

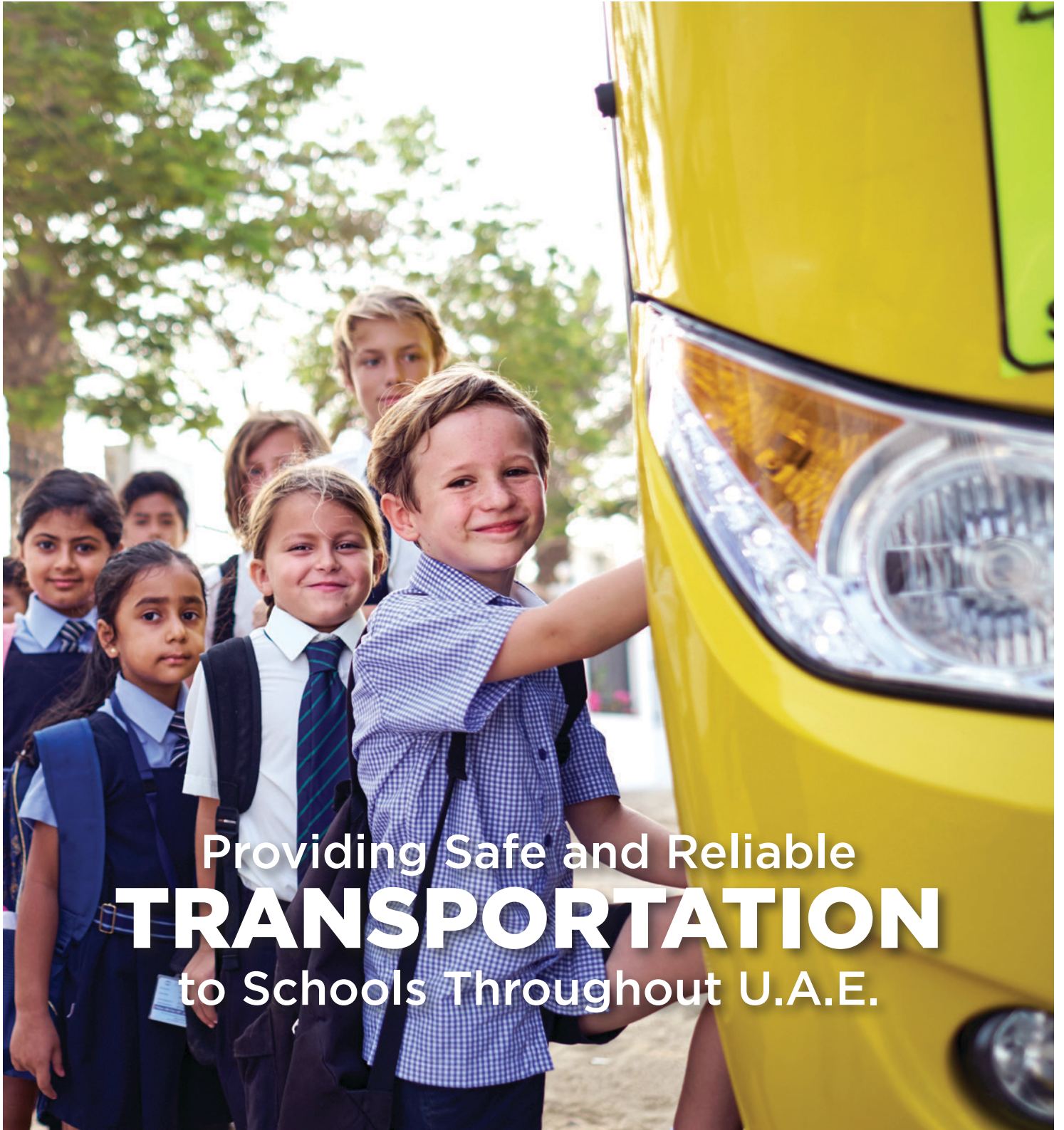
FEBRUARY 2017



JOURNEY

An STS Publication

Issue 01



Providing Safe and Reliable
TRANSPORTATION
to Schools Throughout U.A.E.



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THE TEAM Behind Journey...



From Top Left: Roderick Millington, Laura Wojciechowski, Neetu Deshwal, Eesha Sawhney, Eddie Rayner
From Bottom Left: Derrick E Mathias, Manish Jain, Col. M L Augustine (Retd), Balakrishnan Gopinath, Srinivas Aratikatla, Pudumana Karumathil Kesavan



**Marketing & Communications
Manager**
Neetu Deshwal



SWITCHBOARD:
+971 4 349 4925
laura@tpg-media.com

Managing Director
Eddie Rayner

Advertising Sales
Nazia Anjum
Anuradha Basu
Mahdi Shafiei
Shane Surdhar

Publishing Director
Laura Wojciechowski

**Production &
Communications Coordinator**
Eesha Sawhney

Accounts
accounts@tpg-media.com

Editor in Chief
Rod Millington

Design
Chalitha Fernando

Editorial Assistant
Cherri Fawzy

Photographer
Leah De La Huntly

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WELCOME On-Board!

Issue 01

It gives me great pleasure to be able to welcome you on-board this Journey, which is a new STS magazine dedicated to sharing knowledge and expertise, as well as tackling the big questions and technical issues around school bus travel and safety that we know our readers will want to hear about.

From parents to university students and others interested in the numerous benefits of 'taking the bus' rather than travelling by car, with all of its inherent environmental and congestion problems, will get to learn a lot more than just the what, as we will be covering the how and why too.

We'll also touch on the wider aspects of road safety, providing you with insight and opinion, not only from within STS, but also from external experts and other thought leaders. There will be quite a bit of fun too, as well as some fascinating offers, including the opportunity to 'Ride for Free' for a limited period of time. For whilst we want to inform and educate, we also want to entertain!

Yes, we intend to be enjoyable and upbeat! We'll celebrate all that's great about living in the UAE from an entirely different viewpoint, that of ensuring all of our children arrive to school safely and on time ... and go home the same way. Basically, Journey allows people to get to know STS and the highly professional team that makes this fine company tick. Reading each issue will be like sitting at your kitchen table and chatting with friends over coffee, all of whom have interests similar to yours.

There are some truly beautiful photos (see the Diwali story in this issue), as well as some in-depth features. But the bulk of each issue is conversational, with contributions by fellow residents of the UAE; people just like you.

I sincerely hope that you enjoy reading Journey, and that it provides useful insight and knowledge throughout this and future publications. And if there's anything specific that you would like to know or learn about, get in touch. This is your magazine!

Col. M L Augustine (Retd)
Managing Director



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In This Issue.....



Ride for Free P36

We all love to get something for FREE! That's why in this issue we're offering free bus rides to students of a number of schools – and it's not just for a day, it's for a week.



All Aboard for Events P24

Find out about all the events that STS took part in and partnered with in 2016.



Corporate Social Responsibility P30

We're committed to build a better society by helping others, being environmentally conscious, and socially tolerant.



RoadSafetyUAE P08

The education sector, inclusive of school buses, is of key importance when considering road safety.



Our Family P20

Get up, close & personal with some of our multi-cultural team members.



We Make IT Happen P38

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School Buses and ROAD SAFETY

The education sector, including school buses, is of key importance when considering road safety. And at RoadSafetyUAE we see three strategic areas:

- 1. Protect them now!** – Children have to understand from a very young age that road traffic can be dangerous, and they must be aware of what they have to do to protect themselves. This process has to start in pre-school | kindergarten, involving not only kids, but also the (re) education of their parents and guardians (such as maids and private drivers).
- 2. Little ambassadors** – As soon as children learn, they turn into little ambassadors and start spreading what they were taught. Just imagine your daughter addressing you with: “Daddy, I learned at school that it is very dangerous to use the mobile phone while driving! So please, whenever you drive your car with me or when you are driving alone, please never ever use your mobile phone!” For sure, this is the strongest possible delivery of a road safety message from an educated child to her father.
- 3. Nurture the next generation** – Instilling the proper habits into our kids dramatically raises the chances of enabling them to act as responsible motorists when they are old enough to get behind the wheel. We know from the experience of many countries that it sometimes takes more than one generation to address burning issues of road safety; for example, the use of seat belts – even in Europe and other parts of the world it took its time!

In the context of these three strategic areas of road safety, we see school buses

as ‘extended classrooms’. School bus drivers and school bus attendants are road safety specialists. We must make it clear to our kids that school bus drivers and attendants are persons of authority and that their directions must be obeyed in the same manner as regular teachers. Besides school bus staff, the teacher body and the parents, must make it crystal clear to students that they must behave properly in school buses and that they must follow the rules given to them by schools, school bus operators and school bus personnel.

Statistics Tell a Sad Story:

- In 2014, one child per week died on the UAE’s roads. Traffic accidents are the leading cause of death for children under 14 in the UAE. Additionally, 65% of injuries to children are related to road accidents.
- The study of a UAE university found that only 20% of Emirati parents used a safety seat for children under two, and 40% of parents never used a seat for children between the ages of two and four. The survey also found that even when safety seats were in place, they were not used properly. Only about 30% of survey respondents said that they always buckled the harness, but 16% said they never used the buckle, which can be more dangerous than not using a safety seat at all. Road crashes are the main cause of child death in the UAE.

**65% OF INJURIES
TO CHILDREN ARE
RELATED TO ROAD
ACCIDENTS!**



Thomas Edelmann
*Founder and Managing
Director
RoadSafetyUAE*





Students buckled up for their ride home



Support staff assisting students on the bus

- Traffic accidents are the leading cause of death among infants and are responsible for 63% of deaths among children aged 14 and younger in the UAE, according to Dubai Health Authority officials. This percentage is far above the global average, 22.3%. Although the Ministry of Interior prohibits children younger than 10 years from sitting in the front seat, 28% of children continue to do so. According to Health Authority Abu Dhabi (HAAD) statistics, 98% of child passengers are not properly strapped in and 96% of children in the UAE are not seated properly.

These selected data points illustrate how important and urgent our call-to-action is to educate our kids about the essentials of road safety. School buses play a vital role, because youngsters can be educated by parents, teachers and school bus staff and, most importantly, the learned behavior can be trained and applied on a daily basis!

Children must learn how to safely wait for and enter the school bus, and they must learn the importance of buckling up, either by themselves or by others. Kids must be made aware of the proper behaviour while being driven in school buses and how to safely disembark and approach their waiting parents or guardians, or how to safely cross roads on their way home after their school bus ride.

As a result, we at RoadSafetyUAE see school buses as an important strategic building block for an improved road safety culture in the UAE, based on proper road safety education and understanding. Knowledge saves lives!

By Thomas Edelmann, Founder and Managing Director RoadSafetyUAE (www.RoadSafetyUAE.com)

RoadSafetyUAE



Why You Should Take the School Bus?



More cars = more accidents. Because road traffic accidents are the main cause of death for children, there needs to be more awareness of the flexibility, safety and security of school buses. Research shows that riding a bus is 79 times safer than riding in a car.



Making use of school buses leads to improved air quality, reduces road congestion, and lessens environmental damage.

School buses are seven times safer than passenger vehicles if involved in an accident. One of the greatest benefits of opting for the school bus is that it ensures your child travels safely to and from the school.

School buses provide complete peace-of-mind, as they are all driven by professional, licensed and qualified drivers.

School buses improve traffic conditions. When you consider that each school bus takes literally dozens of cars off the road, the effect they have on congestion becomes very clear.

A school bus can take up to 70 children, and if a school has, for instance, 1500 students and 30% arrive by school bus, that means that 70% will come in cars. That's a staggering 1,050 possible cars outside the school gates on a daily basis!

School-related traffic congestion and the risks such congestion poses to the safety of the students, teachers, parents, residents and motorists in around school locations is a significant problem in communities throughout the UAE.

School buses keep the air cleaner. Pollution is estimated to cause as much ill health per year as traffic accidents. However, school buses produce less pollution than cars per passenger mile by utilising advanced technologies and higher standards.

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SUPPORTING MY FAMILY
- JOSEPH LOKIRO
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Named The Favourite Driver



When students at GEMS World Academy (GWA) - Dubai were asked to vote for their favourite STS driver, they came out in force! The youngsters participated eagerly, as they got to see all of the drivers' pictures and learned their names. It was an exercise that also encouraged a number of non-bus users to give it a go for the first time.

As the votes were tallied, excitement grew, and eventually the winner was named - Mr. Shahid Badshah of Bus 16, who won with an impressive 636 votes; that's around 10 busloads of children! Shahid has been working for STS for the past three years, and has a tremendous relationship with students, parents and the school. Well done Shahid, we are all proud of you!



GWA - Dubai students voting for their favourite driver



Mr. Shahid Badshah
Bus 16, GWA - Dubai



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HAPPY BIRTHDAY FROM STS!

A birthday is a momentous occasion; it's not every day that you get to celebrate you! And birthday wishes certainly add cheer to the big day, which is why at STS we like to celebrate with the youngsters, presenting each student who travels by school bus with a unique birthday card and other goodies. Log onto: www.schooltransportservices.com/parents to receive birthday goodies from us.

DECEMBER

Aadithya Renjit 6 Aadithyan Arun 6 Aanyaa Mathur 8 Aaron Braganza 11 Aaron Francis Shibu 5 Aarush Pradip 8

Aaryan Kuttath 5 Aayan Ahmed 7 Abdul Mujeeb Sarim 1 Abdullah Zaareb 7 Abdul Rehman Muhammad

Khurshid 17 Abhinav Santhosh 1 Abhivridhi Jayan 2 Abigail Jebu 7 Adam Elshayeb 6 Adhithri 10

Aditi 12 Aditya Joshi 14 Adnan 7 Advika Prabhu 8 Adwaith Prem 2 Agnes Aby Philip 5 Ahana

Rath 6 Ahathya 1 Ain Alsaba 8 Aisha Murtaja 1 Aishwarya 5 Akshaj 2 Akshara Kishore 7 Akshitha

Praveen 8 Albie Varghese 5 Alejandro Sanchez 6 Ali Raza Qasim 6 Aliena Venessa Dsa 5 Aliha

Adeel 6 Alvin Philip James 1 Amit Anil George 1 Amjitha Biju 13 Amrit Anand 5 Anahita Java

7 Ananya 8 Ananya Sandeep 6 Andre Jonathan D'souza 11 Angel Mathew 15 Anie Vaswani

2 Aniketh Reddy Mekala 7 Anisha Unnithan 18 Ann Elizabeth Alex 6 Annlima Lijo 5 Ansh

Karande 7 Anusha Qaiser 11 Anushka Gupta 12 Anvin Rajesh 8 Aradhana Rajesh 6 Arham

Hamid Shaikh 5 Arhana P 8 Aritra Das 16 Arraf Shah Khan 6 Aryaa Pai 15 Ashlesha 7 Atheena 9

Athira Ratheesh 15 Ayodya Ruth Rajapaksha 6 Azmil Ahammed .T.m 8 Bhavesh Hablani 9 Bhumika

Bhatia 2 Burhanuddin 9 Carissa Maria 9 Celestino Cardoza 5 Cherrian Wendy Q Luis 14 Claire Jerry

7 Clayne 8 Cobby Mensah 4 Darim Abro 6 Darren B. Acuña 8 Deeban 11 Deon Ajesh 6 Desiree

Barreto 12 Devadiga Shristi P 6 Devika 8 Dhriti Kuchi 1 Dhrumi 4 Dhruv

11 Dina Fazal 9 Diya Deepu 1 Drishti Asher 2 Edwin Diju 7 Elisabeth Grace

Emmanuel 8 Emmanuel Antony 5 Eshal Khan 6 Evan Maurice Ramones

Mohiadeen 10 Falaknaaz Rehan Baig 13 Fares Amr El Sayed 1 Farhan Shah 7

1 Faryal Khan 9 Fathima Rida 11 Fathima Zahras 5 Gabriel Togy Varghese

Gabriela Dcruz 17 Gian Carl M. Lasquites 7 Gimani Asmitha 15 Glen Rebello

15 Godlynn Binish 7 Gokul Anand 2 Gopika Anil 15 Haadhiya Hashim 11 Hajarh

Imran 8 Hamza Presswala 10 Hannah Jerin 8 Harnoor Kaur Bhatia 6 Harshil Pant

7 Harshitaa Rajkumar 10 Hasan Salman 9 Hiral Ahuja 12 Hitakshi Nanwani 1 Huda

Yusuf Lobo 6 Hushang Burges Chinoy 5 I.k. Karthik Aiyappa 1 Ibrahim 8 Ibrahim 7

Ishaan Singh 8 Jade Tellis 7 Jaishnav 14 Jamilah Q. Al Zuabi 8 Jananidxb Govindaraj

6 Janet Shaji 10 Janhavi Singh 5 Januda Thewnula Palihawadana 11 Jarren D'silva 12

Jaunty 9 Jayden Gonsalves 5 Jehoash Jonah 14 Jemima Ann Kurian 10 Jenisa Binoy

1 Jerinne Jaith 12 Jewel Sijo 6 Jeyasurya 11 Jezreel Varghese Shoby 5 Jiya 11 Jiya

Rohith 6 Joel Jude Jinesh 5 Jonatan B George 7 Jullius Michael Camaya 12 Kamakshi

13 Kanchan Palakode 12 Kaveri 1 Kaythlien Joe 9 Keerthana Venod 7 Khaja Raza

Hasan 7 Krish 7 Krishna Sumanth Reddy 11 Kunj Vimal Bhavsar 12 Kushagra Sogani 10

Kyle Noronha 1 Laksh Bhambhani 1 Lama 10 Lamar 7 Leah Shanley 6 Lemuela Thomas 9 Lisali

Lehansa Fernando 10 M.varshini 8 Madhav Binu 12 Mahathi Kirthivasan 9 Mahima Manohar Gopinathan

Nair 13 Malaika Ghanchi 16 Malek Mohamed 5 Maliha Riyaz 10 Manya 7 Marc Leo 11 Marc Tamer 7 Mark Daniel

V Guillermo 10 Mark Robbie Soriano 8 Martoni Lawrenz Arthur Gabuya 1 Mayank 14 Megha Elizabeth Mathew 9 Megna 17

Leitao 10 Michelle Liz Dennis 6 Mohammad Jawad Nayani 9 Mohammad Rihan 7 Mohammed Arhaan Sheik 7 Mohammed Luqman Ahmed 1 Mohammed

Nadim Noushad 14 Mohammed Sulthan Sajid 7 Mohit Kumar 2 Mohmmad Muhammed Waseem 1 Moin Khan 6 Suhan Bhagowati 8 Muhammad Inshallah

8 Muhammad Minhaj Qadir 11 Muhammad Osman Kazimi 8 Muhammad Wahaj Qadir 12 Muhammed Ibrahim Qaiser 14 Muhammed Sulthan Sajid 7 Munim

Naeem 6 Musa 9 Mustafa Ali Mirza 7 Mustafa Murtaza Shakir 9 Daya Deekshitha 2 Naba Noor Ahmed Rajiwate 18 Nabhith 6 Naisha Ghosh 7 Namratha

Muraleedharan 15 Nancy Shaju 6 Naseeka Yasmeen 7 Nataniel Maria Cletus 6 Nathan Gregory Samuel 4 Navanika V 2 Naweera Nasir 6 Nayanika 7

Nicholas James Maddock 18 Nick Masila Mbithuka 8 Nikita Anand 14 Nikita Nair 6 Nirmay 6 Nitika Pooswamy 7 Nivedya Nair 6 Niya Lee 9 Oviya Maria

Cletus 9 Parneet Singh 9 Parthasarathi Mall 10 Pavan Rajkumar 7 Pavithra Balaji 13 Peter 11 Poojith Kampa 5 Pragati Phoolwani 9 Pranav Satchin 7

Pranavu Nalladath 5 Prashanth Srichakra 12 Raghav Prakash 7 Rayyan Alam 7 Ria Rozin Joseph 9 Ria Sheen 12 Ridha Fatima 13 Ridha Mahmood 16

Ritanshi 15 Riya Lakhani 10 Romaysae 7 Rosaline Aroujo 7 Rounak 6 Ryan Alex Kurian 12 Ryan Prabheesh 5 Sabarinath 5 Sachin 9 Sai Venkata Kaustav

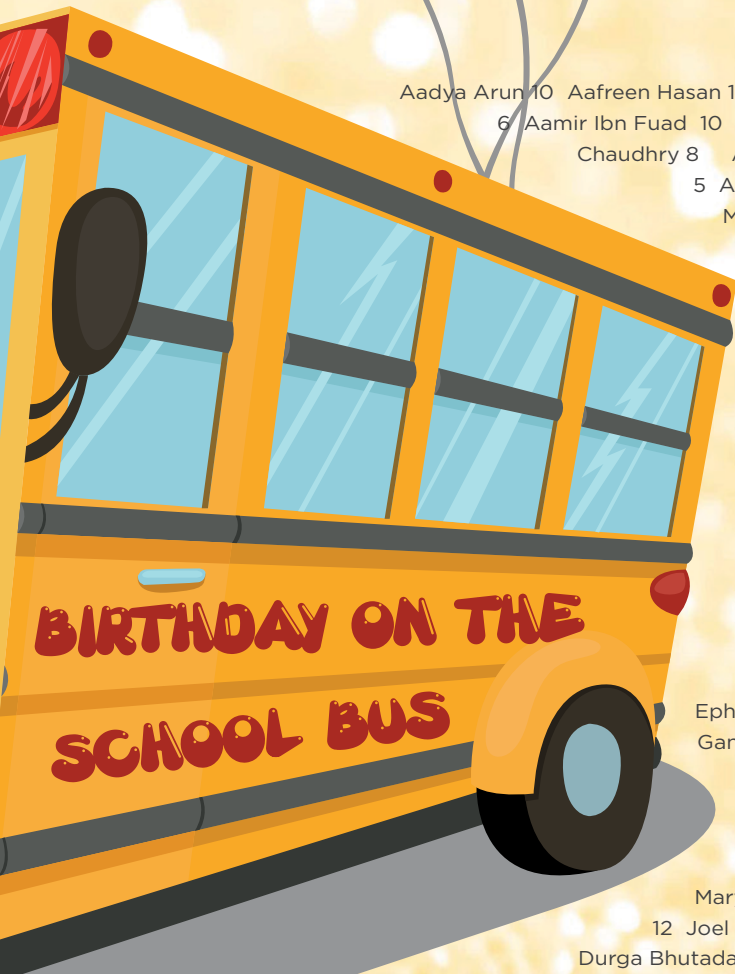
11 Saifeldin 9 Sainiranjan 15 Sairam Srinivasan 9 Saksham Jaiswal 6 Sam 6 Samiksha 14 Sanjit Saji 12 Sarah Paul 15 Sebastian Lars Legaspi 6 Sera



So don't get left out, and register your child with the 'STS Birthday Scheme' today!



JANUARY



- Aadya Arun 10 Aafreen Hasan 12 Aahan Passi 6 Aahana Srivastava 8 Aamena 11 Aamina 6 Aamina Aathif 6 Aamir Ibn Fuad 10 Abida Syeda 8 Adah 10 Adithya K Shetty 12 Afrah Abdul Kader 2 Agastya Chaudhry 8 Agha Muhammad Naveed Mirza 8 Ahamed Adl 11 Ahana Shetty 10 Ahanthi 5 Ahmed Bin Anis 9 Ahmed Galal 5 Ahmed Khaled 2 Aiza Khan 12 Akhilesh Menon 9 Akila Virendra Fernando 14 Akshara K A 5 Akshay Shaji 10 Aleeza Khan 6 Alexander Ariyo 5 Alishay Yezdan 4 Alishba Khan 9 Aliya Khan 10 Aman 7 Aman Tanoli 7 Amatullah Murtaza Shakir 6 Amay Gambhir 7 Ameen Abdul Rasak 8 Aminah Maznah 7 Ammar Wahid Dalvi 14 Anagha Biju 10 Anas Ansar Habibullah 13 Anas Mohamed 14 Anaya Sohaib 8 Anj Meerah Dimaculangan 6 Anjali Harikumar 12 Anjali Harikumar 12 Ann Catherine Binu 9 Anshita Aggarwal 16 Anush Dcosta 10 Anushka Gupta 17 Aparna Santhosh Kumar 10 Archana Krishnan 9 Armaan Nadaf 9 Arohi 6 Arun Anil 18 Arunthadhi 6 Aryan 14 Ashima Sumitha Anish 5 Asma Shahid Shaikh 8 Astha Thanki 5 Avani Shetty 8 Ayaan Fidaasghar 5 Ayesha 8 Ayesha Khan 5 Ayesha Kulsum 5 Ayesha Shakil 10 Efe Tas 2 Aysha Nahrin Nissar 9 Benjamin Benny 10 Bhakti Hitesh Gohil 15 Bhumi Gupta 7 Bilal Ahmad 8 Bryan 16 Buddhima Dissanayake 7 Chris James 8 Christena Renjith Alappattu 6 Christiaan 8 Connor Parnaby 6 Denis-Andrei 7 Dhananjai Biju 8 Dhivakaran 5 Diya Shabit 7 Diya Sujil 12 Diya Sunil 10 Duffer 16 Efrain Kurian Jiju 9 Ekra 10 Ephrem Joseph Rojan 5 Erin Jaimon 6 Eshan Irshad Ahammad 5 Fahim Abdul Gani 14 Faith Suares 5 Fedora Ann Lesly 11 Firaz Palathingal 8 Gabriel 8 Garv Daadhiich 10 Gautham Sankar 5 Gianna 7 Gnyaneshwar Chukka 5 Gul Zahra 11 Gwyneth Sai M. Lasquites 11 Ginan 8 Hardev Rajan 7 Harshita Mistry 12 Haya Lotfy 5 Hayley Hunt 9 Helena Franchesca Lape 10 Hiba Fathima 5 Hireen 6 Jaanvi Sadhwani 10 Jai Sapru 7 Jesvin Simon 9 Jiah Mary Cherian 5 Joan Elza Mathew 6 K.r.ilavendhan 5 Joel Mammen Mathews 12 Joel Sunil 12 Johaan Cherian Saju 12 John Joe 6 Joy 11 Jumana Aathif 6 Kanak Durga Bhutada 8 Kanishk Gang 9 Keane Moraes 13 Keisha Carol Dsouza 15 Khushboo 11 Kishan 5 Krishna Shijil 8 Krittika Rajaram 5 Kshita Adnani 6 Kyra Angurala 5 Lakshmika 5 Latisha 11 Leen 9 Leia Johnsy Kurian 5 Leo Joe George 5 Lubaba Zehra 11 Lughindiko 7 M.rithika 6 Madhav 6 Mahathi Suresh 6 Malavika Sanu 9 Maria Abdul Aleem 5 Maznah Aminah 7 Merlin Sara Eldose 6 Mikhail Stukanov 6 Mohamed Faraas 10 Mohamed Sharaf 8 Mohammad Hamza 7 Mohd Shabeer 13 Mohammed Afeef 7 Moksh Jigar Lakhani 8 Mostafa 6 Muhammad 10 Muhammad Abubakar 6 Muhammad Zazar 7 Muhammed Abdeen 5 Muhammed Mushtaq Butt 5 Mushaf Fatma 9 Myrelle Emily 7 Mysha Kumar 5 Namitha Mary Abraham 15 Nandana Arun Nair 7 Neel Jish 8 Nickil Neeraj Kumar 11 Nicole Kate D'souza 12 Nirmay Jayesh 6 Nirvan Parashar 5 Nisaa Fatimah Ahmad 11 Noman 10 Oliver 12 Olivia Grace Alan 6 P S Vissesh 10 Parth Raina 12 Pinaki M 8 Prachi 15 Pradyun Changlani 6 Pratyush Peruri 7 Qassim Mohamed Saleh 7 Rachel Dawson 13 Raghda 9 Rakshith Balaji 9 Rayyan Akram 7 Rhianne Johara Ganzon 6 Ricardo Godinho 16 Rishith 5 Ronak Sudesh Panoly 13 Rudra 5 Ruqaiya Mahu 1 Rushabh Jain 9 Ryan Nazareth Francis 6 Saad Ahmed Khan 10 Saad Ibrahim 11 Sachin Madhusudan 8 Sahar Fathima Naved 9 Sahiti 13 Sahitya.v 7 Sai 10 Sai Ishaan Balaji 12 Sai Shonali 5 Saira N Shiyas 5 Salahudeen 8 Saleena Faiz 7 Saloniba 10 Sama Imad Abdallah 12 Samarth Loungani 5 Sameer Abdus Salam 15 Sana Nazar 14 Sanaa Trehan 10 Sanchay Gupta 6 Savio Vinumon 7 Sayeed Suhail Husainy 7 Seleem Lotfi 14 Shafana Shamsuddeen 5 Shagun Maheshwari 15 Shanvil Dalmeida 5 Sharon Lilian Vineeth 8 Sharon Samantha Samuel 15 Shashaank Narva 7 Shaurya 9 Shaurya Tankkar 6 Sheikh Umar Ahmad 14 Shekinah Grace 5 Shree Tisha Bhutada 5 Shrey Sethi 9 Shrihaan Roy 4 Shrihan Sinha 5 Siddharth 6 Simi Rachel Thomas 15 Sinead Lobo 12 Sneha Nair 14 Sourav Lakhyani 12 Sparsh Gunjal 10 Sraeshta Sabarish 8 Srihan Shetty 2 Suhan P Bolar 6 Syed Mujtbab Shah 7 Syed Rayyan Ali 7 Syeda Minhal Fahad 5



Transportation Thoughts from a Founding Head

GEMS Nations Academy – Dubai is committed to setting a new benchmark in education, combining innovative teaching methods with new digital communication tools in order to go beyond what schools have accomplished before. This philosophy runs through every aspect of the school, including transportation, and with this in mind we caught up with the Founding Head, Tom Farquhar to get his thoughts on STS and the school bus run.

Journey: Do you think it is a good thing when students travel to school by bus?

Tom Farquhar: I am a big believer in bus transportation for children to go to and from school. From a statistical perspective, it appears to be the safest way for children to be transported to school. Furthermore, the traffic congestion around schools is reduced when students arrive and depart by bus, and the loading of buses can be done in a more controlled manner than when the family car is used, with children often having to walk between vehicles. Lastly, bus transportation is better for the environment. Air quality, energy consumption, and traffic congestion are all reduced when children take the school bus.

Journey: How do you feel that STS has benefitted the school?

TF: STS places our school within reach of families that live at a distance and would not be able to manage the twice-daily commute back-and-forth. Also, we appreciate both, the safety for our students and the reduced traffic congestion around the school.

Journey: Do you feel that the safety initiatives taken by STS help to give peace of mind to both school staff and parents?

TF: We like the fact that the provisions STS has made to make pick-up and drop-off are as safe as possible, also ensuring that no child is left on the bus at the end of the run.

Journey: Are you happy with the punctuality of STS?

TF: STS has an amazing track-record in terms of punctuality. With the traffic issues faced in Dubai during rush hour, we wonder how they do it!

Journey: Is there anything you would like STS to look at in the future to improve or enhance the service?

TF: I think that there would be even more ridership if STS would develop a good map of where our current bus routes are and the pick-up times along each route.

If parents could see that the service is already in their neighbourhood, and if they could project just what it would mean for their family in terms of convenience and timings, they would give the bus option greater consideration.



Tom Farquhar



GEMS Nations Academy – Dubai



A Chat with The Headmaster

Repton School, a truly elite international school in Dubai, has a very distinctive British flavor and a reputation for excellence in all academic and extra-curricular activities. And with a mission to establish the leading boarding and day school in the Middle East, with a vibrant multi-cultural learning community, its standards are incredibly high, not least in relation to the safety of the children in its care. That's why it chose STS to transport its children to and from school! To get more of an insight as to why this decision was taken, we talk to Mr. Jonathan Hughes D'Aeth, the school's Headmaster.



Jonathan Hughes D'Aeth

“SCHOOL BUS TRANSPORTATION IS MUCH MORE ENVIRONMENTALLY FRIENDLY; AND OF COURSE, TRAVELLING TO SCHOOL BY BUS HAS BEEN SHOWN TO BE FAR SAFER TOO, UNDOUBTEDLY THE BIGGEST CONSIDERATION OF ALL.”
-JONATHAN HUGHES D'AETH

Journey: Do you think it is a positive thing that more and more children are now arriving to school via school bus as opposed to private transportation?

Jonathan Hughes D'Aeth: Yes I do, and there are many reasons for this, not least that bus transportation is much more environmentally friendly; in an age where we are increasingly concerned about climate change, this has to be a prime consideration. And of course, travelling to school by bus has been shown to be far safer too, undoubtedly the biggest consideration of all.

Journey: How do you feel that STS has benefitted the school?

JHD: STS provide a safe, well-managed, door-to-door service for a number of our pupils, ensuring that they arrive at school on time and in a happy frame-of-mind.

Journey: Do you feel that the safety initiatives taken by STS help to give peace-of-mind to both school staff and parents?

JHD: Parents are inevitably worried about the safety of their children, and having extensive security and safety measures in place, including well-trained staff, quite naturally eases those worries.

Journey: Do you get feedback from the students and parents to ensure that they are happy with the STS service?

JHD: As so often with schools, no news is good news! We detect from this that, in essence, our parents and children are really happy!

Journey: Finally, is there anything you would like STS to look at in the future to improve or enhance the service?

JHD: There are always aspects that can be enhanced, but the service today is very good and any changes or improvements would obviously need to be balanced with environmental and financial costs.



STS Makes Children *More Confident!*

In this issue of Journey we are delighted to feature Vijaya Sukumar, a loving mother who has entrusted STS with the safe transportation of her son to and from school for the past several years.



Vijaya Sukumar

Ever since kindergarten, my son has used the school transport system as I firmly believe that the duration of travel to and from school is in itself an education. From being on time at the bus pick-up point through to getting onto the bus and then sitting for the length of the journey in a polite and well-behaved manner ... all of this encourages discipline in children.

We have been lucky to have a safe and secure transport service provided by STS. It has been around seven years since my son first travelled on the school bus, and I know he has always been in absolutely safe hands. The staff are excellent, very courteous and efficient. The kids in the bus have a special connection with the 'driver uncle' who ensures they reach school on time day-after-day.

And to conclude, taking the bus saves time, effort and reduces traffic on the road. In an age where air pollution and global warming are increasingly big problems, the least we can do as individuals is try and do our bit by avoiding the use of our cars whenever possible. All this can be avoided by using STS!

So I would definitely advocate using school transportation as compared to dropping children off in private cars. Using school buses help to build up a child's confidence, making him/her more independent and disciplined.

Feedback *from You!*

We always welcome and are extremely interested in feedback from parents & student.

Travelling to School ... *with the Hulk!*

Travelling by bus is the safest and most convenient way to get to school. However, there are many other benefits too, as Gokul Prajeeth, a Year 12 student from GEMS Modern Academy - Dubai, explains.

Creating an impact on one of our school mates' lives before we graduate is a dream we all aspire to, and my dream came true a few months ago on my school bus. One day, I saw a Grade 1 student sitting alone by the window looking gloomy and down. I asked him what the matter was. He looked at me with his watery eyes and proclaimed: "I do not have anyone to talk to." That first meeting encouraged me to sit with him every single day, playing rock paper scissor, tic tac toe, and even helping him with his maths homework. Not only did we become the best of friends, but it also took me back to my younger days.

Around a week ago he said to me: "Thank you for helping me out so much. You have inspired me to become like you." These words have created a long lasting effect on me. I am no school

prefect or head boy, but to him I will always be his first friend, and as he puts it: "His protector, THE HULK." These words have a bigger impact than they sound!

All this was only possible because I took the school bus. The time you get in between being picked up and getting dropped off is where you can create an enduring impression on the people around you. Without you realising, your actions leave an impact on others, especially on your juniors.

These small experiences make me love and value my bus rides. What is your story?



Gokul Prajeeth

REWARDS FOR YOU

WITHIN THE PAGES OF JOURNEY MAGAZINE, WE WILL GIVE OUT AS MANY PRIZES AS POSSIBLE.

AND IF YOU ARE NOT THE WINNER THIS TIME, WE'VE STILL GOT YOU COVERED WITH PLENTY OF OTHER WONDERFUL PRIZES TO GIVE AWAY IN THE UPCOMING EDITIONS. SO KEEP A LOOKOUT!



**WIN FREE BIRTHDAY
PARTY AT BOUNCE FOR
YOU & YOUR FRIENDS**

BOUNCE
Parties

SIT BACK AND RELAX, WE'VE GOT THIS!

ARE YOU READY TO JUMP FOR JOY ON YOUR BIRTHDAY? FROM THE FREE JUMP ARENA TO THE BIG BAG, SLAM DUNK AND DODGEBALL COURTS, IT'S A NEXT-LEVEL PARTY PLAYGROUND FOR KIDS WHO WANT TO EXPERIENCE A TRULY RADICAL BIRTHDAY.

WHAT'S BETTER? BOUNCE IN ASSOCIATION WITH JOURNEY MAGAZINE IS GIVING AWAY FREE BIRTHDAY PARTY FOR YOU AND YOUR FRIENDS!!

ALL YOU HAVE TO DO IS COMPLETE THE FOLLOWING BOUNCE TAGLINE:
BOUNCE - FREE-JUMPING _____

EMAIL YOUR ANSWERS TO CONTEST@STSS.AE
BY 27TH FEB 2017 TO BE THE LUCKY WINNER.



The HEART and Soul of STS

Support staff are the lifeblood of the company, the frontline staff whose actions ultimately determine the quality of the service provided.

Their professional attitude, along with excellent training, means that they are consistently able to display the skills required to keep STS at the forefront of the industry. But what does it take to become a good driver, and how does STS go about recruiting new people? We spoke to the company's Senior HR Manager, Derrick Mathias, to find out more.

Indeed, STS is always on the lookout for friendly enthusiastic people with a 'can do' attitude to join the company. "As a driver with STS, they are responsible for providing a helpful, reliable and safe service to the children, as well as to other road users and pedestrians," Derrick continues. "With that in mind, we seek reliable, sensible drivers who can show a real commitment to complying with our safety rules."

STS employees enjoy some great benefits as well, including excellent wages and 100% tuition fees waved for one of their children at school. We believe by taking care of our support staff it's an investment in the future.

Whether long-term employees or new recruits, the drivers are the heart and soul of STS, and must be responsible and feel good at all times. "All of our drivers work five days a week, but do no more than two or three trips a day. This means that they are always 'on top of their game' and able to concentrate fully on their driving. There is nothing worse than a tired and unmotivated driver and we have stops and checks in places to ensure that no STS driver ever is," Derrick says, also noting that "all of our drivers undergo extensive training before they take to the road. That is why they are consistently seen as being amongst the best trained commercial drivers in the industry."

So what does the training entail? Derrick takes up the story. "It is a very broad training programme, including 30 hours behind the wheel before being allowed to transport children to school. It's ongoing training too, with both improvement and driver refresher courses. But it's not only driving skills that we insist upon, with all of our drivers being trained in student behaviour management, emergency evacuation, and pre and post trip inspections. It's a very responsible job, and you will find no better trained employees anywhere - at STS we pride ourselves on that!"



Derrick Mathias
Senior HR Manager

"WE HAVE OVER 2,000 DRIVERS ON OUR TEAM, MANY OF WHOM HAVE BEEN WITH US FOR A VERY LONG TIME. BUT WE ARE ALWAYS LOOKING TO RECRUIT MORE PEOPLE OF THE RIGHT CALIBRE TO HELP US TO CONTINUE TO OPERATE IN AN EFFICIENT MANNER,"
-DERRICK MATHIAS



Our multicultural team

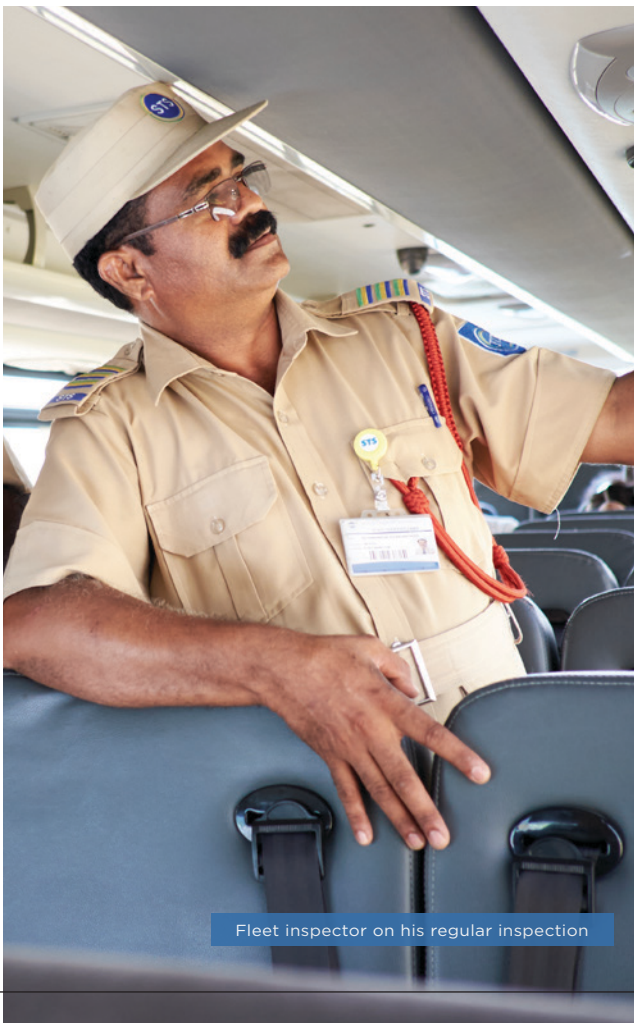
UNDER STS WE ARE PROUD TO HAVE:

- Students: 75,000+
- Support Staff (Drivers and Conductors): 2,300+
- Admin Staff: 160+
- Number of Schools: 65+





Sethumadhavan. K
Fleet Inspector



Fleet inspector on his regular inspection

We all have a working idea of what a driver or conductor does for a living, but what about a fleet inspector? To find out we spoke to Sethumadhavan. K who, having begun work as a driver for STS in 1989, quickly moved on to become a drivers' foreman (leader of all the drivers) in 1992, before being promoted to fleet inspector in 2009.

Journey: Would you please give a short description of your work, and explain how it contributes to the safety of the children?

Sethumadhavan. K: Two or three times a month I have to check that the individual buses under my jurisdiction are in line with RTA specifications and that they are being correctly maintained. I look at everything from the engines through to the bodywork, and this constant checking ensures that the children who travel with STS couldn't be in better hands.

Journey: You must have many happy memories, having been a part of the STS family for 28 years?

SK: Yes, I do. I enjoy my work enormously, and have too many good memories of my colleagues and the children to single out any in particular. I am especially happy that my family has been in the UAE with me since 2006. I have two children, one girl who is in 3rd Grade at school, and a boy who is now in the 10th Grade, who I am very proud of.

Journey: How many schools do you oversee?

SK: There are 31 schools in total, and to me each one is as important as the next. The quality of the service and the safety of the children has to be identical for each school.

Journey: Why do you think it is a good idea that children use the STS school bus service?

SK: First and foremost, it's safety. STS is all about safety. That's why the company has invested in such technological advancements as CCTV's and GPRS. Everything we do is built around the welfare and happiness of the children.

Journey: Do you get feedback from the students and parents to ensure that they are happy with the STS service?

SK: Parents often come and say that they're happy, which means we must be doing a good job ... and that makes me happy!

Journey: What would you say your biggest achievement has been during your time at STS?

SK: I think my biggest achievement is that my family and I are happy. That is the most important thing in life. Apart from just a short six month period, I have never worked for any other company but STS, and I don't want to work for any other company. I feel blessed.



What Makes a Good BUS DRIVER?

What makes a good bus driver? Is it driving skill? Is it time keeping? Is it reliability? The list is probably endless, and certain basics that enter the mix automatically include honesty and a friendly, helpful attitude. To get a closer insight into what it's like to be a driver at STS, we spoke to Nalli Varatnam, who has been working for the company for over 30 years.



Nalli Varatnam
Bus Driver

Journey: You must have many happy memories, having worked for STS over such a long period of time?

Nalli Varatnam: Most definitely. I remember when I first joined the company as a conductor back in 1986; that was a very special day. Another golden memory was when I got my driving license in 1992, beginning many happy years behind the wheel. And of course, during this time I got married. That was in 1989, and I am now fortunate enough to have four children, three boys and one girl. One of my sons studied engineering and now works for STS, whilst my younger children still attend school. I am very happy that my family can be with me here in Dubai.

Journey: What do you feel your biggest achievement has been in life so far?

NV: I didn't study much, so I would say that my biggest achievement has been giving my children the opportunity to be well-schooled. All of my children love learning, and I'm thrilled about that.

Journey: It's a big responsibility to drive a bus and deliver kids safe and sound every day from home to school and vice-versa. What would you like to say to the parents that are worried about sending their kids to school on the bus?

NV: I think most parents are very happy that their children take the school bus. They always seem happy; they are certainly always smiling when I pull up in the morning! The children are happy and make friends on the bus, and the parents say that we are doing a good job. The parents always say good morning, and that gets the day off to a lovely start. I think if they have any concerns they should speak to STS, which will allay any of their fears. My bus is a happy and safe environment for all of the children.

Journey: Which school run are you on at the present time?

NV: St. Mary's - Dubai and I can truthfully say that they are wonderful children that go there!

Journey: Do you get feedback from the students and parents to ensure that they are happy with the STS service?

NV: Yes, parents say that both drivers and children are happy. And parents give me chocolates on their children's birthdays, which is a wonderful and a very welcoming gesture, although it doesn't do much for my waistline!



A good bus conductor is rather like the conductor of an orchestra; they have to oversee many people and operations, making sure that the end result – the safe arrival of the children to and from school – is done efficiently and in a welcoming and supportive way in order to ensure the youngsters (and their parents) feel happy and relaxed. Allalaine Lacap, who has now been a conductor at STS for almost three years, gives us a quick peek into her day-to-day life.

Journey: What do you particularly enjoy about working for STS?

Allalaine Lacap: I always enjoy being with the children. I find them such fun, and they can be so inspiring. It's a lovely way to make a living.

Journey: What would you say your biggest achievement has been so far while working for STS?

AL: I have no doubt about that; it is sending my children to school in the Philippines. I see every day how important it is for children to get a good education, and so it makes me feel very happy and proud that my own children are studying.



Support staff members

Journey: It's a big responsibility to be in charge of a bus and deliver kids safe and sound every day from home to school & vice-versa. What would you like to say to the parents that are worried about sending their kids on the bus?

AL: I would say to parents, do not worry about your children. We always take care of them and they are safe on the bus. In fact, my colleagues and I treat them as if they were our own children – that's how seriously we take our job.

Journey: Which school journey are you working on at the moment?

AL: King's School, Al Barsha. It has become part of my life and I enjoy it very much.

Journey: Do you get feedback from the students and parents?

AL: We do, and I'm happy to say that it always seems to be good feedback.

Journey: How do you ensure that you are always punctual?

AL: It all comes down to attention-to-detail, including scanning and seat belt checking. It's the little things that make the difference and keeps everyone safe.



Allalaine Lacap
Bus Conductor



An Eventful Year!

STS is not 'just another' bus company. Instead, it is a collection of visionaries, strategists and planners, who come together to not only provide children with the safety and most efficient form of transportation to school, but to offer extraordinary events too!

Reduce Traffic, Use the School Bus

Getting to school by bus is easier, cheaper, safer and better for the environment. That was the message given at a special media event organised by STS, with the goal being to encourage families to use the school bus and help reduce traffic.

Held at GEMS Wellington Academy – Silicon Oasis, the event incorporated a panel discussion that included parents and students from Wellington Silicon Oasis (WSO), as well as leading lights such as Col. M L Augustine (Retd), Managing Director of STS; Mostafa Aldah, Senior Researcher, Traffic Institute, General Department of Traffic, Dubai Police GHQ; Angus Duthie, GEMS Vice President of Security; James Hardin, GEMS Dubai American Academy; Jade Peterswain, Little GEMS International (Preschool); Craig Lamshed, GEMS Cambridge International School – Dubai; Lalitha Suresh, GEMS Our Own Indian School – Dubai; Steve Jones, Director Operations, American School of Dubai (ASD); and representatives from traffic data experts Aster Medical. They enjoyed a very positive exchange of thoughts and ideas, which it is hoped will help to cut down on the number of cars on the road and increase the use of school buses.



Richard Dean in conversation with the Colonel during the event



STS displays at the event



Panel discussion at Reduce Traffic, Use the School Bus event



Panel discussion at Reduce Traffic, Use the School Bus event



My Future School Bus

In many ways, future school buses are already with us today thanks to STS's commitment to the finest vehicles and the very latest technology. However, in the modern world things evolve continuously, and the company's 'My Future School Bus | Car | Bicycle Collage and Model Making Competition' was received with great enthusiasm, with large numbers of children demonstrating how they would prefer to use the school bus instead of private transportation.



The Colonel inaugurating the event



Aadi Verma, winner of My Future School Bus competition

The Award and Reward Ceremony was held at DPS Academic City with young Angelica Mariaf winning first place in the Collage Creation category, and Aadi Verma winning the Model Creation category. The judges, though, had never had more difficult decisions to make, so congratulations to all who took part!

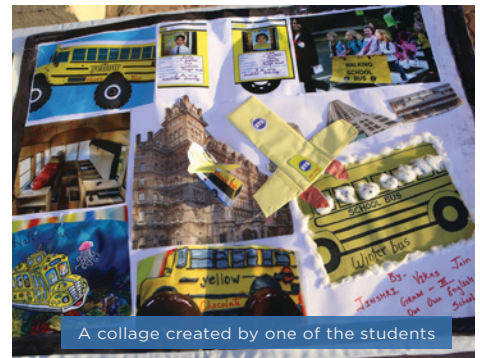
Finally, we must thank Ambika Gulati, Principal of DPS Academic City, for her enthusiastic support and for allowing STS to hold what was an extremely successful event in her school.



An STS bus model recreated



An innovative creation using recycled material



A collage created by one of the students



Performance at Child School Bus Safety; My Safe Ride Back Home



Our mascots with students at one of the 30 schools



Performances by our mascots at the event

My Safe Ride Home

The safety of a child is always uppermost in the minds of parents, particularly when entrusting the care of their child to someone else, as is the case when thousands of children travel on STS school buses every school day. That's why it's a comfort to know that children travelling by bus are in safe hands. With this in mind, STS ran a 'Child School Bus Safety, My Safe Ride Home' event and visited the following 30 schools throughout Dubai in the process: Adab Iranian Private School - Dubai, Al Khaleej National School - Dubai, Al Maaref Private School - Dubai, Al Mawakeb School - Al Barsha, Al Sadiq Islamic English School - Dubai, Ambassador Nursery and Kindergarten - Dubai, American International School - Dubai, Crescent English High School - Dubai, Delhi Private School - Gardens, Delhi Private School Academy - Academic City, Dubai Arabian American Private School, Dubai Modern Education School, GEMS Modern Academy - Dubai, GEMS Our Own High School - Al Warqa'a (Boys), GEMS Our Own High School - Al Warqa'a (Girls), GEMS Our Own Indian School - Dubai, GEMS Wellington Academy, Greenfield Community School - Dubai, Gulf Model School - Dubai, JSS Private School - Al Safa, Little Gems - Al Safa, New Indian Model School - Dubai, Nibras International School - Dubai, Philadelphia Private School - Dubai, Rajagiri International School - Dubai, Star International School - Al Twar, The Apple International School - Dubai, The Millennium School - Dubai, United International Private School, Victory Heights - Dubai.



The team behind the successful event

My Safe Ride Home aimed at creating awareness and educating teachers and parents through their children that travelling on the school bus is not just a form of transportation, but also a platform where kids build their social community by interacting with different age groups. The event also promoted all of the safety features utilised by STS through a cartoon theatre held in the schools.



STS Attends NatransXpo

Always committed to retaining its pre-eminent position at the forefront of the transportation industry, STS attended NatransXpo, a prestigious international event dedicated to sustainable transportation and smart cities that brings together thousands of pioneers and innovators from leading corporations, global institutions and transport associations from all over the world.

STS positioned a bus at the back of the exhibition, where visitors could enjoy a free look around of all the features in the buses, or even take advantage of a guided tour by management staff who were present all around the exhibition hall.

The event was enormously successful, with the seating area for the talks and presentations so busy that people had to stand at the back. The Abu Dhabi police had a large presence at the event, and were sat in the front row during each road safety talk.



The STS team receiving a letter of appreciation



STS bus positioned at the back of the exhibition



The Colonel presenting on behalf of STS

There was an inspirational talk by a representative from RoadSafetyUAE about how everyone can further their own education of road safety, which was followed by STS's own Managing Director, Col. M L Augustine (Retd), who went into greater detail about every point that was raised. Following this talk, the STS stand was packed with people wanting to ask questions and know more about the company, many of whom picked up flyers that were on display.

Happy to chat and answer any queries, both senior staff and STS's own fleet inspectors could be found throughout the hall and, with hands-on experience of dealing with children on buses, were sought out by many visitors who wanted first-hand knowledge of the steps being taken to ensure ever-greater road safety.

A particular highlight for the entire team at STS was a letter of appreciation received from the Department of Transport. This recognized all of the hard work that the company puts into not only transporting but also protecting school children throughout the UAE. Well done to everyone concerned!



Abu Dhabi police at the Colonel's presentation



UITP MENA Transport Congress & Exhibition

The MENA region is developing rapidly with mega urban development projects that account for billions of dollars, and with this comes the need for a world-class public transport network. With this in mind, STS recently attended the UITP MENA Congress and Exhibition at the Dubai World Trade Centre, which showcased the latest innovations developed by leading public transport manufacturers and suppliers. Colonel Augustine received an 'Appreciation Award' at the event, presented by H.E. Matter Mohammed Al Thayer (Director General, Chairman of the Board of Executive Directors, RTA), along with Mr. Alain Flash (UITP Secretary General).



UITP MENA Transport Congress & Exhibition



STS participation at the exhibition

Celebrating Diwali



Winners of the best dressed competition

STS created a special Diwali celebration in its offices, with staff invited to design and craft 'Rangoli', a unique artwork that is practiced by people across the length and breadth of India. Derived from the Sanskrit word 'rangavalli', Rangoli is said to precede both sculpture and painting, and can incorporate everything from simple geometric shapes and deity impressions through to flowers and petals shapes. They can often be very elaborate, and the use of bright colours can make them genuinely spectacular.

During the STS Diwali celebration a competition was held to create the best Rangoli, with staff producing some quite amazing designs, with a lot of skill and patience, which gave the judges of the competition a very difficult task! However, eventually they announced that Riva, Indu, Mahak, Leslie and Rohan were to be awarded first place, having produced a Rangoli that took everyone's breath away.

It wasn't only the Rangoli that looked beautiful though, it was also the staff themselves! Indeed, prizes were presented to the best dressed male and best dressed female, HR Officer Vinitha Moras and Operations Manager Rohan D'Souza, both looked like they had stepped off a catwalk!

Gifts were presented to all of the winners by the two judges, Kiran, Commercial Director & Partner at the Idea Factory, and Lubna, Managing Director & Partner at the Idea Factory. Col. M L Augustine (Retd), Managing Director at STS, then thanked the judges and gave them gifts in recognition of the day itself and the tough decisions they had to make.

The whole event was great fun, underlining the fantastic team spirit and unity that pervades STS, with everyone invited to celebrate Diwali in a creative, fun and imaginative manner. It was an unforgettable day!



Celebrating festivities together as a family



Festive Celebrations with STS

We loved every minute of our STS festive party! There were sweets, treats and best-dressed prizes to give away. Prizes were presented to the best-dressed male and best-dressed female, Customer Care Executive Riva Pacheco and Operations Manager Sean D'souza ... and they both looked like they had stepped off a catwalk!

Take a little look at what we got up to!

Best-Dressed Female: Riva Pacheco

Best-Dressed Male: Sean D'souza



Celebrating U.A.E National Day

There were many number of exciting events on during the 45th UAE National Day, and at STS we were determined not to be left out! That's why we put together our own celebrations at STS headquarters, with everyone invited to come along and join in the fun. An ever-popular sweet distribution took place, and the entire team shared their delight at being able to live in a country with such vision and potential.

UAE National Day celebrations at STS HQ



Caring About People and THE PLANET

STS is committed to being at the forefront of Corporate Social Responsibility (CSR) in the transport industry, with the company's CSR initiatives being designed to assess and take responsibility for its effects on environmental and social wellbeing. This takes in everything from the impact of its business operations on the planet through to focusing on education and humanitarian support, as well as creating a workplace where employees can achieve personal growth and maintain a healthy work-life balance.



STS staff donating blood

Blood Donation Drive

Just one blood donation can save up to three people's lives, so hosting a 'Blood Drive' is a great way to show support for the community. That's why we are delighted to report that, in association with Dubai Health Authority, STS organised a blood drive which saw 237 volunteers come forward to give an amazing 111.3 litres of blood!

The gift of blood donation is a selfless act that provides hope to those in need, and we would like to thank all of those altruistic folks who turned up to give the gift of life.

Can Collection Drive

As part of STS's recycling programme, the 'Can Collection Drive', we managed to collect an impressive 45 kilograms of aluminium cans. Carried out in association with Emirates Environmental Group, the drive focused on a metal that is 100% recyclable, aluminium, and can be re-used over and over again, saving energy, raw materials and waste.



STS representative at the Can Collection Drive

Resources on the Earth are limited, so it's important that the way we behave now does not make life difficult or impossible for future generations. We therefore salute our volunteers, who have placed themselves at the forefront of this noble quest.



Can collection in progress



STS members handing out water to workers

Water for the Workers

As humans we rely on a constant supply of water to maintain all of our major organs, muscles, skin, and blood supplies. What's more, our brain is 85% water and depends upon a constant flow of water in order to work properly. It was with this in mind that STS organised a 'Water for the Workers' day for the nation's industrious construction workers, who frequently toil away in the most ferocious heat.

Carried out in association with the Sameness Project, 54 volunteers distributed 1008 bottles of water and 'We Care About You' hankies to construction workers across a number of different sites.

A BOOST for Low Income Families

Over 100 children from low income families have benefitted from a new non-profit charitable programme that allowed youngsters aged between 8 and 16 to attend free sports and activities camps in Dubai, instead of being confined to cramped indoor spaces during the hot summer months, which is growing issue across the UAE.

BOOST, in collaboration with Dubai Emirates Red Crescent, reached out to as many low income earners and their children as possible, including 9-year old Ilham, who lives with his mother Ramsan and father Mohammed. Ramsan explained: "This summer we are very fortunate to have the support of BOOST, and are very grateful to BOOST's partners who have offered free places so that our children can attend. If it wasn't for the camps and the support of BOOST,

Ilham would have to stay home as both my husband and I have to work six days a week. During the summer, Ilham was able to keep fit and active, which is excellent for him, but also great news for us as parents, knowing that he is playing with other children and enjoying his summer in a fit, healthy and active way."

To ensure that all of the children who had enrolled in the programme were able to get to and from the summer camps safely, BOOST secured the services of School Transport Services (STS), in association with New Balance.

"Ensuring that children get to and from their summer camp safely is just as important as attending. That's why STS provided safe, reliable transportation to and from every child's activities during the hot summer

months. STS is proud to support BOOST and be part of such a noble initiative," explained Col. M L Augustine (Retd), Managing Director of STS.

BOOST partners included FC Dubai, Spanish Soccer School, ICC Academy, Fit Republik, Farjam Foundation, Chill n Champ and Ace, Elite, It's Just Football, M&S Sports Services, IFA, Dubai Holiday Camps, Kids Theatre Works, and Diverse. Needless to say, a good time was had by all!



The team behind The BOOST initiative



my LITTLE PONY



FRIENDSHIP IS MAGIC!



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Additional Services Encourage Further Growth

STS is committed to providing a five-star service at all times, and with this in mind has continued to evolve and expand the business into new markets, allowing it to continue to lead the way in transportation and security.



One of the technical experts installing monitors in the bus

STS Security Devices and Equipment Trading LLC (SDET)

Established in 2015 for the sole purpose of providing high-level security solutions for vehicles and buildings throughout the Middle East, SDET has attracted a specialist team with more than 10 years of experience in the industry, and is able to offer the following services:

- Providing electronic tracking systems for school transportation and rental cars.
- Providing video surveillance systems for a wide range of buildings, including schools, as per Dubai Protective System Regulations.
- Installation of student tracking systems, integrated with vehicle tracking systems.
- Importing and exporting SDET products across the region.
- Setting up of control rooms.
- Providing access control system set-up.
- Installation of CCTV with online and offline monitoring for vehicles.
- Installation of other services, such as Edutainment and Wi-Fi on school buses.
- Installation of barcode scanners.
- Setting up office network infrastructure.
- Installation of GPS devices in vehicles.

SDET offer a range of its own high quality products, including GPS devices, CCTV cameras, barcode scanners and access control units, whilst its clients encompass such blue-chip names as GEMS Education, School Transport Services, Al Kawakeb Garage, American School of Dubai, and Modern Star Passenger Transport. Its valued partners include Ever Focus and Systems & Technology - Taiwan.



One of the technical experts installing CCTVs in a school

www.stss.ae
For further information, contact:
enquiries@sdet.ae
+971 56 820 8596





STSS quality assurance team checking the engine



STSS quality assurance team repairing the tyres

Automotive Services

Al Kawakeb Garage and STSS Auto Repairing LLC are two of the leading automotive workshops in the UAE. Based in Umm Ramool, Rashidiya, Dubai, Al Kawakeb Garage was first established in 1981 and, operating out of a state-of-the-art 64,000m² workshop, currently handles the maintenance and repair of around 2,500 buses and 500 cars, all on contract. STSS Auto Repairing, a more recent addition to the organisation, operates to the same high standards and is committed to exceeding customer expectations at all times.

A broad array of automotive services is offered, all carried out by highly experienced and qualified technicians:

- Lube Service
- Mechanical Repairs
- Air-Conditioning Repairs
- Electrical Repairs
- Body & Paint Repairs
- Accident Repair
- Body Wash & Servicing
- Breakdown & Road Assistance
- Regular & Periodic Maintenance

Clients include:

- Schools – annual contracts for school bus maintenance
- Insurance companies – for the maintenance and repair of vehicles involved in accidents
- Corporate clients – annual fleet maintenance contracts

www.stss.ae
For further information, contact:
enquiries@stss.ae
+971 50 632 2726





Luxury and Corporate Coaches

This instantly recognisable fleet provides a number of specialist services, including:

- Charter packages for airport transfers, arrivals & departures.
- Sightseeing tours of Dubai, Sharjah, Northern Emirates, Abu Dhabi and Al Ain.
- Short trips such as dinner transfers, dhow transfers and picnics, business and conventions, and other group travel within the UAE.
- Transportation of staff for companies and hospitals.

The entire fleet is of excellent quality and well-equipped with audio and video services, a water cooler in large coaches, and plenty of luggage space.

Valued clients include leading hotels and travel and tourism organisations.

“THE ENTIRE FLEET IS OF EXCELLENT QUALITY AND WELL-EQUIPPED WITH AUDIO AND VIDEO SERVICES”



Our fleet of corporate buses



A luxury bus ready to go



Our team is ready to serve you

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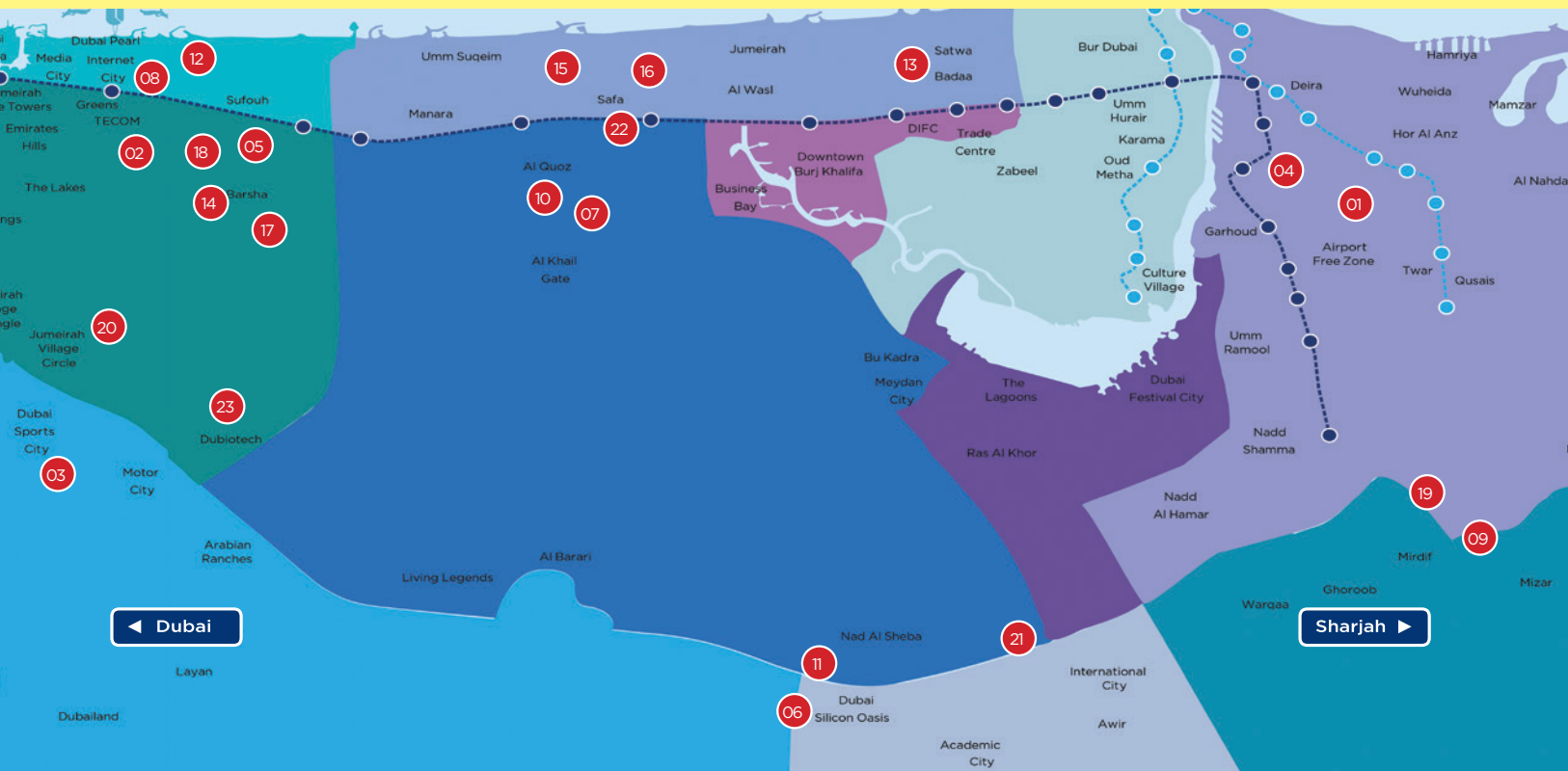
Ride *for* FREE

We all love to get something for FREE! That's why in this issue we're offering free bus rides to students of a number of schools - and it's not just for a day, it's for a week. So if you've never tried the STS school bus service before, this is the perfect time to give it a go!

The offer is open for the three month period that this issue of The Journey covers, and applying just couldn't be simpler. As soon as the parent registers their child, they will be allocated a particular week and all of the bus rides will be absolutely FREE!* That's all there is to it. But it's best to get in touch as soon as possible, as there are limited seats available for this offer. To get registered, email us at contest@stss.ae

***Terms & Conditions apply**

**WIN
A RIDE
FOR FREE!! GET
YOURSELF REGISTERED
TODAY, EMAIL US AT
CONTEST@STSS.AE**





Would you like to **RIDE FOR FREE** in our school buses for a week?

Find your school in the below list to know the areas this offer is eligible in!

01	AL KHALEEJ NATIONAL SCHOOL - DUBAI	Business Bay Discovery Gardens Jumeirah Lake Towers Hor Al Anz Abu Hai Hamriya Karama Jafliya Trade Centre Satwa Jumeirah Sharjah - Al Nahda Al Khan Umm Suqeim 1 Tecom Al Barsha 1
02	AMERICAN SCHOOL OF DUBAI	Al Bada Al Barsha - 1 & 3 Arabian Ranches - Al Vorada 3 Al Reem 3 Savanah Terranovah Saheel 2 La Colleccion Palmera 3 & 4 Dubai Investment Park Dubai Marina Jumeirah Golf Estate Jumeirah Park Meadows 1, 2, 5, 6, 9 Springs 11 Meadows 5 & 6 Springs 1 Motor City - Green Community Sports City Victory Heights The Greens
03	BRADENTON PREPARATORY ACADEMY SPORTS CITY	Arabian Ranches 2 Layan Community Business Bay Down Town Dubai Silicon Oasis Jumeirah Beach Residence Jumeirah Park Jumeirah Village Circle Mirdif Sports City The Greens Tecom Trade Centre
04	CAMBRIDGE INTERNATIONAL SCHOOL - DUBAI	Arabian Ranches Business Bay International City
05	DUBAI AMERICAN ACADEMY	Al Safa Umm Suqeim Jumeirah Bur Dubai Karama Deira Jumeirah Islands Springs Meadows
06	GEMS FIRSTPOINT SCHOOL - THE VILLA	Al Warqa'a 1,3,4 Arabian Ranches Motor City Business Bay International City Ras Al Khor Jumeirah Village Circle Mirdif The Villa Falcon City
07	GEMS INTERNATIONAL SCHOOL - AL KHAİL	Deira Mirdif Down Town Trade Centre Jumeirah Lake Towers Jumeirah Park Jumeirah Village Triangle Jumeirah Village Circle Sports City Jumeirah Golf Estate The Gardens Dubai Investment Park
08	GEMS NATIONS ACADEMY - DUBAI	Jumeirah 1 & 2 Jumeirah Beach Residence Palm Jumeirah - Al Shams, Golden Mile Jumeirah Park Springs 3 Meadows 5 The Lakes - Deema 3 Sustainable City Arabian Ranches
09	GEMS ROYAL DUBAI SCHOOL - DUBAI	Al Khawaneej Al Mizhar Arabian ranches Dubai Festival City Falcon city International City Nad Al Hammar Rashidiya
10	GEMS WELLINGTON ACADEMY SCHOOL - AL KHAİL	Al Barsha Al Furjan Discovery Gardens The Gardens Deira Al Garhoud Festival City Dubai Investment Park Al Barsha South Dubai Marina Jumeirah Beach Residence Jumeirah Lake Towers Jumeirah Park Jumeirah Islands Mirdif International City Al Khail - Meydan Palm Jumeirah Satwa Al Bada Jumeirah Al Quoz The Greens Barsha Heights
11	GEMS WELLINGTON ACADEMY - SILICON OASIS	Arabian Ranches Saheel Casa Alma Nad Al Sheba - Meydan South Trade Centre Business Bay Down Town Al Bada Satwa Al Mizhar Al Saf Executive Towers Al Khail Bur Dubai Dubai Investment Park International Media Production Zone Motor City Dubai Marina Dubai Silicon Oasis Falconcity Al Barari Jumeirah Beach Residence Dubai Marina Jumeirah Island Jumeirah Park Sprins Meadows Jumeirah Lake Towers Karama Oud Metha Layan Community Mirdif Palm Jumeirah Sports City Springs Meadows The Greens Barsha Heights The Lakes The Villa
12	GEMS WELLINGTON INTERNATIONAL SCHOOL - DUBAI	Al Barsha Jumeirah Village Triangle Al Qusais Mamzar Hamariya Rigga Al Safa Satwa Al Sofouh - 2 Media City Palm Jumeirah Arabian Ranches - Reem 1&3 Mirador, Palmera 1,2&3 Arabian Ranches - Saheel Motor City Bur Dubai - Golden Sands, Behind Ramada Hotel, Mankool Karam-Oud Mehta Lamcy Wafi Center Green Community Dubai Investment Park Jebel Ali - Muntazah Jebel Ali Gardens Discovery Gardens Al Frjan Maskin Al Farjan Jumeirah Lake Towers Jumeirah Park Jumeirah Island Jumeirah Beach Residence Mirdif Rashidiya Garhoud Sheikh Zayed Road Down Town Sports City Motor City Victory Heights Springs Meadows Emirates Hills Jumeirah Village Triangle Jumeirah Island The Greens Barsha Heights The Lakes Greens Emirates Golf Club
13	GEMS WELLINGTON PRIMARY SCHOOL - DUBAI	Al Barsha Al Safa Deira Oud Metha Discovery Gardens Dubai Marina Al Manara Jumeirah Park The Greens Barsha Heights Al Quoz Mirdif Down Town Palm Jumeirah Umm Suqeim Jumeirah 2,3 Satwa Al Bada Springs Meadows Dubai Investment Park Jumeirah Golf Estates Jumeirah Island Motor City, Jumeirah Village Circle Silicon Oasis The Villa Al Barsha -1,2,3 Arabian Ranches Deira Bur Dubai Oud Metha Down Town Dubai Marina Dubai Sports City Jumeirah 1,2,3 Jumeirah Beach Residence Jumeirah Lake Towers Jumeirah Park Palm Jumeirah Springs Meadows The Lakes The Greens Al Wasl Road Al Safa 1
14	GEMS WORLD ACADEMY - DUBAI	Al Barsha -1,2,3 Arabian Ranches Sports City Motor City Springs Meadows Jumeirah Park
15	JUMEIRAH COLLEGE - DUBAI	Al Barsha -1,2,3 Arabian Ranches Sports City Motor City Springs Meadows Jumeirah Park
16	JUMEIRAH PRIMARY SCHOOL - DUBAI	Al Furjan Jebel Ali Jumeirah Lake Towers Arabian Ranches Sports City Motor City Springs Meadows Jumeirah Park
17	KINGS SCHOOL - AL BARSHA	Arabian Ranches 1,2 Bur Dubai Jumeirah - 1,2,3 Umm Sequiem - 1,2,3 Dubai Marina Jumeirah Beach Residence Barsha-1 Greens Lakes Jumeirah Lake Towers Umm Sequiem Jumeirah Palm Jumeirah Al Barsha-3 Sports City Motor City Jumeirah Village Circle Jumeirah Village Triangle
18	LITTLE GEMS INTERNATIONAL - AL BARSHA	Jumeirah Beach Residence The Greens
19	MIRDIF PRIVATE SCHOOL - DUBAI	International City Dubai Silicon Oasis Sky Courts
20	NORD ANGLIA INTERNATIONAL SCHOOL - DUBAI	Al Barsha Arabian Ranches Jumeirah Lake Towers Sports City
21	REPTON SCHOOL - DUBAI	Al Barsha 1,2,3 Al Sofouh The Greens Arabian Ranches - Savannah, Mirador, Al Reem, Terranova, Alma, Saheel, Hattan, Mirador La Business Bay Down Town DIFC Deira Bur Dubai Karama Satwa Trade Center Dubai Investment Park The Greens Sports City Motor City Dubai Marina Jumeirah Beach Residence Dubai Silicon Oasis Al Barari Dubai Silicon Oasis, The Villas, Falcon City Jumeirah - 1,2,3 Al Safa Al Satwa Jumeirah Island Jumeirah Village Circle Jumeirah Village Triangle Jumeirah Park Meadows The Lakes Emirates Hills Springs Mirdif Al Garhoud Rashidiya Al Warqa'a Motor City Sports City Palm Jumeirah The Greens Discory Garden Al Furjan Villas Umm Sequim - 1,2,3 Nad Al Sheeba Al Quoz - 4
22	SAFA BRITISH SCHOOL - DUBAI	Business Bay, Trade Centre Dubai Marina Jumeirah Beach Residence Jumeirah Lake Towers Jumeirah - 3 Al Safa - 1,2 Al Satwa Umm Suqeim Al Manara The Gardens Al Furjan Discovery Gardens
23	SAFA COMMUNITY SCHOOL - DUBAI	Al Furjan Discovery Gardens Arabian Ranches Sports City Arjan Al Barsha



New App Provides Complete Peace of Mind

Just as the proliferation of the Internet made it crucial for all businesses to build a web site, the sudden increase in popularity of smart, Internet-enabled mobile devices has made it obligatory for all businesses to build mobile apps.

There are literally millions of apps around today, but perhaps none quite as useful as the new STS app, a virtual assistant to make the school bus experience even more convenient.

Let's take a quick look at how STS has made use of revolutionary mobile features to engage parents, making their lives considerably easier.

Although when most people think of GPS tracking systems they think of vehicle tracking technologies used for fleet management applications, the truth is that it can be used in a variety of situations. And the new innovative app brought to you by STS allows the parent to locate their child through a GPS tracking system located on the bus. It's simple, and it provides complete peace-of-mind.

Parents can also take advantage of text alerts, so if a bus is stuck in traffic and a child is being delayed on their way home, for instance, the information can be relayed instantly. The app is a two-way thing too, with parents being able to send requests for pickups and drops offs for an alternative location on the route if their plans change.

It is also possible to check the account, with details such as fees and payments being easily available. And to make it even simpler, it is easy to add a second child to one account. It's the last word in convenience.

So why not take a look at the new STS app today. Find 'STSS' on Google Play for Android and Appstore for iPhone, and let's move forward together.

For any assistance in downloading the app, feel free to contact us on 800 STSS.

Find "STSS" in Playstore for Android & Appstore for iPhone



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