



Atlas Insight

August 2011

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Duty-free entry for textiles, spices into Japan

WITH India and Japan beginning the implementation of the Comprehensive Economic Partnership Agreement (CEPA), Indian professionals and producers of textiles, pharmaceuticals and several other goods are set to benefit.

The agreement entails abolishing import duties on most products, increased access for Indian professionals and contractual service suppliers to the Japanese market, besides liberalising investment rules.

According to an official release issued here, the CEPA would result in immediate gains to exporters of textiles, seafood and spices to Japan as duties on these products are to be abolished from day one. It would ultimately result in doing away with duties on almost 90 per cent of products traded between the two nations.

Due to the lower duties, agricultural produce such as mangoes, citrus fruits, spices, instant tea, most spirits, as well as petrochemicals and chemical products and jewellery are expected to gain from the agreement.

Signed in February this year, the pact is projected to boost trade to \$ 25 billion by 2014 from \$ 10.36 billion registered in 2009-10.

Editorial - Stress Management

A lecturer, when explaining longer I hold it, the heavy-stress management to an er it becomes." audience, raised a glass of water and asked, "How He continued, "And that's heavy is this glass of wa- the way it is with stress-ter?" Answers called out management. If we carry ranged from 20g to 500g. our burdens all the time, The lecturer replied, "The sooner or later, as the absolute weight doesn't burden becomes increas-matter. It depends on how mately heavy, we won't be long you try to hold it. If I able to carry on." "As with hold it for a minute, that's the glass of water, you not a problem. If I hold it for have to put it down for a an hour, I'll have an ache in while and rest before my right arm. If I hold it for a holding it again. When day, you'll have to call an we're refreshed, we can ambulance. In each case, carry on with the burden." it's the same weight, but the "So, before you return

home tonight, put the burden of work down. Don't carry it home. You can pick it up tomorrow.

Whatever burdens you're carry- ing now, let them down for a moment if you can."

So, my friend, why not take a while to just simply RELAX. Put down anything that may be a burden to you right now. Don't pick it up again until after you've rested a while. Life is short. Enjoy it!

Compiled By Rajesh, Mumbai

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Virgin Australia to touch down in India

Virgin Australia, a long-haul international airline, plans to start its operation in India by early next year through an arrangement with Singapore Airlines (SIA). The Australian airline has sought approval from the International Air Services Commission for a codeshare agreement with SIA that operates in various Indian cities.

Codeshare is an arrangement under which two airlines share the same

flight which apparently increases the frequency of their services.

"If our application is successful, we plan to implement the codeshare and use the full allocation by 31 January 2012," Emma Copeman, a spokesperson of Virgin Australia, told Business Standard in an e-mailed reply.

"To facilitate our plans under this alliance, we are seeking this allocation of capacity to permit code-sharing with Singapore

Airlines and its wholly-owned subsidiary Silk Air to a number of points in India," Copeman added.

In June, SIA and Virgin Australia entered into an agreement to connect the former's network throughout Asia with Virgin Australia's wide range of Australian and Pacific destinations. However, the alliance is awaiting regulatory approval from the Australian Competition and Consumer Commission (ACCC).

"We have sought an authorization from ACCC for our alliance with Singapore Airlines and we expect a decision by the end of the year," the spokesperson said.

The company has asked for allocation of 1,625 seats weekly under the codeshare agreement in respect to SIA's services to Mumbai, Delhi, Kolkata, Chennai, Bangalore and Hyderabad. Initially, the allocation is sought for a period of five years from the date of determination.

Gujarat CM opposes Centre's move to regulate all ports

Having facilitated numerous private ports, including some which handle volumes higher than some of the Major Ports, Gujarat has taken strong exception to the Union government's decision to create federal and state regulators for ports. The Chief

Minister, Mr Narendra Modi, in a letter to the Prime Minister, Dr Manmohan Singh, last week, reportedly asserted that the proposed regulatory structure was redundant considering that the state already had a mari-

time board in place that was doing its job well. He made the point that excessive regulation could jeopardise the state's plan for rapid capacity addition in the sector.

Currently, private ports in Gujarat, including captive

jetties of big MNCs like Reliance Industries, have a total capacity of 245 million tonnes (mt) and handle cargo volumes of 206 mt, which is 70 per cent of the volume handled by all private ports in India.

Truck rentals drop 4% as cargo slips

CHENNAI: Truck rentals, considered a key indicator of economic activity, lost steam during July on trunk routes due to a sharp drop in cargo offerings from agriculture. Rentals on key trunk routes were down 3-4 % last month.

Truck rentals had dropped by 2.5-3 % dur-

ing the first three weeks of June 2011 and the much-awaited diesel price hike was announced on June 24 when diesel prices were increased by Rs 3 a litre. This has impacted truck rentals by way of about 5-6 % increase between June 25 and July 1, but the freight market has not

been able to hold on to the last month level, a report said.

For instance, a Delhi-Mumbai-Delhi trip on a 9-tonne payload truck saw rentals at Rs 54,600 or down 4.04%, while both Delhi-Chennai-Delhi and Delhi-Bangalore-Delhi witnessed a drop of 3.04%, while Delhi-Kolkata-Delhi

round trip was at Rs 56,000 or 3.03% lower, a report from the Indian Foundation of Transport Research and Training (IFTRT) said. However retail freight rates were up 10% and door delivery freight was up 15-20 %, IFTRT said. Truck sales (in the 5 to 49 tonne category) witnessed a 12.02% increase in July.

CPT plans Free Trade Warehousing Zone

The Cochin Port Trust (CPT), which is exploring new avenues to augment business, is looking at the possibility of setting up a Free Trade Warehousing Zone (FTWZ) on 102 acres of land located south of the Willingdon Island.

Still at a tentative stage, the FTWZ is among several propositions in a report by a consultant appointed by the CPT to draw up a master plan for the development of the port area after container operations were shifted to the Vallarpadam Island.

CPT sources told The Hindu on Thursday that the FTWZ was planned to be developed in a Special Economic Zone format and that it would be one of the ingredients in a comprehensive plan to cre-

ate in Kochi a maritime business hub, offering the entire range of services.

A logistics hub, multi-purpose liquid terminal, bunkering, and ship repair are among the other activities being explored by the Port authority here.

The port's consultant pointed out that the Foreign Trade Policy 2004-09 had highlighted the need to set up FTWZs to "create trade-related infrastructure." They are conceived as international trade hubs and links in global logistics and supply chains serving both India and the world.

"The key differentiator between an FTWZ and a standard warehouse is the unique product offer-

ing wherein the benefits of a free zone are integrated with professionally handled, high quality physical infrastructure," said the report.

Duty deferment, local and service tax exemption, 100 per cent income-tax exemption for developers and users of the zone, and re-export without duty implication are some of the key advantages of setting up an FTWZ.

The well-established seafood, cashew, and spices export businesses; emerging areas like import of furniture into Kerala from centres in Malaysia, Taiwan, Sri Lanka, and Brazil; and growing ties with African countries involving businesses in tea, timber,

crude, etc. are other encouraging aspects as far as the FTWZ concept is concerned.

Another encouraging feature is that small and mid-sized enterprises are now turning more and more to ocean logistics as a cheaper alternative.

In setting up such a facility, Kochi will leverage its location advantage, lying on the Europe-Australia-Far East sea route. The availability of land (102 acres) and an industrial cluster being served by the Kochi port and India's first international container transshipment terminal are the other advantages Kochi enjoys in setting up an FTWZ.

Kolkata Port Trust to renovate ports in Kolkata, Haldia

Kolkata, July 21 (Calcutta Tube / IBNS): Kolkata Port Trust plans to perform a systematic renovation of the existing ports at Kolkata and Haldia in near future, a top official said here on Wednesday. Kolkata Port Trust Chairman M L Meena on Wednesday said that along with the removal of silt to increase draft, facilities like transloading through new jetties and extensive railway network between Kolaghat and

Haldia will be established to reduce logistics cost.

He remarked, "We are aware that if ports are efficient then cost and delay can be reduced."

"It is true that at present logistics cost is very high, especially in the east", he added.

Meena accepted the fact that ports in Bengal are currently not capable of handling heavy vessel as the draft has decreased in the past few years.

"When all the ports are increasing the draft, the draft in our ports have actually reduced in the last 4-5 years but we will correct the situation," he said.

Meena announced upcoming projects which include construction of deep water ports in Haldia, Diamond Harbour container facilities and a deep sea port at Sagar.

He said, "In the next 4-5 years there will be increase of 20 million tonnes

of import and export and these upcoming facilities will help in the increase in total volume of our trade."

Meena informed that they are embarking on an innovative project of 2000 acres of land reclamation at Sagar for the deep sea port.

"Since land requisition was a problem so we have decided to reclaim 2000 acres of land by utilising the silt that will be dredged in order to increase the depth at Haldia," he remarked .

10 classic Indianisms: 'Doing the needful' and more



How to fix grammatically insane phrases found in common Indian English
By [Daniel DMello](#)

We are a unique species, aren't we? Not humans. Indians, I mean. No other race speaks or spells like we do. Take greetings for example.

A friendly clerk asking me for my name is apt to start a conversation with, "What is your good name?" As if I hold that sort of information close to my heart and only divulge my evil pseudonym. Bizarre. I call these Indianisms.

Which got me thinking about a compilation, a greatest hits of the most hilarious Indianisms out there. And here they are. The most common ones, and my favorites among them.

1. 'Passing out'

When you complete your studies at an educational institution, you graduate from that institution.

You do not "pass out" from that institution.

To "pass out" refers to losing consciousness, like after you get too drunk, though I'm not sure how we managed to connect graduating and intoxication.

Oh wait ... of course, poor grades throughout the year could lead to a sudden elation on hearing you've passed all of your exams, which could lead to you actually "passing out," but this is rare at best.

2. 'Kindly revert'

One common mistake we make is using the word revert to mean reply or respond.

Revert means "to return to a former state."

I can't help thinking of a sarcastic answer every time this comes up.

"Please revert at the earliest."

"Sure, I'll set my biological clock to regress evolutionarily to my original primitive hydrocarbon state at 1 p.m. today."

3. 'Years back'

If it happened in the past, it happened years ago, not "years back."

Given how common this phrase is, I'm guessing the first person who switched "ago" for "back" probably did it years back. See what I mean?

And speaking of "back," asking someone to use the backside entrance sounds so wrong.

"So when did you buy this car?" "Oh, years back."

"Cool, can you open the backside? I'd like to get a load in."

4. 'Doing the needful'

Try to avoid using the phrase "do the needful." It went out of style decades ago, about the time the British left.

Using it today indicates you are a dinosaur, a dinosaur with bad grammar.

You may use the phrase humorously, to poke fun at such archaic speech, or other dinosaurs.

"Will you do the needful?"

"Of course, and I'll send you a telegram to let you know it's done too."

5. 'Discuss about'

"What shall we discuss about today?"

"Let's discuss about politics. We need a fault-ridden topic to mirror our bad grammar."

You don't "discuss about" something; you just discuss things.

The word "discuss" means to "talk about". There is no reason to insert the word "about" after "discuss."

That would be like saying "talk about about." Which "brings about" me to my next peeve.

10 classic Indianisms: 'Doing the needful' and more —Continued From Page. 4

6. 'Order for'

"Hey, let's order for a pizza."

"Sure, and why not raid a library while we're about it."

When you order something, you "order" it, you do not "order for" it.

Who knows when or why we began placing random prepositions after verbs?

Perhaps somewhere in our history someone lost a little faith in the "doing" word and added "for" to make sure their order would reach them. They must have been pretty hungry.

7. 'Do one thing'

When someone approaches you with a query, and your reply begins with the phrase "do one thing," you're doing it wrong.

"Do one thing" is a phrase that does not make sense.

It is an Indianism. It is only understood in India. It is not proper English. It is irritating.

There are better ways to begin a reply. And worst of all, any person who starts a sentence with "do one thing" invariably ends up giving you at least five things to do.

"My computer keeps getting hung."

"Do one thing. Clear your history. Delete your cookies. Defrag your harddrive. Run a virus check. Restart your computer..."

8. 'Out of station'

"Sorry I can't talk right now, I'm out of station."

"What a coincidence, Vijay, I'm in a station right now."

Another blast from the past, this one, and also, extremely outdated.

What's wrong with "out of town" or "not in Mumbai" or my favorite "I'm not here"?

9. The big sleep

"I'm going to bed now, sleep is coming."

"OK, say hi to it for me."

While a fan of anthropomorphism, I do have my limits. "Sleep is coming" is taking things a bit too far.

Your life isn't a poem. You don't have to give body cycles their own personalities.

10. 'Prepone'

"Let's postpone the meeting from 11 a.m. to 10 a.m."

Because the opposite of postpone just has to be prepone, right?

"Prepone" is probably the most famous Indianism of all time; one that I'm proud of, and that I actually support as a new entry to all English dictionaries.

Because it makes sense. Because it fills a gap. Because we need it. We're Indians, damn it. Students of chaos theory.

We don't have the time to say silly things like "could you please bring the meeting forward."

Prepone it is.



Good thoughts to change yourself and Walk towards success - Compiled By Varsha More, Bangalore

1. If you don't like something change it; if you can't change it, change the way you think about it.
2. Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not.
3. Imagination is everything. It is the preview of life's coming attractions.
4. They may forget what you said, but they will never forget how you made them feel.
5. People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily!
6. Forgiveness does not change the past, but it does enlarge the future.
7. Cooperation is the thorough conviction that nobody can get there unless everybody gets there.
8. Let no one ever come to you without leaving better and happier.
9. Respect is the key determinant of high performance leadership. How much people respect you determine how well they perform.
10. The real beginning of influence comes as others sense you are being influenced by them — when they feel understood by you — that you have listened deeply and sincerely, and that you are open.
11. Concentrate all of your thoughts on the task at hand. The sun's rays do not burn until brought to a focus.

Dear Okamoto-san

I am please to inform our BLR\PD team successfully got the CX award, clocking the sixth position.

Pls join me in congratulating

Our entire BLR ops and Pricing Department team for their wonderful coordination and team work.

Rama\Geetha...congratulation and keep up good work.

Regards, Venkatesh, CMD



Ms. Geetha Lakshmi and Ramachandra receiving award from Tom Wright (General Manager ,CX)

GUIDE TO A BETTER LIFE



This is amazing, Randy Pausch 47 years old, A computer Sc. lecturer from Mellon University he died of pancreatic cancer in 2008, but wrote a book 'The last lecture' before then, one of the bestsellers in 2007. What a legacy to leave behind. In a letter to his wife Jai and his children, Dylan, Logan , and Chloe, he wrote this beautiful "guide to a better life" for his wife and children to follow. May you be blessed by his insight.

POINTS ON HOW TO IMPROVE YOUR LIFE

Personality:

1. Don't compare your life to others'. You have no idea what their journey is all about.
2. Don't have negative thoughts of things you cannot control. Instead invest your energy in the positive present moment
3. Don't over do; keep your limits
4. Don't take yourself so seriously; no one else does
5. Don't waste your precious energy on gossip
6. Dream more while you are awake
7. Envy is a waste of time. You already have all you need..
8. Forget issues of the past. Don't remind your partner of his/her mistakes of the past. That will ruin your present happiness.
9. Life is too short to waste time hating anyone. Don't hate others.
10. Make peace with your past so it won't spoil the present
11. No one is in charge of your happiness except you
12. Realize that life is a school and you are here to learn. Problems are simply part of the curriculum that appear and fade away like algebra class but the lessons you learn will last a lifetime.
13. Smile and laugh more
14. You don't have to win every argument. Agree to disagree.

Community:

15. Call your family often
16. Each day give something good to others
17. Forgive everyone for everything
18. Spend time with people over the age of 70 & under the age of 6
19. Try to make at least three people smile each day
20. What other people think of you is none of your business
21. Your job will not take care of you when you are sick. Your family and friends will. Stay in touch.

Life:

22. Put GOD first in anything and everything that you think, say and do.
23. GOD heals everything
24. Do the right things
25. However good or bad a situation is, it will change
26. No matter how you feel, get up, dress up and show up
27. The best is yet to come
28. Get rid of anything that isn't useful, beautiful or joyful
29. When you awake alive in the morning, thank GOD for it
30. If you know GOD you will always be happy. So, be happy.

While you practice all of the above, share this knowledge with the people you love, people you school with, people you play with, people you work with and people you live with. Not only will it enrich YOUR life, but also that of those around you.

Yoga in Summer

Simple breathing techniques to beat the heat:

- Close the right nostril with your right thumb.
- Exhale completely through the left nostril and then breathe in through the left nostril.
- Close the left nostril with your little ring finger and exhale through the right.
- Repeat it five to ten times: inhaling from the left and exhaling from the right.



- Sit comfortably, stick your tongue out and curl the sides of the tongue upward towards the center of the tongue.
- Breathe in through the mouth, hold the breath and slowly exhale through the nose.
- Repeat it five to 10 times.



Food, Nutrition and Health:

Beat the Hot Summer with these cooling tip:

- Reduce intake of spicy food, tea, coffee and sugar.
- Avoid fatty food because it puts extra burden on the digestive system and heart.
- Consume larger quantities of fruits, vegetables and yoghurt.
- Minimize consumption of non-vegetarian food.
- Increase your intake of lime water with a pinch of salt.

Monthly Musings May fro



MISTAKE

Do not tell a person a mistake he knows. What's the use of pointing out a mistake that he knows he has committed? By doing this, you will only make them feel more guilty, defensive or resentful and this will only create more distance. You should only point out the mistake of a person who does not know, but who wants to know. Do not point out the mistake of a person who knows but doesn't want you to know. Often people know the mistakes that they have committed, but they do not want you to tell them. Think of the usefulness of your comments.

- H. H. Sri Sri Ravi Shankar

*Atlas Insight wishes Happy
Birthday to*

BLR

KRISHNA MOORTHY-27th August

GANESH NAIK- 1st September

SANTHOSH M -2nd September

CJB

THADCHANA MOORTHY R -28th August

DEL

HARI SINGH R -20th August

ASHUTOSH SHUKLA-20th August

GOA

ANITA SOPTE – 23rd August

IDR

RAMCHANDRA RAUT – 11th September

BOM

PREMCHANDRA GUPTA – 20th August

RAJESH BHAI PATEL – 15th September

