



Sagar Sandesh

Guiding Spirit to Shipping Industry

Maritime Tabloid English Weekly Thrice E - Paper

In association with R L Institute of Nautical Sciences, Madurai, Tamil Nadu. | RNI No. TNENG/2012/41759 | Friday, April 22, 2022 | Voyage 11 Wave 30

Published & Released on Every Monday, Wednesday and Friday

PAGE - 3

Vietnam important pillar of India's Act East.....

PAGE - 5

China submits its own shipping GHG.....

PAGE - 9

Major Ports sports Tournament begins.....

PAGE - 12

India resumes exports to Russia.....



How MASSA Credo "Industry First" & "Seafarer Centricity" underscored performance of MASSA Maritime Academy, CHENNAI.

By Dr (Capt) Sesh Bhardwaj, fics,fni,fcmmi- Resident Director & Principal



Dr. (Capt.) Suresh Bhardwaj



Capt. M. P. Bhasin, Chairman MASSA

Two full Financial Years - of 20-21 and the current 21-22, will go down in history as the Covid years - when all around - the performances were challenged. Yet, for MASSA Maritime Academy, Chennai (MMA-C) - these two FY performances have been - by far the best.

Let us not forget, that MMA-C operates in the very niche area of only competency courses & related simulator courses, that directly and closely affects the supply of competent manpower, and where the balance between resources and returns is very fine.

Black swan events like this also bring in opportunity to reimagine and rewire thought, strategy

and action. MMA-C was challenged to take a steep learning curve, and deliver training mandate seamlessly from face-to-face to online learning.

And ultimately, what made the difference was - MASSA credo of "Industry First."

Seafarer centricity - with a superordinate national purpose - remained the guiding principles.

Foremost, the attention went to the students who were already enrolled in class - they could not be left in a lurch, and it was important that we remain connected with them. So whatever platforms were freely available then, we kept them engaged. This also kept the Faculty busy and not think too much about the uncertainties.

We embarked on a steep learning curve, and improvised and continued our classes - so-much-so that when in end May 2020 DG opened online classes, we were the first to submit all proper records of last 2 months online classes - and assessments - and ask for post-facto approval.



Faculty Mr T Mohan being recognized for successfully delivering ME Engines Course with access to Simulators from Cloud.

We saw another big advantage - we could source very good faculty from anywhere - we were suddenly not limited to Chennai. We got experts from Singapore, Pune, Mumbai and other places, and that was extremely value-adding. The good word went around - and our classes were full up to capacity quickly.

Look at the very common feature of "Breakout rooms" - what a powerful method of learning - we can create heterogeneous groups - the

groups work on case studies - learning from each others experiences. Where do we have such facility in brick and mortar classrooms?

Notwithstanding, - We had to improvise a digital recovery and with safe, contact-less engagement, striking an emotional connect - with our own teams - and the seafaring student community - on an ongoing basis. This we realise - actually built a social capital - goodwill - and balanced it with a culture of excellence.

Simulator Courses

Furthermore, looking at Simulator Courses- It was sometime in late November 2020 that Simulator courses were allowed in physical mode with 1/3rd capacity.

We strategized that we already had online faculty from outside of Chennai for Competency courses - and the local Chennai based faculty was then free to take these Simulator courses - double shifts - and on holidays - to cope with the demand and backlog that that was created.

Turn to page -2 >>

How MASSA Credo "Industry First" FROM PAGE : 1

Here again, because of 1/3rd capacity – many other institutes either refused to run because of low margins – while some skyrocketed the fees. We however, took a very compassionate position – all what we could do - for the seafarers – as the whole country was responding to his needs – making things simpler for him – he was after-all a declared key-worker.

Value-added Courses

Another area – we actually saw a great opportunity was - of no limitations of brick and mortar classrooms – we could have as many classrooms on-line as we wanted, if we had the faculty and the students.

So, we simultaneously, focused on Value-added courses – beyond the DG approved limited courses.

As an example, ARI helped us develop the online ME Engines Course making the ME Engines simulator available from Cloud. We ran it past some C/E and Superintendents – and the result was commendable. We have not looked back since. Quite suddenly the requirement to travel, hotel stay, - all vanished. From the comfort of home – anywhere in the world – participants could log in and take the course – at Indian fees. It continues to be a huge success.

We expanded our portfolio of Value-added courses – matter of fact – very recently - we have delivered a course on-line for the top management of a European based Tanker company –on Human Factors integration into Management Systems- the focus coming in from SIRE

2.0 and TMSA - and it has been a greatly appreciated.

So the reach was now global.

MMA Chennai carries out DNV Certificated Courses of Internal Auditor of Management Systems, DPA, CSO, Incident Investigation, Risk Assessment, etc which also found resurgence with the global reach and kept us very busy.

Listening and responding to needs led to creativity and innovation with Courses like General Data Protection Regulation, Discipline, Grievance and Employee Counselling, ISO 51000, Soft Skills for induction into Merchant Marine being delivered.

And all of it – translated to revenues. MASSA actually gave Performance bonus – while there were terrible stories of non-payment from many academies.

Branding and Channel Positioning

Thus navigating through volatility and uncertainty of the times we realized that centrality and distinctiveness in branding need not be contradictory goals; we chose to pursue both—and benefited substantially.

As an example, MASSA recognised the predicament of Pre-Sea Covid batches capability for induction into the profession was severely affected – caused by transformation from regimented on-campus training to behind computer screens in comfort of home. MMA-Chennai was tasked with - offering gratis - to 150 IMU students- a 2 days 'Soft Skills' program to enable smooth induction into the demanding seafaring career.

Furthermore, we co-branded with Institute of

Marine Engineers and brought the ME Engines Familiarization Course for Junior Engineers at a very affordable cost.

Community oriented approach with ever-readiness to contribute to institutions like Indian Maritime University, MMD & DGS, industry associations and industry led webinars, all go to enhance superior brand imaging.

IN SUMMATION

In summary - the Academy's agility, MASSA's compassionate action and adaptive capabilities during these trying times, backed by a sympathetic - and understanding - and an encouraging MASSA Board, demonstrated its enduring strength - towards a larger promise to create sustained value for the country.



MSC SHIPMANAGEMENT

Work with an **Ownership Company**
MSC offers the best terms & conditions,
internet on board, Indian food, one of the best
round the year medical insurance scheme in the
industry and a safe environment to work.

Make a change for the Better!!

DECK CADET
Online Exam -2022

Apply on our website -
<http://www.msccs.com/india/cadets/>
OR
E-mail us at:
cadet@msccs.com

FOR DECK CADETS ONLINE EXAM - YEAR 2022

The MSC CREWING SERVICES, INDIA is the holder of many prestigious awards within the shipping industry for more than a Decade in the category of
Best Ship Manager / Caring Company of the Year / Green Company of the Year & Best Foreign Employer for Indian Seafarers

JOIN MERCHANT NAVY

WILL Conduct DECK CADETS ONLINE EXAM FOR YEAR 2022

ALL ACROSS INDIA on the following dates, candidate can select any one date as per convenience. The exam will be conducted
ONLINE WITH REMOTE PROCTORING. For attempting exam - candidate will require any one device -
Laptop/Desktop/Tablets. Additionally a Webcam inbuilt or externally connected is mandatory along with mic.

Exam Dates - 09th/10th/11th/12th/13th/14th & 15th May 2022

10+2 PCM marks NOT LESS than 65% & in English 50%.
Both eye sight 6/6 without visual aids. No colour blindness
Candidates awaiting 10+2 results can apply

Registration
starts from
18th April 2022

Please apply on our website: <http://www.msccs.com/india/cadets/> OR E-mail: cadet@msccs.com

DUAL LNG class vessel

Requirement of following ranks for yard delivery Container Vessel operated with LNG fuel
Master / Chief Engineer / Gas Engineer / 2nd Engineer / 3rd Engineer & 4th Engineer

TRUST, RELIABILITY, STABILITY & GROWTH

For further details please call us on our toll free number 1800 209 2555 or simply walk into

MSC CREWING SERVICES PVT. LTD.

Regd. Off: MSC House, 2nd & 3rd Floor, Andheri-Kurla Road, Andheri (East), Mumbai- 400059. (INDIA)
Tel: +91-22-6752 2555 | Fax: +91-22-6752 2525 | Website: www.msccs.com | Email: jobs@msccs.com
CIN No: U63090MH2005PTC151320

New Delhi - Tel: +91 11 43017707/08/09 Email: delhi@msccs.com
Chennai - Tel: +91 44 40155305/06/07 Email: chennai@msccs.com
Patna - Tel: +91 612 2260211/58 Email: patna@msccs.com
Cochin - Tel: +91 484 4039010/9011 Email: cochin@msccs.com
Kolkata - Tel: +91 33 40393402/03/08 Email: kolkata@msccs.com

