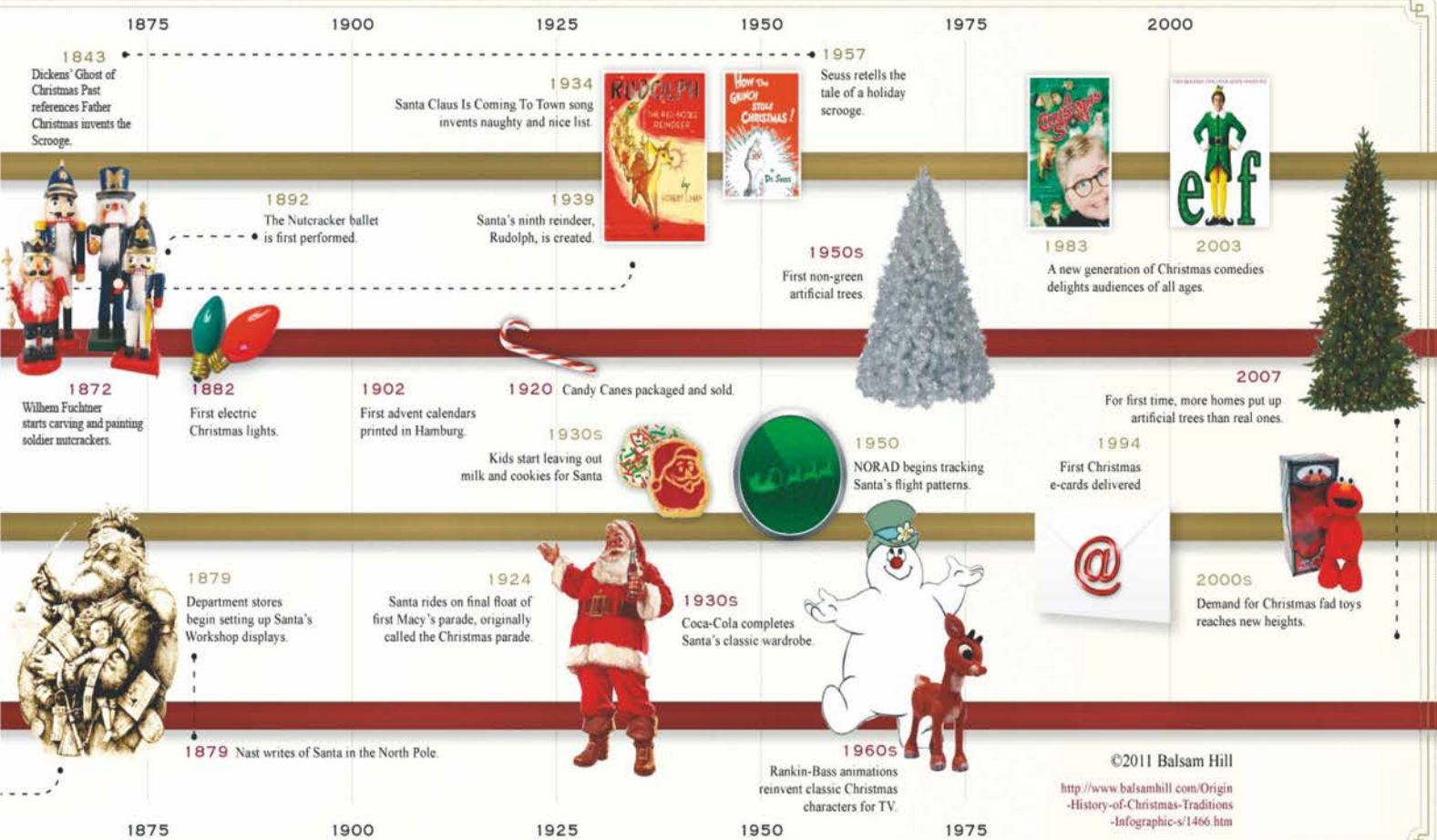
### Sources:

<http://www.the-north-pole.com/history/> • <http://www.stnicholas-center.org/pages/origin-of-santa/> • <http://en.wikipedia.org/wiki/Christmas> • <http://www.history.com/topics/christmas>





# HISTORY AND EVOLVED OVER CENTURIES







# KNOW YOUR INDUS(TREE)

## FACTS ABOUT CONTAINERS

Every container has its own unique unit number



Containers are made of corrugated steel for strength

Containers can be stacked up to 6 high



An average of 675 containers are lost at sea a year



If all the containers in the world were laid end to end they would go around the world more than twice.



A 40' foot container can hold around 8,000 shoe boxes



## 140 BILLION BANANAS.

That's enough to provide every person on the planet with



a banana a day for  
**20 DAYS.**

## Cargo Container Shipping

Global Trade Supply

World Trade

**90 % Of World's Non Bulk Cargo Is Carried By Shipping Containers**

**35%**

Increase in container ship fuel efficiency between 1985 & 2008

**50,000**

Commercial merchant ships worldwide

**11,000**

20ft containers can be transported on the world's largest container ship

## World's Top 10 Busiest Container Ports



CONTRIBUTED BY THE NEWS DESK

*The amateurs discuss tactics; the professionals discuss logistics – Napoleon Bonaparte*



# GLOBAL ECOMMERCE SHIPPING IS NOT SO SIMPLE

Selling & shipping products outside the country requires retailers to successfully navigate thousands of rules. This graphic illustrates how restrictions impact U.S. retailers' ability to fulfill orders from international customers.

## MERCHANT RESTRICTIONS:

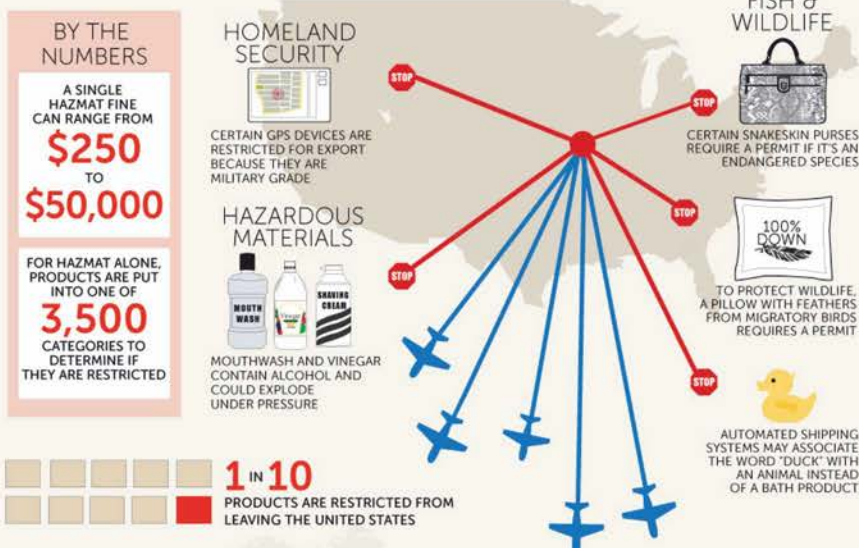
Merchants identify brands that cannot be shipped to certain countries, often due to licensing agreements.

Licensing Agreement  
Brand and Merchant  
This brand is restricted from being sold in select countries

☒ China  
☒ France  
☐ Germany  
☒ Canada

## EXPORT RESTRICTIONS:

U.S. export regulations are in place to comply with national security, foreign policy, public safety, and economic objectives.



## IMPORT RESTRICTIONS:

Each country has its own import policies in place to protect the country's national interests.



Graphic produced by FiftyOne Global Ecommerce, market leader in international ecommerce. Find more information about FiftyOne at <http://www.fiftyone.com>

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CONTRIBUTED BY THE NEWS DESK

Some people are so busy learning the tricks of the trade that they never learn the trade – Vernon Law





# HO! HO! HO!

## COMEDY CENTRAL



"IT LOOKS LIKE EVERYONE WILL BE GETTING WHAT THEY WANT THIS YEAR...SOMEBODY POSTED MY CREDIT CARD NUMBER ON THE INTERNET!"

### MOUThOLOGY

A professor was travelling by boat. On his way he asked the sailor:  
"Do you know Biology, Ecology, Zoology, Geography, physiology?"

The sailor said no to all his questions.

Professor: What on earth do you know then? You will die of illiteracy.

After a while the boat started sinking. The sailor asked the Professor, do you know swimminology and escapology from sharkology?

The Professor said no.

Sailor: "Well, sharkology and crocodoligy will eat your assology, headology & you will die because of you mouthology."



HEMANG  
KANDLA



"Thank you for calling. Please leave a message.  
In case I forget to check my messages, please send your message as an audio file to my e-mail, then send me a fax to remind me to check my e-mail, then call me back and remind me to check my fax."

### ALL FOR ALL

American: We were the first to land on the moon

Russian: We were the first to land on Jupiter

Indian: We were the first to land on the Sun

American: How is it possible, it's so hot?

Indian: We landed at night.



GOWTHAM BONDI  
MUMBAI

### TOP 5 INDICATORS YOU ARE A TRUE LOGISTICS PROFESSIONAL

1. When you found out that you and your spouse were going to have twins, you patted yourself on the back for excellent shipment consolidation.
2. You place lunch orders with the same restaurant not because you love the food, but because you've benchmarked its shipping characteristics against competing restaurants and concluded it has the best delivery time.
3. You dressed up for Halloween as a cardboard box every year for a decade except for that one lonely year you dressed up as a hazardous material.
4. You cried when the space shuttle programme ended not because it was a huge setback for mankind, but because your dreams of using rocket ships as a mode of transportation in your lifetime had been effectively shattered.
5. You've considered your carrier invoices as dunnage.



MEGHNA SUDARSHAN  
MUMBAI

### ME AND MY HUSBAND

When I take a long time to finish, I'm slow.

When my husband takes a long time, He is through.

When I don't do it, I'm lazy.

When my husband does not do it, He is busy.

When I do something without being told, I'm trying to be smart.

When my husband does the same, He takes the Initiative.

When I make a mistake, I'm an Idiot.

When my husband makes a mistake, He is only human.

When I'm out of the house, I'm wondering around.

When my husband is out of the house, He is out on Business.

When I want to go out for a Holiday, I'm wasting money.

When my husband wants to on Holidays, It's because he is overworked.

When I do Good, My husband never remembers.

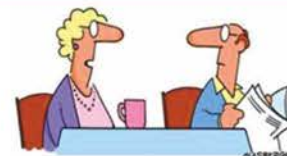
When I do wrong, He never forgets.

When I please my Husband, I'm apple polishing.

If my Husband pleases me, He Loves me.



JAYRAM H  
VASCO GLOBAL



"When you say I mean the world to you, which part of the world are you talking about?"

*You are not fat, you have fat. You also have fingernails, but you are not fingernails - Nancy Pany*

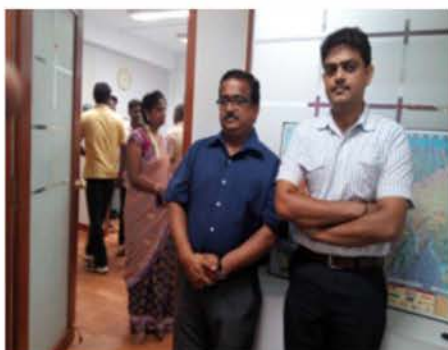




## THE FESTIVE CORNER



NAVRATRI CELEBRATIONS AT THE CORPORATE OFFICE



AYUDHA PUJA AT THE CHENNAI BRANCH



43rd UAE NATIONAL DAY CELEBRATED AT VASCO GLOBAL MARITIME, DUBAI





## HIGHLIGHTS FROM THE MANAGEMENT SIDE



PARTICIPATED AS PART OF THE FICCI TEAM AT AN EXHIBITION IN OMAN AND MR. VENKAT WAS BEING CALLED UPON TO SPEAK AT A RECEPTION HOSTED BY THE INDIAN AMBASSADOR.



SPONSORED THE HAZMAT CONFERENCE AT MUMBAI WHERE MR. VENKAT WAS CALLED UPON TO MAKE A PRESENTATION.



THE "THE FASTEST GROWING LOGISTICS COMPANY OF THE YEAR" TITLE AT THE GUJRAT STAR AWARDS.



GOODRICH MARITIME L.L.C., DUBAI GET THE COVETED ISO CERTIFICATION UNDER 9001:2008





## NEW BRANCHES



JAIPUR PUJA AND TRADE PARTY



GURGAON PUJA



GOODRICH LOGISTICS RE-LOCATES TO A NEW OFFICE MUMBAI – SAFAL PRIDE



NEW OFFICE AT PORT KLANG, MALAYSIA



# NEW ENTRANTS TO GOODRICH FAMILY



Rama Krishnan  
Chennai



Shripad Pohanka  
Nagpur



Virendra Singh  
Delhi



Reshma Nair  
Kandla



Vishal Srivastava  
Kandla



Naresh Kumar V  
Chennai



Richa Raghuvanshi  
Indore



Abhishek Dalvi  
Corporate Office



Shivraj Paneru  
Corporate Office



Anshu Chandra  
Delhi



Jayshree Kamath  
Corporate Office



Ambika  
Corporate Office



Andrew S Ruban  
Tuticorin



Raja Ramesh Chittella  
Vizag



D Kanna Rao  
Vizag



Karthiga B  
Chennai



Suresh Kumar  
Kandla



Naval Mhatre  
Corporate Office



Swapnil Bambulkar  
Corporate Office



S Srikumar  
Delhi



Shivjeeth Damodar Pujari  
Corporate Office



Amirbhai Hajibhai Mansuri  
Kandla



Dhruva Anand Haldankar  
Corporate Office



Rakesh A P  
Chennai



Hemant Patekar  
Corporate Office



Jennifer Fernandes  
Malaysia



Poh Yan Lin  
Singapore



Praful Rawat  
Dubai



Sagunthala Thevi  
Malaysia



Chandan Roy  
Kolkata



Joy Banerjee  
Kolkata



Partha Karmakar  
Kolkata



Piyal Kr. Mukhopadhyay  
Kolkata



Samrat Ghosh  
Kolkata



Subhasis Majumder  
Kolkata



Vijay Prasad  
Kolkata



V. V. S. Keerthi  
Malaysia



Ajit Srivastav  
Pune



Ambaji Patil  
Corporate Office



Aniket Ninawkar  
Corporate Office



Dhinesh Sukumaran  
Malaysia

## Letter to EDITOR

Dear Editorial Team,

While I am short of words to jot down my liking for this Newsletter, I express my gratitude to the Editorial Team for their wonderful effort in bringing and keeping alive "Goodrich Newsletter". Though we all are in touch with one way or the other daily, this medium brings us one step closer to each other. Once again, thank you very much!

Regards,  
Raja Ramalingam  
Regional Manager – North India

Dear Mr. Elwin / Ms Archana

With regard to the newsletter, I'd like to place my appreciation to you both for putting an unceasing effort in showcasing list of progress happening within Goodrich in form of Newsletter. I must also congratulate you all for your relentless effort to bring people from length & breadth of Goodrich to contribute their intellectual in front of others.

Regards,  
Kannoji Rao  
Branch Manager – Chennai

Dear Mr. Elwin

The purpose of the Newsletter is bring out the changes, new projects, fresh faces, rules and guidelines within the group, let me congratulate you and your team "you have succeeded in achieving this goal which is getting better with every edition".

Some observations

Festive quarter, as generally expected to see seniors, you have brought faces that are generally never on the front pages, this shows the importance given to each employee, as these unknown/lesser known faces contribute in a big way...

"Ganapati Bappa Moraya" which usually is a Mumbai festival, you have got Kolkata's write up, which enlightens us that it's not just Mumbai but the whole of India's regard/reverence for this God.

So you have a new career that's on the horizon, that of an EDITOR. Keep the good work.

Regards,  
Sanjeev Raman  
General Manager – GMLLC Dubai