



# Atlas Insight

November 2013

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### Dear Colleagues,

The company showed remarkable flexibility and adaptability during its journey over the decades. It met changing customer requirements by offering relevant products from time to time and expanded its sales and ser-

vice networks across the country. Every single day is an opportunity to step ahead into a brighter future and work accordingly.

The falling in Rupee and current economic dismal performance are leading to lesser sales, shorter margin and huge exchange losses. I am cautioning repeatedly to minimize loss and should be careful in selecting the business. I hope you all will give a serious look at it.

I am sure each one of you will contribute significantly to this project as you have **done it in** the past. Your expertise and knowledge in the execution of this project will add another feather to our cap at the end of this year.

Each one of us, as an individual should contribute and work as a team to help ATLAS grow and reach greater heights.

## Editorial - "Life is 10% what happens to us and 90% how we react to it."

The longer we live, the more we realize the impact of attitude on our life.

Attitude is more important than facts.

**Attitude will make or break a company...a church...a home...**

The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.

We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable.

The only thing we can do is play on the one string we have, and that is our attitude...

If we compare attitude to swimming, which are we doing?

**Are we swimming** - even against the currents and the waves we keep going, we see our destination and we are taking action to reach it.

**Are we floating** - just allowing the waves to carry us, we end up where ever the water takes us.

**Are we drowning** - we see the waves and the currents as difficulties we can not over come

**Life is 10% what happens to us and 90% how we react to it."**

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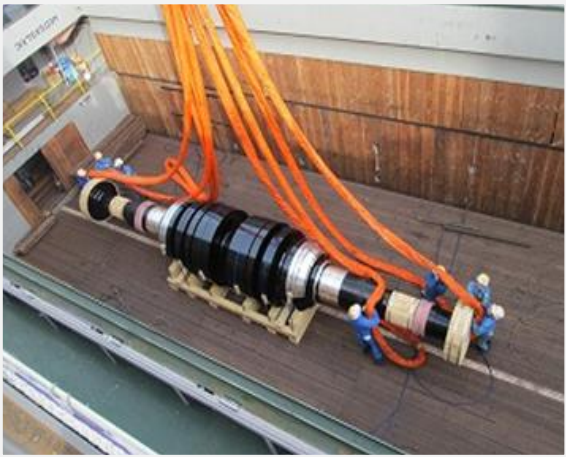
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## Project Cargo - Japan to India



Atlas BDQ team has successfully executed break-bulk shipment for M/s Larsen & Toubro Ltd from Japan to India.

This is a Heavy single piece shipment handled by our BDQ team headed by Ms. Manisha.

Please find photos of recent break-bulk shipment handled from Kobe to Mumbai , total 3 pkgs // 67.770 mt each / 41.173 m3 each total of 203 Tons.

The cargo is Heavy rotors for L&T MHI turbines successfully loaded during beginning of November vessel.

As per the photos we can see the cargo is being lashed and loaded onto the vessel under deck. With the help of our Japan office Mr. Suzuki san and team we were able to execute the shipment professionally and successfully.

Team BDQ has also bagged the repeat orders which are under transit.

**AWARD from Cathay Pacific : Outstanding performance to ATLAS CJB for the year 2012**

**Congratulations to Mr. Suresh & Team !!!**



## Government approves 61 infrastructure projects

PTI reported that as many as 61 infrastructure sector projects, whose progress is monitored by the ministry of statistics and program implementation, were approved by the government without any completion deadline. The latest report of the ministry said that "61 projects worth over INR 150 crore have been sanctioned without any commission schedule." Besides, it said that "In case of 87 projects, neither the year of commissioning nor the tentative gestation period of projects has been reported by the concerned ministries implementing those projects." The government is working on a USD 1 trillion investment target for infrastructure projects in the 12th Plan (2007-12) with over 50% contribution from the private sector. Ministry of statistics and program implementation, which is monitoring 565 such infra-

structure projects, has reported delays in 285 projects, which would result in anticipated cost overrun of INR 1,22,091.28 crore. The original cost of implementation of



the 565 projects, worth over INR 150 crore each, was about INR 604,245.71 crore. Their anticipated completion cost is likely to be INR 726,336.99 crore. Out of the 285 delayed projects, at the end of February this year, as many as 37 projects are delayed by 67 months.

The time overrun ranges between 25 and 60 months for 112 such projects. There are 67 infrastructure projects which are delayed by 13 to 24 months. Railways seems to be the worst performers, as out of its 145 monitored projects by the ministry of statistics and program implementation, 57 projects do not have fixed date of commissioning and 35 projects were sanctioned without any commissioning date. The cost overrun on Railways projects is 78.4%. The total original cost of implementation of these 145 projects, when first sanctioned, was INR 68,682.72 crore. This was subsequently revised to INR 122,500.87 crore

## India, China to see strongest boom in air transport volumes

Worldwide air transport volumes are set to double within 15 years, given the average annual growth of 4.5%, and by the year 2050 they will have increased six-fold, to around 3 billion tonne-kilometres transported. The strongest boom in the sector is expected to be in Asia – particularly India and China – as well as in the Middle East. The Middle East is set to witness a rapid expansion in air travel including a very fast increase in the size of the fleet serving the region, driven by its major hub carriers (Emirates Airlines, Etihad Airways and Qatar Airways), Fadi Majdalani, Partner with Booz & Company said. The report added that currently, air transport accounts for just 2% of global CO2 emissions. However, given the expected advances in technology and the forecast rates of growth,

this share is set to increase disproportionately over the decades ahead.

Despite significant technological innovations with new types of aircraft, it is particularly the long working life of aircraft (between 30 to 40 years), which means that improvements in efficiency only gradually take effect over the entire international fleet. As a result, the presumption is for a 3% year-to-year increase in worldwide CO2 emissions from aviation. This would increase CO2 emissions from this transport sector more than three-fold by 2050, despite the assumed efficiency improvements.

These forecasts stand in stark contrast to the ambitious self-imposed climate protec-

tion targets the international aviation sector collectively adopted in 2009.

Building on a targeted 1.5% annual improvement in fuel and CO2 efficiency through to 2020, the industry aims to grow CO2 neutrally from 2020 onwards. For 2050, the aim is to go so far as to achieve a 50% net reduction in emissions, compared with 2005.

"In freeing itself from this strategic dilemma, there is no route map for the international aviation industry that doesn't involve bio-fuels," Booz & Company Partner and Air Transport Expert Jurgen Ringbeck said.

## Logistics Updates

### 'Rising India food imports require investments in port warehousing'

Indian banking system hasn't been able to fully come to terms with the credit and financing needs of the agriculture industry as financial inclusion in rural areas continues to be a focus area and therefore farming community continues to be under the grip of local money lenders. However, some banks have been innovative in addressing the agri-related issues and have indeed come up with solutions be it funding for technology, crop loans or advisory services. YES Bank is one among them.

Under the leadership of Rana Kapoor, Founder, Managing Director and CEO, YES Bank has undertaken pioneering initiatives for the development of agri-infrastructure on a Public Private Partnership (PPP) mode. He was conferred with Doctorate in Science by GB Pant University of Science and Technology recently for YES Bank contribution to agriculture.

In an interview to Sreekumar Raghavan of Commodity Online, Mr Girish Aivalli, Group Executive Vice President & Country Head, Development Banking, YES BANK

pointed out that Indian farmers are still under the clutches of middlemen as they are fragmented and several issues related to infrastructure have to be addressed and large format retail stores are needed to curb logistic costs. India will soon become a major importer of food and what is required is investments in port warehousing. Excerpts:

Sreekumar : Indian agriculture continues to be plagued by problems and most often farmers don't get a remunerative price for their produce and also don't get timely credit. However, there are other problems related to storage and market infrastructure

Considering the fact that YES BANK pioneered the Modern Terminal Markets to shorten supply chain in association with Agriculture Ministry how do you think the market infrastructure and warehousing issues can be addressed at the national level?

Girish Aivalli: The current system allows for farmers to sell their produce only at designated mandis. Various states have introduced re-

forms in their APMC acts allowing for private sector participation and for direct procurement from the farmer.

However, while as one may go in for direct buying, the sheer scale of fragmentation of landholdings in India, makes direct aggregation a very difficult task.

The farmers come in their carts or tractors with limited quantities – and hence the throughput per buying center tends to be very less. Add to it the challenges of ensuring continuous procurement, physical cash payment, availability of gunny bags and associated infrastructure – and what emerges is a very costly proposition. In spite of all the talks around too many middlemen in India, I would say that they are a consequence of fragmentation and non-developed large retail format stores.

Unless and until either one of them can pick up in a big way, the middlemen will continue to play a role in aggregation. On the storage front, it is clear that we do require location specific investments to flow in. Very soon, India will be a major importer of

food items. So, investments in port warehousing can be a smart thing to do. Typically, port warehouses also have a better occupancy rate.

SK: Indian businesses are looking forward to making more agri-business investments abroad especially in Africa while at the same time more and more productive agriculture lands are diverted for industrial purposes? Do you welcome this trend?

GA: Investments in Africa are for two reasons – either the firms wish to have dedicated supplies for their major raw material ingredient or they wish to play a role in growing the crops that Africa currently imports and hence addressing a ready market.

Further, there are ceiling limits on land ownership within India, and they vary from state to state. These have no correlation to land diversion issues that you write about. And, as Indian economy grows, I would say that what we are seeing is a natural consequence of such growth.

## Health Tip

### Flu Prevention Tips.

- The rewards of eating 5 or more fruits and vegetables daily are worth the effort, proven to be strong weapons to fight the forces of flu and colds and enhance the immunity.
  - Keep tissues handy for coughs and sneezes. Then dispose of tissues in a "no-touch" container. This is a container that is emptied without touching the contents.
  - Cough or sneeze into your elbow or arm NOT your hands, and teach children to do the same. Droplets from coughing or sneezing can contain viruses that can cause other people to become sick. If you cough or sneeze into your hands, everything that you touch with your hands may expose others if they come in contact with those same surfaces.
  - Clean children's toys frequently to cut down on the number of germs, especially toys that can be put in the mouth.
  - If you are sick with a cold or flu, stay home and away from other people if possible. You will prevent the spread of your illness to others and also protect yourself from the more serious side effects of the flu or colds.
  - Don't stack coats in the workplace, childcare facilities, or other public areas. Stacking of coats can pass on cold or flu germs .
  - In the workplace, avoid sharing common items such as phones and computer keyboards. If you have to share, then wash your hands frequently and avoid touching your eyes, nose, or mouth.
  - Enclosed areas should be ventilated periodically to get rid of germs in the air. Consider opening a window in your home in a room that is not occupied to let some fresh air in.
  - Wash your hands frequently throughout the day.
  - Bring a hand sanitizer to work with you and use it periodically, especially if you have a cold. You may want to apply a hand moisturizer or lotion to combat dryness of your hands.
  - Nail biters beware! The flu virus enters the body through the nose, eyes and mouth. This is a good time to break the habit.
  - look for information on getting the flu vaccine for you and your children.
  - Don't worry. Be happy. Recent studies show that stress can weaken resistance to illness in some people.
  - Is shaking hands really necessary? Consider a pat on the back or a respectful nod.
  - Have children in diapers? Remember to wash their hands as well as your own after diaper changing.
  - Do you know the right way to wash your hands? Wash your hands with soap (bacterial soap is not necessary) and water for about 20 seconds. What is "20 seconds"? Sing the Alphabet Song, or Yankee Doodle, or Happy Birthday. Rinse hands, dry with a paper towel and turn the faucets off using the paper towel. Get your children in this habit while they are young.
  - Drink plenty of fluids when you are well and when you are ill. Your body can easily become dehydrated when you have a fever. Extra fluids will keep the mucous more liquid, which can help prevent bacterial complications such as ear infections and bronchitis.
  - Be a germ detective. Where are germs hiding in your bathroom? Faucet handles, toilet seats, flush handles on toilets and doorknobs should be cleaned and disinfected regularly.
  - Consider using paper towels for drying hands after going to the bathroom. A hand towel that everyone in the family uses is an easy way to spread germs, particularly if someone already has a cold or the flu.
  - An apple a day keeps the doctor away... NOT! An apple and 4 or more fruits and vegetables, some protein, and a little fat can help you stay healthy any time of the year.
  - Avoid sharing personal items such as blankets, pillows or clothing with someone who has the cold or the flu. Germs can live for a short time on them.
  - Anti-viral medication can prevent the flu for some people or shorten the duration of illness for those who already have symptoms. It must be given within 48 hours of exposure or start of symptoms and a doctor must prescribe it. It may be beneficial for those who are at high risk of complications from the flu.
- Did you know that a person can pass the flu germ to other people starting a day before he or she becomes ill? And some people can have the flu but have no symptoms or have very mild symptoms and still spread the flu to other people? Maybe a shopping center isn't the best place to take your new baby.



## Health Tip

### HOW TO FIGHT DENGUE FEVER



The whole nation mourns the loss of legendary filmmaker Yash Chopra who succumbed to a dreaded disease called Dengue fever - a mosquito-borne viral infection characterized by high fever and severe body aches. So, here are a few important points that can help you fight this disease nick-named "break-bone" fever.



#### HOW IS IT TRANSMITTED?



The virus is transmitted through the bites of infected female mosquitoes - *Aedes aegypti*. Unlike others, it mostly bites during the day, causing 4 types of viruses. In India, it occurs more frequently during the rainy season.

#### WHAT ARE THE SYMPTOMS?



Symptoms begin 4-7 days after the mosquito bite and lasts for 3-10 days.

- Sudden high fever with chills (104-105°C)
- Severe headache, muscle and joint pain
- Pain behind eyeballs on pressing or moving them
- Weakness, loss of appetite, nausea
- Abdominal and throat pain
- Rashes on the skin

Note: You may even get infected and not show any of these symptoms.

#### HOW IS IT DIAGNOSED?



You should consult a doctor if you experience any of the above mentioned symptoms. Tests must be then conducted for accurate disease diagnosis and further course of action. Though there are various preventive measures, it doesn't include vaccination.

#### IS HOME-CARE SUFFICIENT?



Yes. Paracetamol and antibiotics help keep the fever in check. Adequate rest, nutritious diet and plenty of fluids (ORS in case of dehydration) manage the disease. Aspirin and Dispirin should be avoided as it may increase the chances of hemorrhaging. Hospital care is required only in case of intense illness and complications.

#### WHEN SHOULD I VISIT A DOCTOR?



If fever persists even after 3-5 days, you should visit a doctor to prevent further complications.

#### IS IT DANGEROUS?



Dengue fever, as such, will not cause death but the complications may lead to death because of the reduction in platelets (blood cells that arrest bleeding). Initially, it might mimic any other viral illness but if not treated for over 3-5 days, it could lead to complications. Such as, Dengue shock syndrome which causes unconsciousness and Dengue haemorrhagic fever - bleeding from the nose, gums, blood in stools and vomit.

#### IS IT POSSIBLE TO GET INFECTED MORE THAN ONCE?



Yes. There are 4 different types of viruses causing Dengue. If you are infected by a different type of Dengue virus, you could contract the disease again.

#### IS IT TRANSMISSIBLE FROM PERSON TO PERSON?



No. It only spreads through a mosquito bite. So when a mosquito feeds on an infected person, the virus could get transmitted through it into another healthy person.

#### HOW CAN DENGUE BE PREVENTED?



- Avoid water stagnation and clean the drains to prevent mosquito breeding
- Cover and clean domestic water storage and dispose solid waste properly
- Use window screens, mosquito repellents and wear long-sleeved clothes
- Spray insecticides during outbreaks for emergency vector control
- Keep infected patients under a mosquito net for the first 5-6 days of the illness to combat the spread of Dengue fever to other people in the community
- In case of an epidemic, fogging with insecticides should be done every 3-4 days

Now that you are well-informed about Dengue, we hope that this awareness will help you prevent it, manage it appropriately and avoid complications.

*Atlas Insight wishes Happy Birthday to*

## **NOVEMBER**

TAPAN KUMAR PHULL	22 <sup>ND</sup> DEL
SETHURAMALINGAM N	24 <sup>TH</sup> CJB
PAWAR RAVINDRA SHIVARAM	24 <sup>TH</sup> BOM
THOMAS C P	26 <sup>TH</sup> BCO
ARUN KUMAR V	27 <sup>TH</sup> BCO
ASHOK M BHATADE	29 <sup>TH</sup> BOM

## **DECEMBER**

MARIA MARCHON	01 <sup>ST</sup> BOM
PRABHANJAN S	01 <sup>ST</sup> BCO
RAVINDRA M PARAB	02 <sup>ND</sup> BOM
MANJEET SINGH	06 <sup>TH</sup> DEL
SEBIN SUNNY	07 <sup>TH</sup> COK
ARVIND SHAMRAO BHELAVE	09 <sup>TH</sup> NGP
LOKESH K D	10 <sup>TH</sup> MYZ
NATARAJA N	13 <sup>TH</sup> BCO
SAUMITRA PALODHI	15 <sup>TH</sup> CCU

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**Transparent**

**Logistics**

**Accurate**

**Service**

