

**THE NEED OF PRACTICAL AND SKILL BASED HIGHER EDUCATION FOR
THE PORT AND SHIPPING INDUSTRY**

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Abstract

The ports and shipping are a complicated international business. Time management is important in the shipping industry and operations of the port is a skilled job in the port sector. Therefore, this industry is required to experienced and managerial skilled manpower. But traditional universities or educational institute does not provide practical and skill manpower to this industry. Therefore there is a gap between education and industry requirements. To remove this gap practical and skill-based education is required in traditional universities or business management institute. They have to design sector-specific industry oriented syllabus and they have to include practical and skill component in its teaching method to enhance employability of the students.

Key Words- Port and shipping industry-educational gap-skill based education- teaching methods

Introduction

Unemployment is a big social problem not only in India but also in South East Asia. Indian traditional education is knowledge-based general education. This traditional education does not make students get a job in a specific field. The ports and shipping industry is one of the industries which required highly skilled and practical based manpower to run the business. There are many training centres and technical institute approved by The Director General of Shipping to provide technical staff such as seamen, cadets, marine engineers and deck officers. There is a private university namely "Ganpat University" at Mehsana in Gujarat. It has started only Marine Engineer courses at this university. Gujarat Maritime University has commenced with only "Maritime Laws" in management stream. But there is no "Management institute" or university which provides practical and skilled based education to meet the requirement of commercial operations of port and shipping industry.

Current Scenario of Education

The shipping ministry has set up its owned university namely Indian Maritime University and started an MBA programme in "Ports and Shipping" and "International Transport and Logistics" to provide managerial administrative staff. But there is no skill-based education in management courses at this university. Gujarat University has started "MBA in Maritime Studies" but there is also not a practical and skilled component in their teaching method. The Narottam Morarajee Institute of shipping is approved by Human Resources Department Government of India and Indian shipping industry. Their teaching method is based on normal knowledge-based lectures. Only Symbiosis Skills and Open University-Pune has designed industry oriented syllabus and provide practical and skilled base education to meet the requirement of junior level staff to meet the commercial requirement of the port and shipping industry. The JBS Academy, set up in 2010, specialises in imparting skill-based teaching and training in logistics, maritime, international business and related management and research.

Job opportunity in the port sector

As per the ministry of shipping, there are 13 major ports and 230 minor ports in India. These ports owners and ports users create thousands of jobs every year. The minor, major and private ports are studded along the Indian coastline. Some of the states set up Maritime Boards which

they are required staff with specific requirements. There are many container freight Stations around JNPT, Chennai and Kolkata ports. There are also many ports based SEZ. The port creates many jobs in and around the port. Presently, Development of various projects undertaken by Jawaharlal Nehru Port Trust will also generate employment for nearly 1.25 lakh people residing in the region. Apart from this India has contracted two seaports in Myanmar and Iran. The functions and Operations of Port are the same in international ports. Therefore, this is a good opportunity for Indian students to get a job in foreign ports.

Job opportunity in shipping Industry.

The Indian government is boosting the business of coastal shipping and RORO services. Now Indian government is tied up with Bangladesh for enhancement of coastal shipping. International shipping companies are already operating from India. Now Government is also boosting cruise ship business alongside Indian coastline. There are many port users like shipping agents, shipbrokers, ship charters, ship surveyors, ship chandlers, ship repairing and ship breaking companies. All these companies are required skilled staff for smooth commercial operations.

Job opportunity in the allied industry.

The freight forwarder, a Customs House Agents, Marine Insurance and containers surveyors are associated with port and shipping industry. Apart from these, there are many Inland Container's depots and warehouses which connect to the seaports. Now India, Bangladesh, Nepal and Bhutan have come to gather and started container transportation service by inland waterways among each other countries. Not even that India has opened its two ports Kolkata and Haldia to the cargo owner of Bangladesh. Bangladesh has also opened its Chattogram and Mangla ports to India.

Opportunity in Foreign Country

The port sector and shipping sector is an international business. If students acquired skill in India it will be useful to find out a job in a foreign country. The port of Rotterdam itself, directly and

indirectly, generates jobs for some 385,000 people, According to a recent study by the Erasmus University of Rotterdam, There are about 2500 new vacancies every year in the port of Rotterdam in container sector, cargo distribution and warehousing and loading-unloading operations, Inland shipping, road haulage, truck terminals and maritime service Thus port and shipping sector generates millions of jobs every year. To grab the opportunity in this port, shipping and allied sectors, practical and skilled based education is required in the management institute.

Review of Literature

The International Standard Classification of Education (ISCED) 1997 highlighted skill education.

In the ISCED 1997 framework, tertiary education programmes consist of ISCED 5B, ISCED 5A first degree, ISCED 5A second or further degree, and ISCED 6: ISCED 5B programmes are mainly designed so that students acquire the practical skills and know-how needed for employment in a particular type or certain class of occupations or trades. In his book "Employment and Skills Strategies in Southeast Asia Setting the Scene," he mentioned that there is generally a mismatch between skills acquisition and business needs in the region. Skills development of the labour force requires an enabling environment so that the provision of skills is balanced with the provision of opportunities to use these skills. Therefore, skills development should be integrated with employment promotion for both the formal and informal private sector.

The Federation of Indian Export Organization (FIEO) has started new post-graduation course on "Post Graduation programme in Foreign Trade Management in Wellingkar Institute of Management. According to the Regional Chairmen of FIEO Mr Khalid M Khan, “ Academia and Industry are two different worlds which are operating in isolation, both unaware of requirements of each other. Considering the dynamic changing business environment and an increase in demand for skilled and industry-ready professionals, there is a need for professional courses that imparts both theoretical concepts and practical know-how.

There should be a change in the education system. There is a necessity of training as per the need of the job market. There is no use by only preparing new courses. The government has to conduct a survey every six months to understand the latest trend in the job market. This has been stated by **Swati Mujumdar, Sr vice Cancellor, Symbiosis Skills and Open University –Pune, (daily Lokmat) As per UNICEF report**, more than 50% students of South East Asia will be unemployed due to lack of skill. If this is a ground reality, then we have to accept this and focus on skill-based education in India.

Objectives of Study

1. Find out the gap between education and industry requirement
2. Find out method of education which will suit industry requirements
3. Provide suitable suggestions to education institute.

Importance of study

This study will be helpful to education institute to adapt practical approach towards its teaching methods. India is transforming from knowledge-based traditional education to skill-based education. This research paper will change the mindset of faculties towards skill and practical based education.

Many educational institutes will accept the importance of practical and skill-based education and start suitable teaching methods in its organization

Hypothesis

Present traditions universities focus on knowledge-based education and not provide skill and practical based education to the students to enhance their employability and fit them into the industry.

Methodology

The researcher has to collect qualitative data from ten education /higher education institutions and universities. The researcher has also collected data from ten companies from the ports and shipping industry. He has analyzed the data and after discussion found a suitable conclusion.

Result and Discussion

Dr Chanda kathuria, The Vice Principal of R A Potdar College of Commerce and Science agreed that their traditional teaching method does not fulfil the purpose of employability. But she highlighted that Mumbai University has permitted to start industry-oriented courses under “**autonomous**” status The Mumbai university has also given liberty to design syllabus as it won. Accordingly, they have started a sales and marketing degree programme. Students also visit industry for the experience. But these "sales and Marketing" is not unique vocational courses for the specific industry but normal traditional course.

According to the head of SIES management, their placement is almost 100%. Therefore, their courses are industry oriented and successful. But faculty of Commerce pointed out that students are not disciplined and their parents not focused on hard work. Consequently, students not in a receptive mode in education. Many students do not select appropriate courses and therefore not build up their career in its field.

Table-1 Institute and Teaching Methods

	Name of the organization	Place	Teaching Methods
1	SIES College of Management Studies	Navi Mumbai	Logistics and supply chain course but not with the sector-specific syllabus
2	Potdar College of Commerce & Science	Mumbai	Started autonomous “ course
3	Indira Institute of Business Management	Navi Mumbai	Practical in classroom
4	Hinduja College of Commerce	Mumbai	Focus on “Classroom”

			practical's
5	Institute of Management Studies(PG)	Hyderabad	No practices No skills
6	Potdar World College	Mumbai	practical training
7	SDMI Management Development	Mysore	Theory and practical
8	Rajiv Gandhi College of Mgmt Studies	Navi Mumbai	No practices –No skill
9	SIES College of Commerce	Navi Mumbai	No practices –No skill
10	Mumbai Institute of Mgmt Research	Mumbai	No practical's-no skill

According to the faculty of Indira Institute of Business Management, they provide industry visit and teaching with a case study. They are also using "role-playing" as practical teaching. The practical is a part of science and technical subjects. But it is difficult to generate practical and skills from “Management” subjects.

There are some faculty comes from industry. But they do not have teaching experience. They have changed the field after retirement to continue their income source. They are not able to prepare a "case study" based on their own industry experience and with a specific outcome. Some of the faculty provide takes a case study from the internet and gives to students without editing.

As per UNESCO survey highlighted that 6,000 youths between the age group of 15 and 30 were surveyed about education, employment and their aspirations. The study throws lights on the potential misalignment between youth and government, as well as between youth and industry. It showed that there is a disconnect between the government-run skill development programmes and youth sentiments will suggest new teaching methods to the institute.

According to the survey, nearly 51% of the youth in the country perceive the lack of professional guidance in identifying jobs that match their skills to be the main obstacle in searching for a desirable job. On the other side, nearly 34% of youth reported being neither employed nor in education.

There will lakhs of the student will be un-employ due to lack of skill. India will be one of the victims of unemployment arise due to education without skill. The Bangladesh, Nepal Pakistan are major labour supply counties in the Gulf job market. Bhutan Maldives Sri Lanka also facing the problem of the un-skill workforce

Findings/Conclusion

Table -2 Specific skills required in the port and shipping industry

	Post and nature of work	
	<p>Labour /cargo supervisor</p> <p>Supervision of loading-unloading operations</p> <p>Use of equipment's such as forklift, cranes</p> <p>Knowledge of dock safety rules</p>	<p>Planning</p> <p>Leadership quality</p> <p>Interpersonal skill</p> <p>Good liaisioning skill</p>
	<p>Documentation Officer</p> <p>Handling Import /Export General manifest</p> <p>Excellent knowledge of office management</p>	<p>Computer literate</p> <p>Accountability</p> <p>Analyzing</p>
	<p>Assistant Docks Manager</p> <p>Responsible for commercial operations in port</p> <p>Responsible for port users and management</p>	<p>Great analytical skills;</p> <p>Decision-making powers</p> <p>Able to manage, motivate,</p>
	<p>Clearing Forwarding Agents</p> <p>>Customs clearance of airfreight shipments at Sea/Airport</p> <p>>Processing and preparation of customer files in</p>	<p>Exemplary planning</p> <p>time management skill</p> <p>Focused on his work</p> <p>Numerical ability to calculate</p>

	<p>readiness for customs clearance;</p> <p>>Co-coordinating with port-shipping line and customs for timely shipments’ or clearance;</p> <p>>Ensuring customs duties and taxes are paid on time.</p>	<p>customs duty</p> <p>Excellent communication skills</p> <p>Mature;Honest.</p>
	<p>Operational staff</p> <p>Tracking and monitoring container movement from terminal</p> <p>To liaise with the shipping line, customs and own staff</p> <p>Stacking of containers in Open space –Layout planning</p> <p>Delivery of container-Gate out procedure</p> <p>Use of proper equipment for container movement</p>	<p>Exemplary planning and time management skill</p> <p>Teamwork</p> <p>Ability of Execution</p> <p>Good command of spoken and written English</p>
	<p>Marketing officers</p> <p>Identify new customers –</p> <p>Demonstrate good customer service</p> <p>Liaise with importer-exporter, shipping line –CFS staff</p> <p>Knowledge of full port and shipping procedure</p> <p>Understand market trends in port and shipping sector</p>	<p>Customer service is driven</p> <p>Strong communication skills</p> <p>Maintain a working relationship</p> <p>Networking and P R skill</p> <p>Professional presentation, appearance, and work ethics</p>
	<p>Shipping Agency work</p> <p>>Planning of arrival and departure of vessels</p>	<p>Ability to multitask workload</p> <p>team focused</p>

	>stevedoring -loading –unloading and storage >movement of container’s and cargo	Exemplary planning and time management skills
	Shipping Officer in ship owning company Operational planning –voyage estimate –Liaise with port shipping agents – Master Commercial activities such as chartering Pre and post shipping documents	Desire to work in a fast-paced, global environment with a variety of tasks and work beyond office work –Time management and willingness to travel

The National Skill Development Corporation (NSDC), and All India Council for Technical Education (AICTE). Two central ministries, namely Ministry of Human Resource Development and Ministry of Skill Development and Entrepreneurship plan, facilitate and monitor various schemes and projects for vocational training. The Logistics Skill Council has set a skill for job-oriented vocational courses and not for management.

Table-3 Industry Specific requirements

The researcher has 30 years of industry experience of port and shipping industry. He has visited ten employers un understand their requirements of skills

	Name of the Company	Place	Set of skills
1	Mumbai Port Trust	Mumbai	Ability to work in Port & Logistic, Rail & trucking, Warehousing operations
2	APM (Private) Terminal	Pipavav Gujarat	Leadership and can motivate others with strong interpersonal skills.
2	Wan Hai Shipping Line	JNPT	Well organized with systematic and

			able to prioritize effectively.
3	LPG Import Terminal	Porbandar	Analytical skills, problem -solving, organizational, planning skills,
4	Alliance Port East Gateway Ltd	Kolkata	Strong strategic thinking, Int. experience would be an advantage.
5	Sea Horses Ship Agency	Mumbai	Accuracy and attention to detail with the ability to manage multiple priorities.
6	Atlantic Shipping Pvt Ltd	Mumbai	Time management –Be an effective communicator with Headquarter, other regions and global Team.
7	Anchor cargo Line Pvt Ltd	Ahmadabad	Ability to multitask and prioritize workload
8	Atlantic Shipping & Logistics	Navi Mumbai	Desire to work in a fast-paced, complicated environment with a variety of tasks and responsibilities
9	Almighty Maritime Pvt Ltd	Navi Mumbai	English Communication skill
10	Palcoman Clearing & Forwarding	Mumbai	Time management and a good communicator

Suggestions

1. The Practical's and skill components must be included in teaching methods in all the universities. Otherwise, India will lag behind other developed European countries.

2. Faculty has to change their mindset. They have to go away from traditional teaching methods to practical and skilled based teaching method
3. Adaptation of various task in teaching methods

Table -4 Teaching Methods with a specific outcome.

	Teaching Task	Outcome
1	Lectures with PPT and question-answer session	Delivery of knowledge effectively with students Participation –Develop writing skill-able to summarizing
2	Group Working with a specific task like role-playing	developing of interpersonal communications and exhibiting empathy and respect to peers-Knowledge sharing
3	Group Discussion	Brainstorming-Communication skill developing critical thinking skills, generic skills, graduate attributes -Decision Making-Knowledge sharing
4	Debate	To develop wider thinking skills Logical thinking –Time Management
5	Tutorial/small Exercise	check students feedback on lectures
6	Small project/small assignment/Map reading	Apply knowledge-Team working spirit and learn to share and explore ideas with others and solve the problem
7	Case study	Critical thinking problem solving and decision making
8	Audio/Video on port	Practically oriented task work
9	Active Learning Task	applying knowledge-learning –understanding
10	Students presentation	presentation skill and time management

4- The educational business schools/Universities have to arrange “Faculty Training programme” for practical and skill teaching method.

5-Institute has to focus on all generic skills and cognitive skills

Limitations

The management school those run the MBA programme did not give the correct answer to researcher questions whether all students get a job or not? If they said "no", there will be a negative impact on their admissions. Therefore, they told to the researcher that our teaching method is good and all gets a job.

Industry people are also not aware of the difference between practical and skills. The researcher has taken skill-based education in management and traditional universities. The researcher has not touched vocational courses where logistics skill council already set the skills for certain categories.

Scope of further study

The Logistics Skills council has set up some skills for the port industry. But it has for workers, assistant and technical courses such as seamen and other technical staff working in the port and shipping industry.

The researcher has focused on only some administrative, commercial and operational manpower in the port and shipping industry. There are many other categories and technical courses which have not been considered in this research paper.

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Appendix-1

Active Learning Task-Introduction to Port

International Maritime College-Oman

Port-Shipping and Transport Department

Classwork small Assignment

Week-11 -2-Cargo Related port operations

I D Number _____ Name of the students -----

I D Number _____ Name -of the students -----

I D Number _____ Name -of the students -----

Learning objective

Describe the cargo-related port functions (Module Learning Objectives-2)

Learning outcomes Upon completing this assignment, students should able to

- Identify the cargo-related function of the port
- Describe this function as per the logical sequence
- Distinguish between transport and industrial function of the port

Learning opportunity

Applying knowledge-Working in the group –Knowledge sharing -critical thinking –Time management –English writing skill

Task -Read this news item discuss in a group and answer the questions

Time 30 minutes

Title -Port of Salalah and its commercial business



Port of Salalah is among the world's top transshipment ports and continues to provide an important service to the global import-export trade. Due to the port's connectivity, which features time and cost advantages, it provides a significant opportunity for businesses to benefit from the Salalah hub network of multi-modal transport (sea-air-road) and Salalah Free Zone incentives.

The company is also working in partnership with Salalah Free Zone to attract investment that would improve the import and export value for the country.

Re-export

business

One of the strategic aims of the Port of Salalah is to encourage companies to add value to imported bulk and breakbulk products to generate additional re-export business for the container terminal and general cargo terminal. Recently port handled higher exports of gypsum and limestone due to enhanced mining activities in the region.

"We, therefore, expect a positive future for the GCT and look forward to the completion of the

expansion of the new dry bulk and liquid jetty towards the end of the year," said the company.

Salalah Port Services has renewed its terminal services agreement with Maersk, which has been an integral customer to the port since the start of operations in November 1998 and continues to be one of the leading business customers in the company's growth.

(Source: Oman Times)

Questions

1- Identify the characteristics of Transshipment port concerning Salalah port

2-Identify the industrial functions of Salalah port

3-Describe step of cargo-related port functions

4-Explain how Salalah helps to the import-export global trade

5-Identify importance of customer service in the port

(This task is prepared by Dr Sham Choughule in International Maritime College O

