



# Atlas Insight

December 2013

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### Dear Colleagues,

Slowly and steadily Year 2013 is creating space for year 2014 to step in. People are ready to cherish the memories of 2013, learn from their mistakes and make resolutions of not repeating them in the coming year.

Our company Atlas Logistics had value addition and more importantly in enterprises value during the year 2013. Atlas has expanded the business to various verticals such as project cargo and road transportation. The effort of our company to provide logistics support for inland transportation by providing our own trucks to our customers is highly appreciated.

We are confident with this profound success of our experiment that we would be able to entrench upon. I am very proud to say, this could be achieved only with the unstinted support from colleagues in all the departments. Unfortunately the global recession and melt down in the economic activity has affected our industry like other industries. This would have an impact on our growth vision and revenue. We are well aware of this situation and taken challenge to augment the loss by looking at new customers and adding new verticals and strengthening the revenue modules which are currently

fetching better revenue.

Let us also pledge that in new year, there is no room for ego or prejudice among ourselves It would not be out of place to mention that we will come stronger and stronger, in the midst of all adverse factors. Atlas traits such as fiery determination, resilience will help us to grow further and further as sky is our limit.

**I would like to take this opportunity to wish all of you a very happy and prosperous new year 2014.**

**To my colleagues who are celebrating Christmas I wish them MERRY CHRISTMAS**



## Government approves 61 infrastructure projects

FOR projects coming up in eco-sensitive areas and those having multiple units, the Ministry of Environment and Forests is considering a proposal to carry out Environment Impact Assessment (EIA) on its own, instead of merely going by the assessment done by the project promoters.

Speaking to scribes here, Mr Jairam Ramesh, the Minister for Environment and Forests, said his Ministry would take a decision on this matter by the year-end. According to him, the biggest "drawback" in the current system of EIAs was that these evaluations were carried out by the proponents of

the projects and hence were more of a self-assessment.

The Minister also disclosed that the government would be banning new projects, especially in the ports sector, proposed to be set up in the high erosion zones along the coastline. In this regard, the government is carrying out satellite imagery assessment of the coastline, which will now be divided into three parts i.e. high, medium and low erosion zones.

Work has been completed pertaining to the coastline of Gujarat, Orissa and Puducherry. The Minister said the gov-

ernment would have in hand imagery of the entire coastline, covering all coastal states, by August this year.

Based on the imagery, Mr Ramesh said, "the high erosion zones will be determined and no new port projects will be cleared at such locations. The existing ports in these zones will be asked to take additional precautions."

## New Mangalore Port has now added general cargo to its list

Stung by 81% loss of iron ore traffic, Karnataka's only major port New Mangalore Port (NMP) has vigorously marketed itself in the hinterland and has added few general cargo items to its repertoire.

"So what if the business in core sector goes bad? There are other areas that could fetch us business. We could divert 1.28 lakh tonnes of coffee, auto parts, and other general cargo that were going from other ports from the eastern coast to New Mangalore Port. As a result, we could handle container traffic that has risen from 31,456 TEUs in 2009-10 to 40,158 TEUs in 2010-2011, showing 27.66% higher traffic," said Tamilvanan, chairman of the NMP Trust.

The port also equipped itself to handle project cargo right from huge ship-building projects to refineries, special economic zone (SEZ) projects, railway, transport, and resort machinery.

"The Federation of Karnataka Chambers of Commerce and Industry (FKCCI) had helped us hold business conferences in Madikeri, Shimoga, Bangalore, Mysore, and Hassan during the last three years, which has paid handsome dividends in the movement of value-added products from the hinterland. The general cargo, such as finished textiles products from the Hassan SEZ, has started pouring into the New Mangalore port," he said.

"We were able to persuade cashew and coffee exporters in the NMP catchments who were transporting their wares from Tuticorin and Chennai ports to divert the entire traffic to NMP. Some companies have been exporting their produce from other ports for the last three generations," Tamilvanan explained.

Welcoming the Supreme Court's directive on the clearance of mining export from Karnataka ports, he said "This will help improve our business performance for the

next fiscal year. We handled 52.07 lakh tonnes of iron ore in the last fiscal, but after the ban we could handle only 9.38 lakh tonnes for the entire year of 2010-11. This has brought down ore export by 81.97%."

The NMP achieved the highest labour productivity among all major ports at 1229 tonnes per person in 2010-11 and was awarded ISO 14001:2004, the second port to get the certification after Vizag.

"The government has directed to install a container scanning facility in all container handling ports in the country. This was to ward off any security threat to the container carriers. One such facility was in the process of being set up in NMP after the western coast turned security-sensitive," said Tamilvanan

## 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. 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 picture 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 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.

## Health Tip

### Hallux Valgus (Bunion Deformity)

*hallux valgus* (Latin *hallux* = big toe) — outward deviation of the big toe toward the second toe.

The big toe of the foot is called the hallux. If the big toe starts to deviate inward in the direction of the baby toe the condition is called hallux valgus. As the big toe drifts over into valgus, a bump starts to develop on the inside of the big toe over the metatarsal bone. This bone prominence on the inner edge for the metatarsal is referred to as a bunion.

### Causes:

Bunions are commonly hereditary but may also be caused or aggravated by

shoe wear. The condition is far more common in women than in men and rarely occurs in individuals who do not wear shoes. Once a bunion is present the deformity of hallux valgus worsens slowly over time.

### Treatment :

- Bunions may be treated conservatively with changes in shoe gear
- Orthotics (accommodative padding and shielding), rest, ice, and medications. These sorts of treatments address symptoms more than they correct the actual deformity.

Surgery, by an orthopedic surgeon or a podiatric surgeon, may be necessary if discomfort is severe enough or when correction of the deformity is desired.

### Orthotics

Orthotics are splints or regulators while conservative measures include various footwear like gelled toe spacers, bunion / toes separators, bunion regulators, bunion splints, and bunion cushions.

### Surgery

Removing the abnormal bony enlargement of the first metatarsal, Procedures are designed and chosen to correct a variety of pathologies that may be associated with the bunion. For instance, procedures may address some combination of:

1. realigning the first metatarsal bone relative to the

adjacent metatarsal bone,

2. straightening the great toe relative to the first metatarsal and adjacent toes,
3. realigning the cartilaginous surfaces of the great toe joint,
4. addressing arthritic changes associated with the great toe joint,
5. repositioning the sesamoid bones beneath the first metatarsal bone,
6. shortening, lengthening, raising, or lowering the first metatarsal bone, and
7. correcting any abnormal bowing or misalignment within the great toe.

At present there are many different bunion surgeries for different effects. The age, health, lifestyle, and activity level of the patient may also play a role in the choice of procedure.

Bunion surgery can be performed under local, spinal, or general anesthetic.

## Health Tip of the month

Inhaling the scent of lavender oil can help you ward off the emotions of fear, doubt & worry as well as feelings of anger & irritability.

When lavender is inhaled, serotonin - a "feel-good" neurotransmitter - is released in the brain, producing a calming influence in the body. Aroma of lavender oil puts people in a happy mood and leaves them feeling relaxed. Try adding a few drops of lavender to a diffuser and use it in your office or home.

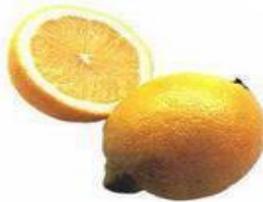
**Benefits of having right food at right time.....**

**An apple  
a day  
=  
no doctor**



**Tulsi Leaf  
a day  
=  
no cancer**

**1 Lemon  
a day  
=  
no fat**



**1 cup milk  
a day  
=  
no bone  
problem**

**3ltrs of  
water  
per day  
=  
no diseases**



**AMAZING BENEFITS OF BANANAS**

**Energy**  
  
Bananas supply proper carbohydrates necessary to replace the muscle glycogen (muscle sugar) used

**Potassium**  
High in potassium, bananas help the body's circulatory system deliver oxygen to the brain, helping maintain regular heartbeat and proper water balance in



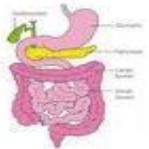
**PMS**  
Bananas contain vitamin B6. This vitamin regulates blood glucose levels and helps us in times of stress and helps to suppress cranky moods



**Brain Power**  
Potassium-packed fruit helps learning because it makes the pupils more alert. Students find that they have more brain power and do better on exams when they eat bananas at breakfast and lunch.



**Bowel Health**  
Bananas are high in soluble fiber which helps stop constipation and helps to restore and maintain regular bowel function



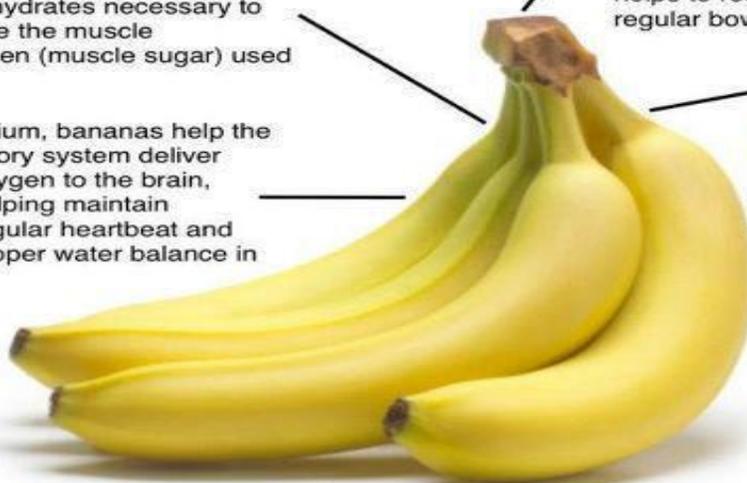
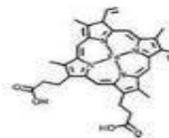
**Increase happiness**  
Bananas release a mood regulating substance called tryptophan which is converted to serotonin in the brain and thus elevates mood & makes us happier!



**Help Smokers Quit**  
Bananas contain B vitamins and other minerals that lessen the effects of nicotine withdrawal both physically and psychologically

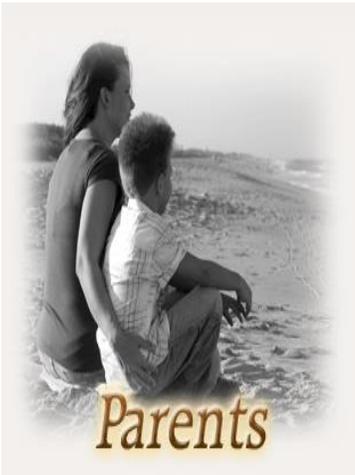


**Iron**  
Bananas are rich in iron too, and can help individuals with anemia. Iron rich foods, such as bananas help stimulate production of hemoglobin in the blood and



## Parents are Precious

This was narrated by an IAF pilot to IIT students during a Seminar on Human Relations: Venkatesh Balasubramaniam (who works for IIT) describes how his gesture of booking an air ticket for his father, his maiden flight, brought forth a rush of emotions and made him (Venkatesh) realize that how much we all take for



granted when it comes to our parents. My parents left for our native place on Thursday and we went to the airport to see them off. In fact, my father had never travelled by air before, so I just took this opportunity to make him experience the same. In spite of being asked to book tickets by train, I got them tickets on Jet Airways. The moment I handed over the tickets to him, he was surprised to see that I had booked them by air.

The excitement was very apparent on his face, waiting for the time of travel. Just like a school boy, he was preparing himself on that day and we all went to the airport, right from using the trolley for his luggage, the baggage check-in and asking for a window seat and waiting restlessly for the security check-in to happen. He was thoroughly enjoying himself and I, too, was overcome with joy watching him experience all these things. As they were about to go in for the security check-in, he walked up to me with tears in his eyes and thanked me.

He became very emotional and it was not as if I had done something great but the fact that this meant a great deal to him. When he said thanks, I told him there was no need to thank me. But later, thinking about the entire incident, I looked back at my life. As a child, how many dreams our parents have made come true. Without understanding the financial situation, we ask for cricket bats, dresses, toys, outings, etc. Irrespective of their affordability, they have catered to all our needs. Did we ever think about the sacrifices they had to make to

accommodate many of our wishes? Did we ever say thanks for all that they have done for us? Same way, today when it comes to our children, we always think that we should put them in a good school. Regardless of the amount of donation, we will ensure that we will have to give the child the best, theme parks, toys, etc. But we tend to forget that our parents have sacrificed a lot for our sake to see us happy, so it is our responsibility to ensure that their dreams are realized and



what they failed to see when they were young. It is our responsibility to ensure that they experience all those and their life is complete.

Many times, when my parents had asked me some questions, I have actually answered back without patience. When my daughter asks me something, I

have been very polite in answering. Now I realize how they would have felt at those moments.

Let us realize that old age is a second childhood and just as we take care of our children, the same attention and same care needs to be given to our parents and elders. Rather than my dad saying thank you to me, I would want to say sorry for making him wait so long for this small dream. I do realize how much he has sacrificed for my sake and I will do my best to give the best possible attention to all their wishes. Just because they are old does not mean that they will have to give up everything and keep sacrificing for their grandchildren also. They have wishes, too.

**Take care of your parents. THEY ARE PRECIOUS.**



## Knowledge ....

### WORRY AND FEELINGS

The head worries and the heart feels. They cannot function at the same time.

If you worry a lot, your feelings are dead; you are stuck in the head. Worrying makes your mind and heart inert and dull. Worries are like a rock in the head. Worry entangles you, puts you in a cage.

When your feelings dominate, worry dissolves. Feelings are like flowers; they come up, blossom and die. Feelings rise, fall and then disappear. When feelings are expressed, you feel relieved. When you are angry, you express it and then you are alright. Or you are upset; you cry and get over it. Feelings last for some short time and then drop, but worry eats at you for a longer period of time.

Feelings make you spontaneous. Children feel, so they are spontaneous. Adults put brakes on their feelings and they start worrying. Worrying about anything obstructs action while feelings propel action. Worries are uncertain. Worrying takes away your energy; you cannot think clearly when you worry. Usually one never worries about positive feelings.

Offering your worries is prayer and prayer moves you in feelings.

## New Joinees

**Ms. Nascimento Vaz**  
**Manager Customer Service (BOM)**

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

## Resigned Employees

**Mr. Kandeeban J (MAA)**

**Mr. Phani Kishore Babu (HYD)**

**Ms. Shalini R Pawar (BOM)**

**Mr. Charleston Lobo (BOM)**

**Mr. Oswald D'souza (BOM)**

**Mr. Shivdeep S Tiwari (BOM)**

*— Atlas Insight wishes good luck for your future*

## Atlas India Holiday List

Happy  
 Holidays!

December 25

Christmas

## Christmas

**Christmas** (Old English: *Crīstesmæsse*, meaning "Christ's Mass") is an annual commemoration of the birth of Jesus Christ<sup>[5][6]</sup> and a widely observed holiday, celebrated generally on December 25<sup>[2][3]</sup><sup>[4]</sup> by billions of people around the world. A feast central to the Christian liturgical year, it closes the Advent season and initiates the twelve days of Christmastide.<sup>[7]</sup> Christmas is a civil holiday in many of the world's nations.<sup>[8][9][10]</sup> It is celebrated by an increasing number of non-Christians,<sup>[1][11][12]</sup> and is an integral part of the Christmas and holiday season.

The precise year of Jesus' birth, which some historians place between 7 and 2 BC, is unknown.<sup>[13][14]</sup> His birth is mentioned in two of the four Canonical Gospels. By the early-to-mid 4th century, the Western Christian Church had placed Christmas on December 25,<sup>[15]</sup> a date later adopted in the East.<sup>[16][17]</sup> The date of Christmas may have initially been chosen to correspond with the day exactly nine months after early Christians believed Jesus to have been conceived,<sup>[18]</sup> as well as the date of the southern solstice (i.e., the Roman winter solstice), with a sun connection being possible because Christians consider Jesus to be the "Sun of righteousness" prophesied in Malachi 4:2.<sup>[18][19][20][21][22]</sup>

The original date of the celebration in Eastern Christianity was January 6, in connection with Epiphany, and that is still the date of the celebration for the Armenian Apostolic Church and in Armenia, where it is a public holiday. As of 2013, there is a difference of 13 days between the modern Gregorian calendar and the older Julian calendar. Those who continue to use the Julian calendar or its equivalents thus celebrate December 25 and January 6 on what for the majority of the world is January 7 and January 19. For this reason, Ethiopia, Russia, Ukraine, Serbia, the Republic of Macedonia, and the Republic of Moldova celebrate Christmas on what in the Gregorian calendar is January 7; all the Greek Orthodox Churches celebrate Christmas on December 25.<sup>[citation needed]</sup>

The popular celebratory customs associated in various countries with Christmas have a mix of pre-Christian, Christian and secular themes and origins.<sup>[23]</sup> Popular modern customs of the holiday include gift giving, Christmas music and caroling, an exchange of Christmas cards, church celebrations, a special meal, and the display of various Christmas decorations, including Christmas trees, Christmas lights, nativity scenes, garlands, wreaths, mistletoe, and holly. In addition, several closely related and often interchangeable figures, known as Santa Claus, Father Christmas, Saint Nicholas and Christkind, are associated with bringing gifts to children during the Christmas season and have their own body of traditions and lore.<sup>[24]</sup> Because gift-giving and many other aspects of the Christmas festival involve heightened economic activity among both Christians and non-Christians, the holiday has become a significant event and a key sales period for retailers and businesses. The economic impact of Christmas is a factor that has grown steadily over the past few centuries in many regions of the world.

*Atlas Insight wishes Happy Birthday to*

## **DECEMBER**

HARISH BHAI PATEL	18 <sup>TH</sup> BOM
PRAKASH W SHEDGE	19 <sup>TH</sup> BOM
ANAND M	19 <sup>TH</sup> MAA
VEERANA GOWDA B S	20 <sup>TH</sup> BCO
SOORA MURALIDHAR	21 <sup>ST</sup> BLR
MARY LEENA	23 <sup>RD</sup> BCO
VINAY KUMAR YADAV	24 <sup>TH</sup> HYD
RAVINDRA SADASHIV BHALEKAR	24 <sup>TH</sup> BOM
JAGADISH P SHARMA	25 <sup>TH</sup> JPR
URMILA YASHWANT GHANEKAR	31 <sup>ST</sup> BOM

## **January**

KRISHNA KUMAR M V	04 <sup>TH</sup> BCO
SURESH KUMAR	04 <sup>TH</sup> CCU
HRIDAYA NARAYAN	06 <sup>TH</sup> CCU
S. SIVA SUBRAMANIAM	07 <sup>TH</sup> DEL
UJJAL CHAKRABARTY	07 <sup>TH</sup> CCU
MAMATHA M S	09 <sup>TH</sup> BCO
SAMBHAJI SHIVAJI SHIKARE	10 <sup>TH</sup> BOM
MAHENDRA GAUTAM	10 <sup>TH</sup> DEL
SADANAD RAGHUNATH K	11 <sup>TH</sup> BOM
TSUKUSA HASEGAWA	11 <sup>TH</sup> BCO
PARTHA MONDAL	13 <sup>TH</sup> CCU
K SURESH	14 <sup>TH</sup> CJB
SILUVAI MAHESH M	14 <sup>TH</sup> TUT

**Aspire**

**Transparent**

**Logistics**

**Accurate**

**Service**

