



Atlas Insight

September 2012

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Dear Colleagues,

"To embark on a journey of success one needs the tools of preparedness, foresight and strategy. These lead to the path of growth and high quality operation"

Despite the ever-changing scenario of the economy, we have to ensure that the business is guided by ethics and values, above all.

But the future looks much different than before..

From where we stand today, the direction of

the global economy is difficult to predict

We all need to buck up as we have only 6months to go before the closing of another financial year.

Overdue payments need to be cleared from customers and new clients/ customers need to be added.

I'm sure each one of you have made your own plan of action and have a strategy to achieve your goals.

Once you have commitment, you need the discipline and hard work to show results.

It is not just about being the top ten forwarder or having many customers, it is about building a relationship that is dependable and trustworthy.

To a striking degree , all business today are based on people and ideas.

The quality of the services we deliver absolutely depends on the talents each one of you bring out and the value you'll bring to every assignment.

Wish you all good luck and success for the next quarter.

Shipping ministry likely to establish new regulator for ports

NEW DELHI: Ports in India may soon be able to fix their own market based tariffs for higher returns, with the Shipping Ministry mulling doing away with the Tariff Authority for Major Ports and bringing in a new regulator for the sector.

"Major ports feel that they are at a disadvantage and want the government should either make Tariff Authority for Major Ports (TAMP) mandatory for all ports or free them from its jurisdiction" a Shipping

Ministry official told PTI.Shipping Ministry is

working on establishing a Port Regulator for all ports for setting, monitoring and regulating service levels and technical and performance standards.



Break– Bulk Cargo



Atlas has cleared Customs under Hook Project Cargo at Mumbai port of M/s Seam Industries Ltd. Nagpur.

Project details:-

Description : ELBOW COLD FORMING MACHINE : MODEL NO: YLT 400A

Weight : 66400.000 Kgs

CBM: 80.2720

From : China To. Mumbai

Forwarder : ATLAS Nagpur

This Break-bulk cargo customs cleared under hook project by BOM team and forwarding arranged by Mr. Prashant and team - Nagpur .

Team work done by Atlas Bombay & Nagpur !!!

A SPECIAL FEAT



Mr. Praveej. TV, Mr. Sebin Sunny, Mr. Srejith S Kurup & Mr. Eldo C Paul from our Operation team (Cochin) has successfully completed "G CARD" examination.

Atlas Insight wishes him a very bright future and good luck.

Congratulation to Mr. Praveej. TV, Mr. Sebin Sunny, Mr. Srejith S Kurup & Mr. Eldo C Paul !!!

Atlas India Holiday List

**Happy
Holidays!**

September	19	Vinayaka Chaturthi
October	02	Gandhi Jayanthi
October	15	Mahalya (Only for CCU)

Knowledge

CONFLICT AND THE MIND

Fights can only happen among equals. When you fight with someone, you make them equal. But in reality there is no one at par with you. When you keep people either above or below you, then there is no fight.

When they are above you, you respect them.

When they are below you, you love them and you feel compassionate.

Either submission or compassion can take you out of a fight in no time. This is one way to look at it when you are tired of fighting. When you are well rested, just fight and have fun.

The same is true of the mind. As long as the mind thinks it is equal to the senses, there is conflict. When mind realises that it is bigger than the senses, there is no conflict. When the mind is smaller than the senses (like in animals), there is no conflict. When the mind is caught up in the senses, there is constant conflict. When it transcends the senses, it comes back to its true nature, which is innocence.

Logistics Updates

Ports

India: Kandla Port to Become Global Logistics Hub

“Kandla Port was all set to become a global logistics hub in the near future,” said Dr P. D. Vaghela, Chairman of Kandla Port Trust (KPT). Speaking at the 65th Independence Day celebrations, he also stated: “The government had declared Kandla Port as the best port for handling foodgrains and fertiliser cargo, and the management has been seeking foreign direct investment (FDI) for the development of the Port and allied facilities.”

According to EXIM India, Mr M. A. Bhaskarachar, Deputy Chairman; Mr P. Ramjee, IPS, CVO; Mr A. Ramakrishna, FA & CAO; Capt. H. K. Sibal, Deputy Conservator; Mr H. C. Venkatesh, Traffic Manager; Mr Bhagat, Commandant, CISF; Mr Khimji Maheshwari, PS to Chairman; Mr Ajay Gupta, DD (EDP); Mr Mohd Feroz Hussain, Deputy Secre-

tary; Trustees; office-bearers of Kandla Port unions; and KPT staff members were also present on the occasion.

New Mangalore Port, MRPL set to get SPM boost

THE imminent commissioning of Mangalore Refinery and Petrochemical Ltd's (MRPL) single point mooring (SPM) facility by early September is likely to give a shot in the arm to MRPL as well as the New Mangalore Port. The SPM is expected to solve MRPL's inability to berth vessels of more than 85,000 tonnes at New Mangalore Port during the monsoon due to limited draught.

Analysts have long felt that the Port requires deeper draught as some of its import cargoes arrive in vessels with capacity of more than 1.35 lakh tonnes. Expressing confidence that the commissioning would help smoothen inbound crude oil movement through very large crude carriers

(VLCCs), an official of MRPL apprised that the facility was likely to be commissioned by this month-end or by the first half of September. The operation and maintenance contract for it was already in place, he added.

Cabotage policy relaxed to help Vallarpadam biz

of the cabotage policy to allow transshipment of export-import containers from the International Container Transshipment Terminal (ICTT) at Vallarpadam, Kochi. Current cabotage norms allow foreign ships to ply on the coastline of the country only after getting a licence. The Merchant Shipping Act, 1958, Section 407, states that no ship other than an Indian ship or a ship chartered by a citizen shall engage in coasting trade except under a licence granted by the Directorate General of Shipping. The relaxation would allow containers that arrive at ICTT to be shipped to other Indian ports.

“The primary objective of relaxation in the cabotage policy is for ICTT, Vallarpadam, to attract cargo destined for Indian ports, which are presently being transhipped at Colombo and other foreign ports. This initiative is expected to promote transshipment of Indian cargo from ICTT, Vallarpadam, and reduce dependence on nearby foreign ports,” the government said in a statement.

Landlord port model chosen for Vizhinjam ICTT

With the Kerala government now focusing on the Landlord Port Model (LPM), the Rs 9,000-crore Vizhinjam International Container Transshipment Terminal (ICTT) is finally beginning to find its feet on the infrastructure front after hanging fire for a decade.

Proposed as one of the world's deepest ports with a natural depth of 24 metres, the Vizhinjam port looks likely at the moment to emerge as a force to reckon with in the global

Logistics Updates

maritime trade.

Under the LPM, the basic infrastructure will be set up through an EPC (engineering, procurement and construction) contract. The technical bids submitted by a consortium of several companies will be scrutinised within 10 days for responsiveness and compliance with the qualifications. On completion of the technical evaluation, the Vizhinjam ICTT will go ahead with the financial bids.

The LPM puts a great deal of responsibility on the operator, by including the breakwater, quay wall, dredging and reclamation, and external connectivity (road, rail and utilities) in the infrastructure development of the project. The private partner would develop the massive structure for the port operations and the terminal, and would be allowed to operate and maintain the facility for 30 years.

Throwing light on the development, Mr K. Babu,

Kerala Port Minister, apprised that the details of this plan were yet to be decided. He added that the private partner's inputs would be considered while making the master plan and detailing the EPC construction.

To be set up at Vizhinjam, near Thiruvananthapuram, with a quay length of 2,000 metres in three phases, the deepsea port will be designed to cater primarily to container transportation, besides multi-purpose and break-bulk cargo. In addition to minimising dredging expenses because of its natural draught, the port also has the advantage of being located close to busy global shipping routes. It is learnt that the facility is envisaged to handle 4.1 million containers annually in the initial phase.

Infrastructure

DMIC to boost investment in UP

Delhi Mumbai Industrial Corridor (DMIC) and Dedicated Freight Corridor (DFC) are poised to be among the big-

gest industrial development projects in India, which will immensely boost public and private sector investment in the state. Being strategically located between both the western and eastern DFCs, UP has the potential to attract large scale investment in

The state government has already planned over 3,500 acres of Special Economic Zone (SEZ), multiple railway terminals, container depots etc. DMIC envisages one industrial region (Dadri-Noida-Ghaziabad)

and one industrial area (Meerut-Muzaffarnagar) within UP. These areas are proposed to be self-sustained industrial townships with world-class infrastructure viz road, rail and air connectivity, quality social infrastructure and provide a globally competitive environment conducive for businesses

Need to promote investment in inland waterways: PM

Emphasizing the need to

promote investments in inland waterways, Prime Minister Manmohan Singh today said good transport infrastructure is critical to making growth process more inclusive.

"In inland waterways we need to promote investments, particularly in the remote areas of our country, like in the north east," Singh said at the valedictory func-

tion to mark the Golden Jubilee celebrations of the Shipping Corpo-

ration of India here. "A good transport infrastructure is critical not only for increasing the pace of our economic development but also for making our growth processes more inclusive," he said. "We should look seriously at coastal shipping and inland waterways as environment friendly and fuel efficient modes of transport for optimising the overall logistics cost and reaching the hinterland," he said.



A Speech By Azim Premji For The Young Minds



Azim Premji, as all of you know, is the head of WIPRO, a leading Indian Company with International status...

He addressed a forum organized by the AIMA at Bombay on 'Shaping Young Minds'

"I am very happy to be here with you. It is always wonderful to be with young people. As my hair turned from black, to salt and pepper and finally salt without the pepper, I have begun to realize the importance of youth. At the same time, I have begun to truly appreciate some of the lessons I have learnt along the way. I hope you will find them useful when you

plan your own career and **correct our weaknesses.** life.

First:

The first thing I have learnt is that we must always begin with our strengths. There is an imaginary story of a rabbit. The rabbit was enrolled in a rabbit school. Like all rabbits, it could hop very well but could not swim. At the end of the year, the rabbit got high marks in hopping but failed in swimming. The parents were concerned. They said, Forget about hopping. You are, anyway good at it. Concentrate on swimming.' They sent the rabbit for tuition in swimming. And guess what happened? The rabbit forgot how to hop! As for swimming, have you ever seen a rabbit swim?

While it is important for us to know what we are not good at, we must also cherish what is good in us.

That is because it is only our strengths that can give us the energy to

Second:

The second lesson I have learnt is that a rupee earned is of far more value than five found..

My friend was sharing with me, the story of his eight year-old niece. She would always complain about the breakfast. The cook tried everything possible, but the child remained unhappy. Finally, my friend took the child to a supermarket and brought one of those ready-to-cook cereal packets. The child had to cut the packet and pour water in the dish.

The child found the food delicious. The difference was that she had cooked it!

In my own life, I have found that nothing gives as much satisfaction as earning our own rewards. In fact, what is gifted or inherited follows the old rule of 'come easy, go easy'. I guess we only know the value of what we have, if we have struggled to earn it.

Third:

The third lesson I have learnt is, in Cricket, no one bats a hundred every time.

Life has many challenges. You win some and lose some. You must enjoy winning. But do not let it go to the head. The moment it does, you are already on your way to failure. And if you do encounter failure along the way, treat it as an equally natural phenomenon.

Don't beat yourself for it or anyone else for that matter! Accept it, look at your own share in the problem, learn from it and move on.

The important thing is, when you lose, do not 'lose the lesson.

Fourth:

The fourth lesson I have learnt, is the importance of humility.

Sometimes, when you get so much in life, you really start wondering,

whether you deserve all of it. We have so much to be grateful for. Our parents, our teachers and our seniors, have done so much for us, that we can never repay them. Many people focus on the shortcomings, because obviously, no one can be perfect. But it is important to first acknowledge, what we have received. Nothing in life is permanent, but when a relationship ends, rather than becoming bitter,

we must learn to savor the memory, of the good things, while they lasted.

Fifth:

The fifth lesson I learnt is, that we must always strive for Excellence.

One way of achieving excellence, is by looking at those better than ourselves. Keep learning what they do differently. But excellence cannot be imposed from the outside. We must also feel the need from within. It must involve not only our mind, but also our heart and

soul. Excellence is not an act, but a habit. I remember the inspiring lines of a poem, which says that your reach must always exceed your grasp. That is heaven on earth.

Ultimately, your only competition is yourself.

Sixth:

The sixth lesson I have learnt is, never give up in the face of adversity.

It comes on you, suddenly without warning. Always keep in mind, that it is only the test of fire, that makes fine steel. A friend of mine shared this incident with me. His eight-year old daughter was struggling away at a jigsaw puzzle. She kept at it for hours but could not succeed. Finally, it went beyond her bedtime. My friend told her, "Look, why don't you just give up? I don't think you will complete it tonight. Look at it another day." The daughter looked with a strange look in her eyes, "But, dad, why should I give

up? All the pieces are there! I have just got to put them together!"

If we persevere long enough, we can put any problem into its perspective.

Seventh:

The seventh lesson I have learnt is, that while you must be open to change, **do not compromise on your values.**

Mahatma Gandhiji often said, you must open the windows of your mind, but you must not be swept off your feet by the breeze." Values like honesty, integrity, consideration and humility have survived for generations. At the end of the day, it is values that define a person more than the achievements.

Do not be tempted by short cuts. The short cut can make you lose your way and end up becoming the longest way to the destination.

Final:

And the final lesson I

learnt is, that we must have faith in our own ideas even if everyone tells us that we are wrong.

There was a newspaper vendor who had a rude customer. Every morning, the Customer would walk by refuse to return the greeting, grab the paper off the shelf and throw the money at the vendor. The vendor would pick up the money, smile politely and say, 'Thank you, Sir.' One day, the vendor's assistant asked him, "Why are you always so polite with him when he is so rude to you? Why don't you throw the newspaper at him when he comes back tomorrow?" The vendor smiled and replied,

"He can't help being rude and I can't help being polite. Why should I let his rude behavior dictate my politeness?"

I hope you achieve success, in whatever way, you define it, and what gives you, the maximum happiness in life.

New Joinees

VELAYUTHAM M
MANAGER - OPERATIONS (MAA)

YUVARAJ V
JUNIOR EXECUTIVE - OPERATIONS(MAA)

MARI MUTHU K
JUNIOR EXECUTIVE - OPERATIONS (MAA)

LOKESH J
DRIVER (BLR)

HARI PRASAD
BRANCH MANAGER (TRV)

- Atlas Insight welcomes the new joiners to our family

FOUR RULES TO REMEMBER IN LIFE:

1. Money cannot buy happiness but its more comfortable to cry in a Mercedes than on a bicycle.
2. Help someone when they are in trouble and they will remember you when they're in trouble again.
3. Many people are alive only because its illegal to shoot them.
4. Alcohol does not solve any problems, but then again, neither does milk. Drink Up !!

Appreciation

There is no investment you'll ever make that will pay you so well as the effort to scatter sunshine and good cheer wherever you are.

The deepest principle in human nature is the craving to be appreciated. If you treat an individual as if they were what they ought to be and could be, they will become what they ought to be and could be.

Everyone thrives on being appreciated, loved and needed.

There is no stimulus like that which comes from the consciousness of knowing that others believe in you.

Applaud others when they run.
Console them when they fail.
And cheer them when they recover.

As water is to a flower,
so is praise to the heart of another.

Resigned Employees

AJITH SHUKLA (IDR)

MEELAPALLI PRASAD RAO (KDL)

NATARAJAN S (MAA)

--- Atlas Insight wishes good luck for your future

Atlas Insight wishes *Happy Birthday to*

SEPTEMBER

RUKMANGADA	17 th BLR
ANKI REDDY P	19 th HYD
KAVITA GARG	20 th DEL
CHETTIAR ARANGANATH SUBRAMANIAN	20 th BOM
VIKESH RATNAKAR MOHITE	20 th BOM
VERISHA RODRIGUES	22 nd BOM
SHALINI R PAWAR	23 rd BOM
KIRAN KUMAR V	26 th BLR
DASHRATH SHRIPATH GHAG	26 th BOM
VAIBHAV DILIP SAWANT	29 th BOM

OCTOBER

RAMJI GUPTA -	01 st DEL
ANIL KUMAR K T	02 nd BLR
SEEMA Y SAKPAL	03 rd BOM
RAMONA VICTOR JOSEPH	03 rd BOM
AMIT KUMAR GUPTA	04 th DEL
SAVIO MARK TELES	06 th GOI
TARA KOLAMKER	06 th GOI
ANAND K	08 th BCO
JYOTI P NANDU	08 th BOM
REENA SONARE	09 th IDR
AJIT KUMAR	10 th DEL
TAPAN DAS	10 th CCU



Aspire

Transparent

Logistics

Accurate

Service