

MARKETING INITIATIVES UNDER TAKEN DURING THE YEAR 2021 & 2022

DATE	MARKETING ACTIVITIES	PURPOSE
09.12.2022	Participated in the CII-SR – 3 rd Edition of Maritime Technology Conclave 2022 at Hotel TAJ Connemara, Chennai	Main focus on India's Blue Economy Vision - 2047: A take on Logistics, Infrastructure and Shipping Roadmap 2047 : Sustainability of Port Ecosystem, Role of technology & its adoption Financing Maritime Infrastructure and attracting Foreign Investments
29.10.2022	Special Campaign – 2.0 - Workshop on 'PPP Grievance Redressal Forum' based on Ministry's direction	Workshop conducted with the stakeholders viz. M/s.CCTPL& M/s.CITPL to identify / address all pending complaints / grievances / issues /communication
11.10.2022	Meeting with Terminal Operators, PHO and Officials of Immigration Office.	To discuss on the issues the issues raised by the Users / terminal operators about delay in obtaining immigration permission due to procedures in practice / introduced.
11.10.2022	Meeting with the Partner Government Agencies (PGAs)	To discuss on the issues pertaining to setting up of lab within port premises
14.08.2022	Interactive session convened with the Stakeholders under the chairmanship of Hon'ble Minister of Ports, Shipping and Waterways in co-ordination with GA Department.	To discuss on the key issues and challenges faced by Chennai Port.
14.08.2022	Inauguration of Drive Through Container Scanner by Hon'ble Union Minister, Minister of Ports, Shipping and Waterways	The Drive Through Container Scanner was inaugurated by the Union Minister
17.05.2022	Port Felicitation Meeting was convened on 17.05.2022 under	To start the first Cruise Vessel of Waterways Leisure Tourism Private Limited (CORDELIA)
14.05.2022 & 15.05.2022	Chennai Port Trust participated in the Conference conducted MoPS&W	To give a renewed thrust to Cruise Tourism. An MoU was signed between Chennai Port Authority

		and Waterways Leisure Tourism Private Limited for starting services from Chennai Port.
02.05.2022 to 06.05.2022	AzadiKaAmruthMahotsav - Exhibition	As per the directions of MoPS&W, an Exhibition was organised from 02.05.2022 to 06.05.2022 on 75 years of development of ports.
11.04.2022 & 12.04.2022	Waterways Conclave 2022 – Dibrugarh, Assam	Participated in Waterways Conclave 2022. The main aim was to focus on the Waterways Ecosystem in the North Eastern Region of India.
23.12.2021	Virtual Meeting – Steel Meeting under MIV 2030 with Stakeholders and Traffic Managers of Major Ports	As a follow up meeting of Meeting held on 13.08.2021
02.12.2021	Virtual Meeting with CHENSSA, CCBA & Container Shipping Lines	To discuss issues relating to Unbundling of Terminal Handling Charges and reduction of the logistics cost through Indian Ports
12.10.2021	Coastal Shipping Workshop chaired by Chairman	To promote Coastal shipping and discuss various issues faced by the Trade.
05.10.2021	Dy. Chairman's Interactions with Exporters and Importers of Foodgrains/fertilizers	Meeting convened to exchange feedback and grievances if any on the infrastructure / facilities provided by Chennai Port and to discuss on the various issues faced.
27.09.2021	MIV 2030 - Zoom Meeting with stakeholders, Terminal operators and container shipping lines.	To roll out DPD-DPE in phased manner, Improve yard and evacuation performance of the container terminals and upgrade multiple degree of freedom in crane operations.
21.09.2021	Dy. Chairman's Interactions with Exports/Importers of Edible Oil	To discuss on the various issues pertaining to Edible oil
13.08.2021	MIV 2030 – Virtual Meeting with Stakeholders and Shipping lines	To discuss on the movement of steel and clinkers along two way coastal circuits – Coastal movement of aggregated steel from Haldia, Paradip and Vizag Ports to consumption centres of Chennai, Mumbai, Kochi and Dahej&Kandla.
02.08.2021	MIV 2030 – Virtual meeting with FCI- Chaired by Chairman	To discuss on the development of Warehouse/ Depot by FCI near

		Chennai Port under MIV 2030 .
27.07.2021	MOU signed with M/s. Transworld Feeders Pvt. Ltd.	To achieve mutual business association with TFPL.
19.07.2021	Pre-Bid Meeting was convened - Expression of Interest was invited for operating Ro-Pax/Passenger Ferry Service from Chennai Port to other Ports	As per Sargamala Development Co. Ltd. Directions EOI was invited on 12.7.2021 to operationalize Ferry Service from Chennai Port to Cuddalore, Karaikal and Nagapattinam.
30.06.2021	MIV 2030 Virtual Meeting convened with Exporters and Importers of Cement Users – Chaired by Chairman	To discuss with cement manufacturers & Exporters/Importers for setting up of Cement Silo facility at Chennai Port/KPL, to improve the infrastructure at Chennai Port/KPL for handling cement in bulk both Coastal and Foreign. Firms were also requested to share their feedbacks to increase the cargo handling.