



Atlas Insight

August 2013

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Message from CMD



Dear Col-leagues,

"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 and rupee value is sliding down daily

We all need to buck up as we have only 7 months 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 trust-worthy.

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.

Wishing you all a Happy Janmashtami & Vinayaka Chaturthi.

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.



A star moving out of the Galaxy – Send off party given to Mr. Okamoto, Bangalore.





Atlas has cleared this cargo to MOMBASSA from TUTICORIN.

Clearance and forwarding both handled by Atlas CJB & TUT team.

Congratulations to CJB & TUT team !!!

Tips for living well !!!!!!!

Accept the fact that some days you're the pigeon, and some days you're the statue!

Always keep your words soft and sweet, just in case you have to eat them.

Always read stuff that will make you look good if you die in the middle of it.

Drive carefully... It's not only cars that can be recalled by their Maker.

If you can't be kind, at least have the decency to be vague.

If you lend someone \$20 and never see that person again, it was probably worth it.

It may be that your sole purpose in life is simply to serve as a warning to others.

Never buy a car you can't push.

Never put both feet in your mouth at the same time, because then you won't have a leg to stand on.

Nobody cares if you can't dance well. Just get up and dance.

When everything's coming your way, you're in the wrong lane.

Birthdays are good for you. The more you have, the longer you live.

Some mistakes are too much fun to make only once.

We could learn a lot from crayons. Some are sharp, some are pretty and some are dull. Some have weird names and all are different colors, but they all have to live in the same box.

A truly happy person is one who can enjoy the scenery on a detour.

Have an awesome day and know that someone has thought about you today.

AND MOST IMPORTANTLY

Save the earth..... It's the only planet with chocolate!*

Logistics Updates

Infrastructure

Assocham seeks infrastructure status for air-



ports

Industry body Associated Chambers of Commerce and Industry of India (Assocham) on Monday called for granting infrastructure status to airports, besides classifying aviation turbine fuel (ATF) and cement as declared goods to bring a uniform tariff structure across the country. This will facilitate emergence of airports as hubs and lower tariffs for passengers. The Indian aviation industry is being adversely affected as tax rates on ATF vary substantially from state to state, Assocham said.

"ATF comprises nearly one-third of an airline's operating cost and hence may be brought under the ambit of Goods and Services Tax (GST)," said D S Rawat, secretary general of The

Associated Chambers of Commerce and Industry of India (Assocham), in its pre-budget memorandum for the Union Budget 2012-13. He also called for clarity on applicability of GST for imports meant for warehousing to be sold at duty free shops in airports. Emergence of low cost carriers has led to a boom in air travel and the number of passengers at Indian airports is expected to grow to 450 million by 2020

Warehousing

NABARD Earmarks Rs 2,000 Crore For Building Warehouses

National Bank for Agriculture and Rural Development (NABARD) has set aside Rs 2,000 crore for building warehouses to help facilitate distribution of food grain under the proposed Food Security Act. Under the Rural Infrastructure Development Fund (RIDF), the bank has proposed to provide funds to the tune of Rs 2,000 crore exclusively for construction of scientific godowns across the country in this fiscal.

Further, NABARD is also determined to even finance private entrepreneurs for the first time through banks for the setting up of 'climatic-

controlled' godowns under RIDF and is also offering concession of 1.5% in the rate of interest if prompt payment is done by them. NABARD will provide funds to banks including commercial banks at the rate of 8% instead of 10.5% at present so as to make money available to private entrepreneurs for construction of godowns.

Nabard to incentivise banks to boost investment in warehousing

National Bank for Agricul-



ture and Rural Development (Nabard) to increase warehousing capacity in the country and to explain its latest refinance scheme met top officials of scheduled commercial banks. Nabard said the today's meet discussed in detail the operationalisation of refinance product of Nabard for ware-

housing. The refinance scheme incentivises banks to accelerate the pace of creation of quality warehousing facilities for agricultural commodities, particularly for reducing post-harvest losses.

The warehousing scheme was conceptualised out of a dedicated fund of Rs 2,000 crore allocated in the Union Budget. Mr Prakash Bakshi, Chairman, Nabard, said "The scheme will help in creation of around nine million tonnes of additional storage capacity in the country. The details and modalities of the refinance scheme were explained in detail to the bankers." "The creation of warehouses will be the infrastructure required for the growth of agriculture sector

Logistics Updates

Cargo

Cargo throughput will stabilise, feels IPA

Indian Ports Association (IPA) expects to see normal growth of ports in 2012 despite continuing global economic recession and the April-November period, 2011, providing a grim picture of just 1.33 per cent cargo growth for major ports, says Managing Director A. JanardhanaRao. He told The Hindu that the overall traffic handled by major ports this year was



expected to reach 600 million tonnes against 570 million tonnes handled during the previous year.

Container traffic too suffered due to the economic recession and the growth in box movement till November, 2011, was only 3.7 per cent over the previous year.

Air cargo group calls for halt to EU emissions

scheme

The Global Air Cargo Advisory Group has called on the EU to draw back from implementing its proposed Emissions Trading Scheme for aviation. GACAG argues that the scheme will spark a divisive and costly dispute with the international community and the global aviation industry, including the air cargo sector and its customers. Countries including the United States, India and China have challenged the EU scheme on legal and policy grounds.

They want a return to multilateral efforts to develop international CO2 emission standards within ICAO and other appropriate international fora. "The Global Air Cargo Advisory Group wholeheartedly agrees with this position," said Chris Welsh who is secretary general of the Global Shippers' Forum and chairman of the GACAG sustainability of the air cargo industry task force

Shipping

Shipping Corp seeks cargo reservation after losses Hit by losses in the past two quarters, state-owned Shipping Corp. of India (SCI) has asked the government to

reserve at least one-third of sea-borne cargo for vessels registered in the country. Shipping minister G.K. Vasana made the request on behalf of India's largest ocean carrier in a written note in the Lok Sabha on Monday.

Vasana was replying to a parliamentary question on how the government proposed to help SCI tide over the prevailing depressed market conditions. "Major industrialized economies such as Japan, China, South Korea, and USA have followed

a proactive policy of cargo reservation for national flag vessels for carriage of all national cargoes for strengthening their national tonnage," Vasana said.

Shipping Minister Reveals National Maritime Agenda

The Minister of Shipping, G.K. Vasana informed the Lok Sabha that as per the National Maritime Agenda (NMA), Government of In-

dia plans to commission at least 4 hub-ports, two each on the east coast viz. Chennai Port and Visakhapatnam Port and the west coast viz. Jawaharlal Nehru Port and Cochin Port to receive the 13,500 + TEU (twenty-foot equivalent units) Containerships. The Minister further stated that Private investment under PPP has been envisaged during 2010-20 under NMA. Out of the total amount of Rs. 1,09,449.41 crores investment envisaged for the Major Ports during the said period in the NMA, Rs.



72,878.16 crores is earmarked from the private sector for the port development activities/projects like construction of berths, procurement of equipment, road rail connectivity and other related projects.

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.

Health Tip

ART OF EATING FRUIT

We all think eating fruits means just buying fruits, cutting it and just popping it into our mouths. It's not as easy as you think. It's important to know how and when to eat.

What is the correct way of eating fruits?

IT MEANS NOT EATING FRUITS AFTER YOUR MEALS! * FRUITS SHOULD BE EATEN ON AN EMPTY STOMACH.

If you eat fruit like that, it will play a major role to detoxify your system, supplying you with a great deal of energy for weight loss and other life activities.

FRUIT IS THE MOST IMPORTANT FOOD. Let's say you eat two slices of bread and then a slice of fruit. The slice of fruit is ready to go straight through the stomach into the intestines, but it is prevented from doing so.

In the meantime the whole meal rots and ferments and turns to acid. The minute the fruit comes into contact with the food in the stomach and digestive juices, the entire mass of food begins to spoil....

So please eat your fruits on an empty stomach or before your meals! You have heard people complaining — every time I eat watermelon I burp, when I eat durian my stomach bloats up, when I eat a banana I feel like running to the toilet, etc — actually all this will not arise if you eat the fruit on an empty stomach. The fruit mixes with the putrefying other food and produces gas and hence you will bloat!

Graying hair, balding, nervous outburst, and dark circles under the eyes all these will **NOT** happen if you take fruits on an empty stomach.

There is no such thing as some fruits, like orange and lemon are acidic, because all fruits become alkaline in our body, according to Dr. Herbert Shelton who did research on this matter. If you have mastered the correct way of eating fruits, you have the Secret of beauty, longevity, health, energy, happiness and normal

weight.

When you need to drink fruit juice - drink only fresh fruit juice, NOT from the cans. Don't even drink juice that has been heated up. Don't eat cooked fruits because you don't get the nutrients at all. You only get to taste. Cooking destroys all the vitamins.

But eating a whole fruit is better than drinking the juice. If you should drink the juice, drink it mouthful by mouthful slowly, because you must let it mix with your saliva before swallowing it. You can go on a 3-day fruit fast to cleanse your body. Just eat fruits and drink fruit juice throughout the 3 days and you will be surprised when your friends tell you how radiant you look!

KIWI: Tiny but mighty. This is a good source of potassium, magnesium, vitamin E & fiber. Its vitamin C content is twice that of an orange.

APPLE: An apple a day keeps the doctor away? Although an apple has a low vitamin C content, it has antioxidants & flavonoids which enhances the activity of vitamin C thereby helping to lower the risks of colon cancer, heart attack & stroke.

STRAWBERRY: Protective Fruit. Strawberries have the highest total antioxidant power among major fruits & protect the body from cancer-causing, blood vessel-clogging free radicals.

ORANGE : Sweetest medicine. Taking 2-4 oranges a day may help keep colds away, lower cholesterol, prevent & dissolve kidney stones as well as lessens the risk of colon cancer.

WATERMELON: Coolest thirst quencher. Composed of 92% water, it is also packed with a giant dose of glutathione, which helps boost our immune system. They are also a key source of lycopene — the cancer fighting oxidant. Other nutrients found in watermelon are vitamin C & Potassium.

GUAVA & PAPAYA: Top awards for vitamin C. They are the clear winners for their high vitamin C content.. Guava is also rich in fiber, which helps prevent constipation. Papaya is rich in carotene; this is good for your eyes.



New Joinees

Mr. Sathiya Narayana K
Assistant Officer (LTM - MAA)

Mr. Sankar P Nair
Operation Executive (KDL)

- Atlas Insight welcomes the new joiners to our family

Resigned Employees

Mr. Vinoth Kumar M (MAA)

Mr. Rakshit Dixit (BLR)

Mr. Akihiko Okamoto (BCO)

Mr. Rengaraj C (MAA - LTM)

- Atlas Insight wishes good luck for your future

Atlas India Holiday List

Happy
Holidays!

| | |
|-----------|---|
| August | 20 Raksha Bandhan (IDR, JPR) |
| August | 28 Janmashtami (AMD,BDQ,DEL, KDL) |
| September | 09 Vinayaka Chaturthi (Except DEL,JPR & CCU) |

Atlas Insight wishes *Happy Birthday to*

AUGUST

| | |
|------------------------|----------------------|
| PREMCHANDRA GUPTA | 20 TH BOM |
| HARI SINGH R | 20 TH DEL |
| KALAVATHI S | 21 ST MAA |
| ANITA SOPTE | 23 RD GOA |
| PHANI KISHORE BABU V | 26 TH HYD |
| ELANGO VAN R | 26 TH MAA |
| AJAY RAMACHANDRAN NAIR | 27 TH AMD |
| THADCHANA MOORTHY R | 28 TH CJB |
| NARENDRA SINGH RAWAT | 31 ST DEL |

SEPTEMBER

| | |
|------------------------|----------------------|
| GANESHA | 01 ST BCO |
| SANTHOSH M | 02 ND BLR |
| SANDHYA | 08 TH BLR |
| SANJAY KALURAM GAIKWAD | 09 TH BOM |
| BHUMIKA MEHTA | 11 TH BOM |
| KISHOR KUMAR N | 12 TH MAA |
| RAJESH BHAI PATEL | 15 TH BOM |

Aspire

Transparent

Logistics

Accurate

Service