



Atlas Insight

October 2012

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Dear Col-leagues,
 Journey of success always re-quires the qualities of foresight, strategy and prepared-ness. All these, along with

the power of trust are at the core of all our operations. My inspiration comes from your trust and willingness to believe in our capability to deliver.

Atlas is a group slowly emerging as a world player in logistics sphere. Commitment, hard work, commonsense and perseverance have helped the Company to be on par with international companies in terms of standards of performance and quality of projects. We all need to buck up as we are few months away

before closing of another financial year.

I am sure each one of you will re-dedicate yourself towards commitments and strive for continuous growth .Month of October starts with the festive Season in India and overseas. My wishes to all my colleagues and family in India “a very happy Dussahara” and advance wishes for Deepavali .

Likewise I think there are festivals occurring in other countries, so I wish our overseas colleagues and family a very happy festive season.

Wish to finally quote a famous writer, Ralph Waldo Emerson, **"What lies behind us and lies before us are small matters compared to what lies within us.**

Cheers and good luck

Logistics Updates

Gujarat Govt. finalizes plans to develop Seven New Ports

Ahmedabad: In a major push to port infrastructure, the Gujarat government has finalised plans to de-velop six to seven new ports in the state. Large investments would flow into the port sector in the coming years, a senior gov-ernment official said. The state government is planning ports at Dahej, Nargol, Vansi Borsi



and Kutchhigarh, and works related to the project are at different stages. Adani Group is already developing a solid cargo port at Hazira.

The Government has also identified Dholera and Khambhat as prospec-tive sites for developing ports, but the plans have been put on hold temporarily in

view of the Kalpasar project. "The port projects will be devel-oped under the public private partnership model. The state government is also plan-ning other ports, but they are still at the preliminary stage," BK Sinha, Additional Chief Secretary, Ports & Transport Department, said.

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Felicitation of Sarika (BDQ) by L&T LMC



Congratulations to Ms. Sarika !!!

An other achievement of Ms. Manisha



Our BDM **Ms. Manisha** has been invited by Estar commerce to be the key speaker to the audience who came from supply chain , procurement team, Kabul , Afghanistan. This was a great platform for her to represent Atlas SBS to the world

and share knowledge and experience and gain professional exposure in this area.

Let us wish her good luck and all the best wishes for her future projects.



Festivals– Dussahara ,Deepavali and Id– ul– Zuha

Dussahara

Dussahara is celebrated on the tenth day of the Hindu autumn lunar month of Ashvin, or Ashwayuja which falls in September or October of the Western calendar, from the Shukla Paksha Pratipada, or the day after the new moon which falls in Bhadrapada, to the Dashami, or the tenth day of Ashvin. The first nine days are celebrated as **Maha Navratri**(Sanskrit: नवरात्रि, 'nine nights') or Sharada Navratri (the most important Navratri) and culminates on the tenth day as Dasara. In India, the harvest season begins at this time and so the Mother Goddess is invoked to start the new harvest season and reactivate the vigor and fertility of the soil. This is done through religious performances and rituals which are thought to invoke cosmic forces that rejuvenate the soil. Many people of the Hindu faith observe Dasara through social gatherings and food offerings to the gods at home and in temples throughout Nepal and India. It is believed that the present day Nepal was never ruled by outsiders as Gorkhals are

known as best fighters of the World as they're a true devo-

Deepavali

tees of MahaKali, one of the incarnations of Durga (Shakti).

Diwali or Deepavali is a significant festival in Hinduism, Buddhism, Sikhism, and Jainism. It is widely celebrated in India. Adherents of these religions celebrate Diwali as the

Festival of Lights. They light diyas—cotton string wicks inserted in small clay pots filled with oil—to signify victory of good over the evil within an individual.

Diwali is the abbreviation of the Sanskrit word "Deepavali Deepa meaning light and Avali, meaning a row. It means a row of lights and indeed illumination forms its main attraction. It symbolizes that age-old culture of India which teaches us to vanquish ignorance that subdues humanity

and to drive away darkness that engulfs the light of knowledge. Diwali, the festi-

val of lights, even today in this modern world projects the rich and glorious past and teaches us to uphold the true values of life.

Eid al-Adha (Arabic: عيد الأضحى 'Īd al-'Aḏḥā, IPA: [ʕiːd al ʔadˤħaː], "festival of sac-

Id– ul– Zuha

rifice"), also called **Id-ul-Zuha**^[1], **Feast of the Sacrifice**, the **Major Festival** and the **Greater Eid**, is an important 3-day religious holiday celebrated by Muslims worldwide to honor the willingness of Ibrāhīm (Abraham) to sacrifice his son Ismā'īl (Ishmael) as an act of obedience to God, before God intervened to provide him with a sheep to sacrifice instead.^[2]

Eid al-Adha is the latter of two Eid holidays/festivals celebrated by Sunni and Shia Muslims^[3]. The basis for the Eid al-Adha comes from the 196th verse of sura 2 (Al-Baqara) of the Quran.^[4] The word "Eid" appears in Sura al-Mai'da ^[5] of the Qur'an, meaning 'solemn festival'.^[6] The 3 days and 2 nights of Eid al-Adha are celebrated annually on the 10th, 11th and 12th day of the twelfth and last Islamic month of Dhu al-Hijjah (ذو الحجة) of the lunar Islamic calendar.^[7] In the interna-

tional Gregorian calendar the dates vary from year to year, falling approximately eleven days earlier each year.

Like Eid ul-Fitr, Eid al-Adha begins with a Sunnah prayer of two Raka'ah (units) followed by a sermon (khutbah). Eid al-Adha celebrations start after the Hajj, the annual pilgrimage to Mecca in Saudi Arabia by Muslims worldwide, descent from Mount Arafat. The date is approximately 70 days (2 Months & 10 days) after the end of the month of Ramadan, i.e. Eid-ul-Fitr. Ritual observance of the holiday lasts until sunset of the 12th day of Dhu al-Hijjah.^[8] Eid sacrifice may take place until sunset on the 13th Day.^[9] The days of Eid have been singled out in the Hadith as "days of remembrance". The days of Tashriq are from the Fajr of the 9th of Dhul Hijjah upto the Asr of the 13th of Dhul Hijjah (5 days and 4 nights). This equals 23 prayers: 5 on the 9th-12th which equal 20 and 3 on the 13th.^[10]

10 Tips of Making +ve changes in our Life

1. Say “I’m good, but not as I can be “ instead of saying “I’m not as bad as a lot of others”
2. “Say “I’ll find out “ , instead of saying “ I don’t know”.
3. Try seeing an answer for every problem instead of seeing a problem for every answer.
4. See what has to to be done and do it instead of saying “that’s not my job”,
5. Make commitments instead of making promises.
6. Look at what can be done instead of looking at what can’t be done.
7. Say “I was wrong” when a mistake is made, instead of saying it wasn’t my fault.
8. Try making decisions instead of side- stepping most issues.
9. Say “There ought to be a better way” instead of saying “That’s the way it has always been done.
10. Say “It may be difficult but it’s not impossible” instead of saying “It may be possible, but it’s too difficult”

Atlas India Holiday List

Happy
Holidays!

October	22	Durga Asthami (Only for CCU)
October	23	Durga Navratri (Only for MAA, CJB, TPR, TUT,CCU)
October	24	Dussahara
October	27	Id- UI- Zuha
November	12	Naraka (Only BLR, IXE)
November	13	Diwali
November	15	Bhai Dooj (IDR)

Logistics Updates

Ports

Second container feeder vessel service introduced at MPT

Mr Biplav Kumar, IRTS, deputy chairman, Mormugao Port Trust, informed that the second container feeder vessel service is being introduced for MPT by M/s Shreyas Shipping and Logistics Ltd connecting the entire West Coast of India and Karachi via Kochi-Mangalore-Goa-Mundra-Karachi-Kandla-Kochi and foreign destinations through Mundra Port for Middle East, Africa, Europe and United States.

M V OELTRUST, which will be calling twice a month, will not only reduce ocean freight and transit time but will also give a boost to container traffic from Goa and the hinterland. Presently, only one container feeder vessel of M/s Bengal Tiger Line (India) Pvt Ltd has been calling at this port for about 3 to 4 times a month for transshipping through Colombo for its further destinations. This additional feeder vessel service will further offer flexibility and choice to the customers and enhance container mobility through MPT

Goa's ports record highest iron ore export volume in 2011-12

GOA'S two ports, the Mormugao Port Trust (MPT) and Panaji minor port, registered the highest volume of iron ore exports during the last fiscal. Being a major iron ore-producing state, Goa's ports exported a total of 54.45 million tons (mt) of the mineral, which is in huge demand in the steel industry.

Of the total figure, 47.23 mt was obtained from Goa and the rest from Karnataka and Maharashtra. According to data compiled by the Goa Mineral Ore Exporters' Association (GMOEA), an umbrella organisation of ore exporters, about 46.84 mt of the mineral was exported from Goa ports to China, which made up for 90 per cent of the overseas consignments, followed by Japan

High India coal stocks languish at ports

Over 12 million tons of thermal coal are stockpiled at India's ports, around 7-8 million of which is unsold, according to some of India's biggest importers. The tonnage of unsold coal already in India makes it unlikely that

Indian buyers will be returning to the spot market for substantial fresh purchases anytime soon and helps explain why Indian buyers have been largely dormant for months.

"I have never seen port stockpiles so high, they are over 12 million tons and more than half is unsold," a source at one of the largest importing firms said. Other importers pegged the stockpiles at 10-12 million tons and added that they are struggling to sell this coal in the teeth of slow industrial and power generation demand. India's gross domestic product (GDP) growth in the April-June quarter was 7.7 percent, a disappointing level, Finance Minister Pranab Mukherjee said two weeks ago.

Vizag port tops ore traffic growth

Between April and July this year, the country's iron ore exports posted a 21.86 per cent drop at 25.29 million tons (32.36 mt in the same period of last year). During the period, at least Ennore, Belekari, Karwar and Redi ports did not handle any iron ore traffic while four recorded significant drop in throughput — Krishnapat-

nam recording 98.54 per cent drop at 50,000 tons as compared to 3.41 mt in the same period of last year; Chennai 98.31 per cent at 29,000 tons (1.72 mt); Kakinada 77.72 per cent at 1.39 lakh tons (6.24 lakh); and New Mangalore 45.05 per cent at 5.72 lakh tons (10.41 lakh).

The four ports that did not export any iron ore traffic in first four months of the current fiscal together handled more than 3 mt in the same period of last year. By far the most successful growth story was scripted by Visakhapatnam port, which recorded 143.9 per cent growth at 2.49 mt (1.02 mt). Ganguvaram posted 68.88 per cent growth at 9.66 lakh tonnes (5.72 lakh), Haldia grew 53.3 per cent at 1.97 mt (1.29 mt) and Paradip gained 18.67 per cent at 3.5 mt (2.95 mt).

Shipping

India: Easing the law on container transshipment will reduce freight rates & boost shipping

The English word 'cabotage', which has a Spanish origin, means trade or navigation in coastal waters and the right of a country to operate exclusively in the coastal trade.

Logistics Updates

Such protection to national shipping under the cabotage law is designed to promote and protect domestic shipping. Countries such as India, US, UK, Japan, Australia and China maintain strict reservation of their coastal shipping to domestic services. Share of container trade in India's total port traffic: The total traffic handled by all the major and non-major ports in India in 2011-12 stood at around 930 million tonnes.

All the major and non-major ports seem to have handled a total container traffic of about 9.9 million TEUs - equivalent to about 125 million tonnes. Therefore, the share of container traffic in the total cargo handled at Indian ports comes to only about 14%. Further analysis will show that only less than 30% of this cargo traffic will constitute the transshipment trade and, therefore, in actual practice, if relaxation of cabotage law is cleared by the government, it will affect only less than 5% of India's total port.

Cargo

OECD statistics shows slow air cargo growth in 2012 first half

International trade statistics through the first half of 2012 reveal that "the overall pic-

ture for global freight is one of growth slowing down," the Organization for Economic Cooperation and Development's (OECD) International Transport Forum (ITF) said in a new global trade and transport "statistics brief" released this week.

Airfreight is not immune to overall slowing trade. "The air cargo recovery ... has faltered and volumes are now only 9% above pre-crisis levels in the EU area compared to 15% in [February 2012]," ITF said. "External trade in tonnes of goods carried by air in the United States has shown practically no growth and total trade in tonnes is only 2% above the pre-crisis peak."

Logistic Integrators creates history by transporting temperature-sensitive cargo in RKN Opticooler

Opening new doors in the Indian logistics domain, Logistic Integrators, in association with Lufthansa, recently transported time- and temperature-sensitive pharmaceutical cargo in a special container called the RKN Opticooler in the form of BUP or 'built up pallet'. This first-of-its-kind commercial operation was an end-to-end

shipment from the manufacturing point to the eventual consumption point, while maintaining temperature at prescribed limits throughout the journey and thus creating a new benchmark in the Indian logistics space.

"In Indian circumstances where temperature and climate are extreme and the road conditions can throw up surprises, this transportation technique comes a long way as a key saviour to the pharmaceutical companies." The company is optimistic about more successful operations with the RKN Opticooler, which gives pharma products stability, ensuring that the optimum temperature is maintained from point to point.

Trade

India may become world's third largest economy this year

India could become the world's third largest economy by the end of 2011 by overtaking Japan in terms of gross domestic product (GDP) measured according to purchasing power parity. Numbers from 2010 show that the Japanese economy was worth \$ 4.31 trillion, with India at \$ 4.06 trillion. But after March's devastating tsunami and earthquake,

Japan's economy is widely expected to contract while India's economy will grow between 7 per cent and 8 per cent this fiscal. India is now the fourth-largest economy behind the US, China and Japan.

K Line India to commence management of bulk carrier operations in India trade

Kawasaki Kisen Kaisha, Ltd, Tokyo ("K" Line) has announced that "K" Line (India) Pvt. Ltd will commence management of bulk carrier operations (post fixture) from India. Currently, five CVCs (Panamax and post-Panamax) and one COA contract (Panamax) have been serving the JSW Group's coal requirements. All operational work of these bulk carriers, which was earlier handled by "K" Line in Tokyo, will now be handled by "K" Line "K" Line has concluded both CVC and COA contracts with the JSW Group, the total now being fourteen. The vessels have been undertaking all marine transportation of Australian, Indonesian and South African coal bound to JSW Group's facilities in India. Management of these bulk carrier operations (post fixture) from India will greatly assist customers in the country. It also shows "K" Line's determination to extend customer-oriented services that provide prompt support and quick access to its esteemed customers.

Health Tip

What are mouth ulcers?

Mouth ulcers are small painful sores that form in the mouth. The most common type are called aphthous or simple ulcers.

There are three main types of aphthous ulcers.

- **Minor ulcers** are small, non-scarring and usually heal without any treatment within two weeks. The most common type, they cause around three quarters of all mouth ulcers.
- **Major ulcers** are 1cm or larger, have a raised border and can last from two weeks to several months. Usually only one or two appear at a time. They can be very painful and cause difficulty eating, are slower to heal and can leave scars. About 10 per cent of ulcers are this type.
- **Herpetiform ulcers** are multiple tiny sores that can be very painful – particularly if they fuse together to form one larger sore. They can last from one week to two months. Despite their name, they have nothing to do with the herpes virus.

There are also other similar conditions that cause problems in the mouth such as stomatitis (mouth sores) and yeast, bacterial or viral infections.

What causes mouth ulcers?

Minor mouth ulcers are usually caused by damage to the mouth from:

- accidentally biting the inside of the cheek

- over-vigorous tooth brushing

- a sharp tooth or filling.

Although there may be no obvious reason why the ulcers keep returning, factors that can increase the risk include:

- mouth trauma, such as excessive brushing or chewing hard food
- Anxiety and Stress
- certain foods such as chocolate, coffee, nuts, strawberries and cheese.

Stopping smoking can initially trigger mouth ulcers in the first few weeks after quitting, but this tends to settle down after that.

Certain medical conditions can also make mouth ulcers more likely, such as:

- vitamin B12 deficiency
- viral infections – a common trigger
- Iron deficiency etc.

Occasionally, mouth ulcers can be caused by medication. Common examples include:

- painkillers, such as ibuprofen and aspirin

nicorandil and beta-blockers that are used in heart conditions.

What are the symptoms?

Most mouth ulcers are easy to spot because they are:

- round or oval in shape
- whitish in Colour
- inflamed around the edge.

They are usually seen:

- on the inside of the lips and cheeks
- on the floor of the mouth
- under the tongue.

They usually cause pain, especially when eating and drinking.

Some medical conditions can cause mouth sores and ulcers with different symptoms.

- **Oral thrush** usually takes the form of whitish or yellow spots in the mouth that are often raised but not usually painful. They can sometimes cause a burning sensation and a bad taste in the mouth.

- **Lichen planus** can cause irregular white streaks with a net-like appearance on the inside of the cheeks or the roof of the mouth. Ulcers can develop around the mouth patches and cause soreness that is often made worse by hot or spicy food.

- **Leukoplakia** shows up as painless white patches or lines in the mouth, usually on the tongue or cheeks. The areas tend to be slightly raised and harder than normal. It's caused by irritation inside the mouth, for example by fillings and dentures. Smokers can be prone to this problem, known as smoker's keratosis.

Gum disease and bacterial infections typically cause painful, bleeding gums that are red and swollen.

How are mouth ulcers treated?

Fortunately, most mouth ulcers do not need specific treatment and heal naturally without medication.

Mouth ulcer to heal faster by using a soft toothbrush and avoiding hard foods.

Most suitable medication for an ulcer. Examples of treatment include:

- corticosteroids such as triamcinolone and hydrocortisone

antimicrobial mouthwashes such as chlorhexidine gluconate used twice a day.

Can you prevent mouth ulcers?

There is no sure-fire way to prevent mouth ulcers, but the following can help if you get them a lot.

- Keep stress levels as low as possible.
- Avoid any foods that seem to trigger mouth ulcers.
- Make sure you have regular dental check-ups.

THOUGHT FOR THE MONTH

A small truth to make our Life 100% successful

If A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Is equal to 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Then H+A+R+D+W+O+R+K = 8+1+18+4+23+15+18+11 = 98%

K+N+O+W+L+E+D+G+E = 11+14+15+23+12+5+4+7+5 = 96%

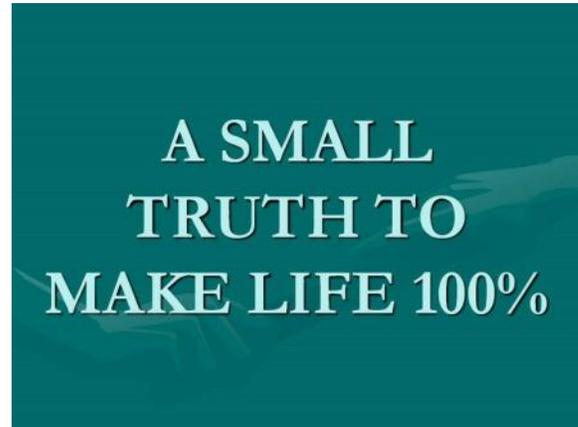
L+O+V+E=12+15+22+5=54%

L+U+C+K = 12+21+3+11 = 47%

(None of them makes 100%)Then what makes 100%

Is it Money? No!!!!

Leadership? No!!!!



Every problem has a solution, only if we perhaps change our "ATTITUDE". It is OUR ATTITUDE towards Life and Work that makes OUR Life 100% Successful..

A+T+T+I+T+U+D+E = 1+20+20+9+20+21+4+5 = 100

A Business India Special Report

Logistics: The Big L

The Big 'L' in marketing is Logistics. An excellent product, even if priced correctly and promoted effectively, may as well remain on the factory floor if it can't reach your wares to the end-user.

China has won the war for manufacturing because of its superiority in logistics. The Chinese government built roads to nowhere. Then Chinese industry came up at the underdeveloped end.

In India, the Logistic sector is progressing slowly but surely. The Golden Quadrilateral is ready. The Western Freight Corridor is falling in place.

New private ports are establishing themselves.

But even before these initiatives were flagged off, several Indian companies were using innovative ways to handle the situation. Skypak, for one, introduced the first hub-and-spoke service connected by air in 1987.

But the times are changing. Foreign direct investment has been allowed in supply chains and several tie-ups are already in place. For logistics companies, the two necessities for survival and excellence are innovation and service. How do the current players hope to keep the flag flying? What are the innovations on the anvil? The industry has several answers but no one solution.

Business India requires no introduction to you. In 1978 it broke new ground as India's first business fortnightly. But more importantly, over the last 34 years, not only has it continued to occupy centre stage as India's most trusted and authoritative publication for news and analysis on business and the economy, but provides inspirational stories for others to emulate.

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New Joinees

LOGANATHAN. E
FLOOR STAFF CRANE OPERATOR (MAA)

ROMA HARISH GIANANI
CUSTOMER SERVICE EXECUTIVE (AMD)

RAKSHIT DIXIT
TRAINEE (BLR)

AJAY RAMACHANDRAN NAIR
BRANCH MANAGER (AMD)

MUKESH PANDUSRANGJI MASRAM
OPERATION EXECUTIVE (KDL)

- Atlas Insight welcomes the new joiners to our family

Resigned Employees

SUNDAR RAMAN B (MAA)

SUSAN THOMAS (TRV)

SREE RAM VP (TRV)

RINJU S (TRV)

GANESHAN S (TRZ)

PRADEEP AWASARE (RAI)

--- Atlas Insight wishes good luck for your future

The Ten Golden rules for ideal control of Diabetes

Hundreds of millions of people worldwide have diabetes, with most living in low- and middle-income countries and middle-aged (45-64 years). In 2005, an estimated 1.1 million people died from the disease, more than half being women. Every 8 seconds someone somewhere in the world dies from diabetes. Diabetes is one of the commonest health problems of the present era, so as so the figure confirms to it as India has become the Diabetes Capital of the world. It is a lifelong disease and leads to serious complications that include Renal failure, Blindness, Paralysis, Heart attack, Gangrene, Infections and Impotence.

The Ten Golden rules for ideal control of Diabetes:

1. Diet: It was advised that one should eat less and eat healthy, eat less means that the daily intake of meal should be divided into four or five small meals and one should avoid soft drinks, red meat, potatoes, alcohol etc. and take lots of salad and vegetables. One should try to take Dinner by 7:00 pm. Use of natural antioxidants like Tomato, Sprouts, Tulsi leaves, Lemon and Amla is suggested.

2. Aerobics: Suggested one hour of aerobic exercise such as jogging, brisk walking, cycling, swimming, and dance, out-door games so as to come out of sedentary lifestyle and burn extra calories.

3. Yoga: 20-30 minutes of yoga on daily basis.

4. Daily Schedule: Disciplined lifestyle i.e. one should fix daily schedule.

5. Sleep: One should ensure, at least seven hours of sound sleep.

6. Mind: One should ensure to keep the stress level low, by practicing positive attitude.

7. Blood Sugar Monitoring: Diabetic person should monitor Blood Sugar fasting / by Glucometer at least twice a week and keep a record.

8. Investigations: Get regular lab investigations done as per doctor's advice.

9. Doctor's Consultation: One should consult Doctor once in every three months for a routine check-up.

10. Follow Doctor's Advice: Always follow your Doctor's advice/ medication schedule.

Atlas Insight wishes Happy Birthday to

OCTOBER

RAJENDRA SINGH	19 TH JPR
SHEKHAR MAHADEO DHANGER	19 TH PNQ
MANGESH M. SHEDGE	20 TH BOM
JEAZEL SANDRA DSOUZA	23 RD BCO
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MANISHA V THAKER	30 TH BDQ
VASUDEVAN PILLAI N	30 TH COK
SHIRISHA SAPARE	30 TH HYD
PRABUDH P SREEDHAR	31 ST TRV

NOVEMBER

MANOJ KUMAR	01 ST DEL
AARTI CHAWED	01 ST NGP
BALAJI	05 TH BCO
SOMENATH PATHAK	05 TH CCU
SHAKHILA L	06 TH MAA
ASHA PANDARE	10 TH BOM
THILAKRAJ SHETTY	12 TH IXE
SHAHEER A M	14 TH COK
RUPESH ARUN KAMBLE	14 TH BOM



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