



Atlas Insight

March 2013

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Message From CMD



Dear Col-leagues,
 The economic scenario still seems to be uncertain, though they

were fluctuating last few months and have not seen enough margins to cover expenses. There are no definite signs of economic continuity to grow or show better performance in the coming months in this financial year. We all have to be guarded, be cautious and at the end we should post positive results.

Atlas is a group slowly emerging as a world player in logistics sphere. Time has merged all of us to move from our

traditional service to specialized services. More focus should be put on specialized services like projects, ware housing, transportation, distribution etc. This would give us good margin provided we work as a unit together. I am sure my colleagues will rise to this challenging task. Wish you all good luck

Next year also looks even more challenging. Let us all foresee to add many more customers to Atlas in the months to come.

Looking forward to 2013 as we continue to add more value to our products and services. I take this opportunity to wish each and every one of you a very Happy Ugadi and a Happy Easter to you and your families!!

Good luck and cheers to a new financial year

Editorial - YOU CAN GO ANY WHERE WITH A GOAL !!!

A life without purpose is like a ship without a rudder. Goals are dreams that are written down.

The purpose of a goal is to focus our attention. Our mind will reach toward achievement only when it has a goal.

There is no achievement without goals. Establish a goal

worth working for. our goal will keep us going in tough times. Always have something ahead of us. Continuously visualize

our next step. Keep moving after we achieve our goal and set another.

Momentum is maintained by always having something to look forward to. Constantly give ourselves something to work for.

Do what we can do well, and do well whatever we can do and we will achieve any goal that we set for our-selves. **“We can plant our dream with a goal.”**

Snap shot of Pooja held @ Ahmedabad office



Address Change

Atlas Delhi office has been shifted to new premises with effect from 20th March 2013. The address and contact details are given below:-

ATLAS LOGISTICS PVT.LTD.

Plot no #78, Second Floor
 Kapashera, Bijwasan Road ,
 Near Parkland Grand Hotel,
 New Delhi – 110037
 LANDLINE NO. 011-25060164.

New Joinees

Saranya V

Customer Co coordinator—MAA

- Atlas Insight welcomes the new joiners to our family

Resigned Employee

Prabudh P Sreedhar (TRV)

— Atlas Insight wishes good luck for your future

Chairman's Note - Office politics: Is it creeping into your business?

Office politics exists in every work environment. When a group of people work together for 40-50 hours a week there is bound to be some friction and difference of opinions. I see no harm in it. In fact, if channelled properly, this could prove to be useful, breeding healthy competition. But unfortunately, in many a workplace, office politics advances to its ugliest form, slowly and stealthily, tormenting employee morale, threatening workforce stability and eating away productivity bit by bit. It's why you need to step in early before office politics spins out of control.

So who are those office politicians? They can be from any level of management: a junior staff playing the blame game over a task gone wrong, a manager making another look bad and incompetent in front of the top management, or an insecure assistant offering fulsome flattery to the immediate boss in an attempt to hide his incompetency. And there are backstabbers, lobbyists, credit thieves, gossipers, double agents, and so on.

On the other hand, you also have the victims. The number of office politicians may not be large, but the effects could be widespread. In fact, even a single manager in your organization who is terribly hungry to expand his power and position is capable of doing a lot of harm. His presence can make everyone feel insecure, and his favorite prey – whom he competes with, who don't feed his ego, or whose faces he doesn't like – are likely to be the worst sufferers, even if they are doing their job and doing it well.

Most of the times, workplace politics comes in disguise, making it really tough for small business owners, particularly those who are not employee-turned entrepreneurs, to detect the political undercurrents that exist in the workplace.

You may believe that an embattled employee is innocently seeking your advice, but probably he is persuading you to take his side; a trickster may try to bamboozle you with show-off enthusiasm, intelligent-sounding technical jargon, or seemingly great ideas; an apple of your eye might have a hidden agenda to grow his career at the cost of others' professional

image; someone may hire more only to feed his ego, or try to expand his authority in the name of cross-functional team activities; probably a few victims, backstabbed and demoralized, have already bid adieu to your company – you're just unaware of the damage done.

It's our job to prevent office politics from creeping into your small business. I would like to suggest a few things here.

First, give a positive direction to the factors that are responsible for the political undercurrents. Try to convert every conflict of opinions into a healthy debate, align personal ambitions of every employee with collective targets of your company, and guide everyone to value healthy conflict and cooperation. Easier said than done, but try this. Second, take preventive measures – keep your policies transparent, and ensure that a system is in place to clearly define authority and accountability of every employee. Third, be alert. You needn't worry about every water-cooler talk, but as soon as you sense that some people are out there playing a dirty game, act strongly against them regardless of their performance level or seniority.

Knowledge

..... HOW STRONG ARE YOU?

True education is that by which the individual is strengthened and can be away from sorrow.

If someone criticizes, one can listen to the criticism boldly and when one has to offer criticism or comment, one can give them with patience and confidence, without hesitation. There should be no timidity, there should be joy and mental fulfillment this is knowledge.

If criticism comes from the heart, mixed with a feeling, that's where the bitterness is. That makes you feel bitter and spreads poison around you. But if the criticism is just from the throat, not from the heart, then it helps one to go ahead -- it becomes constructive.

Criticism should go with care and compassion. Stand up to criticism and give constructive criticism. The measure of your maturity depends on how you handle criticism. The ability to take criticism is a measure of one's inner strength.

..... SILENCE

Prayer within breath is silence;

Love within infinity is silence;

Wisdom without words is silence;

Compassion without aim is silence;

Action without doer is silence;

Smiling with all existence is silence.

Cochin airport posts 5% rise in cargo volume

Focus on non-perishable goods helped Cochin airport register a five per cent increase in the volume of cargo handled during the first nine months of the current fiscal. From April to December 2012, the airport handled 34,305 tonnes of cargo, against 32,950 tonnes in the same period a year ago. Of this, international cargo accounted for 28,660 tonnes (exports 21,265 tonnes and imports 7395 tonnes) and domestic cargo 5,645 tonnes. Traditionally, airports in Kerala handle perishable goods such as vegetables, fruits, fish and flowers, mainly for export to Gulf countries. "Our efforts to diversify to general cargo helped us maintain this marginal growth in volume," said a senior official of Cochin International Airport Ltd, the company which runs the airport.

Ports may get up to 50% grant for capital dredging expenditure

Ports may get up to 50 per cent of their capital dredging costs as grant from the Centre, according to a Shipping Ministry proposal. This is important because ports require deeper draft to attract larger vessels, and dredging is capital-intensive. Dredging is underwater excavation of various materials such as rocks, boulders and sand to create deeper waters so that large ships can navigate.

Capital dredging is undertaken to create depth and maintenance dredging is done to maintain certain level of depth. Also, at present, there are no standard norms for budgetary support for dredging to ports. As a result, some ports get budgetary support, while some fund dredging from their internal resources.

The Silk Rail road of China - Europe Trade

Multinationals operating in China have been setting up factories deep in the interior in search of affordable labor. The drawback: These plants can be more than a thousand kilometers (621 miles) from the coast. For companies exporting to Europe—still one of the largest markets for Chinese goods—shipping by air from Chongqing or other inland cities is too expensive. Trucking or carrying goods by train to the ports of Shanghai or Shenzhen's Yantian and then shipping them to Western Europe can take 40 days.

For Hewlett-Packard (HPQ), which produces notebook computers in Chongqing, there's an alternative: an international freight-train network linking China to Europe. Since 2011, HP has transported 4 million notebook computers along the 11,179-kilometer rail route, inaugurated last year by Chongqing and Chinese train officials. It starts in Chongqing and traverses Kazakhstan, Russia, Belarus, and Poland before reaching Duisburg, Germany. A separate line from China's northeast links up with the Trans-Siberian Railway, which runs 9,288 km from Vladivostok to Moscow.

With plans to transport its inkjet printers by rail as well, HP says it will increase its rail use from an average of one train to 1.5 trains a week in 2013. "We were a pioneer in going to western China, and we are a pioneer in developing this route," says Tony Prophet, senior vice president of operations for printing and personal systems at HP. Shipping one container by train costs about \$10,000, one-third the price of air transit, Prophet says. Although the train is about twice the cost of shipping by sea, it takes only 21 days for products from a factory in Chongqing to reach Western Europe by rail.

Health Tips



World Kidney Day is a joint initiative of the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF)

OBJECTIVES OF WORLD KIDNEY DAY

The mission of World Kidney Day is to raise awareness of the importance of our kidneys to our overall health and to reduce the frequency and impact of kidney disease and its associated health problems worldwide.

Raise awareness about our "amazing Kidneys"

Highlight that diabetes and high blood pressure are key risk factors for Chronic Kidney Disease (CKD)

Encourage systematic screening of all patients with diabetes and hypertension for CKD

Encourage preventive behaviors

Educate all medical professionals about their key role in detecting and reducing the risk of CKD, particularly in high risk populations.

Stress the important role of local and national health authorities in controlling the CKD epidemic. Health authorities worldwide will have to deal with high and escalating costs if no action is taken to treat the growing number of people with CKD. On World Kidney Day all governments are encouraged to take action and invest in further kidney screening

If detected early, Chronic Kidney Diseases can be treated--thereby reducing other complications and dramatically reduce the growing burden of deaths and disability from chronic renal and cardiovascular disease worldwide

World Kidney Day offers these "golden rules" for taking care of our kidneys:

Maintain a healthy fluid intake

Eat a healthy diet

Maintain a healthy weight

Stay fit and active

Keep our blood pressure in check

Don't smoke

Control our blood sugar

Be careful about our salt intake

Cut down on processed foods

KIDNEY-FRIENDLY FOOD - The function of the kidneys and liver is to remove toxins and wastes from our bodies; they suffer if overburdened by a diet high in salt, fat, protein and sugar. The best overall diet is one which is well balanced and includes a variety of naturally processed fruits, vegetables and grains, containing foods which are particularly beneficial for liver and kidney health. The list includes red bell peppers, cabbage, cauliflower, garlic, onion, apples, fish and egg whites.

Kidney diseases affect around 600 million people worldwide - approximately one in ten people. Where unhealthy eating habits, increased body fat and sedentary lifestyle have become more common, the prevalence is even higher. People with kidney disease are three times as likely to have heart disease.

Daily Motivator....!!!! - Stop and Remember



When you are tempted to stray off track, stop and take a moment to consider where you're going. Remember why you originally began traveling the path you're on.

When the many distractions of life put you in danger of losing focus, stop and give yourself an opportunity to regain clarity. Remember the depth of passion with which you first started your journey.

When it seems that nothing is going your way, stop and make some time to adjust your perspective. Recall how far you've already come, and remind yourself that positive actions will indeed have positive, valuable results.

When you find that you've grown weary, stop and give yourself a real, refreshing, well-deserved break. Then you can jump back into the effort with a renewed vigor and sense of purpose.

When you feel that you've lost faith in the goodness of life, stop and look around you. Offer your genuine help to someone in need, and you'll find that your heart is soon being healed.

When you find yourself too caught up in the frustrations that surround you, stop and remember the treasures you value most deeply. And you'll reconnect to the incredible abundance that is your life.

“ A day without laughter is a day wasted “

Happy
Holidays!

Atlas India Holiday List

March	27	Holi (Only for AMD, BDQ,DEL, GOI, IDR, JPR,KDL,CCU,BOM,NGP,,PNQ)
March	29	Good Friday
April	11	Ugadi (Only for BLR,HYD,IDR,IXE, BOM,NGP,PNQ,VTZ)
April	14	Vishu (TRV,COK,CCJ)
April	15	Vaisakhad (Only for CCU)

Atlas Insight wishes Happy Birthday to

MARCH

VIVEKA HEGDE	16 TH BCO
VIGNESH KUMAR K	20 TH CJB
CHARLESTON LOBO	24 TH BOM
PRASANTH C P	26 TH COK
ROOP SINGH RANA	27 TH DEL
JANVI RAMESH KUNKUNKAR	29 TH BOM
STEPHIN JENSON	30 TH COK
ARUMUGAM P	31 ST BCO

APRIL

DINESH SINGH RAWAT	01 ST JPR
RAVINDRA SHIVARAM MANAVE	01 ST BOM
BIJAN MONDAL	03 RD CCU
PRAVEEJ T V	03 RD COK
NAMMALWAR R	04 TH TUT
ANJANA REDDY	06 TH BLR
RAMACHANDRA KULAL	06 TH BLR
DHARMENDER NEHRA	07 TH DEL
SATHEES KUMAR V	08 TH BCO
JYOTI PRATAP MANE	09 TH BOM
ABJILASH S A	09 TH TRV
VIJAYANDRA BABU S	10 TH MAA
P. SREENIVASAN	10 TH BLR
SHIVALINGAIAH	10 TH BLR
CHITRA K	10 TH CJB
KAVITHA MACHARLA	10 TH HYD
SOUMYA P R	12 TH BCO
GANDHI J	13 TH MAA
MUTHAIAH R M	13 TH TRZ
PRASANNIAH J	14 TH BLR

Aspire

Transparent

Logistics

Accurate

Service