



Atlas Insight

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Happy Birthday Dear Boss..! Prayerful Wishes by Atlas Family



It takes much to be a boss who cares, You were and always will stay to be one. Good times and learning's, bad times and strivings, we have been there, we have done that. and now that we look back, All looks Good, all looks Nice!

*Thanks for the time,
Thanks for the care.
May you get all,
all that you gave,
in folds and in
multiples.*



We wish you again a Happy Birthday!

***Great leader
Excellent entrepreneur...
Perfectionist...
Encouraging...
Dear Boss you are all these
We feel fortunate to have you around ...
Happy Birthday Dear Boss
Full of pleasant surprises
And cheerful smiles ahead...!***



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Editorial - A VALUABLE LETTER - A letter written by a father to his son....

Following is a letter to his son from a renowned Hong Kong TV broadcaster cum Child Psychologist. The words are actually applicable to all of us, young or old, children or parents! This applies to daughters too. All parents can use this in their teachings to their children.

Dear son ,

I am writing this to you because of 3 reasons:

1. Life, fortune and mis-haps are unpredictable; nobody knows how long one will live. Some words are better said early.

2. I am your father and if I

don't tell you these, no one else will.

3. What is written is my own personal bitter experiences that perhaps could save you a lot of unnecessary heartaches.

Continued on page 6...

Shipping Secretary urges support for Indian shipbuilding yards

THE Ministry of Shipping (MoS) is eager to encourage shipbuilding in India and is appealing to public sector undertakings (PSUs) to place orders with domestic shipyards.

Speaking on the sidelines of a conference here, Mr K. Mohandas, Secretary, MoS, suggested that PSUs should acquire ships from Indian shipyards, and give preference to the capacity of the yard while placing

the order rather than the yard's experience. "Normally, the experience of the yard is taken into consideration. That is one of the changes we are looking at," he said.

He wanted coastal shipping to be the exclusive preserve of Indian vessels, and emphasised that only in case the required capacity was not available should other ships be used.

According to Mr Mohandas, the MoS was in the process of trying to set up the hierarchy of preferences for Indian vessels, which would be given special consideration in coastal shipping.

Mr S. Hajara, Chairman and Managing Director of Shipping Corporation of India (SCI), called on the Ministry to come out with a shipbuild-

ing policy, which would also have a clause conferring the first right of refusal to Indian shipyards.

However, in what could be a dampener for the shipbuilding industry, the Secretary ruled out re-introducing the shipbuilding subsidy any time soon. Till a few years ago, yards were reimbursed 30 per cent of the cost of constructing a vessel.

JNPT corporatisation likely by 2011-end: Mohandas

The Shipping Secretary, Mr K. Mohandas, has said that the corporatisation of the Jawaharlal Nehru Port Trust (JNPT) would be through by 2011-end.

In due course, the Union government hopes to allay the fears of the port workers who have been raising their voice against the corporatisation move, he added.

Mr Mohandas pointed out that there had been some pro-

tests and that talks had taken place with JNPT workers to reassure them. "JNPT will hopefully be corporatized by the end of the year," he surmised on the sidelines of a maritime event here.

Industry experts opine that corporatisation would bring in more transparency and give ports more functional flexibility. It should not be seen as the first step towards privatization, they stress.

GMR to establish new cargo facility at Delhi airport

GMR Airport, which operates the Hyderabad and Delhi airports, now plans to set up a modern cargo handling facility here.

It will come up on 25 acres and is likely to be operational by 2013. The facility will have cargo handling capacity of one million tonnes (mt) and house a logistics park, exclusive facility for freight forwarding and warehouses, among others.

According to Mr P.S. Nair, CEO Corporate, GMR, the setting up of such a facility near Delhi Interna-

tional Airport has been a long-standing demand. "We have engaged a global consultant and will have the architectural roadmap ready by next year," he affirmed.

He pointed out that the existing facility was a small one being operated by the local chapter of the Air Cargo Agents' Association of India (ACAAI).

As regards cargo handling capacity, Mr Nair expressed confidence that it would touch one million tonnes by 2013, as against the current capacity of 6 lakh tonnes.

Govt plans to invest Rs. 1 lakh crore in 13 major ports

The government is planning to invest over Rs. one lakh crore in 13 major ports, according to a report.

The report stated that the maximum investment will come from the private sector, to expand their capacity by 767.15 million tonnes (MT) in the next 10 years.

The major ports capacity was recorded at 616.73 MT on March 31, 2010, adds report.

There are reports that proposed investment is in addition to 72 on going projects with a total cost of Rs. 184.93bn to generate a capacity of 143 MT.

MPSEZ crosses 50 million tonne cargo handling mark

Mundra Port & Special Economic Zone Ltd has crossed the 50 million tonnes mark in terms of the cargo volumes handled. The company expects to handle 80 million tonne cargos in 2011-2012 and cross 100 million tonne mark by 2012-2013.

The port has 13 berths for handling bulk, liquid and container cargo, 2 single point mooring units,

a RO RO terminal for automobile handling and a fully automated 60 million tonne dedicated coal terminal with 2 berths. The company is developing 6 more berths for handling bulk or container cargo and is scaling up capacity of coal terminal to 100 million tonne. The port handles variety of cargo like crude oil, petroleum products, chemicals, edible oil, coal, fertilizers, steel, containers, automobiles etc.

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.

Global container throughput bounces back to record high in 2010

The volume of containerised traffic globally saw a strong rebound in 2010, at an estimated 560 million TEUs, up by an all-time high of 14.5 per cent year-on-year after experiencing a 8.9 per cent decline in 2009.

Last year's recovery was mostly attributed to the growing volume through Chinese ports, reported maritime analyst

Alphaliner. Total container volumes handled in China, including Hong Kong, grew by 17.9 per cent to 169 million TEUs. This accounted for 30.1 per cent of the global throughput, a year-on-year increase of 29.3 per cent.

China has nine of the world's top 20 box ports which are growing faster than similar facilities elsewhere.

South America is the second-fastest growing container volume region with increase in throughput by 17.6 per cent in 2010. Among the top 50 ports worldwide, the average growth in container volume was 15 per cent to 363 million TEUs in 2010 compared to 316 million TEUs in 2009. Only three ports recorded a loss.

Hong Kong's Hutchison Port Holdings

(HPH) regained its global lead with total volumes increasing by 14.9 per cent to 75 million TEUs in 2010. The runner-up was Hague-based APM Terminals with a growth of two per cent to an estimated 70 million TEUs. China Merchants Holdings International (CMHI) posted the highest growth of 19.2 per cent year-on-year with total volume of 52.3 million TEUs in 2010.

2005 port tariff guidelines to apply for one more year

NO changes will be carried out in the norms to fix tariffs of terminals at Major Ports, with the Shipping Ministry deciding to extend the 2005 guidelines by one more year.

The guidelines had lapsed on March 31 this year after being given a year's extension as on April 1, 2010.

The new development will have a bearing

on the terminal operators who had entered into concession pacts with Port Trusts before 2008. The Shipping Ministry had come out with upfront tariff settling guidelines in 2008 and also instituted a committee to suggest changes in the existing guidelines.

Mr K. Mohandas, Secretary of Shipping, affirmed that a decision had been taken to extend

the 2005 tariff guidelines by a year. "We will take a view after the committee submits its final recommendations," he clarified.

Terminal operators have been asking for a review of some clauses of the 2005 tariff fixing guidelines of the Tariff Authority for Major Ports (TAMP). For example, a clause stipulates how tariffs will change in case actual traffic handled at a terminal is

different from the initial projections. The clause makes clear that in case a terminal handles more traffic than initial projections, the next round of tariffs would be revised downwards.

The Indian Private Ports and Terminals Association (IPPTA) had broached the Ministry on the issue, saying that this guideline penalises the efficiency of terminal operators.

Great Quotes - Compile By Tasneem, Branch Manager, Pune

"If you dream it, you can do it."
-Walt Disney

"The only place success comes before work is in the dictionary."
-Vince Lombardi

"Happiness is when what you think, what you say, and what you do are in harmony."
-Mahatma Gandhi

"You can't build a reputation on what you're going to do."
-Henry Ford

"Far and away the best prize that life has to offer is the chance to work hard at work worth doing."
-Theodore Roosevelt

"The future starts today, not tomorrow."
-Pope John Paul

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.



Continued from page 1... - A letter written by a father to his son....

Remember the following as you go through life:

1. Do not bear grudge towards those who are not good to you. No one has the responsibility of treating you well, except your mother and I. To those who are good to you, you have to treasure it and be thankful and ALSO you have to be cautious, because, everyone has a motive for every move. When a person is good to you, it does not mean he really likes you. You have to be careful; don't hastily regard him as a real friend.

2. No one is indispensable. There is nothing in this world that you can possess. You may hold possessions for some time. In the past

someone else held it and in the future someone else will hold it. Once you understand this idea, it would be easier for you to go through life when people around you don't want you anymore, or when you lose what/whom you love most.

3. Life is short. When you waste your life today, tomorrow you would find that life is leaving you. The earlier you treasure your life, the better you enjoy life.

4. Love is but a transient feeling, and this feeling would fade with time and with one's mood. If your so called loved one leaves you, be patient, time will wash away your aches and sadness. Don't

over exaggerate the beauty and sweetness of love, and don't over exaggerate the sadness of falling out of love.

5. A lot of successful people did not receive a good education, that does not mean that you can be successful by not studying hard! Whatever knowledge you gain is your weapon in life. One can go from rags to riches, but one has to start from some rags!

6. I do not expect you to financially support me when I am old, neither would I financially support your whole life. My responsibility as a supporter ends when you are grown up. After that, you decide whether you want to travel in a public transport or in

your limousine, whether rich or poor.

7. You honour your words, but don't expect others to be so. You can be good to people, but don't expect people to be good to you. If you don't understand this, you would end up with unnecessary troubles.

8. I have bought lotteries for umpteen years, but I never strike any prize. That shows if you want to be rich, you have to work hard! There is no free lunch!

9. No matter how much time I have with you, let's treasure the time we have together. We do not know if we would meet again in our next life.

Your Dad

Special Appreciation — Email

Dear Gandhi / Anand

I appreciate your both efforts in clearing this very prestigious account of 4 CARS to NGO which was time bound . You both have risen to the occasion & have worked during h/day

On 13/4, 14/4 and also on 16/4. The perfect team co-ordination involved in planning and execution of this clearance is well noted and appreciated by Airline, TOYOTO,TAS. Today I can only see happy customer whose deadlines are met. Thank you both of you. Your both co-ordination are best. Please keep the same.

Appreciate Ganny/ Vinod who got stuck with the problems during clearance and was support to the team effort.

Regds

Geetha Lakshmi, VP - OPERATION AND CUSTOMER SERVICE

HEALTH TIPS - BRAIN DAMAGING HABITS

1. No Breakfast

People who do not take breakfast are going to have a lower blood sugar level.

This leads to an insufficient supply of nutrients to the brain causing brain degeneration.

2. Overeating

It causes hardening of the brain arteries, leading to a decrease in mental power.

3. Smoking

It causes multiple brain shrinkage and may lead to Alzheimer disease.

4. High Sugar consumption

Too much sugar will interrupt the absorption of proteins and nutrients causing malnutrition and may interfere with brain development.

5. Air Pollution

The brain is the largest oxygen consumer in our body. Inhaling polluted air decreases the supply of oxygen

to the brain, bringing about a decrease in brain efficiency.

6. Sleep Deprivation

Sleep allows our brain to rest. Long term deprivation from sleep will accelerate the death of brain cells.

7. Head covered while sleeping

Sleeping with the head covered, increases the concentration of carbon dioxide and decrease concentration of oxygen that may lead to brain damaging effects.

8. Working your brain during illness

Working hard or studying with sickness may lead to a decrease in effectiveness of the brain as well as damage the brain.

9. Lacking in stimulating thoughts

Thinking is the best way to train our brain, lacking in brain stimulation thoughts may cause brain shrinkage.

10. Talking Rarely

Intellectual conversations will promote the efficiency of the brain .

Atlas Insight wishes Happy Birthday to

Linson Ityera – Blr (19th May)
Badari G Gubbi – Blr (20th May)
Sundar Raman B – Maa (20th May)
P Lingraj Varma – Del (23rd May)
Deiva Lakshmi K – Del (23rd May)
Shashi Kumar M – Blr (26th May)
Bhavika R Parekh – Bdq (29th May)
Rinju s – Trv (30th May)
Arokianthan M – Blr (30th May)
Letha vasudevan – Cok (30th May)
Manoj M V – Del (30th May)
Sandeep Thakaji navale – Bom (30th May)
Ramkumar v s – Trv (31st May)
Louis Dsouza – Bom (31st May)
Subba Reddy – Blr (01st June)
Eldo c Paul – Cok (01st June)
Parmar Dhirubhai – Bdq (01st June)
Rao Saheb Pandurang – Bom (01st June)

Dipak Kisan – Bom (01st June)
Chadranth G Gharath – Bom (01st June)
Shankar N Shetty – Bom (01st June)
Shinde Jayesh Baban – Bom (01st June)
Babaji Govind – Bom (2nd June)
Delhi Babu – Blr (05th June)
Renu J Singh – Ngp (6th June)
Prabudh P Sreedhar – Trv (6th June)
M Muralidharan – Cjb (7th June)
Atul Sharma – Del (7th June)
Pravin Maheswari – Kdl (8th June)
Giridhar Balaram – Bom (8th June)
Krishnanath Y Upade – Bom (09th June)
Baby M N – Blr (10th June)
Devi J – Maa (10th June)
A Nagarasan – Maa (10th June)
Breshnav s – Tut (14th June)
Ramesh V Salián – Bom (15th June)

