



# Atlas Insight

March 2011

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## Indian Budget Gives Big Boost To Coastal Shipping - Joseph Fonseca

The budget having given major benefits to coastal trade, more players likely to make an entry

Like the curate's egg, the Indian fiscal 2012 budget is good in parts. Various players of the maritime sector have expressed both optimism and disappointment over various aspects of the budget pertaining to seaports and the efficient, safe and cost-effective movement of freight.

Coming as a surprise, the good part has gone to the coastal shipping which has been given a big boost by the government. The surprise comes because shipping had not received any good news from the subsequent budgets presented after the introduction of the tonnage tax in 2004. Now after several years the government has surprised the trade by showering some benefits on the Indian coastal trade.

Coastal operators expressed happiness now that they are better placed. One such operator stated that the finance ministry has given a good boost to their trade as now they will be able to import of spares for their vessels free

of duty and there is a 25% reduction in service tax. This will definitely lead to savings that could be utilized for other developmental activity.

The other only good news in the budget is In terms of infrastructure development. A beginning has been made by setting apart an amount of \$ 1.1 billion for maritime infrastructure development fund. However, considering the amount of investments that will be spent in the ports, both under the private and public sector, the amount appears to the grossly inadequate. Moreover, in the maritime sector, ports are not the only activity area. There is shipping, ship-yards, offshore, etc. There have been also quite a few announcements about infrastructure bonds as well as foreign investments in these bonds of \$ 5.6 billion available as tax rebate and the \$ 1.1 billion is a part of the wider package.

*Continued on page 7...*

## Editorial - YOU CAN GO ANY WHERE WITH A GOAL !!!

A life without purpose is like a ship without a rudder. Goals are dreams that are written down.

The purpose of a goal is to focus our attention. Our mind will reach toward achievement only when it has a goal.

There is no achievement without goals. Estab-

lish a goal worth working for. our goal will keep us going in tough times.

Always have something ahead of us. Continuously visualize our next step. Keep moving after we achieve our goal and set another.

Momentum is maintained by always having something to look forward

to. Constantly give ourselves something to work for.

Do what we can do well, and do well whatever we can do and we will achieve any goal that we set for ourselves.

***"We can plant our dream with a goal."***

## 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.



## Freight forwarders seek value before accepting e-freight

According to a recent survey, freight forwarders want to see realizable and significant value added to the airport-to-airport portion of the air cargo supply chain before committing to e-commerce projects like the IATA-led e-freight programme. The International Federation of Freight Forwarders Associations (FIATA) and The

International Air Cargo Association (TIACA) conducted the global survey of some 450 freight forwarders in 84 countries.

The largest number of participants were from India, Australia, Canada, Egypt, the Netherlands, Pakistan, Singapore, South Africa, Spain, Taiwan, the UAE, the UK, the US, Vietnam and Zimbabwe

## Indian ports to have freedom to set tariffs

India's Shipping Ministry believes that major ports should be able to implement market pricing, instead of leaving this to the port regulator, the Tariff Authority of Major Ports (Tamp). Ports currently managed by the state government already have such freedom. No timetable has yet been set for this, although the ministry says it is important to do to ensure that ports throughout India have a level playing field.



## Indian ports too small for container giants

Indian ports won't be able to handle the world's biggest cargo ships when they start sailing because facilities in this country aren't capable of handling the vessels or the volume of containers they carry. The Triple-E, which at 400m would fill a football field and is about as long as an Airbus SAS A380 super jumbo, is being built for the AP Moller-Maersk Group, the world's largest container shipping company, by Daewoo Shipbuilding

and Marine Engineering Co. Ltd.

The South Korean shipyard is contracted to build 10 such ships, which will be delivered between 2013 and 2015. Maersk has an option to buy 20 more of the vessels, each of which can carry 18,000 twenty-foot containers. Even the Emma Maersk, currently the largest at 396m and with a capacity of 12,500 containers, can't berth at Indian ports.

## New airports being planned in Himachal

The government is contemplating to construct new airports to facilitate flight connectivity and connect Nalagarh, Baddi and Barotiwala industrial belt with the upcoming airport at Mohali, Himachal Pradesh Chief Minister P K Dhumal said today. In his presidential address at the CII's semi-

nar "Infrastructure for Sustainable Growth", he said qualitative upgradation in infrastructure sector was the top priority of his government.

The government has launched a heli-taxi service for high-end tourist and exploring possibilities of constructing helipads

in industrial areas, Dhumal said. The government would also encourage industrial partnership in setting up of an IIIT, an IIM and an ESI hospital in the industrial areas, he said. Proposals for setting up of modern public schools in industrial areas where state-of-the-art educational facilities would be made

available are also encouraged, the chief minister said. The demand for broad gauge railway line to Parwanoo, Kala-Amb, Poanta-Sahib and Baddi-Barotiwala-Nalagarh had been repeatedly raised with the Union government, he said, adding that CII's weight behind the demand would benefit the industry immensely.

## IATA Downgrades Airline Industry Outlook for 2011

International Air Transport Association (IATA) has downgraded its airline industry outlook for 2011 to \$8.6 billion from the \$9.1 billion it estimated in December 2010. This is a 46% fall in net profits compared to the \$16 billion (revised

from \$15.1 billion) earned by the industry in 2010. On expected industry revenues of \$594 billion, the \$8.6 billion 2011 profit equates to a net profit margin of 1.4%. "Political unrest in the Middle East has sent oil over \$100 per barrel.

That is significantly higher than the \$84 per barrel that was the assumption in December. At the same time the global economy is now forecast to grow by 3.1% this year - a full 0.5 percentage point better than predicted just three months ago. But

stronger revenues will provide only a partial offset to higher costs. Profits will be cut in half compared to last year and margins are a pathetic 1.4%," said Giovanni Bisignani, IATA's director general and CEO.

## Views of industry officials on the budget 2011-12

### *Folowing are the Views of industry Officials on the budget 2011-12*

**Vinay Kshirsagar, CFO, Shreyas Shipping and Logistics:** "As far as shipping industry is concerned the finance minister has removed duty on imports of spares. This is a direct benefit for domestic shipping firms as repair costs will go down. He has also allocated funds for warehousing and announced steps to improve cold storage

chains. This will indirectly help the logistic industry. He has taken note of the bottlenecks in supply chain process and there is an attempt to reduce the bottlenecks for the sector."

**Adi Godrej, chairman, Godrej Consumer Products:** "I think the most important thing is that he has clearly given a signal of GST coming through soon...that is a major development which is very welcome as it will help us solve a lot of macro eco-

nomics issues, including inflation, fiscal deficit and help GDP growth.

"For the sector, another good development is reduction in surcharge from 7.5% to 5%. So as the surcharge comes down, even with the base MAT rate being hiked from 18 to 18.5%, it (the effective rate) remains unchanged."

**Arvind Parakh, Director, JSL Stainless:** "For the stainless steel industry, the budget has been very positive. Import duty on scrap,

which was 2.5%, has been brought down to zero. Also, on ferro-chrome he has rationalised the import duty, we have to wait and see. So, net-net, it is positive for the industry as it will help us reduce the cost on an average by anywhere between \$40 and \$50 per tonne."

**Nittin Johari, CFO, Bhushan Steel:** "The increase in export duty on iron ore will increase its availability in the domestic market, thereby stabilising price and helping domestic steelmakers."

## Seven Lessons For Life and Business

*An inspirational thought by Wendy Hearn*

*There are immense similarities between peak performance in sport, and what it takes to perform well in your life and business. The sports arena offers great opportunities to learn more about playing successfully in life and business. If you want the best performance, either in your personal life, your career or your business, here are the 7 key things you need and which has been observed in the tennis players.*



**1.Focus:**Tennis players focus intensely and specifically on what they're doing at the moment. Their mind isn't drifting off to other things. They know that being focused is essential to success and you can't take your eye off the ball. Although their focus is more intense than you usually

need in an average day, when you take your eye off the ball too often, you could easily find yourself slipping behind and not staying ahead of the game.

**2.They respond fully rather than react:** Responding means that you're ready, you're prepared and not likely to be caught out unexpectedly. Responding comes from being grounded and allows you to choose what to do next, whereas reacting is a knee jerk response. Reacting means you fight fires, you're constantly running behind and battling with the unexpected, rather than making choices that fully contribute to what you truly want.

**3.They know what they are aiming for; where they are heading:** You need to be clear about your aims or you could end up all over the place. Tennis players make a conscious choice to place a shot. They don't just hit the ball and hope. You need to make conscious choices about where you want to be and ensure that every action moves you forward in the direc-

tion you want to go.

**4.They see the connection between the bigger picture and the next step:** You need to know what the bigger picture is like for you and at the same time be willing to focus on the moment and take the next step forward. Tennis players know that every shot and every point counts, even if it's early on in the game. You need to make every action you take count and continue to build on it.

**5.They are mentally and emotionally strong:** They don't allow doubt, lack of self-belief, frustration, upsets or negative self-talk to get in their way. They're willing to do what it takes to be strong mentally and emotionally. When you allow your emotions and mental chit-chat to affect you, you're not so likely to perform at your best. As human beings, emotions play a big part in our lives. I'm not suggesting you deny or suppress your emotions, but just discover for yourself what it takes for you to handle your emotions and stay balanced.

**6.Flexibility:** Tennis players need to be flexible in their approach to each

game. Each opponent is different, has different strengths and weaknesses, so they need to be flexible to change. If they lacked flexibility they wouldn't be able to adapt to different situations and come out winning. When you're flexible, you're willing to consider the best approach for each particular situation.

**7.Clarity:**They are clear about all the components that go together to make their game successful. Lack of clarity holds you back, keeps you in fear and doubt and can result in you taking lots of actions but which are all over the place.

*Life is a game and your mission, if you choose to accept it, is to play fully.*

### THOUGHT FOR THE MONTH

*Never derive your opinion about a person*

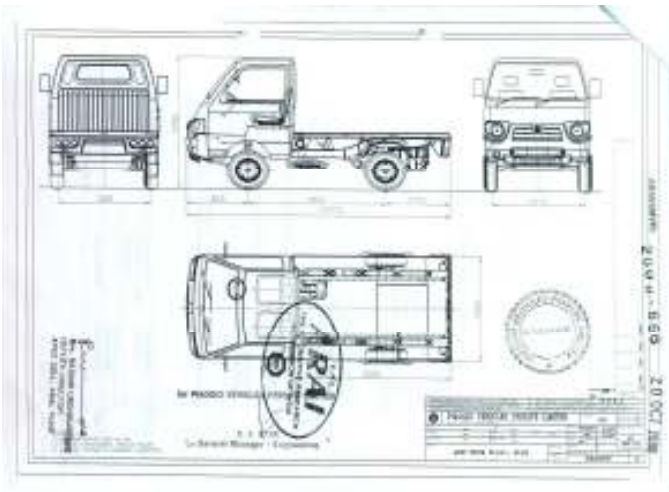
*On their present situation..... because*

*" TIME "*

*Has the power to change ordinary Coal into a*

*DIAMOND.....!!!!*

**Bombay Team cleared below Shipment by air from Mumbai to Milan—*Congratulations Bombay Team.***



### **Special Appreciation - Baroda Team**

Baroda Team got an entry into Essar Logistics Ltd & Successfully Executed & Delivered Breakbulk Export consignment of 500 tons of steel plates from Mumbai to Singapore .

### **Appreciation — Email From CMD**

#### **Manisha and BDQ Team!**

I am glad you guys done a good JOB!  
Every job is an experience, and it is enjoyable when you achieve something in an unknown territory.  
I am sending my best regards and appreciation to BDQ team.  
Good luck!

Regards, Venkatesh  
Chairman and Managing Director

### **Special Appreciation — Email**

Dear Metin,

Today almost full day I seen msgs from you.  
Seems u work during your sleep !  
Tks for the rates Will help us to quote to Essar.

Dear CMD - I shd really endorse Metin and Selcuk / Kemal are very cooperative and irrespective to our day/night timings we manage to get prompt replies from them followed by phone calls from Selcuk.

Its a good sign and Worth appreciate our cooperations with AJW !

And I am sure even Atlas reciprocates the same !!

Regards

Manisha Thaker

Business development Manager - Gujarat

### **Testimony**

Hi Venkatesh,

Yes it does feel like we have averted a storm and thanks to your group especially Prabhanjan for his patient and persistent follow through. Metin and Selcuk as always have spent many hours on this job Fri and Sat as well.

In the end I hope it is worth it and we will wait to anxiously learn the status next week.

Upon analyzing our service for LTM service, other than ORD origin shipments, our service has been acceptable. We have started booking with EK Ex ORD and we will see how their service works out. We are also going to start up with LH from ORD and will update you once we get the rates finalized.

I wish you all the best for your meeting. Please be rest assured going forward we will not be in this situation.

**Best Rgds – Vivek**

**HEALTH TIPS****A serious note about heart attacks:**

We should know that not every heart attack symptom is going to be the left arm hurting, be aware of intense pain in the jaw line. You may never have the first chest pain during the course of a heart attack. Nausea and intense sweating are also common symptoms.

60% of people who have a heart attack while they are asleep do not wake up. Pain in the jaw can wake you from a sound sleep. Let's be careful and be aware. The more we know, the better chance we could survive...

**Interesting Story !!!**

Father: I want you to marry a girl of my choice

Son: "I will choose my own bride!"

Father: "But the girl is Bill Gate's daughter."

Son: "Well, in that case...ok"

Next Father approaches Bill Gates:

Father: "I have a husband for your daughter."

Bill Gates: "But my daughter is too young to marry!"

Father: "But this young man is a vice-president of the World Bank."

Bill Gates: "Ah, in that case...ok"

Finally Father goes to see the president of the World Bank:

Father: "I have a young man to be recommended as a Vice-president."

President: "But I already have more vice-presidents than I need!"

Father: "But this young man is Bill Gate's son-in-law."

President: "Ah, in that case...ok"

This is how business is done!!

Moral: Even If you have nothing, you can get anything.

***Atlas Insight wishes Happy Birthday to***

**G Boopathy – Maa (15<sup>th</sup> Mar)**

**Kavita Srinivasan – Bom (19<sup>th</sup> Mar)**

**Jaya Priya V – Trv (19<sup>th</sup> Mar)**

**Charleston Lobo - Bom (24<sup>th</sup> Mar)**

**Prasanth C P - Cok (26<sup>th</sup> Mar)**

**Janvi Ramesh Kunkunkar - Bom (29<sup>th</sup> Mar)**

**L Ravi Kumar – Viz (29<sup>th</sup> Mar)**

**Dinesh Singh Rawat - Jpr (01<sup>st</sup> April)**

**Midhun Muralidharan – Cok (03<sup>rd</sup> April)**

**Praveej T V– Cok (03<sup>rd</sup> April)**

**Nammalwar R – Tut (04<sup>th</sup> April)**

**Anjana Reddy – Blr (06<sup>th</sup> April)**

**Ramachandra Kulal – Blr (06<sup>th</sup> April)**

**Dharmender Nehra – Del (07<sup>th</sup> April)**

**Jyoti Pratap Mane - Mum (09<sup>th</sup> April)**

**Ashok Vishwas Rao – Mum (10<sup>th</sup> April)**

**T. Ponnusamy – Maa (10<sup>th</sup> April)**

**Vijayandra Babu S – Maa (10<sup>th</sup> April)**

**P. Sreenivasan – Blr (10<sup>th</sup> April)**

**Shivalingaiah – Blr (10<sup>th</sup> April)**

**Raghavendra – Blr (11<sup>th</sup> April)**

**Soumya P R – Blr (12<sup>th</sup> April)**

**Gandhi J – Maa (13<sup>th</sup> April)**

**Prasanniah J – Blr (14<sup>th</sup> April)**



**Continued from page 1...**

A spokesman of Indian National Shipowners' Association pointed out that shipping is not considered as infrastructure just like ports are. But overall, from the economic point of view for the nation and overall for the port sector, definitely these augur well. This he felt will have a positive impact on Indian economy and Indian port capacity development and in-turn will have positive effects on

shipping though not directly but indirectly.

Already some logistic operators are in the process of drawing up plans of getting into coastal shipping business. During a meeting of the Shipping, Transport & Logistics Committee of the Bombay Chambers of Commerce discussions centered around the RoRo coastal trade, which has been give a great fillip.

Instead of transporting by road, trucks involved in long

haul would now find it cheaper to move to the closest non-major port and take a RoRo vessel to the port nearest to the destination. From there they could then complete the last leg of the journey by road. (Of course the trucks will have to have all India permit). By using the coastal ship, they will not be subjected to payment of multiple interstate tolls, octroi, or other payments. On the whole it will work out faster as the drivers do not have to stop for

the nights, no taking breaks, and no time consuming checks at interstate entry points. The movements will be expeditious between non-major ports since the customs are posted only at major ports treating all goods as international cargo requiring filing of documents, etc. Besides major ports don't have dedicated berths for coastal vessels and such ships are made to wait their turn some time for a few days.

## A good business require website for its online visibility for attract customers. -Abbas Khan



Large numbers of people surf to the Internet daily for business. It

is becoming more and more comfortable for most people to their online purchases. The website does not have to be strictly for shopping. Your site may be used only to obtain information about the company. So here is why your company needs a good website to give legitimacy to the company, so people can get information about your business 24 / 7, and this is a great way to advertise.

**Atlas Logistics** has redesigned its website we've focused on making the website feel more straightforward, more easily navigable and to highlight our wide range of services. Here's a quick rundown of some of what we've done.

◆ We worked with the fantastically talented designer **Thomas C P/Mohan K** to develop the look and feel for the site.

◆ We' have completely changed the "information architecture". In plain English that means (we hope) its easier to get around the site.

◆ We've overhauled our Menus and Short link facilities to make it easier to find stuff — you can now subscribe to an RSS feed of your search results, so you can keep an eye on a particular topic.

◆ We've build a new Theme Index which lists all our Services and Stay with Atlas Logistics Updates.

◆ All the images used in the website is copyright to Atlas Logistics

◆ Image Gallery is the best page ever done by our developers. I must quote

◆ We're going to be trying to highlight more of our videos with our new multimedia block and our video page. (Coming soon.....)

### What next?

The beta website would be launched by coming week. We're sure that there will be lots of Changes, improvements to make and ideas to include. So we'd really love to hear from you. What's good? What don't you like? What we could do better? And what we shouldn't change?