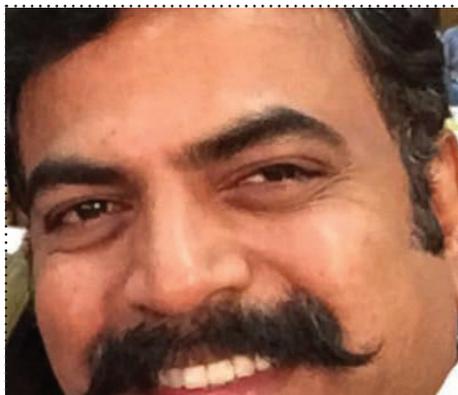




ARTICLE

Blue Economy – Wave 99

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



Capt. Gajanan Karanjikar, Blue Economy Social Activist & Multi Modal Logistics Expert



Blue Economy and Ocean Governance :

Marine spatial planning as a catalyst for innovative blue technologies

Marine Spatial Planning can play a significant role in the growth of a sustainable blue economy, in particular as a catalyst for innovative blue technologies. By identifying suitable testbeds and demonstration sites, it provides space to test innovative technological

solutions and facilitate their de-risking. Examples include the space for testing an autonomous shipping route between Finland and Sweden, the Offshore Innovation Lab in the Netherlands to pilot new technologies or test blue innovations for upscaling, and the space for ocean multi-use demonstrator sites provided by Portugal.

A driver towards life-cycle design thinking

Especially as Marine Spatial Planning brings together different stakeholders to work across borders and sectors, it can be a real driver towards circular and life-cycle design thinking. This thinking is already applied within decommissioned oil and gas installations which are re-purposed to serve other uses after their initial lifetime, such as tourism, hydrogen storage or carbon capture and storage. Whereas current oil and gas installations have not been designed initially with such re-purposing in mind, life-cycle design thinking is becoming more relevant as planning scenarios adopt a long-term perspective.

A sustainable blue economy impacts a broad set of SDGs:

From a policy perspective, Marine Spatial Planning is instrumental in implementing a strategic and integrated approach to developing a sustainable blue economy. And because our oceans and seas connect to sustainable life at so many different levels, we shouldn't underestimate the impact of such an approach. Ultimately, a sustainable blue economy not just helps us achieve SDG14 (Life Below Water) but enables us to impact a broad set of SDGs.



Students Corner 218

Fundamentals of Logistics



Product transport is a major concern of the logistics management

There is no need today to talk about usefulness of logistics. Because every business now depends on logistics and all those involved in business, big or small, know how important logistics is for any business to grow and sustain itself.

Today, the market is hypercompetitive. Unless you are wary of the business dynamics, you will be forced to strain for every small thing like, say, knowing where you can buy your raw materials easier and cheaper without compromising quality. Every aspect of business depends on the effective logistics awareness.

Let us see how logistics helps us improve our business skills.

Customer in a way controls business; customer is not just someone who buys your products or services ; but someone who sells you your raw materials is also your customer; both of them are important to you. They are now generally called stakeholders and there are many more coming in as stakeholders; in short, anyone who helps you in your business activity in any way becomes ultimately your stakeholders. No business is considered worthy of the name if it does not bring some profit. Not make-even business but some extra money must come to you in return for your investment. Of course, experts say business must wait for some years—the lesser the better—to reach breakeven and then, progress to profit. Simply, profitless business is not sustainable.

Profit is not always at the end of the sale and at the end of the financial year your arrive at. Every activity related to your business must be profitable. From

the beginning itself, the idea of profit must be present in the background of the activity. When you buy your raw materials from some business man you have to weigh your purchase in terms of cost and quality and later comes the delivery of the materials to you on time in a right quantity and in right condition. Today, you must not forget that a customer is well-informed of the products he chooses to buy; he is fussy about quality with the media dinning into him all the time the idea of quality. In short, a customer today is quality-conscious. Efficiency lies delivering the same quality at a lesser cost. It is very difficult but some find it possible so that they stay put in the domain.

So, when you buy your raw materials, you have to consider quality and cost. There is one thing you should remember. If you have purchase department, the people in it must be strictly directed that they should not compromise quality for the sake of cost cutting.

Next in succession let us say storing the raw materials demands your attention. You know it is being called inventory. Your business acumen starts even in deciding the quantity of inventory and choosing warehouse to store them.

Logistics sense is already involved when you get transferred your materials from the seller to your warehouse or your production unit. That

is, choosing a right mode of transport that costs you less but brings you your materials in time. Logistics in all senses helps cost cutting without cutting down quality of the product or service. Logistics is result-oriented. It gives you positive result with a promise of profit.

We will spend some more time on inventory and proceed further in our next.

"Sagar Sandesh

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