



Atlas Insight

January 2013

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Dear Colleagues,

I'm sure you have all settled into your work routine.

The company

showed remarkable flexibility and adaptability during its journey over the decades. It met changing customer requirements by offering relevant products from time to time and expanded its sales and service networks across the country. Every single day is an opportunity to step ahead into a brighter future and work accordingly.

Each one of us as an individual should contribute and work as a team to help ATLAS grow and reach to greater heights

As Tagore said: "I have become my own version of an optimist. If I cant make it through one door, ill go through another door - or ill make a door"

Something terrific will come no matter how dark the present is. Lets salute the nation on republic day.

Signing off with a few words from Aristotle:

"We are what we repeatedly do. Excellence, therefore, is not an act but a habit.

Cheers and good luck to the team for 2013.

Nabard to incentivise banks to boost investment in warehousing

National Bank for Agriculture and Rural Development (Nabard) to increase warehousing capacity in the country and to explain its latest refinance scheme met top officials of scheduled commercial banks. Nabard said the today's meet discussed in detail the operationalisation of refinance product of Nabard for warehousing. The refinance scheme incentivises banks to accelerate the pace of creation of quality warehousing facilities for

agricultural commodities, particularly for reducing post-harvest losses.

The warehousing scheme was conceptualised out of a dedicated fund of Rs 2,000 crore allocated in the Union Budget. Mr Prakash Bakshi, Chairman, Nabard, said "The scheme will help in creation of around nine million tonnes of additional storage capacity in the country. The details and modalities of the refinance scheme were explained in detail to the bankers." "The creation of warehouses will be the infrastructure required for the growth of agriculture sector



CONDOLENCES FROM ATLAS LOGISTICS FAMILY



Our Bangalore staff Mr. S. Selvam has expired on 04th January 2013.

On behalf of employees of Atlas Logistics Pvt. Ltd., we wish to convey our deepest sympathy to his family.

He has been working with us since September 1999 as Operation Executive.

During his service, he distinguished himself among his co workers and management with his pleasant, enthusiastic manner and continuing high quality performance. He was a valued member of our team. His friends and co workers remember him with respect and admiration and he will be missed by all.

We extend our condolences to his wife and his family, we hope that time and memories will help lessen the burden of their sorrow, and that they may draw some measure of comfort knowing that others care and share in there loss.

May his soul rest in peace. Let us pray for the peace of his soul and wellbeing of his family.

Address Change

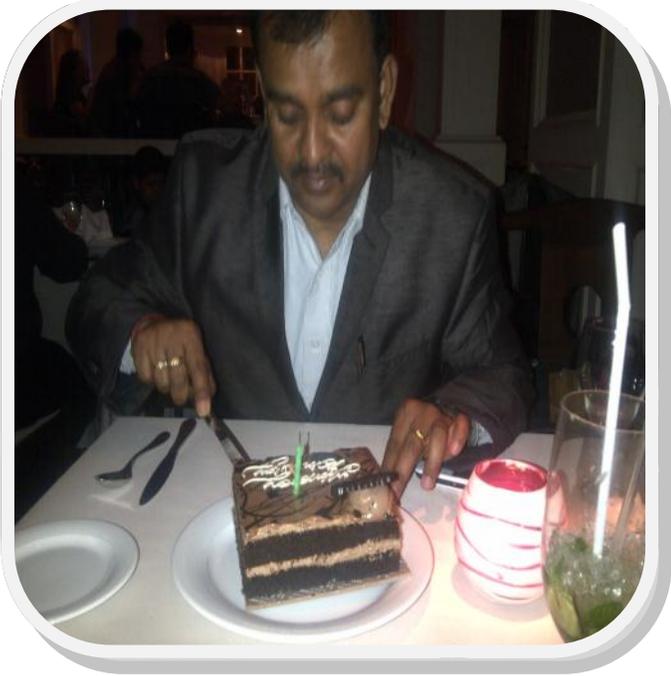
Atlas Ahmedabad office will shift to new premises with effect from 01st February. The address and contact details are given below:-

ATLAS LOGISTICS PVT.LTD.
202 -SAKAR -5,
B/H. OLD NATRAJ CINEMA,
ASHRAM ROAD,
AHMEDABAD -380009

Atlas Pune office will shift to new premises with effect from 01st February. The address and contact details are given below:-

ATLAS LOGISTICS PVT.LTD.
B/402, Laxminarayan Kunj ,
7 Mula Road,
Behind Bus Stop,
Pune - 411003.

LUCKY YEAR : Mr Hridaya Narayan—BDM celebrates his Birthday with our Chairman Mr. Venkatesh Rao



AMD Branch Manager Mr Ajay Nair participates in Sabarmati MARATHON — 2013

Our AMD Branch Manager Mr. Ajay Nair has participated in Sabarmati Marathon in 2013 and also participated earlier in 2011 December.

Sabarmati Marathon is an annual marathon foot race held in Ahmedabad in 2010. It is usually held in between December to January every year. It attracts large number of locals as well as some foreign participants. It is organized by Ahmedabad Municipal Corporation in association with Ahmedabad Distance Runners.



Mr. Ajay Nair has participated in Sabarmati Marathon earlier in 2011 December.

It is an annual marathon foot race held in between December to January every year. It attracts large number of locals as well as some foreign participants. It is organized by Ahmedabad Municipal Corporation in association with Ahmedabad Distance Runners.

Knowledge

IMPORTANT AND UNIMPORTANT

So many people are stuck with what is "important". Why do you always have to do only that which is important? For something to be important, there need to be many things that are unimportant. So you cannot eliminate unimportant things. It is important to have unimportant things to make something else important. (Laughter.) Things are either themselves important or they make other things important. So, that means everything is important, and everything is unimportant. When you realize this fact you become choiceless.

Simple or complex?

Life is utterly simple and yet most complex. You have to simultaneously attend to both facets of life.

When life appears very complex, turn to simplicity. Simplicity brings peace. When you are peaceful attend to the complexity within you. That will make you more skillful.

If you are only with simplicity, it makes you lazy and dull. Being only with complexity makes you angry and frustrated. The intelligent ones balance them and rejoice in both.

If you look only for simplicity, there is no growth. Looking only at the complexity, there is no life at all. All that you need is a skillful balance.

If you recognize both simplicity and complexity of life, you will be skillfully peaceful!

'Rising India food imports require investments in port warehousing'

Indian banking system hasn't been able to fully come to terms with the credit and financing needs of the agriculture industry as financial inclusion in rural areas continues to be a focus area and therefore farming community continues to be under the grip of local money lenders. However, some banks have been innovative in addressing the agri-related issues and have indeed come up with solutions be it funding for technology, crop loans or advisory services. YES Bank is one among them.

Under the leadership of Rana Kapoor, Founder, Managing Director and CEO, YES Bank has undertaken pioneering initiatives for the development of agri-infrastructure on a Public Private Partnership (PPP) mode. He was conferred with Doctorate in Science by GB Pant University of Science and Technology recently for YES Bank contribution to agriculture.

In an interview to Sreekumar Raghavan of Commodity Online, Mr Girish Aivalli, Group Executive Vice President & Country Head, Development Banking, YES BANK pointed out that Indian farmers are still under the clutches of middlemen as they are fragmented and several issues related to infrastructure have to be addressed and large format retail stores are needed to curb logistic costs. India will soon become a major importer of food and what is required is investments in port warehousing. Excerpts:

Sreekumar : Indian agriculture continues to be plagued by problems and most often farmers don't get a remunerative price for their produce and also don't get timely credit. However, there are other problems related to storage and market infrastructure. Considering the fact that YES BANK pioneered the Modern Terminal Markets to shorten supply chain in association with Agriculture Ministry how do you think the market infrastructure and warehousing issues can be addressed at the national level?

Girish Aivalli: The current system allows for farmers to sell their produce only at designated mandis. Various states have introduced reforms in their APMC acts allowing for private sector participation and for direct procurement from the farmer. However, while as one may go in for direct buying, the sheer scale of fragmentation of landholdings in India, makes direct aggregation a very

difficult

task.

The farmers come in their carts or tractors with limited quantities – and hence the throughput per buying center tends to be very less. Add to it the challenges of ensuring continuous procurement, physical cash payment, availability of gunny bags and associated infrastructure – and what emerges is a very costly proposition. In spite of all the talks around too many middlemen in India, I would say that they are a consequence of fragmentation and non-developed large retail format stores.

Unless and until either one of them can pick up in a big way, the middlemen will continue to play a role in aggregation. On the storage front, it is clear that we do require location specific investments to flow in. Very soon, India will be a major importer of food items. So, investments in port warehousing can be a smart thing to do. Typically, port warehouses also have a better occupancy rate.

SK: Indian businesses are looking forward to making more agri-business investments abroad especially in Africa while at the same time more and more productive agriculture lands are diverted for industrial purposes? Do you welcome this trend?
GA: Investments in Africa are for two reasons – either the firms wish to have dedicated supplies for their major raw material ingredient or they wish to play a role in growing the crops that Africa currently imports and hence addressing a ready market.

Further, there are ceiling limits on land ownership within India, and they vary from state to state. These have no correlation to land diversion issues that you write about. And, as Indian economy grows, I would say that what we are seeing is a natural consequence of such growth.

The customer is not always right

For a small business, every customer is important. They are who keep you in business, they are who can spell doom for your business. But what about bad customers customers who cause your business more harm than good, who cost you more time and money than they are worth, who haggle on prices after agreeing on them, who pay late or even don't pay at all . . . who are unprofitable and rob your sanity. Shouldn't you drop these customers?

So, how to identify bad customers? They place unreasonable demands on you; they seek so much attention that you find it difficult to focus on more deserving customers; they are always in need and contact your businesses more than the average, killing

your productive time; they import in small quantities, resulting in cost overweighing profit; they are price sensitive and constantly negotiate; they don't pay on time or pay at all . . . and I think you can add many more to this list.

Can't we avoid a bad customer before we even start doing business with him? Obviously this is the right thing to do, but unfortunately it could be mad-deningly tough to identify a difficult customer at this stage. The only wise thing we can do here is to check the financial background of a client, but by doing that we cannot prevent a financially solid customer from turning for the worse later, or a well-to-do businesses from turning ugly when it comes time to pay.

Having said this, I don't suggest a small business to enter into business with a customer without checking the latter's financial background first. In fact, I think one should also ask for trade references and bank references, which could also very useful to learn about a prospective customer's behaviour. My point is that a small business should always be on the lookout for warning signs.

I think assigning revenue and cost is the best way to find out whether a customer is worth nurturing or not. While doing this, you may find it a little trickier to determine the costs, unlike the revenue part. Here, I think you should try to determine the total costs of an individual customer by assigning costs sold plus all the

estimated costs involved in marketing, customer care service and follow-up. This exercise might not give accurate numbers, but it still can be enough to identify your ruinously unprofitable customers.

And once you identify those bad or unprofitable guys, don't hurry. Think twice - is it the right step you are taking? Is there no way out such as cutting costs or raising prices for an unprofitable customer and thus to turn him profitable? Is a customer really difficult or is he just going through a difficult time? And even after this, if you are convinced that you cannot work with a customer, it is the time to take the tough decision: let the bad customer go, and devote your time and energy to those that matter.

Editorial - WE DO NOT EXIST FOR OURSELVES

Our success depends on the support of other people.

The only hurdle between we and what we want to be is the support of others.

Put ourselves in another's place and we will know why they think and do certain things. We can succeed fastest by help-

ing others to succeed. Always think in terms of what the other person wants. We will get everything in life that we want if we will help enough other people get what they want.

Doing things for others always pays dividends.

Personal relationships are the fertile

soil from which all advancement, all success, all achievement in real life grows. We are not an isolated island. We are a piece of the planet, a piece of the universe. When we help someone's boat across a river, we will find our own boat has reached the shore too.

Health Tip

WHAT IS FRENUM:

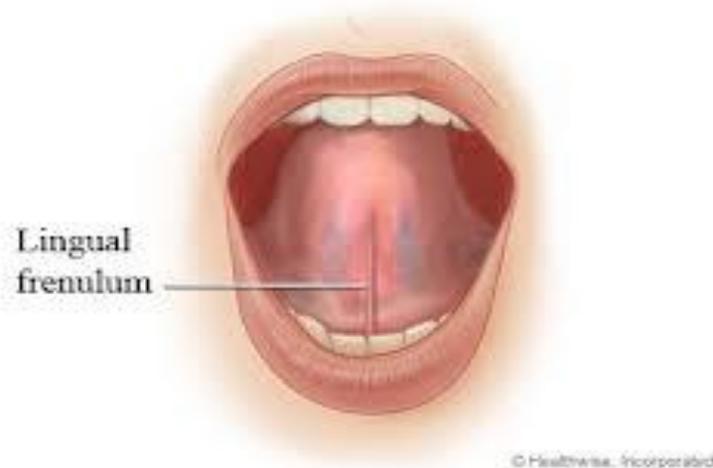
The muscles of the cheeks and lips are attached to the gums and tissue of the mouth by a piece of soft tissue called a frenum.

1. LABIAL FRENUM:

Inside the center of the upper lip is a small membrane between the lips and the gums that is called the maxillary labial frenum.

2. LINGUAL FRENUM:

The vertical band of oral mucosa connecting the tongue with the floor of the oral cavity and the alveolar or residual alveolar ridge.



Labial Frenum

WHAT IS FRENECTOMY

A Frenectomy is a simple procedure where either part or all of the frenum in question is removed in order to return a healthy balance to the mouth.

Sometimes a frenum can be attached too high on the gums causing either gum recession or spaces (Diastema) between teeth. The procedure to remove this is called **labial frenectomy** and involves the removal of tissue attachment between the two front teeth as the gap between the teeth can again be pushed apart by the frenum, even after it being initially corrected via a different procedure.

A lingual frenectomy removes the fold of tissue under the tongue. Some people have a large frenum that limits tongue movement and can interfere with speech. If this frenum is attached too close to the end of the tongue it can adversely affect swallowing also. This is referred to as being **tongue-tied**

Health Tip — LATEST CANCER INFORMATION

LATEST CANCER INFORMATION
from Johns Hopkins

AFTER YEARS OF TELLING PEOPLE CHEMOTHERAPY IS THE ONLY WAY TO TRY AND ELIMINATE CANCER, JOHNS HOPKINS IS FINALLY STARTING TO TELL YOU THERE IS AN ALTERNATIVE WAY ...

1. Every person has cancer cells in the body. These cancer cells do not show up in the standard tests until they have multiplied to a few billion. When doctors tell cancer patients that there are no more cancer cells in their bodies after treatment, it just means the tests are unable to detect the cancer cells because they have not reached the detectable size.

2. Cancer cells occur between 6 to more than 10 times in a person's lifetime.

3. When the person's immune system is strong the cancer cells will be destroyed and prevented from multiplying and forming tumors.

4. When a person has cancer it indicates the person has multiple nutritional deficiencies. These could be due to genetic, environmental, food and lifestyle factors.

5. To overcome the multiple nutritional deficiencies, changing diet and including supplements will strengthen the immune system.

6. Chemotherapy involves poisoning the rapidly-growing cancer cells and also destroys rapidly-growing healthy cells in the bone marrow, gastrointestinal tract etc, and can cause organ damage, like liver, kidneys, heart, lungs etc.

7. Radiation while destroying cancer cells also burns, scars and damages healthy cells, tissues and organs.

8. Initial treatment with chemotherapy and radiation will often reduce tumor size. However prolonged use of chemotherapy and radiation do not result in more tumor destruction.

9. When the body has too much toxic burden from chemotherapy and radiation the immune system is either compromised or destroyed, hence the person can succumb to various kinds of infections and

complications.

10. Chemotherapy and radiation can cause cancer cells to mutate and become resistant and difficult to destroy. Surgery can also cause cancer cells to spread to other sites.

11. An effective way to battle cancer is to STARVE the cancer cells by not feeding it with foods it needs to multiple.

What cancer cells feed on:

a. Sugar is a cancer-feeder. By cutting off sugar it cuts off one important food supply to the cancer cells. Note: Sugar substitutes like NutraSweet, Equal, Spoonful, etc are made with Aspartame and it is harmful. A better natural substitute would be Manuka honey or molasses but only in very small amounts. Table salt has a chemical added to make it white in colour. Better alternative is Bragg's aminos or sea salt.

b. Milk causes the body to produce mucus, especially in the gastro-intestinal tract. Cancer feeds on mucus. By cutting off milk and substituting with unsweetened soy milk, cancer cells will starved.

c. Cancer cells thrive in an acid environment. A meat-based diet is acidic and it is best to eat fish, and a little chicken rather than beef or pork. Meat also contains livestock antibiotics, growth hormones and parasites, which are all harmful, especially to people with cancer.

d. A diet made of 80% fresh vegetables and juice, whole grains, seeds, nuts and a little fruits help put the body into an alkaline environment. About 20% can be from cooked food including beans. Fresh vegetable juices provide live enzymes that are easily absorbed and reach down to cellular levels within 15 minutes to nourish and enhance growth of healthy cells.

To obtain live enzymes for building healthy cells try and drink fresh vegetable juice (most vegetables including bean sprouts) and eat some raw vegetables 2 or 3 times a day. Enzymes are destroyed at temperatures of 104 degrees F (40 de-

Atlas India Holiday List-2013

BRANCH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AHMEDABAD	25,26		27,29	24	25			9,15,28	9	2,13,16	3,14,17	25
BANGALORE	14,25,26		29	11,24	25			9,15	9	2,13,16	2,14,17	25
BARODA	25,26		27,29	24	25			9,15,28	9	2,13,16	3,14,17	25
CALICUT	14,25,26		29	24	25			9,15	9,16	2,13,16	2,14,17	25
CHENNAI	14,25,26		29	24	25			9,15	9	2,11,13,16	2,14,17	25
COCHIN	14,25,26		29	24	25			9,15	9,16	2,13,16	2,14,17	25
COIMBATORE	14,25,26		29	24	25			9,15	9	2,11,13,16	2,14,17	25
DELHI	25,26		27,29	19,24	25			9,15,28		2,13,16	3,14,17	25
GOA	25,26		27,29	19,24	25			9,15	9	2,13,16	3,14,17	25
HYDERABAD	14,25,26		29	11,24	25			9,15	9	2,13,16	3,14,17	25
INDORE	26		27,29	11,19,24	25			9,15,20	9,17	12,14,16	5,14	25
JAIPUR	14,25,26		27,29	19,24	25			9,15,20		2,13,16	3,5,14,17	25
KANDLA	25,26		27,29	24	25			9,15,28	9	2,13,16	3,14,17	25
KOLKATTA	23,25		27,29	15,24				9,15,		2,11,14,16	14	25
MANGALORE	14,25,26		29	11,24	25			9,15	9	2,13,16	2,14,17	25
MUMBAI	25,26		27,29	11,24	25			9,15	9	2,13,16	3,14,17	25
NAGPUR	25,26		27,29	11,24	25			9,15	9	2,13,16	3,14,17	25
PUNE	25,26		27,29	11,24	25			9,15	9	2,13,16	3,14,17	25
TIRUPUR	14,25,26		29	24	25			9,15	9	2,11,13,16	2,14,17	25
TRIVANDRUM	14,25,26		29	24	25			9,15	9,16	2,13,16	2,14,17	25
TUTICORIN	14,25,26		29	24	25			9,15	9	2,11,13,16	2,14,17	25
VIZAG	14,25,26		29	11,24	25			9,15	9	2,13,16	3,14,17	25



An SBS Group -Japan

Jan 14	Pongal	Sep 9	Vinayaka Chathurthi
Jan 25	Milad-Un-Nabi	Sep 16	Onam
Jan 26	Republic Day	Sep 17	Vishwakarma Jayanti
Mar 27	Holi	Oct 2	Gandhi Jayanthi
Mar 29	Good Friday	Oct 11	Maha Saphthami
Apr 11	Ugadi	Oct 13	Dussehra
Apr 15	Vaisakhad	Oct 14	Dussehra
Apr 19	Ram Navami	Oct 16	Id-uz-Zuha(Bakrid)
Apr 24	Mahaveer Jayanti	Nov 2	Naraka Chathurdasi
May 25	Budh Purnima	Nov 3	Diwali
Aug 9	IdU'L Fitr	Nov 5	Bhai Duj
Aug 15	Independence Day	Nov 14	Muharram
Aug 20	Raksha Bandhan	Nov 17	Guuru Nanak's Birthday
Aug 28	Janmashtami	Dec 25	Christmas

New Joinees

Ms. PERPETUA A XAVIER

ASSISTANT MANAGER- SALES AND CUSTOMER SUPPORT (PNQ)

- Atlas Insight welcomes the new joiners to our family

Continued from page 9 ... LATEST CANCER INFORMATION

Degrees.

e. Avoid coffee, tea, and chocolate, which have high caffeine. Green tea is a better alternative and has cancer-fighting properties. Water--best to drink purified water, or filtered, to avoid known toxins and heavy metals in tap water. Distilled water is acidic, avoid it.

12. Meat protein is difficult to digest and requires a lot of digestive enzymes. Undigested meat remaining in the intestines will become putrified and leads to more toxic buildup.

13. Cancer cell walls have a tough protein covering. By refraining from or eating less meat it frees more enzymes to attack the protein walls of cancer cells and allows the body's killer cells to destroy the cancer cells.

14. Some supplements build up the immune system (IP6, Flor-sence, Essiac, anti-oxidants, vitamins, minerals, EFAs etc.) to enable the body's own killer cells to destroy cancer cells. Other supplements like vitamin E are known to cause apoptosis, or programmed cell death, the body's normal method of disposing of damaged, unwanted, or unneeded cells.

15. Cancer is a disease of the mind, body, and spirit. A proactive and positive spirit will help the cancer warrior be a survivor.

Anger, unforgiving and bitterness put the body into a stressful and acidic environment. Learn to have a loving and forgiving spirit. Learn to relax and enjoy life.

16. Cancer cells cannot thrive in an oxygenated environment. Exercising daily, and deep breathing help to get more oxygen down to the cellular level. Oxygen therapy is another means employed to destroy cancer cells.

Atlas India Holiday List



January	25	Milad Un Nabi (Except IDR)
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January	26	Republic Day
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Atlas Insight wishes *Happy Birthday to*

January

KIRAN K P	16 TH BLR
SUMIT SADASHIV KAMBLE	18 TH BOM
RAJESHWARI M	18 TH BLR
ARJUN ASHOK LABDE	20 TH BOM
SHAMBHUNATH SHARMA	21 ST DEL
SRINATH N	21 ST BLR
RAJU PS RAJI NILAKH	24 TH BOM
SOORAJ O R	26 TH COK
B. RAGHAVENDRA	26 TH BLR
SANDESH SHANTARAM PACHADKAR	27 TH BOM
GANESH RAMCHANDRA DIDUL	27 TH PNQ
MITHUN MUKUNDAN	29 TH CCJ

February

INDU KUMARI	01 ST DEL
R ABBAS KHAN	03 RD BCO
RAVEESHA T	03 RD BLR
MANOHAR JAI GANESH	06 TH BCO
RAMESH P	06 TH MAA
JAYALAXMI BHAT	08 TH BCO
PAWAN KUMAR	08 TH DEL

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