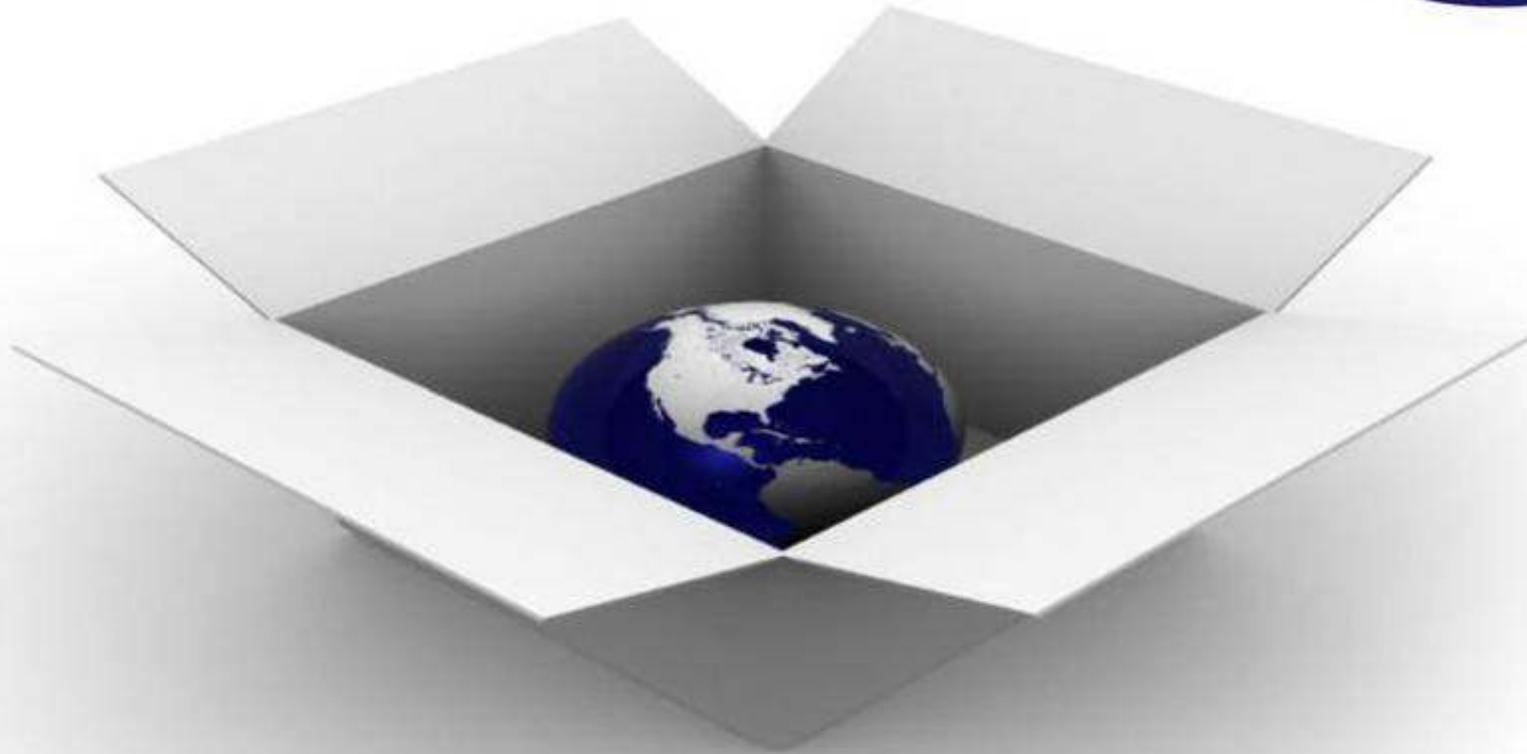




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Atlas Insight

APRIL 2010

Atlas Achievements

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ATLAS PROJECT MOVEMENT

Atlas Logistics executed a government project of Transmission corporation of Andhra Pradesh Limited. Atlas Logistics undertook the mammoth task of Importing of cable drums consisting of 182 Kms of 220 KV and 81 Kms of 132 KV Cables in Drum from LS Cable (Masan) to Chennai port, customs clearance and transportation of the same to their projects site at Hyderabad. The shipment was belonging to Indu projects,

Indu Group has associated with several prestigious projects in power, transmission & distribution, mining, irrigation and several diverse areas including theme-based SEZs, residential and commercial projects

Mr. Prabhanjan, with his innovative and shrewd thinking could execute the shipment in an inimical logistics environment with the close coordination of Mr. M.A. Nathan, Ms. Surekha, Ms. Devi ,Mr. Arunachalam, Mr. Manikamani, Mr. Manimaran. Mr. MuthuKumar, and entire Chennai C&F Team.

Entire Atlas Chennai worked with Team Atlas spirit to ensure that every minutes details gone well with the utmost satisfaction of the customer.

Shipment of this nature would definitely opens up the doors in this niche segment of global supply chain management . It has also reinforced Atlas Logistics as a capable and resourceful player in the Logistics industry.

Customer appreciated the efforts of Atlas Operation and its staff efforts.



Atlas Kids

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The painting of Master Shashank, son of Ms. Geetha Lakshmi has been chosen by the school magazine cover page in the CMR national public school, Bangalore. The painting was a combination of mix of colours & shades that child at his age of 5.5 years could not even think of.

The CMR national public school, Bangalore has entry of over 2000 children interested in painting / drawing & art work. His efforts was highly recognized by the school by choosing the same inn the cover page of the school Magazine. He also won 1st prize in on spot drawing competition for the topic SAVE TREE. The judges were of eminent artistic stature.. One of them Ms. Radhika EX-chitrakala parishat who is now running an Art school on behalf of Government of India in Srinagar and also her co-judges are glass designers having their own glass design reputed commercial business. Enrichment programs of CMR national public school helped him to enhance the skills. The special attention given to budding talents by school teachers also merit mention.

Drawing and Painting instruction helps students avoid continual dissatisfaction with their artistic abilities, so that they will not eventually give up pursuing art as a viable interest.

Atlas Insight is sure that such fillips would help to broaden perception, abilities, and affinity for many different media, as well as spark a desire for future investigation and learning as a young artist. We also congratulates parent s of Master Sashank , who spot the talent in the budding stage and enriched it through by providing different avenues.



Atlas Flashes

CARGO SHOP 2010 AT MUMBAI

Exim India and Faire Play had organized CARGO SHOP 2010, an International Conference for Break Bulk and Heavy Lift and Project Forwarding Industries. It was an occasion to remember where, Sectoral representatives from India and abroad gathered in strength for the start of the CARGO SHOP 2010 international exposition and conference, probably a first-of-its-kind focusing on this segment, on March 25th and 26th 2010 in Mumbai. Mr. Prashant Khadatkhar represented Atlas Logistics in the said conference.

Mr. Prashant has shared his experience with Atlas Insight. The extract is given below:-

About 60% of Global Cargo is Containerized and balance by Break bulk or other mode and about 50% of Indian Cargo is Containerized and balance by Break bulk or other mode. Multi Purpose Vessels (MPV) are suitable for Break Bulk Cargo, Earlier, heavy lift capacity for each machine was maximum 250MT, but with newer MPP vessel, capacity has increased upto 1400MT weighing machines. India Subcontinents and South East Asia is the major Market for Heavy Lift Movements and Big Machinery will be imported from Europe and USA to Indian Subcontinents and South East Asia.

Many Old Plants in USA are likely to get dismantled and move to Indian Subcontinents, deriving benefit from upcoming trend. Hence we need to focus on this kind of Project cargo. We will have to concentrate on such projects and needs to fine tune the arrangement at all Origins with our agents or associates so as to smooth flow of such cargo from door to door.

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We have already handle such type of projects such as Simplex, where we appointed Riggers to Dismantling Plant, Packing and transportation to consignee's warehouse was involved.

It needs to be discuss prior to movement of a Very Odd Dimensions as well as Heavy cargo, with respective port authorities, whether they are capable of Handling that machine at Port, and further Movement to Warehouses or Consignee's Site. It is also require to discuss with Road Authorities for movement of such a big machines to hinterland destinations in country where permission from Many states RTOs is required. It is also require to Study the equipments required for unloading the machines at Sites and further to shift the machines at exact location. This will make the delivery of Heavy Project cargo movement smoothly.

We really need to concentrate on ever-changing nature of this volatile industry - from commodity and regional trends of the break bulk industry such as roll-on, roll-off and project cargo and particularly Heavy lift. Rising demand for energy, power sector and infrastructure industries will be the main focus, along with Engineering goods and Machinery imports in containerized cargo.

You may contact Mr. Prashant (prashant@ngp.atlaslogistics.co.in) for more clarification.

Logistics Updates

Global shipping sector stabilizing

The worst is seems to be over for shipping industry. But the sea borne sector will continue to face oversupply problems, which will put pressure on freight rates this year. The global turmoil had hit all areas of shipping hard last year. Reversing years of boom and healthy freight earning. Oversupply is the factor for all shipping lines and will have an impact on the freight rate environment , which will remain fragile during the year.

With the major forecasters expecting the world economy to grow by 3.4- 3.5 per cent this year in gross domestic product (GDP) terms and strong estimated GDP growth for China and India ,at around 9.3 and 7 percent, respectively, there is a positive environment for the dry bulk shipping sector.

Air cargo in Hong Kong records Growth

Hong Kong Air cargo Terminal (HACTL) has released its tonnage throughput for February 2010. A total of 1,80,033 Tonne was handled in February, representing a strong year on year growth of 34.7 percent. .

Singapore offers SOPs to maritime industry for quick turnaround

Singapore Junior Transport Minister Lim Hwee-hua has announced an extension of the 10 per cent concession on port fees for all ocean going ships with a stay of less than 10 days. The 20 percent concession for harbor craft engaged in commercial activities meanwhile was also extended. Discounts were introduced by the countries Maritime and Port Authority (MPA) last year to assist the shipping industry through the economic downturn.

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Volumes Peak on Asia- Europe Routes In January

Container volumes from the far east Europe rose in January 2010 to the highest monthly figure, since the economic crisis begins 18 months ago at 1.126 million TEUs. The capacity rises reportedly accounts for seven percent of overall trade and could turnaround the gains made in rising freight gains. If capacity keeps at the month to month surge in January to February totaling \$52,000 TEUs. Growth on the routes could hit 10 percent for the year.

Articles Invited

All Atlas family members are expected to contribute for the Atlas Insight.

Request forward your important station activities requiring special mention, any family members wedding, children's extra curricular achievements etc to email id:- jeevan@blr.atlaslogistics.co.in.

Atlas Learning - Carnets

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Carnets are “Merchandise Passports.” They are international customs documents that simplify customs procedures for the temporary importation of various types of goods.

ATA Carnet is an International Uniform Customs document issued in 63 countries including India, which are parties to the Customs Convention on ATA Carnet. The ATA Carnet permits duty free temporary admission of goods into a member country without the need to raise customs bond, payment of duty and fulfillment of other customs formalities in one or a number of foreign countries. The initials ATA are an acronym of the French and English word “Admission Temporaire / Temporary Admission”.

Each country in the system has a single guaranteeing body approved by the national customs authorities and the ICC World Chambers Federation. In India, Federation of Indian Chambers of Commerce and Industry (FICCI), is appointed as National Guaranteeing & Issuing Association for ATA Carnets.

The ATA Carnet System offers advantages to all concerned: the customs authorities and the trading community, i.e., individuals, enterprises, trade organizations who need temporary duty free importation facilities to prospect outlets for their products on foreign markets. Another advantage greatly appreciated by the trading community is that the ATA carnet is valid for one year. During this period its holder can use it- and abroad the goods covered- for as many trips as he wishes from his home country to one or more of the other countries applying the ATA System, provided the ATA Carnet contains the appropriate number of sheets required for each trip.

For the customs, the use of the ATA Carnet entails less administrative work and increased customs safety since the payment of import duties and taxes is guaranteed by the Guaranteeing Association affiliated to the ATA guarantee chain in the territory of temporary admission. The guarantee is automatic and the customs need not check its validity for each carnet.

In addition, the system does not affect revenue of the nation since the goods covered by the ATA Carnets are intended for re-exportation and not at all for sale in the country of temporary admission. The system is “self-policing” in that, should the Carnet holder fail to re-export the goods within the period of validity of the Carnet, duties become payable.

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MANAGEMENT FABLES

PROBLEM SOLVING

No matter what job you take, not a day will pass without some kind of problem. Certain basic skills can equip you to turn those problems into opportunities.

In Los Angeles, California, a luxurious high-rise apartment building was on the brink of bankruptcy.

Tenant after tenant turned in notice and moved out. To owners of the building, the mass exodus made no sense. Their beautiful, well-kept apartments offered a sound bargain in a safe neighborhood. So why were people abandoning what should have been a renter's paradise?

The building's management company hired a problem-solving group to get to the bottom of the mystery. After interviewing residents and former residents, the problem-solving team presented its findings:

People were moving out because the apartment elevators were too slow.

A team of troubleshooters flew in to solve the problem. They gathered cost and labor estimates on several options, from repairing the old elevators to putting in new ones. But every option proved too expensive.

Defeated, the management company had just about decided to sell the building, when the youngest member of the team took a creative look at the problem.

The real problem, he suggested, wasn't the elevators. The real problem was that tenants got bored waiting for the elevators. His solution?

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Entertain tenants who were waiting for the elevator. Install flat monitor computer screens that flashed the day's top headlines, weather, sports results, and even a trivia question or two. Pipe music into the elevator waiting areas. Add tasteful yet provocative paintings and sculptures to the waiting area to stimulate interest and discussion.

His creative solution worked. The tenants, busy reading the computer monitor, soothed by relaxing music, or admiring the art, quit complaining. The exodus ceased. The building was saved. And one creative problem solver had made his mark.

No matter what job you take, not a day will pass without some kind of problem. Certain basic skills can equip you to turn those problems into opportunities.

Become a problem solver where you work, and you'll make yourself an asset to your company.

“ Some people make things happen. Some people watch things happen, and some people say what happened” said by Mr. Casey Stengel, Hall-of-Fame baseball manager in U.S.A.

Now we need to decide whether we want to belong.

EAT SMART TO BE SMART

Food habits to be preserved before undertaking any critical activities. This is very beneficial for Atlas Kids too during the examinations.

Eating healthy should be a part of our plan. Here is a food guide that would keep you energized .

Eating smart food

Meeting your daily vitamin and mineral requirement will prepare your body for better scores. Iron and Vitamin B are very important to maintain your physical and mental energy that is essential to score better. Foods high in iron like spinach, beans, fish, soya bean, kidney beans, eggs and dry fruits should be on your dinner table.

Treat on fruits

Having a good amount of real food that is rich in Vitamin C, [beta carotene](#), fiber and other minerals are a must. Oranges, apples, bananas and carrots are good bets. And remember to opt for the real fruit instead of the packaged juices or canned fruit variety. Having a good amount of fruits like apples, oranges and bananas help since they keep us active. Oranges and Sweet limes are particularly good as they help you fight stress.

Cut it short

A heavy meal is a complete no-no when you plan to study hard. Break your meals into five or six small meals so that the small meals regularly supply your

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body with the nutrients required and keep your blood sugar levels stable . Sandwich, *idli*, fruit salad or milk shakes would keep them energetic and charged up throughout the schedule.” Some other good snack options are [muesli](#), a brown bread sandwich, atta biscuits, gurhana (roasted chana eaten with jaggery) or a cup of [yogurt](#).

Break your fast

Considering your body has been starving for food all night while you were asleep you need to get up, eat well and prepare for the demanding day ahead. Cereal, egg toast, fruit, *chilas*, *poha*, steamed *idli*, *dosas* and *upma* are healthy breakfast options. Avoid having anything deep fried in the mornings to avoid lethargy to set in. Milk and fresh fruit juices should also be included in the first meal of the day for better results.

Staying hydrated

Through this busy time staying well hydrated is important. Choose your beverages carefully. Limit caffeine and sugar intake. Ensure you do not have more than 2 cups of coffee. And include ample servings of fruit juice, milk, chaas, fresh lime water and green tea in your diet. They are sure to keep you hydrated and relaxed during this hot summer study schedule. Adequate sleep is also important