



# Atlas Insight

May 2014

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## Message from CMD



**Dear Colleagues,**

We have closed the books this year. We're glad to see that we've made profits this year, but it was very minimal. We

need to improve more in the near future to balance all the losses occurred so far and turning those losses into profits. All of you are well aware about the new Government formed recently, hence we need to make efficient use of the new government's policies related to our industry.

Looking at the newly formed government, the coming days seems to be good and profitable to our industry. We need work hard as usual and take necessary steps to ensure good margins and timely collections.

The management needs your fullest support to complete this task and move forward positively. I hope I'm confident as a team we will rise to the occasion. Gradually agent's base has increased and now we see agents are ready to send us enquiries.

Signing off with a few words from Jonathan Winters "if your ship doesn't come in, swim out to it"

**Cheers and good luck to the team**

## Constantly changing

*Life constantly moves, so move with it. Life is constantly changing, so learn to find beauty and fulfillment in the changes.*

*If you try and hold on to the way things were, you will miss the new magnificence of the way things are becoming. If you deny and hide from the changes, the best possibilities will pass you by.*

*Embrace the dawn, then the midday, then the evening and then the night. Embrace the spring, then the summer, then the fall and then the winter.*

*You cannot hold on to a single moment. Yet you can choose to live each moment with grace and joy, with purpose and richness.*

*Today can be a significant improvement over yesterday if you will fully embrace it and let it be. Welcome life's ever-changing nature, and you'll find ways for each change to lift you higher.*

*As life moves, move forward with joy, authenticity and ceaseless wonder at the new opportunities in every moment. Though you cannot hold on to this day, what you can always keep is the love with which you live it.*

## Atlas Flashes

**We celebrated our CMD's birthday at Atlas Corporate Office.**



## Logistics Updates

### Ports

#### 3 PPP projects worth Rs 8,000 cr awarded in port sector

Three major projects worth nearly Rs 8,000 crore have been awarded in port sector in the public private partnership (PPP) model, to fast-track capacity addition in the sector, reports Business Line.

The decision was taken after monitoring and follow-ups by the Prime Minister's Office after a review meeting three months ago, according to a company statement. The investment will be made in Mumbai (JNPT), Kandla and Visakhapatnam, which is expected to create 79 million tonnes a year of fresh capacity.

#### Angré Port inaugurated

Angré Port at Jaigad, described as the new glittering jewel on the West Coast, will shortly see a container feeder service connecting it with two transshipment hubs—Jebel Ali and Colombo, according to Exim News Service. "The container feeder vessel originating from Jebel Ali will call at Colombo, Cochin and New Mangalore Port before connecting Angré Port directly with Jebel Ali," said Mr Vijay Chowgule, Chairman of the Chowgule group.

The port, developed by the Goa-based Chowgule group with an investment of Rs 520 crore, was inaugurated on Tuesday (April 24) by Mr Raghujiraje, the ninth de-

scendent of Maratha Admiral Sarkhel Kanhojiraje Angré, on the auspicious day of Akshay Tritiya. The planned chief guest for the function, Mr Prithviraj Chavan, the Chief Minister of Maharashtra, had to withdraw at the last minute due to the election code of conduct coming into force. The occasion was, however, graced by Mr Vinod Tawade, Leader of the Opposition in the Maharashtra Legislative Council.

#### Bilbao Port & Samsara Group to cooperate for increased cargo movement

The Samsara Group and Spain's Bilbao Port have agreed to cooperate to facilitate increased cargo movement between the port and India as well as between the two countries. This was decided during the recent visit of a Bilbao Port delegation to India, comprising Mr Jose Ramon Arteagabeitia, Chairman, and Mr Luis Gabiola, Director, Commercial Development and Logistics.

Speaking at a trade meet organised during their visit, Mr Arteagabeitia and Mr Gabiola highlighted the salient features of the Port, among them being that it was one of the most important transport and logistics centres in the European Atlantic Arc, with regular services connecting 800 ports worldwide, especially the main ports in North America and North Europe

#### Cochin Port handles 12 pc more cargo in 2011-12

The Cochin Port Trust (CoPT) achieved 12 per cent

growth in cargo handling to reach 20.1 million tonnes in fiscal 2011-12, the first time the Port crossed the 20-million tonne mark. The growth rate is the second highest among Major Ports during the fiscal, facilitated by a 14 per cent increase in oil handling, 53 per cent in break-bulk, 14 per cent in bulk and 6 per cent in container throughput. According to an official release, despite the Port going through a financial crisis, the year saw employees responding with zeal to ensure high cargo productivity and "initiative to venture into activities hitherto considered feasible only through outsourcing". It achieved an average pre-berthing detention time of 4.09 hours, average turnaround time of 1.84 days and average berth-day output of 15,884 tonnes, all figures comparing well with national benchmarks, the release stressed.

#### Kochi port ready to receive Arshiya's 2nd container train service

The Kochi Port is all set to receive the second container train service started by Arshiya Rail Infrastructure Ltd from North India for domestic movements. The train with 90 teus of white cement is expected to reach Ernakulam Wharf from Jodhpur by this weekend.

The port is facilitating the service by providing rail sidings, container handling equipments, storage area at its buffer yards for cargo. The train service will facilitate the movement of goods

from north India at cheaper rates than by road transport.

#### '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.

## Logistics Updates

### Trade

#### India is Dubai's top trading partner

India was Dubai's key trading partner in 2011, contributing 19 per cent of the emirate's overall foreign trade to the tune of 206 billion dirhams (Rs 2.88 lakh crore). According to official sources, India headed the list of Dubai's importing, exporting and re-exporting countries.

The volume of Dubai's imports from India touched 102 billion dirhams, while its exports to India amounted to 36 billion dirhams and re-exports reached 69 billion dirhams, the sources disclosed. China came in second with imports at 100 billion dirhams, followed by the US, Japan and Germany with figures of 54 billion dirhams, 28 billion dirhams and 26 billion dirhams, respectively.

#### Cotton exports may hit record 13.5 mn bales

India could ship up to 2 million additional bales of cotton in the current crop year, reaching a record 13.5 million bales after the government allowed export sales to resume, a trade association said on Wednesday. Last month, India reversed a ban on cotton exports imposed in March as concerned eased that supplies would fall short for the textile industry, the country's second largest employer, allowing firms in the world's second-biggest producer and exporter to resume shipments abroad.

"We can export 1.5-2 million bales more as demand from neighbouring Bangladesh and other southeast Asian countries is very good," Dhiren N. Sheth, president of the Cotton Association of India, told Reuters in a telephone interview.

#### 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 CFSs, who were under "pressure" from the authorities to recover the levy.

### Shipping

#### MoS seeks revival of ship-

#### building industry

The Ministry of Shipping (MoS) has called for immediate steps to revive the shipbuilding industry that has been on a declining mode recently. The current share of India in the global market stands at 0.01%. Steps taken by the government will include revival of subsidy scheme for shipbuilders.

In an official document, the Shipping Ministry has said that the India Inc is at a juncture where it needs support in the form of shipbuilding subsidy as well as other various other measures. Substantiating its argument, MoS said that since the expiry of the subsidy scheme, India's share has come down to 0.01% from 1.24% in the global shipbuilding segment.

#### Banks endorse CDR package for Bharati Shipyard

The move by a cluster of banks, headed by the State Bank of India (SBI), to give the go-ahead for a Rs 2,850-crore corporate debt restructuring (CDR) package for Bharati Shipyard is expected to put the company in a milder repayment schedule. While a source acknowledged that Bharati Shipyard

was "happy with the debt recast," the new structure specifies that banks would convert 10 per cent of the company's loans into compulsory convertible debentures, and later convert it into equity on maturity.

Having secured a two-year debt moratorium, the company gets ample time to tide over the unfavourable market conditions for shipyards, as the new debt repayment schedule would begin only after 18 months. Besides, the cash flow to shipyards has been under strain due to several factors, including the delay in payment of subsidies for capital expenditure by the Union government.

#### Container shipping freight rates likely to rise: Vasana

Container shipping freight rates are likely to rise in the coming days due to rise in operating costs, Parliament was informed today. "Container shipping liners are planning to increase the freight rates which was stagnant for a long time in spite of increase in fuel costs and reduced earning," Shipping Minister GK Vasana said in a written reply to the Rajya Sabha. He said the companies were looking "to cover the operating cost including continuous increase of cost of bunker or fuel costs" as the volumes of the firms

## Logistics Updates

have decreased due to slump in business worldwide.

"The quantum of increase of freight rates would depend upon market conditions," Vasan said, adding the cost of shipped goods and merchandise could also increase due to the likely rise in freight rates. Meanwhile, according to experts, freight rates have not been revised by the industry to the extent of increase in marine fuel prices.

### Airport

#### Hyderabad airport aiming to become a cargo hub

With Thai Airways commencing its Bangkok-Hyderabad-Frankfurt cargo freighter service, Lufthansa already operating four freighter services a week and others expressing keenness to connect, Hyderabad airport is aiming to become India's first cargo hub. A Thai Airways Boeing 747-400F landed at Rajiv Gandhi International Airport (RGIA) here Thursday and later left for Frankfurt.

The service connects the Rajiv Gandhi International Airport directly with Fareast and European countries and adds to Thai Airways' four weekly A330 operations. Thai Airways officials said they would soon announce their further plans for Hyderabad.

#### Cargo hub at airport will help agri-business: Singh

A cargo hub at the Indore airport will transform business- especially agri-based-around Indore said the union minister for civil aviation Ajit Singh after formally inaugurating the new airport terminal building of the Devi Ahilyabai Holkar Airport here on Saturday.

He urged the state government to consider allotting additional land near the airport to Airport Authority of India (AAI) so as to help its expansion. The minister announced that Gwalior and Khajuraho airports will be developed under the XIth five-year plan. "The new integrated terminal of the airport has all the facilities of an international airport and it would not take much time to grant it status of international airport," said Singh.

#### Cochin airport records 9% growth in traffic

Defying the downturn experienced by the aviation industry in other parts of the country, Cochin International Airport Limited (Cial) posted 9% growth in passenger traffic in 2011-12, over the previous year. Nearly 4.72 million passengers travelled through the airport in the just-concluded fiscal, an increase of nearly 3.75 lakh from the 4.35 million passengers who travelled in 2010-2011, stated a Cial release on Saturday.

Cial handled 2.59 million international passengers and 2.13 million in the domestic sector in 2011-12. The growth in the international sector was about 10%, while it was 8% in the domestic sector.

### Transport

#### Promoting inland water transport in India - Mr. Vasan

Indian union minister of shipping, Mr. GK Vasan informed the Rajya Sabha that the Inland Waterways Authority of India (IWAI) was constituted for development and regulation of the Inland Water Transport sector in October 1986 after which five waterways have been declared as national waterways for their systematic development for shipping and navigation.

IWAI strives to promote inland water transport infrastructure by providing the targeted depth and width for most part of the year in the navigational channels, aids for day and night navigation, fixed/ floating terminals at selected locations for berthing and loading/ unloading of vessels and intermodal connectivity at selected locations.

#### Work in Progress on Western Dedicated Freight Corridor

Construction work on 54 major and important bridges between Vaitarna and Bharuch of Western Dedicated Freight Corridors (DFC) is in progress through budgetary resources. Other than this, the entire Western DFC is being funded through Official Development Assistance (ODA) loan from Japan International Cooperation Agency (JICA).

Funding for Phase - I (Rewari-Vadodara, 930 kms.) has been tied up and loan agreement for first tranche signed. The tendering process in Phase-I has commenced and Pre-Qualification for civil works for 624 kms. has been completed. Against the total requirement of 5860 hectare of land, award has been declared for 3780 hectares.

## Health Tips

### Heart Attack and Water.

How many folks do you know who say they don't want to drink anything before going to bed because they'll have to get up during the night!!

Heart Attack and Water - I never knew all of this ! Interesting.....

Something else I didn't know ... I asked my Doctor why do people need to urinate so much at night time. Answer from my Cardiac Doctor - Gravity holds water in the lower part of your body when you are upright (legs swell). When you lie down and the lower body (legs and etc) seeks level with the kidneys, it is then that the kidneys remove the water because it is easier. This then ties in with the last statement!

I knew you need your minimum water to help flush the toxins out of your body, but this was news to me. The best time to drink water...

Very Important. From a Cardiac Specialist:

Drinking water at a certain time maximizes its effectiveness on the body: 2 glasses of water after waking up - helps activate internal organs 1 glass of water 30 minutes before a meal - helps digestion 1 glass of water before taking a bath - helps lower blood pressure 1 glass of water before going to bed - avoids stroke or heart attack.

I can also add to this... My physician told me that water at bed time will also help prevent night time leg cramps. Your leg muscles are seeking hydration when they cramp and wake you up with a 'Charlie Horse'.

# "Life is a one time gift"

## Story of Appreciation

One young academically excellent person went to apply for a managerial position in a big company.

He passed the first interview, the director did the last interview, made the last decision.

The director discovered from the CV that the youth's academic achievements were excellent all the way, from the secondary school until the postgraduate research,

never had a year when he did not score.

The director asked,

"Did you obtain any scholarships in school?"

the youth answered "none".

The director asked,

" Was it your father who paid for your school fees?"

The youth answered,

"My father passed away when I was one year old, it was my mother who paid for my school fees.

The director asked,

" Where did your mother work?"

The youth answered,

"My mother worked as clothes cleaner.

The director requested the youth to show his hands.

The youth showed a pair of hands that were smooth and perfect.

The director asked,

" Have you ever helped your mother wash the clothes before?"

The youth answered,

"Never, my mother always wanted me to study and read more books.

Furthermore, my mother can wash clothes faster than me.

The director said,

"I have a request. When you go back today, go and clean your mother's hands, and then see me tomorrow morning.\*

The youth felt that his chance of landing the job was high. When he went back, he happily requested his mother to let him clean her hands. His mother felt strange, happy but with mixed feelings, she showed her hands to the kid.

The youth cleaned his mother's hands slowly. His tear fell as he did that. It was the first time he noticed that his mother's hands were so wrinkled, and there were so many bruises in her hands. Some bruises were so painful that his mother shivered when they were cleaned with water.

This was the first time the youth realized that it was this pair of hands that washed the clothes everyday to enable him to pay the school fee. The bruises in the mother's hands were the price that the mother had to pay for his graduation, academic excellence and his future.

After finishing the cleaning of his mother's hands, the youth quietly washed all the remaining clothes for his mother.

That night, mother and son talked for a very long time.

Next morning, the youth went to the director's office.

The Director noticed the tears in the youth's eyes, asked:

" Can you tell me what have you done and learned yesterday in your house?"

The youth answered,

" I cleaned my mother's hand, and also finished cleaning all the remaining clothes'

The Director asked,

" please tell me your feelings."

The youth said,

I know now what is appreciation. Without my mother, there would not the successful me today. Number 2, by working together and helping my mother, only I now realize how difficult and tough it is to get something done.

**Number 1,**

**I know now what is appreciation. Without my mother, there would not be the successful me today.**

**Number 2,**

**by working together and helping my mother, only I now realize how difficult and tough it is to get something done.**

**Number 3,**

**I have come to appreciate the importance and value of family relationship.**

**The director said,**

**" This is what I am looking for to be my manager. I want to recruit a person who can appreciate the help of others, a person who knows the sufferings of others to get things done, and a person who would not put money as his only goal in life. You are hired.**

**Later on, this young person worked very hard, and received the respect of his subordinates. Every employee worked diligently and as a team. The company's performance improved tremendously. A child, who has been protected and habitually given whatever he wanted, would develop "entitlement mentality" and would always put himself first. He would be ignorant of his parent's efforts.**

**You can let your kid live in a big house, give him a Driver & Car for going around, Eat a Good Meal, learn Piano, Watch a Big Screen TV, Play games on Play Station. But when you are Cutting Grass, please let them experience it. After a Meal, let them Wash their Plates and Bowls together with their Brothers and Sisters. Tell them to Travel in Public Bus, It is not because you do not have Money for Car or to Hire a Maid, but it is because you want to Love them in a right way. You want them to understand, no matter how rich their parents are, one day their hair will Grow Grey, same as the Mother of that young person. The most important thing is your kid learns how to appreciate the effort and experience the difficulty and learn the ability to work with others to get things done.**

## New Joinees

**MS. MAMTA MILIND KOTEKAR**  
CUSTOMER COORDINATOR (BOM)

**MS. BHUMIKA M RANPURA**  
SENIOR EXECUTIVE CUSTOMER SERVICE (BDQ)

**MR. AMIT KUMAR SINGH**  
OPERATION EXECUTIVE ( DEL)

**MR. JYOTI PRASAD**  
ADMIN ASSISTANT (DEL)

**MR. PRAHLAD MANDAL**  
ADMIN ASSISTANT (DEL)

**MR. FASIYAR HOSSAIN**  
ADMIN ASSISTANT (DEL)

**MR. JITENDER PANDEY**  
ADMIN ASSISTANT (DEL)

**MR. SANTHOSH KUMAR M**  
CUSTOMER COORDINATOR (CJB)

*- Atlas Insight welcomes the new joiners to our family*

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 Toolbar	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 Rows	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 Pune moved to new premises

**ATLAS LOGISTICS Pune Office is now moved to a new location, and its address is as follows:-**

**ATLAS LOGISTICS PVT LTD.**  
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**Wakadewadi, Shivajinagar,**  
**Near Bajaj Brad View. Pune - 411 003**

**Land Line - +91 020 32676852**

Atlas Insight wishes *Happy Birthday to*

## May

PARASURAMSINGH  
 LINSON ITYERA  
 BADARI NARAYANA G GUBBI  
 CHETAN P PARAB  
 LIZZY VARGHESE  
 SHASHI KUMAR M  
 PRASHANT KHADATKAR  
 ANGELA RODRIGUES  
 BHAVIKA R PAREKH  
 MARAN P  
 AROKIANATHAN M  
 LETHA VASUDEVAN  
 MANOJ M V  
 SANDEEP THAKAJI NAVALE  
 AFSAL M T  
 LOUIS DSOUZA

17<sup>TH</sup> BCO  
 19<sup>TH</sup> BLR  
 20<sup>TH</sup> BCO  
 22<sup>ND</sup> BOM  
 25<sup>TH</sup> KDL  
 26<sup>TH</sup> BCO  
 27<sup>TH</sup> NGP  
 28<sup>TH</sup> BOM  
 29<sup>TH</sup> BDQ  
 29<sup>TH</sup> MAA  
 30<sup>TH</sup> BCO  
 30<sup>TH</sup> COK  
 30<sup>TH</sup> DEL  
 30<sup>TH</sup> BOM  
 31<sup>ST</sup> CCJ  
 31<sup>ST</sup> BOM

## June

SUBBAREDDY S R  
 BHANGI CHATUR SHANKARBHAI  
 RAO SAHEB PANDURANG SHIKARE  
 SHANKAR N. SHETTY  
 SHINDE JAGESH BABAN  
 PARMAR DHIRUBHAI JESHINGBHAI  
 CHADRAKANT G GHARAT  
 DIPAK KISAN SHEDGE  
 BADABJI GOVIND DATE  
 DELHI BABU P  
 CHENCHU RAMAIAH  
 RENU J SINGH  
 M MURALIDHARAN  
 ATUL SHARMA  
 PRAVIN MAHESHWARI  
 GIRIDHAR BALARAM DHENE  
 KRISHNANATH Y UPAD  
 M N BABY  
 DEVI J  
 A NAGARASAN  
 ILAMURUGAN  
 BRESHNAV S  
 RAMESH V SALIAN

01<sup>ST</sup> BCO  
 01<sup>ST</sup> KDL  
 01<sup>ST</sup> BOM  
 01<sup>ST</sup> BOM  
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 05<sup>TH</sup> BLR  
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 07<sup>TH</sup> DEL  
 08<sup>TH</sup> KDL  
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 10<sup>TH</sup> MAA  
 10<sup>TH</sup> CJB  
 14<sup>TH</sup> TUT  
 15<sup>TH</sup> BOM



***Aspire***

***Transparent***

***Logistics***

***Accurate***

***Service***