JANUARY 2024

GANGWAY

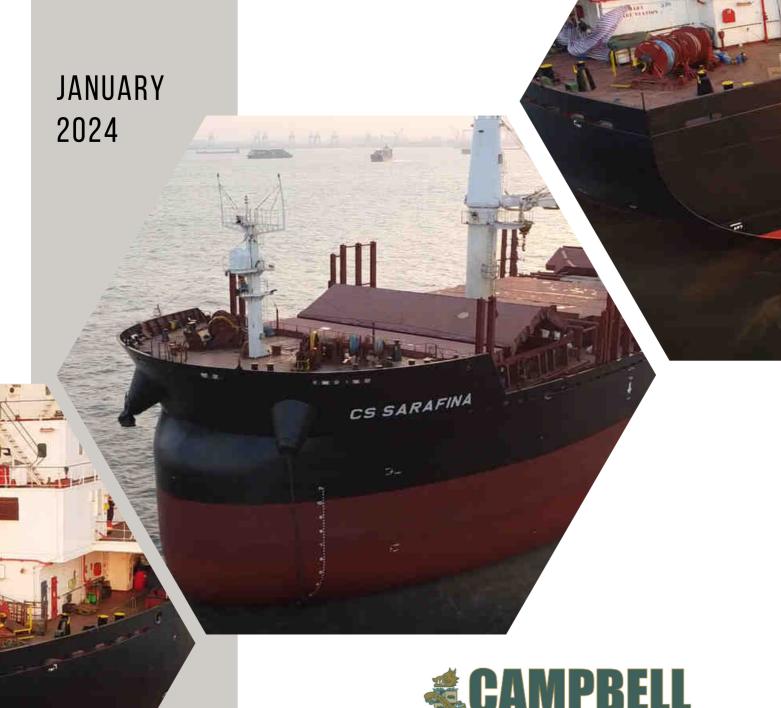
A CAMPBELL SHIPPING INITIATIVE



EXCELLENCE IS OUR STANDARD

WE DON'T JUST MAKE PROMISES; WE DELIVER COMMITMENTS, ADDING VALUE THAT EXCEEDS EXPECTATIONS

www.csship.com



CAMPBELL

Welcome to Campbell Magazine, January 2024 edition, where we explore the essence of Excellence as a core value. Uncover inspiring stories, insights, and achievements that embody unparalleled excellence.



CANCWAY

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Mr. Amit Ghosh fleet technical manager

"Campbell
Shipping stands
out in the
industry with a
unique dual role
— we are both
owners and
operators,
setting us apart
from the typical
players in the
field."

SAILING BEYOND BOUNDARIES

A Deep Dive into Campbell Shipping's Unique Approach to achieving EXCELLENCE

Navigating the expansive and dynamic waters of the shipping industry, Campbell Shipping stands out as a beacon of innovation and versatility. With a strategic fusion of ownership, operation, and third-party ship management, Campbell Shipping charts a distinct course in a sea of competitors.

Let's embark on a journey to unravel the distinctive elements that elevate Campbell Shipping above the waves, exploring its unparalleled structure, diverse fleet management approach, unwavering commitment to excellence, robust stakeholder relationships, embrace of cutting-edge technological

advancements, and a forward-looking stance on future initiatives.

Take a deep dive into the unique characteristics that define Campbell Shipping and set it on a course toward continued success in the maritime domain.

A Fusion of Ownership and Third-Party Management

Unlike many players in the industry, Campbell Shipping has carved a niche by simultaneously serving as both owners and operators while providing third-party ship management services for external owners.



Diverse Fleet Management

The breadth of Campbell Shipping's fleet management is a testament to its adaptability and experience. From overseeing large cruise ships traversing global waters to managing smaller vessels in challenging environments, the company has amassed a wealth of expertise across the maritime spectrum.



Measuring Excellence with Precision

Campbell Shipping places a premium on excellence, and its commitment is reflected in its stringent Key Performance Indicators (KPIs). These KPIs span various aspects of operation and management, meticulously measured using automated tools that minimize errors and ensure

accurate assessments. Notably, the company consistently surpasses industry standards, with an impressive 99% availability rate, showcasing its operational efficiency.

"Excellence at Campbell Shipping is measured meticulously through KPIs, ensuring our performance consistently surpasses industry standards with an impressive 99% fleet availability rate."

Stakeholder Trust and Client Loyalty

The ultimate gauge of success lies in the trust and loyalty of stakeholders. Campbell Shipping prides itself on fostering strong relationships through transparency and open reporting structures. By providing clients access to real-time data through an online platform, the company builds confidence and credibility. The evidence lies in the return of clients, even after business relationships have evolved or ended, demonstrating the enduring value that Campbell Shipping brings to the table.

Technological Innovations for Enhanced Operations

In the pursuit of operational excellence, Campbell Shipping embraces technological innovations. The imminent implementation of the Alpha Ori SmartShip software signifies a strategic move toward real-time data utilization and predictive analysis, empowering the shore management team with comprehensive oversight. This forward-looking approach ensures the company remains at the forefront of technological advancements in the maritime industry.

Navigating Challenges with Coordination

Every industry faces challenges, and the shipping sector is no exception. Campbell Shipping tackles challenges related to global logistics and unforeseen events, such as storms and geopolitical unrest, through robust interdepartmental coordination. By fostering communication and collaboration, the company navigates uncertainties and ensures the safety and efficiency of its fleet, even in challenging circumstances.







EMBRACING EXCELLENCE FOR

OPTIMAL PERFORMANCE

"Just as a well-crafted ship conquers the roughest seas, a commitment to excellence conquers the toughest challenges."

GANGWAY <u>WWW.CSSH</u>IP.COM The Merchant Vessel industry should embrace excellence in both offshore and onshore operations as a guiding principle for sustained success.

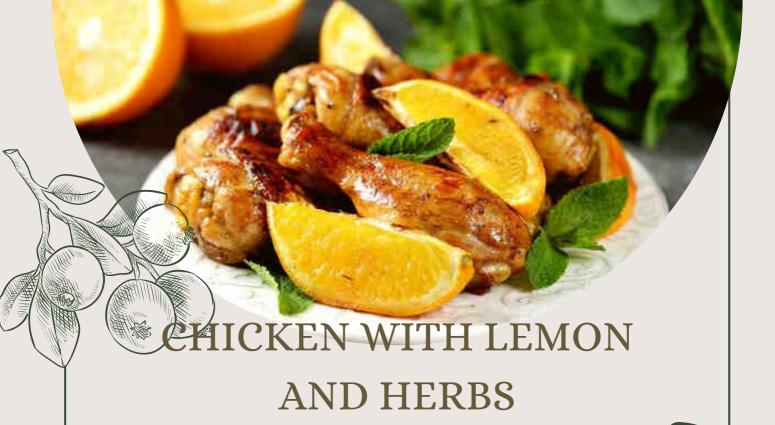
Striving for excellence fosters a culture of continuous improvement, ensuring that safety, efficiency, and environmental stewardship are paramount. In the dynamic maritime environment, where challenges abound, a commitment to excellence becomes the compass navigating vessels through unpredictable waters.

From efficient cargo handling to crew training, excellence in operations enhances reliability, minimizes risks, and builds a reputation that attracts business.

In the face of global competition and the imperative to meet environmental and regulatory standards, excellence is the catalyst for innovation. Embracing cutting-edge technologies, environmentally sustainable practices, and efficient logistics not only future-proofs operations but also positions the merchant vessel industry as a leader in responsible and forward-thinking maritime practices.

Embracing excellence isn't just a choice; it's a strategic imperative that propels the Merchant Vessel industry towards resilience, innovation, and enduring success in a competitive global landscape.





MANAS BISWAS (Chief Cook)

Ingridients:

250 GM Chicken Boneless 2 Piece Onion chop 100 GM ginger garlic paste Salt, and pepper to taste 4 tbsp butter 1 piece of lemon juice

15 ml lemon juice 1 tbsp chilli powder Fresh herbs for garnish 2 spring onion chop

Directions:

- 1. Clean the chicken and cut into large pieces.
- 2. Heat a small pan after putting the butter, then add onion and cook until brown. Then add ginger garlic paste, lemon juice, salt, pepper, and chili powder and cook for 2 minutes. Keep aside.
 - 3. Marinate the chicken with salt, pepper, ginger, garlic paste, chili powder, and herbs. Keep for 30 minutes.
 - 4. Preheat the oven for 5 minutes, 180 degrees Celsius.
- 5. Then the chicken is put into the oven for 20 minutes or until chicken fulce runs clear, check the chicken with the knife.
- 6. After finishing garnish the chicken with lemon slices and herbs, and serve hot.



BUTTER CHICKEN

RANJEET KUMAR CHAUHAN

Ingridients:

For 4 servings 2 Ib boneless - skinless chicken breast (910 g)

Cubed salt - to taste

Pepper - to taste

2 teaspoons chili powder

Divided teaspoon turmeric 6 tablespoons

Unsalted butter

Divided 12 cups diced yellow onion (225 g)

3 teaspoons garam masala

1 teaspoon ground cumin

1 teaspoon cayenne pepper

1 tablespoon grated ginger

3 cloves

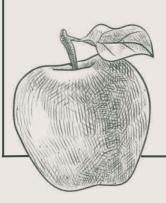
garlic - minced

13-inch cinnamon stick

Tomato sauce (395g)

1 cup water (240 mL)

1 cup heavy cream (240 mL)

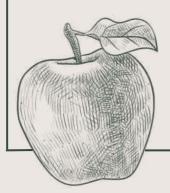




Butter Chicken (cntd)

Directions:

- 1. In a large bowl, season the chicken with salt, pepper, 1 teaspoon of chili powder, and turmeric. Let sit for 15 minutes to marinate.
 - 2. Melt 2 tablespoons of butter in a large pot over medium heat. Brown the chicken, then remove it from the pot.
 - 3. Melt another 2 tablespoons of butter in the pot, then add the onion, garam masala, remaining teaspoon of chili powder, cumin, ginger, garlic, cayenne, cinnamon, salt, and pepper. Cook until fragrant.
 - 4. Add the tomato sauce and bring to a simmer.
 - 5. Add the water and cream and return to a simmer.
 - 6. Return the chicken to the pot, cover, and simmer for 10-15 minutes.
- 7. Stir in the remaining 2 tablespoons of butter and season with more salt and pepper to taste.
 - 8. Serve the chicken with rice or chapatti.



WELLNESS WAVES

A Deep Dive into the Health Challenges Faced by Seafarers



Akshaya S. Mondkar Group Nutritionist

"Nutrition is not just about eating, it's about nourishing your body, mind, and soul." In the maritime industry, where demanding work meets diverse challenges, the health and well-being of shore staff and seafarers are paramount. Hence being a Group Nutritionist I aim to address the unique needs of both groups, recognizing the distinct challenges faced by shore-based professionals and those navigating the open seas. By emphasizing the importance of tailored nutrition, we aim to promote good health for individuals onshore and onboard.

The topics of discussion during the sessions for shore staff and seafarers are tailored considering their unique needs, challenges, and interests.





In discussion with mess committee & crew onboard during Teleri M Visit, November 2023.

The budget, availability of food in different regions, and challenges faced while cooking certain types of food is considered during discussions for seafarers onboard. Such sessions encourage a proactive approach to personal health, contributing to a positive work environment onboard and onshore.





Lunch and Learn Session - Winter Wellness for Campbell Mumbai Staff, December 2023



CAMPBELL SHIPPING STRIVING FOR EXCELLENCE

Campbell Shipping sets the standard with visionary leadership, fostering excellence through innovation, integrity, and relentless commitment to unparalleled quality and service. Elevate standards, inspire greatness, lead with purpose.



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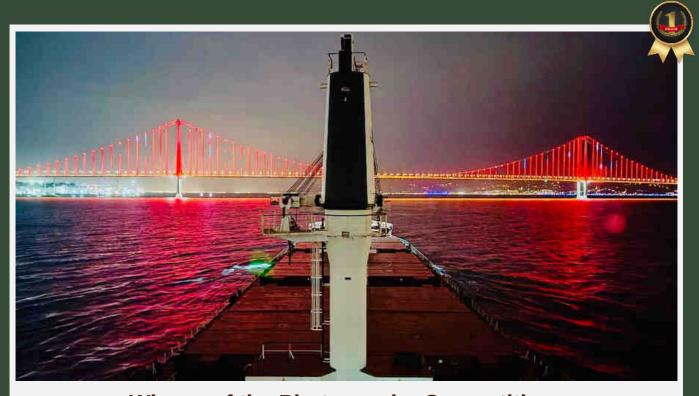




Capt. Prabhat Ranjan



AnanathKrishnan Dileepan



Winner of the Photography Competition
Congratulations on being eligible for the Rewards and recognition program
Ashish Jithllal Rajak



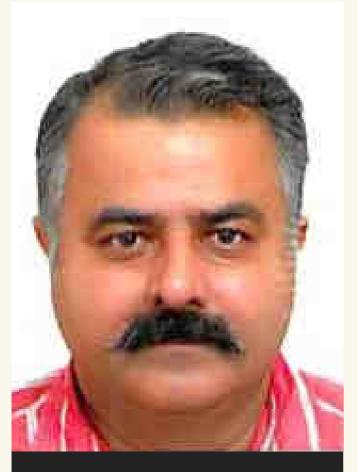
PHOTOGRAPHY

Ship Crew at Work

www.csship.com

SAILING THE SEAS OF EXCELLENCE

A Holistic View of Campbell Shipping's Commitment with Capt. Gaurav Kashyap



Capt. Gaurav Kashyap

"Excellence is the gradual result of always striving to do better." In the dynamic world of maritime operations, Campbell Shipping stands as a beacon of excellence. From fostering a culture of trust and relationships to implementing rigorous quality assurance measures, the leadership at Campbell Shipping ensures that every seafarer aboard their diverse fleet is part of a voyage marked by dedication and commitment to the highest standards.

Fostering a Culture of Excellence

The commitment to excellence at Campbell Shipping begins with leadership recognizing the pivotal role they play in shaping the work culture aboard their ships. Setting a personal example, leaders emphasize the importance of work ethics and discipline.

"If I don't follow proper timing and discipline, how can I expect them to implement it?"

Strategic direction is pivotal, and Campbell Shipping provides a clear roadmap through its safety management system (SMS) and defined goals. Emphasis on trust, relationships, and a positive work environment creates a foundation where seafarers feel valued and motivated to excel.

Quality Assurance Measures

Ensuring the best quality services requires a meticulous approach. Leaders at Campbell Shipping actively engage in regular rounds, checking and assessing every aspect of the ship's operations. Clear duties are assigned, and follow-ups are a key component

Implementing Company Strategies and Initiatives

Implementing company strategies and initiatives is crucial for fostering excellence. Campbell Shipping emphasizes a purposeful culture built on good organizational values and relationships. The Campbell model is referenced, highlighting the need to align with the company's parameters. This involves a comprehensive evaluation of whether all aspects, from safety protocols to organizational culture, are being adhered to.

Quality Control Measures

At Campbell Shipping, quality is not a vague concept but a quantifiable metric. Key Performance Indicators (KPIs) serve as the backbone of the quality control framework. These KPIs cover every aspect of the operation and management, ensuring that performance is measured accurately and consistently.



The benchmarks set by these indicators are exceeded, showcasing a commitment to operational excellence with a notable 99% fleet availability rate.

Client Loyalty as a Measure of Success

The unwavering commitment to quality is reflected in the loyalty of stakeholders. Clients return to Campbell Shipping even after business relationships conclude, a testament to the value provided and confidence in the quality of services.

Transparency as the Foundation

Maintaining strong relationships and ensuring quality is built on transparency. Campbell Shipping prides itself on open reporting structures, granting clients access to an online platform with real-time insights. This transparency builds confidence and reinforces the commitment to delivering nothing but the best.

Innovation Driving Quality: Alpha Ori Smart Ships

Embracing innovation is a cornerstone of the quality control strategy. The implementation of Alpha Ori Smart Ships utilizes real-time data and artificial intelligence to enhance operational oversight and predict potential issues, ensuring that quality is not just maintained but continually improved.

Campbell Shipping remains proactive in adapting to industry trends. Initiatives such as applying high-performance silicon paints to ships exemplify the commitment to reducing the carbon footprint and enhancing overall fleet performance.

Looking ahead, Campbell Shipping envisions a future where it continues to be an active player in the maritime industry with an unwavering commitment to quality. As the company expands its fleet and explores opportunities in different sectors, quality will remain the constant defining its journey in the maritime domain.

In conclusion, quality control at Campbell Shipping is not just a checklist but a way of life. From fostering a culture of trust and relationships to active involvement in quality assurance, the leadership ensures that every seafarer aboard a Campbell ship is part of a voyage marked by excellence and dedication. The compass is set firmly on delivering nothing but the best as they navigate the vast oceans of the maritime industry.

Gangway January 2024

CULTURE'S CHAMPIONS PROGRAM

The Culture's
Champions Program,
held from 8th-11th
December 2023, ignited
employee engagement
through innovative
activities, fostering
collaboration, and
cultural integration.



Building Soft Skills Champions. Campbell Shipping undertakes 3rd Coaching session for Seafarers and Shore staff.



Soft skills are a cluster of personality traits that characterize one's relationship in a social and professional environment.



Soft skills are not restricted to any field. They apply to any aspect of life and in all work environments where humans are involved.

NAVIGATING EXCELLENCE

Strategies for Successful Ship Operations



Mr. Tanvir Chief Officer

"Excellence isn't just about personal ease but making things accessible for the whole team. A collective effort ensures that the hard work of one person benefits others in the future—a true reflection of teamwork."

In the vast and dynamic world of maritime transportation, ensuring excellence in ship operations is paramount to the success of any shipping company. In this article, we delve into the meticulous procedures and initiatives undertaken by Campbell Shipping to guarantee the safety of cargo and the overall success of its operations.

Excellence is the guiding theme at Campbell Shipping, a principle embedded in every facet of their operations. To exemplify this commitment, we explore a real-world scenario involving the transportation of delicate cargo—cocoa beans, essential for chocolate production. These beans are highly sensitive and can be damaged if exposed to moisture. In such cases, the company goes beyond its routine operations to ensure the safe transportation of the cargo.

The first step is an extensive information-gathering process. While the company provides proactive support in maintaining a safe ship environment, the unique challenge arises when transporting goods with no prior company history. The shipping staff collaborates with shore contacts, leveraging local expertise and insights. A dedicated super cargo, assigned from the shore side, aids in the loading and transportation process. Information is meticulously documented to create a comprehensive checklist, not only for the current operation but also as a valuable resource for future shipments of similar goods.

Excellence, in this context, extends beyond individual success to a collective effort. The aim is not just to make the task at hand easier for the current team but to pave the way for seamless operations for future teams. This collaborative approach ensures that knowledge is shared and challenges are faced collectively, fostering a sense of unity and responsibility within the team.

Campbell Shipping employs a range of strategies and initiatives to cultivate an environment where all team members can contribute to achieving excellence. One notable program involves recognizing and rewarding outstanding efforts through a badge system. The system comprises three categories: red for identifying mistakes, yellow for minor errors, and green for commendable performance.

The green badges, accompanied by personalized explanations of the exceptional work done, serve as a tangible acknowledgment of the team's efforts. These badges are not just symbolic; they are reflected in individual apps, creating a visible record of achievements. Additionally, receiving ten green badges triggers an official company email, congratulating the individual for their consistently commendable performance.

This recognition strategy, backed by a technological platform, instills a sense of value and motivation among team members. It goes beyond the traditional approach of acknowledging efforts solely at the managerial level. By making the recognition process visible throughout the organization, it creates a culture where every contribution is acknowledged and appreciated.

As we anticipate the future of ship operations, it is clear that excellence is not merely a goal but a continuous journey. Through proactive measures, collaborative efforts, and innovative recognition programs, companies like Campbell Shipping are not only navigating the seas but also steering the course towards operational excellence.

"To foster an environment of excellence, Campbell Shipping acknowledges individuals with green badges, a symbol of a good job done. When an individual accumulates 10 green badges, the company sends an official email, highlighting their achievement. This not only boosts morale but also communicates that every team member is valued."



CELEBRATIONS

THE DIWALI CELEBRATIONS AT CAMPBELL THIS YEAR WERE A DAZZLING SPECTACLE OF LIGHTS, COLORS, AND CULTURAL RICHNESS.









CULTIVATING EXCELLENCE

A Captain's Perspective on Leadership at Sea



Capt. Navin Taturari

"Excellence is always achieved through selfcommitment and professional core values." In a recent interview with Capt. Navin Taturari is a seasoned maritime professional with over 30 years of sea experience with 16 years as a Master, focused on exploring the theme of excellence, a core value at Campbell Shipping. As the captain of a ship, he shared insights into how he builds an environment of excellence, communicates a sense of purpose and vision, and invests in the professional development of his crew.

Building an Environment of Excellence through Teamwork

Capt. Navin Taturari emphasized the role of teamwork in creating an environment of excellence on board. He highlighted the importance of strong support between the ship and the shore, coupled with a healthy working environment, as essential components of leadership and excellence. According to him, the collaboration between the ship and the shore is crucial in fostering a culture of excellence.



Instilling Purpose and Vision

Communication plays a vital role in instilling a sense of purpose and vision among the crew members. Capt. Taturari commended Campbell Shipping for having a well-defined code of ethics and business policies. Transparency between the ship and the shore, coupled with a clear understanding of the company's expectations, contributes to building a strong foundation for teamwork and excellence.

Leading by Example: A Cargo Loading Experience

Capt. Navin shared a compelling example of instilling excellence during a challenging cargo-loading operation. When faced with the task of loading sensitive cargo exposed to atmospheric conditions, the captain and his team took a stand. Despite facing queries from the commercial department, they, with support from the shore, successfully loaded the cargo, surpassing the receivers' expectations. This experience showcased the captain's commitment to creating an example of excellence.

Investing in Professional Development

The captain stressed the importance of training in enhancing the skills of the crew. He acknowledged the support from Campbell Shipping's safety department, which provides valuable articles and insights. Training, motivation, and guidance are crucial aspects of professional development, ensuring that every crew member understands their role in contributing to the overall excellence of the team.



"The ship, in high-stakes environments, is more than a vessel; it's a sanctuary for the crew."

Balancing Excellence with Safety in High-Stake Environments

In high-stakes environments, such as those encountered at sea, Capt. Navin Taturari emphasized the importance of safety as a priority. He outlined the three main pillars of safety: safety of the environment, safety of the crew, and safety of the ship. Communication with the company and adherence to established procedures and checklists play a crucial role in balancing the pursuit of excellence with ensuring the safety and well-being of the crew.

Measuring Success through Core Values and Policies

When asked about key performance indicators for measuring the success of an environment of excellence, Capt. Navin reiterated the significance of understanding and implementing the company's core values and policies. He emphasized that metrics for excellence stem from a collective commitment to the company's expectations, business ethics, and safety policies.

Capt. Navin Taturari provided valuable insights into the multifaceted approach of cultivating excellence at sea.

Gangway January 2024

Ship Crew At Work

Crafting excellence with every task, turning ordinary into extraordinary.







01.

Pursuing Excellence in Every Task

In the bustling arena of productivity, men at work emerge as architects of excellence, weaving their skills and dedication into the fabric of accomplishment.

02.

transforms the ordinary into the extraordinary

At the heart of every endeavor, these men exemplify a commitment to mastery. Their hands and minds, synchronized in a dance of proficiency, craft a tapestry of achievement that transcends the ordinary.

Setting the Standard

Campbell Shipping's Leadership Approach to Excellence

Campbell Shipping, a prominent player in the maritime industry, has distinguished itself through a leadership approach centered on setting high standards for excellence. This approach is deeply ingrained in the company's culture and has become a guiding principle in every facet of its operations.

At the core of Campbell Shipping's success is a commitment to safety, efficiency, and environmental sustainability. The company has implemented rigorous training programs for its crew members, ensuring that they are well-equipped with the skills and knowledge necessary to navigate complex maritime challenges. By prioritizing safety protocols and investing in ongoing education, Campbell Shipping not only safeguards its personnel but also enhances the reliability and performance of its fleet.

In terms of operational efficiency, Campbell Shipping has embraced cutting-edge technologies and innovative solutions. The company consistently evaluates and adopts the latest advancements in shipping logistics, automation, and digitalization to streamline its processes. This proactive approach not only boosts efficiency but also positions Campbell Shipping as an industry leader capable of adapting to the rapidly evolving landscape of global shipping.

Environmental stewardship is another key pillar of Campbell Shipping's leadership approach. Recognizing the importance of sustainability in the maritime sector, the company has invested in eco-friendly technologies and adopted practices that minimize its environmental footprint. From fuel-efficient vessels to waste reduction initiatives, Campbell Shipping is dedicated to contributing to a cleaner and more sustainable future for the shipping industry.

Moreover, the leadership at Campbell Shipping fosters a culture of continuous improvement. Regular reviews, feedback mechanisms, and performance assessments are conducted to identify areas for enhancement and to celebrate achievements. This commitment to self-assessment ensures that the company remains at the forefront of industry standards, setting benchmarks for others to follow.

Campbell Shipping's leadership approach to excellence is characterized by a steadfast commitment to safety, operational efficiency, and environmental sustainability. By consistently setting high standards, embracing innovation, and fostering a culture of continuous improvement, Campbell Shipping stands out as a beacon of leadership in the maritime sector, serving as an inspiration for others in the industry to strive for excellence.







AWARDS AND RECOGNITION

Kudos to the dedicated individuals at Campbell Shipping for their exceptional performance, setting new standards in maritime excellence



QUARTELY AWARDS SEAFARE OF THE QUARTER JULY 23 - SEPTEMBER 23



Officer (2 winners)

Ramiz Sadik Kapdi (3rd Officer)





Endro Selwyn Flora (4th Engineer)

Ratings (2 winners)





Dsouza Richard Marcel (Chief Cook)

Aung Min (Bosun)



"Recognition is the fuel that propels individuals to achieve excellence, and rewards are the trophies that celebrate their journey."

QUARTELY AWARDS SEAFARE OF THE QUARTER OCTOBER 23-DECEMBER 23



Officer (2 winners)

Ashish Jitlal Rajak (3rd Officer)





Sethunath Manchappan (3rd Officer)

Ratings (2 winners)





Vasantharao Yalamanchi (Trainee Fitter)

Nyo Min Lwin (Bosun)



"A ship sails not just on water but on the unwavering commitment to excellence, navigating through waves of challenges with precision."

MONTHLY AWARDS 10 PATS ON THE BACK



Shashank Kotian

Designation - Bosun

CS JADEN



Sanjay Vilas Pednekar Designation - Able Bodied Seamen CS CAPRICE



Anwar Khalid Designation - Chief Engineer CS SONOMA



Ashok Kumar Yadav Designation - 2nd Officer CS CALLA



Dejene Getachew Shiferaw Designation - Chief Engineer CS ANGEL

LEARNING WEEK 2.0



Arvind Chauhan Designation - Fitter



William Fernandes Designation - Engine Cadet



Santosh Bhandari Diwansingh Designation - Master

"A ship's legacy is not written in its logs but etched in the indelible marks of excellence it leaves on the vast canvas of the open sea."



An Unwavering Commitment to Maritime Excellence

Campbell Shipping stands as a maritime industry leader, anchored firmly in its core value of excellence. Since its inception, the company has unwaveringly committed itself to the pursuit of excellence in every aspect of its operations.

the heart of Campbell Αt Shipping's success is a dedication to setting and achieving the highest standards in maritime services. The company's excellence commitment to manifests in its rigorous safety protocols, cutting-edge technology integration, and a continuous pursuit of innovation. By adhering to stringent quality benchmarks, Campbell Shipping that its fleet and ensures operations not only meet but exceed industry standards.

Campbell Shipping's commitment to excellence is the compass guiding its journey in the maritime domain. Through adherence to high standards, investment in personnel, customer-centric practices, and a culture of innovation, the company stands tall as a beacon of excellence in the global shipping industry.



CAMPBELL









Gangway



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A maritime pioneer, navigating the seas of excellence since inception