



"If the highest aim of a captain were to preserve his ship, he would keep it in port forever"  
- St. Thomas Aquinas

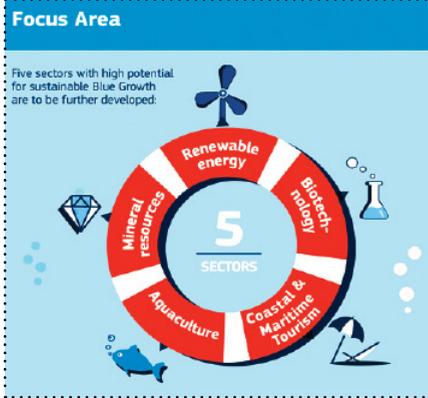
## ARTICLE

# Blue Economy - Wave 83

(Series on "Blue Economy" By Capt. Gajanan Karanjikar)



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### Blue Economy and National Waterways : (Cont....)

Let's look at the constraints on this so we know where we need to work.

In the main waterways, **water flow** may have decreased over the years because of increased drawing on water arising from habitation and industrial and agricultural needs. Damming may also have brought down the extent of regular flow.

### River Training, Dredging, and Navigation.

There is a need to develop a curriculum for the River Navigation courses for the local people who can take up this career and navigate these river ships in and out of River terminals. Sufficient depth of water is most important criteria including maintenance of banks and river bed dredging. From placement of the

equipment at crucial area to operating these smaller dredgers will also need a good amount of dredging equipment and of course training regime specially designed for this. Maintaining a year-round draft of 2 m is important for these vessels to ply. Shallower ships with higher beam also could be tried.

Navigation requirements are buoyed channel markings, night navigational aids—including the possible deployment of global positioning system (GPS)—and river maps and charts. The maintenance of navigational aids is quite challenging given the annual floods and irregular rains at the origins of these rivers.

The **National Inland Navigation Institute (NINI)** at Patna has been assigned the task of developing the use of appropriate technology. Locks. Where the physical drop of the river channel is excessive locks have to be provided to manage the height differential. (The Three Gorges Dam on the Yangtze has five locks for descent)

**Access of Cargo.** The cargo has to be



accessible to the waterway at both ends, to ensure door-to-door movement. This will need lot of collaboration and co-ordination with road and rail network. Smaller multimodal parks will work on the river bank at strategic points.

**Availability of Vessels and Associated Infrastructure.** This is a challenge; The appropriate vessels are need with shallow draft. We can have variety of vessels size and not look at particular type. Could be Ro-Ro / Pax / Lo-Lo.

The role of government-owned shipyards is important in this domain, including the Rajabagan Dock Yard in Kolkata owned and operated by the Central Inland Water Transport Corporation (CIWTC). CIWTC can provide repair facilities for other operators in the area as well. There is also a well-established industry of manufacture, maintenance, and repair of barges in Goa, some of which are operated by mining companies.

## Students Corner 208

### Relationship Management

Let us spend some time on databases and how they are and can be put to use.

We are focusing on customer database and not on any other databases like product database, business database; each one has its specific utility. All kinds of databases are significant and they gain priority depending on the context.

Database is one of the essential business assets and successful business intelligence makes the best use of the database. Of course, sustained success is the common motive of any business organization. Let us see what an intelligent reading of the database brings to a business. Your customer database must ultimately lead you to distinguish the prospective customers who are different from the casual customers who make

impulsive decisions to buy your product. Prospective customers are those who are already your customers in thought and feeling but without an actual purchase. And it is easy to turn a prospective customer into your actual customer. This only means your database takes you almost close to the individuals whose purchase pattern is nearly decisively understood and predictable. It means the information in the database must have been gathered by an understanding expert who gives you the behavioural pattern of the individuals found in the customer database.

Normally, how the businesses find out the prospective customers? You begin with appealing ads proclaiming the merits of your product. It is inevitable and at present it does not pose any great hurdle excepting that of finance you can



**Now, they talk of a delighted customer**

afford to allot for ads. And the ads must have some ways of eliciting feedback from the readers. To expect all readers to respond to your ads is to be blind to the reality of life though your consistent efforts will succeed in persuading some readers to respond. Readers feedback is a must and the base you need to identify

the prospective customers. Generally, ads carry some tools like business reply card or toll free phone numbers. You have to take care that the response does not cost anything in terms of money to the reader and even the time he has to spend must be very minimal.

Identification of the prospective customers is necessarily followed by contacts with the customers. The contacts can be established through emails, phone calls or even personal personnel visits. All forms of contact must be so organized or carried out that they end in making the identified individuals the customers first and later turning into loyal customers is another story. It is called focus on the identified target. You have to impress upon your marketing personnel that their marketing strategy must always end in the sale of the product or service.

More of it we will see in our next session where we discuss steps to be taken to transform the target into your loyal customer ultimately.