



Atlas Insight

March 2014

Contents:

Atlas Flashes	02-03
Industrial News	04 - 06
Holiday List	07
Health Tips	08- 09
Birthday Wishes	10

Message from CMD



Dear Colleagues,

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 2014 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 BOARD

Krishna Kumar. M.V

PUBLISHER

Atlas Logistics
#138, Maruthi Towers
HAL Airport Road, Kodihalli,
Bangalore -560 008
Tel. +91-80-41985000
Fax. +91-80-41153933

insight@atlaslogistics.co.in

www.atlaslogistics.co.in

All rights reserved to Atlas Logistics. This e- magazine is meant only for Atlas employees and only through intra mail. No print out to be taken and do not forward this mail to outside the Atlas domain.

Feel a little goodness

Feel a little of life's goodness and let that goodness be magnified throughout your being. Feel a little goodness and make a lot more.

There is goodness everywhere. Open yourself to it, expect to experience it in every situation, and you will.

There are times when it is clear and obvious how truly good life is. Yet even when it is not so obvious, that goodness is most certainly there.

Remind yourself how good life can be, and bring that goodness wherever you are. Share the goodness, and suddenly there is much more.

Instead of assuming that life must be disappointing, give life a chance to be good. Give goodness a place to be in your life, and it will be.

On any given day, whatever the circumstance, life is as good as you allow it to be. Feel a little goodness, then feel a little more, and make life the best it can be.

Atlas Flashes



Received award from Mr. Lalrokhuma Pachau - Director Inspector General of Police , Karnataka



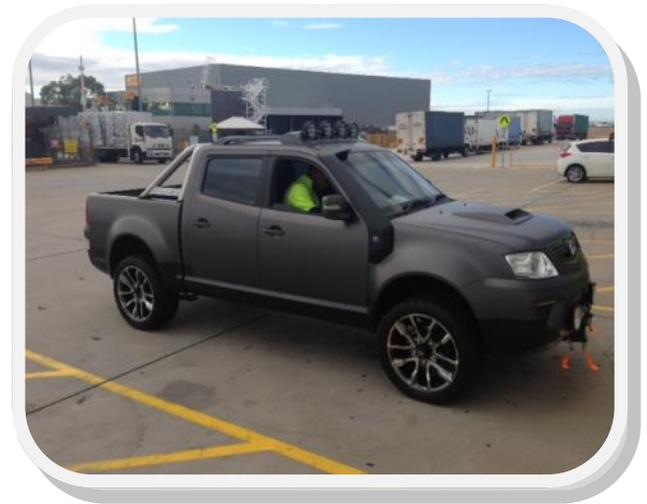
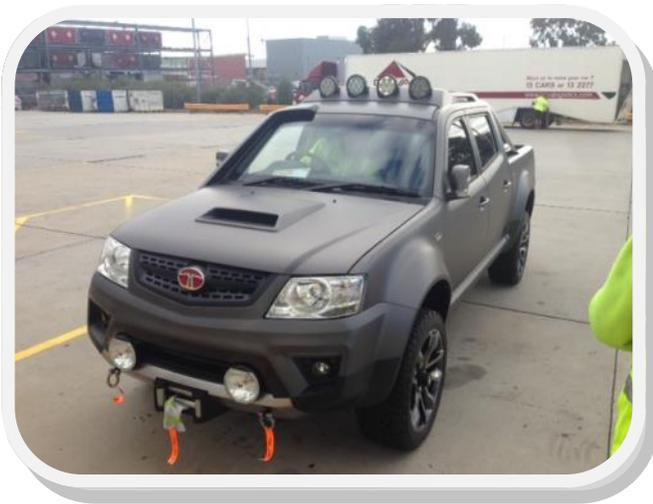
Felicitation to Ms. Geetha Lakshmi on the eve of International Women's Day celebrations at Garden City College, Bangalore. She was one of the 20 awardees at the function.

Atlas Flashes



Mr. Nagesh (BLR) has successfully completed his DGR training. Now, he can be designated as DG qualified. Let us congratulate him on this occasion and may he achieve many more goals in his life.

ATA Carnet Shipment



ATA Carnet shipment from Australia to India, was successfully handled by our Delhi And Mumbai team. Let us congratulate them on their success.

Congratulations to Atlas BOM & DEL Team !!!

Logistics Updates

Ports

Increase in haulage charges: déjà vu for Container Corp?

So far this fiscal year, the export-import business of Container Corp. of India Ltd (Concor) has offset the underperformance of its domestic business to an extent. For the nine months ended December, Concor's domestic business revenue accounted for one-fifth of the company's total revenue and declined by 8% over the same period a year ago.

Of course, a key reason for the underperformance of the



domestic business is weak sales volumes, mainly on account of a hike in haulage charges effected in the December 2010 quarter. Unfortunately for investors, there has been an increase in haulage charges, yet again, of 20% for four commodity categories. This increase in haulage charges will be effective from 1 April.

India to focus on container shipping

The so-called tussle between the Elephant and the Dragon cannot be anything more than the pigments of imagination of a government advisor. Especially when it comes to comparing Indian container ports with their Chinese peers, it looks squarely absurd. Even if one were to hide behind the fact that India was a slow-starter in its containerisation process and had happily continued with the bulk/break bulk commodities, the country's complete absence from the list of top international container ports is a bit puzzling.

India's largest container port, Jawaharlal Nehru Port, which handled 4.3 million containers in 2011 with a negligent growth over 2010, is nowhere in the picture of top 10 international ports.

Worse, it is not going to be a part of the top 10 anytime in the near future, even after the proposed fourth terminal by PSA-ABG Ports goes operational in next 3-4 years.

Major Ports mulling moving harmful cargo away from urban areas

A High Court judge's recent counsel to the Chennai Port Trust to stop handling all 'dirty cargo' as it was harm-

ing the health and environment of the city, has made other Major Ports stand up and take notice of their own port-city relationship. It is learnt that the Mumbai Port Trust is mulling a long-term strategy to gradually move all dirty cargo like coal and iron ore to other appropriate locations, especially keeping in mind the chlorine gas leak incident in July 2010.

While pointing out that the dirty cargo could be shifted to the north, a senior Port official said that ports should consider tapping alternative revenue streams and reduce their dependence on such cargo by replacing coal with gas during times of increased industrial activity. The government has identified the port trusts of Mormugao and Cochin as among the high-risk category, while placing JNPT, Paradip and Tuticorin in the category with the lowest severity of hazards because of their distance from the main city.

'Single bid' does not worry Vizhinjam port promoter

The 'single bidder' for the proposed Vizhinjam deep-water seaport and international transshipment container terminal does not overly worry the promoter. This is mainly because the 'landlord' model allows it more than enough time to select the port operator, bidding for which originally threw up two contenders.

OPERATOR ROLE Of this,

the Welspun Infratech alone made the grade after the Ministry of Home Affairs refused to give clearance to rival Adani Ports. Mr A.S.



Suresh Babu, Managing Director, Vizhinjam International Seaports Ltd (VISL), said the role of the port operator would come into picture only after the civil infrastructure for the port gets ready.

Cargo

Surat: Cargo flights from city soon

After Union government's decision to allow even private airlines to fly to international destinations from different parts of the country without insisting on Air India's first use right, talks of bonded cargo operations from Surat to places like Antwerp in Europe via Mumbai have started to pick up pace. After Air India, it was SpiceJet that began its domestic operations connecting Surat with Mumbai and Delhi directly.

Logistics Updates

This improved the diamond city's connectivity with a number of other places. Thus, South Gujarat Chamber of Commerce and Industries (SGCCI) made a strong pitch for starting cargo operations, too, from Surat. "We have made a representation for cargo operations from Surat," SGCCI president Rohit Mehta said. Cargo in charge, SpiceJet, Raghu Raman, who is based in Delhi, will be visiting Surat for discussions with industries. He told TOI, "There are some points that need to be discussed like insurance factor. Our load will be little and only up to Mumbai. The cargo from there will be in the possession of an international airline. If it is commercially viable, we will go for it."

Trade

Exports up 4.3 pc to \$24.6 billion in Feb

Exports from the country grew an annual 4.3 percent to \$24.6 billion in February, while imports rose 20.7 percent to \$39.8 billion, according to government data published Monday. Exports during February, 2012 were valued at US\$ 24.6 billion which was 4.28 percent higher than the level of US\$ 23.6 in February, 2011.

Cumulative value of exports for the period April-February 2011 -12 was US\$ 267.4 billion as against US\$ 220.2 billion registering a growth of 21.42 percent over the same period last year. Imports in February were valued at US\$ 39.8 billion representing a growth of 20.65 percent over the level of imports valued at US\$ 32.9 billion in February, 2011.

Pak-China trade can reach \$15 billion: Gilani

Pakistan and China have the potential to enhance economic ties, and bilateral trade can reach the target of \$15 billion in the next three to four years, Pakistani Prime Minister Yousuf Raza Gilani said Sunday. Gilani was talking to China's Executive Vice Premier Li Keqiang, as the two leaders met in Boao, China, on the sidelines of Boao Forum for Asia, Online news agency cited a statement from the prime minister's office in Islamabad as saying.

Gilani said the Pakistan-China friendship was based on mutual trust and respect, and remained a cornerstone of Pakistan's foreign policy.

India to collect light dues on deck cargoes

Indian Customs is likely to start collecting light dues of INR8 (USD0.2) per tonnes for on-deck cargo after the Container Shipping Lines Association (CSLA)'s plea to exempt containers from the duty for ships engaged in international trade arriving at or departing from any Indian port was declined.

The rules come into play under section 13 of the Light House Act, 1927, and will be made applicable for both containers and heavy and/or over dimensional cargoes. The CSLA pointed out that the Light House Act was framed in 1927 before the advent of container ships, with the first box movement at Indian ports taking place in 1956. CSLA emphasised the fact that a container ship is designed to carry two thirds of its cargo on deck and that imposing the dues would be adding an extra burden on the Indian trade

Pak notifies negative list for trade; India hails

The Pakistan government Wednesday issued a notification for switching over to a negative list regime for trade with India, under which the import of only 1,209 Indian products will be barred. India has welcomed Pakistan's decision of switching over from a positive list to nega-

tive list in respect of its import from India.

Welcoming the move, Union Minister of Commerce, Industry & Textiles, Anand Sharma today said, "We welcome the decision of the Pakistan Government to transition to the negative list regime. This is part of the road-map drawn between the two governments for full normalization of trade regime."

Gujarat High Court deems stamp duty on import consignments illegal

The Gujarat High Court has ruled as illegal the levy of stamp duty on import consignments by the state authorities. According to a release by the Kandla Port Custom House Agents Association, the authorities subsequently approached the Supreme Court which, however, refused to stay the High Court order.

The Kandla Port Trust has also reportedly communicated that henceforth it will not withhold clearance of import consignments for non-payment of stamp duty. The release points out that crores of rupees have been wrongfully collected as stamp duty on import consignments by the Port as well as CFSSs, who were under "pressure" from the authorities to recover the levy.

Logistics Updates

Shipping

India, China and Japan join hands for piracy control

India, China and Japan recently agreed for better coordination among their naval ships deployed for escort of merchant vessels in the piracy-infested Gulf of Aden, the Lok Sabha was informed on Monday. In a written reply to a question in the Lower House, Defence Minister A K Antony said, "India, China and Japan have recently agreed for better coordination among their naval ships deployed for escort of merchant vessels in the Gulf of Aden."

Denying that the government has plans to sign pacts with neighbouring countries to counter militant activities and check piracy, Antony said, "Nevertheless, the security and surveillance apparatus for coastal defence has been enhanced over the years."

High bunker prices exacerbating shipping industry gloom

Record prices for ship fuel are compounding losses at freight companies already suffering from the worst January on record for transport rates. Prices of bunker fuel averaged \$ 728.18 a tonne in Singapore last month, exceeding the all-time high of July 2008, according to data. Shipping fuel rose 30 per

cent from a year earlier as Russian exports fall, Japanese demand increases and supplies contract in Singapore, the world's biggest bunker port.

Vessel owners are already contending with a glut of ships that sent the Baltic Dry Index down for a 30th straight session last week, capping a 61 per cent decline last month, the most for any January since the Baltic Exchange started publishing figures in 1985. Ship fuel jumped 36 per cent in Singapore last year, more than four times the 8.2 per cent gain for West Texas Intermediate, the US benchmark crude grade, according to data. Prices will average \$ 750 a tonne by 2016, according to a shipping consultant. The price was at \$ 735.5 a tonne in Singapore last week.

Freight

Major Carriers to Raise Rates from India to Africa

Three major container carriers plan to raise rates on shipments from India to ports in East/West Africa, starting April 1. Geneva-based Mediterranean Shipping Company will impose a rate increase of \$200 per 20-foot container on trade from India to East Africa.

Middle East carrier Emirates Shipping Line will also hike rates on cargo moving from the Indian subcontinent to East Africa by \$200 per TEU.

Infrastructure

Only one-fourth of 587 SEZs operational: Sharma

Among 587 special economic zones (SEZs) approved by the government to boost exports, only 154 of them have become operational, Commerce and Industry Minister Anand Sharma told the Rajya Sabha on Wednesday. During Question Hour, Sharma said that the government had approved 587 SEZs, of which 380 have been notified.

The number of operational SEZs is 154 or 25.43 per cent of the approved special zones. "If there are delays beyond permission, actions are taken," he said adding several requests have been received for denotification of SEZs in view of taxation issues and slowdown in target market

Railways

Railways to approve model concession pact for freight corridor soon

The Indian Railways, having details of the track access charge for the upcoming freight corridor, will approve the model concession agree-

ment soon. "The agreement has already been approved by the law ministry and the components have been formulated," said an official of the Dedicated Freight Corridor Corporation of India. DFC, a company promoted by the Railways, will earn its share of revenue through the track access charge for the movement of goods through upcoming 3,300 km-long freight corridor.

"The track access charge will be calculated covering



Three quarter tonne shot takes on the Gloucester & Warwick railway the lightning was shot and makes this shot

construction cost, depreciation cost and operations and maintenance costs," added the official. According to an official of the Railways, DFC has sought 5,000 crore in the upcoming budget to support its various projects. The company has completed 66% of the land acquisition on both sides of the corridor and it expects that the process of land acquisition should be completed by the end of the current year.

New Joinees

Mr. Sujith K S
Operations Executive (COK)

Mr. Shivakumar D
Office Assistant (BCO)

Mr. Hemanth Kumar
Junior Executive Operations (BLR)

- Atlas Insight welcomes the new joiners to our family

Resigned Employees

Ms. Kavita Garg (DEL)

Mr. B Raghavendra (BLR)

Ms. Sasikala G (MAA)

Mr. Gouranga Mukherjee (CCU)

Mr. Habeeb K A (COK)

— Atlas Insight wishes good luck for your future

**Happy
Holidays!**

EXCEL SHORT CUTS

Ctrl+1	Format Cells Dialog Box	Format, Cells
Ctrl+2	Bold	Font, Font Style, Bold
Ctrl+3	Italic	Font, Font Style, Italic
Ctrl+4	Underline	Font, Font Style, Underline
Ctrl+5	Strike Through	Font, effects, Strike Through
Ctrl+6	Show/Hide Objects	Font, effects, Strike
Ctrl+7	Show/Hide Std Tool	View, Toolbars, Stand
Ctrl+8	Toggle Outline Symbols	None
Ctrl+9	Hide Rows	Format, Hide, Colum's
Ctrl+0	Hide Columns	Format, Hide, Colum's
Ctrl+Shift+(Unhide Raws	Format, Columns, Unhide
Ctrl+Shift+)	Unhide Columns	Format, Columns, Unhide
Alt or F10	Activate the Menu	None
Ctrl+Tab	In toolbar: Next toolbar	None
Shift+Ctrl+Tab	In toolbar: Previous toolbar	None
Ctrl+Tab	In a work book: Activate next work book	None

Atlas India Holiday List

March 31 Ugadi (Only for BLR,MAA,CJB,HYD,BOM,NGP,PNQ,TUT,VTZ)

April 08 Ram Navami (Only for DEL, GOI, JPR)

April 15 Vaisakhad - Bengali New Year (Only for CCU)

Is this man truly a genius?

An economics professor at a local college made a statement that he had never failed a single student before, but had recently failed an entire class. That class had insisted that Obama's socialism worked and that no one would be poor and no one would be rich, a great equalizer.

The professor then said, "OK, we will have an experiment in this class on Obama's plan".. All grades will be averaged and everyone will receive the same grade so no one will fail and no one will receive an A... (substituting grades for dollars - something closer to home and more readily understood by all).

After the first test, the grades were averaged and everyone got a B. The students who studied hard were upset and the students who studied little were happy. As the second test rolled around, the students who studied little had studied even less and the ones who studied hard decided they wanted a free ride too so they studied little.

The second test average was a D! No one was happy. When the 3rd test rolled around, the average was an F.

As the tests proceeded, the scores never increased as bickering, blame and name-calling all resulted in hard feelings and no one would study for the benefit of anyone else.

To their great surprise, ALL FAILED and the professor told them that socialism would also ultimately fail because when the reward is great, the effort to succeed is great, but when government takes all the reward away, no one will try or want to succeed.

Could not be any simpler than that.

These are possibly the 5 best sentences you'll ever read à

1. You cannot legislate the poor into prosperity by legislating the wealthy out of prosperity.
2. What one person receives without working for, another person must work for without receiving.
3. The government cannot give to anybody anything that the government does not first take from somebody else.
4. You cannot multiply wealth by dividing it!

This is perhaps the best one à

5. When half of the people get the idea that they do not have to work because the other half is going to take care of them, and when the other half gets the idea that it does no good to work because somebody

else is going to get what they work for, that is the beginning of the end of any nation / institution / organisation-

Health Tips

PREVENTIVE MEASURES AGAINST BLOOD PRESSURE

Blood pressure (BP) is the **pressure** (force per unit **area**) exerted by circulating **blood** on the walls of **blood vessels**, and constitutes one of the principal **vital signs**. The pressure of the circulating blood decreases as it moves away from the heart through **arteries** and

capillaries, and toward the heart through **veins**. The predominantly used unit for blood pressure measurement is mmHg (**millimeter of mercury**). For example, normal pressure can be stated as 120 over 80. Low Blood pressure know as Hypo tension and High

Blood pressure known as Hyper tension. Dizziness, Fainting, Changes in mental status (difficulty concentrating, confusion) or a sense of "impending doom" or anxiety, Changes in breathing patterns (fast, shallow breathing is common during an episode of low blood pressure), Nausea, Suddenly feeling cold or clammy, or a rapid onset of pale skin could be symptoms of Low blood pressure. The main high blood pressure symptoms are severe body pain (especially in the neck and the lower part of the head), nervousness, chest pain, high **sleeping** tendency, weakness, heavy bleeding from nose, inability to control emotions. The following strategies may help to prevent high blood pressure and organ damage it may cause.

1. Eat a nutritious, low-fat diet.
2. Exercise regularly.
3. Decrease salt (sodium) intake: Read food labels so you know the salt content before you buy a product in the grocery store.
4. Maintain a healthy weight: If you are overweight or obese, try to lose weight.
5. Use alcohol in moderation, if at all.
6. Stop smoking.
7. Get your blood pressure checked periodically. Consider getting an accurate and easy-to-use home monitor.

Health Tips

Chickenpox

It is a highly contagious disease caused by primary infection with varicella zoster virus (VZV).

Chickenpox is an airborne disease which spreads easily through coughing or sneezing by ill individuals or through direct contact with secretions from the rash.

Signs & Symptoms:

1. The early symptoms are nausea, loss of appetite, aching muscles, and headache followed by rash and/or oral sores, malaise and a low-grade fever that signal the presence of the disease.

2. The rash begins as small red dots on the face, scalp, torso and upper arms and legs; progressing over 10–12 hours to small bumps, blisters and pustules; At the blister stage, intense itching is usually present

Prevention:

Hygiene Measures: The spread of chickenpox can be prevented by isolating affected individuals. **Vaccine:** Protection from one dose is not life-long and a second dose is necessary five years after the initial immunization.

Treatment:

Treatment involves keeping the person as comfortable as possible. Here are things to try:

- Avoid scratching or rubbing the itchy areas. Keep fingernails short to avoid damaging the skin from scratching.

- Wear cool, light, loose bedclothes. Avoid wearing rough clothing, particularly wool, over an itchy area.

- Take lukewarm baths using little soap and rinse thoroughly. Try a skin-soothing oatmeal or cornstarch bath.

- Apply a soothing moisturizer after bathing to soften and cool the skin.

- Avoid prolonged exposure to excessive heat and humidity.

- Oral antihistamines such as diphenhydramine (Benadryl)

- Hydrocortisone cream on itchy areas.

- Antiviral medication is not usually prescribed to otherwise healthy children who do not have severe symptoms. Adults and teens, who are at risk for more severe symptoms, may benefit from antiviral medication if it is given early.

Antiviral medication may be very important in those who have skin conditions (such as eczema or recent sunburn), lung conditions (such as asthma), or who have recently taken steroids.

Atlas Insight wishes *Happy Birthday to*

March

VIVEKA HEGDE	16 TH BCO
VIGNESH KUMAR K	20 TH CJB
SUBRAHMANYA	25 TH BCO
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

RAVINDRA SHIVARAM MANAVE	01 ST BOM
DINESH SINGH RAWAT	01 ST JPR
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
CHITRA K	10 TH CJB
KAVITHA MACHARLA	10 TH HYD
SHIVALINGAIAH	10 TH BLR
VIJAYANDRA BABU S	10 TH MAA
SOUMYA P R	12 TH BLR
GANDHI J	13 TH MAA
PRASANNIAH J	14 TH BLR



Aspire

Transparent

Logistics

Accurate

Service