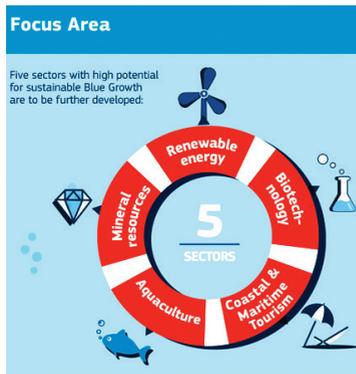




Blue economy - Wave 2

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



In the later period of AD, the empires of Kalingas, Cholas, Pandya's and Cheras did lot of seafaring to establish the world trading in south East Asia. We can still see the footprints of India's culture in these countries and it is because of the seafaring which happened in those days. On all major exhibitions the presence of Indian ships and Indian goods was displayed at greater events. The Cholas excelled in foreign trade and maritime activity, extending their influence overseas to China and Southeast Asia.

Till 1500 AD India and China controlled 50 % of world's GDP. I don't want to make an adventurous statement but this was the fact. As documented by Angus Madison, India had the largest GDP in the world till this period with the closest competitor being China.

The ship building history of India

The ship building history of India is amazing to think about and it is really a astonishing one. Lothall Dock being the world's first dock dates back to 2400 BC and had systems in place which are yet to be fully understood. This dock which was built in Sabarmati River, which is a west flowing river, was constructed in such way that it did not have any siltation issue which is being faced by many major ports in India. What was that technology, it is still unknown to us. Indeed, all the evidence available clearly shows that for full thirty centuries India stood at the very heart of the commercial world, cultivating trade relations successively with the Phoenicians, Jews, Assyrians, Greeks, Egyptians, and Romans in ancient times, and Turks, Venetians, Portuguese, Dutch and English in modern times.

Even during British times, commencing from 1753 for next 100 years Indian ship building was as great as ever; we built 144 merchant ships and 115 war ships, including 84 gunships for Royal Navy. The national anthem of USA, which was written by Francis Key, on board ship HMS Minden which was built in Bombay Docks and even the HMS Cornwallis, another famous war ship on which the treaty of Nanking ceding Hong Kong was signed, was also built in India.

Sylvain Levi French art Historian has shown how references in the Ramayana, Mahabharata, Mahaniddesa and Brihat-Katha prove that the products of Burma and Malaya Peninsula were known to Indian merchants and sailors and also some of its ports such as Suvarnakudya, Suvarnabhumi, Takkolam, Tamlin and Javam from at least first century A.D.

That Indian traders and settlers repeatedly undertook journeys to Southeast Asia, despite the hazards and perils involved, speaks well for their physical prowess, courage, and determination, even if allowance for the pull of profit is made.

What happened to this heritage?

Where did this entire heritage go? Why did we lose it when the transition from "sail to steam" and "wood to steel" took place? India was left behind the industrial revolution as she was not part of it. Why was not there a transfer of knowledge about shipping and ship building? Despite the need of the hour of requirement of ocean to transport bulk goods, the then Indians under British rule did not come up with valuable transition in technology. Was the mindset created by British for 150 years to Indians that we are inferior to the world and do not have a heritage beyond 500 AD created an impact on Indian mind then??

Today India is in a dominant position in Indian Ocean and will need to see how can we encash that sitting on the strides of the busiest communications lanes, which transports 66% world oil and 50% world's container traffic.



Capt Gajanan Karanjikar
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Our blue planet

Our blue planet which consists of 70% water, nearly 80% of world's population leaving on the coastal regions and 90% world trade by volume moving by sea route Oceans are centric to Human life on earth. Oceans are serving humans to a greater extent from the time unknown. They have been major transport highways, rich in Oil and minerals & resources. Being supplier of greater oxygen to support animal life on the planet, they are also great absorbers of CO₂, virtual heat sink and rich in bio-Diversity. But they are not unending resources. Over the past decades the sustainability of oceans has come under huge criticism. This is resulting in greater adverse impact on climate change.

Oceans have been always fundamental to the human history, livelihood and source of food. Ocean ecosystems which have been active over millenniums are supportive to human life on earth and their sustainability has now come into question due to the Human actions. Preservation of oceanic health and its ecosystem need not be highlighted as it has been always contributing to enjoyment, employment and food for billions of people worldwide.

Apart from being ecosystems the oceans are also economies. As per WWF reports oceans create foods and services worth \$2.5 trillion each year while its value is 10 times bigger.

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Students' Corner - 147



Your product must be available all the time in famous malls for smart selling and smart buying

We are now at the drivers of supply chain and we begin with production as the driver of supply chain.

The production of a product that company markets, of course, must be continuous and effectively satisfying the customer so that the supply of the product down the line of supply chain does not break or face hurdles like delay.

To achieve this desired and necessary production level, the company must have, first of all, a spacious structure and adequate machineries required for production, as fundamental external facilities. Generally when a business is started, the expansion plan will be an integral part of the first road map of action because all businesses aim at making more money not for a short or even a long period but for the entire length of the period the business means to stay and stand. Postponing expansion at a later state in terms of executing the plan is a strategic decision; but being ready when the demand occurs for expansion is a right grasp of the things as they are. It only means that the company when acquiring the land for production will do well to get some more land for future expansion. Businessmen know in their bones that escalation of prices is an inevitable economic factor which must not be ignored. Business strategic decision would be to acquire the land at the earliest when it is available at a lower cost compared with the cost that might match the selling price of the land at the time of expansion.

Then comes the machinery. It is pragmatic to go in for updated machines so that the product that comes out will stand comparison with the other products of the same category from other companies. In fact thought may be given to find out whether with the same machines more products can be manufactured with a slight inexpensive modification; this will help face competition in the market with least investments.

In fact, factory can be constructed in such a way that its major customer s will get their product without much of time.

These measures help production to remain steadfast in the market with uninterrupted supply with no compromise in quality. The final and most significant fact that must guide and lead to decision is cost effectiveness. Every little business activity demanding investment must be measured in terms of cost effectiveness; not spending too much for too little benefit; but spending little to get huge benefits; too much for too little is depressive but too little for too much is meritorious.

Having seen production as the driver of supply chain management aiming strategic fit, we move to the next driver in our next session.