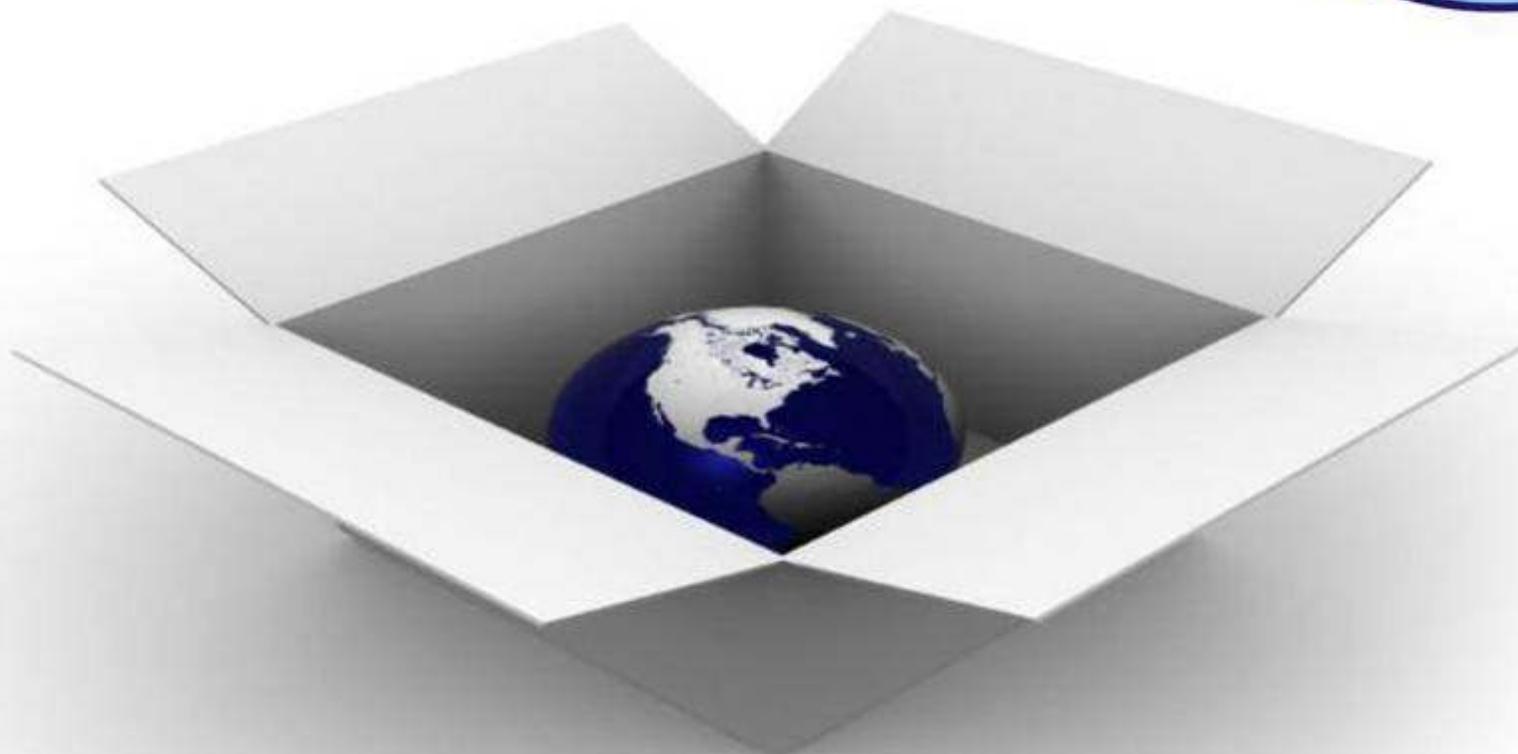




# ATLAS LOGISTICS PVT LTD

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## Atlas Insight

AUGUST 2009

## Atlas Achievements



### **ATLAS IS VENTURING INTO PASSENGER AIR TRANSPORT BUSINESS IN SRILANKA**

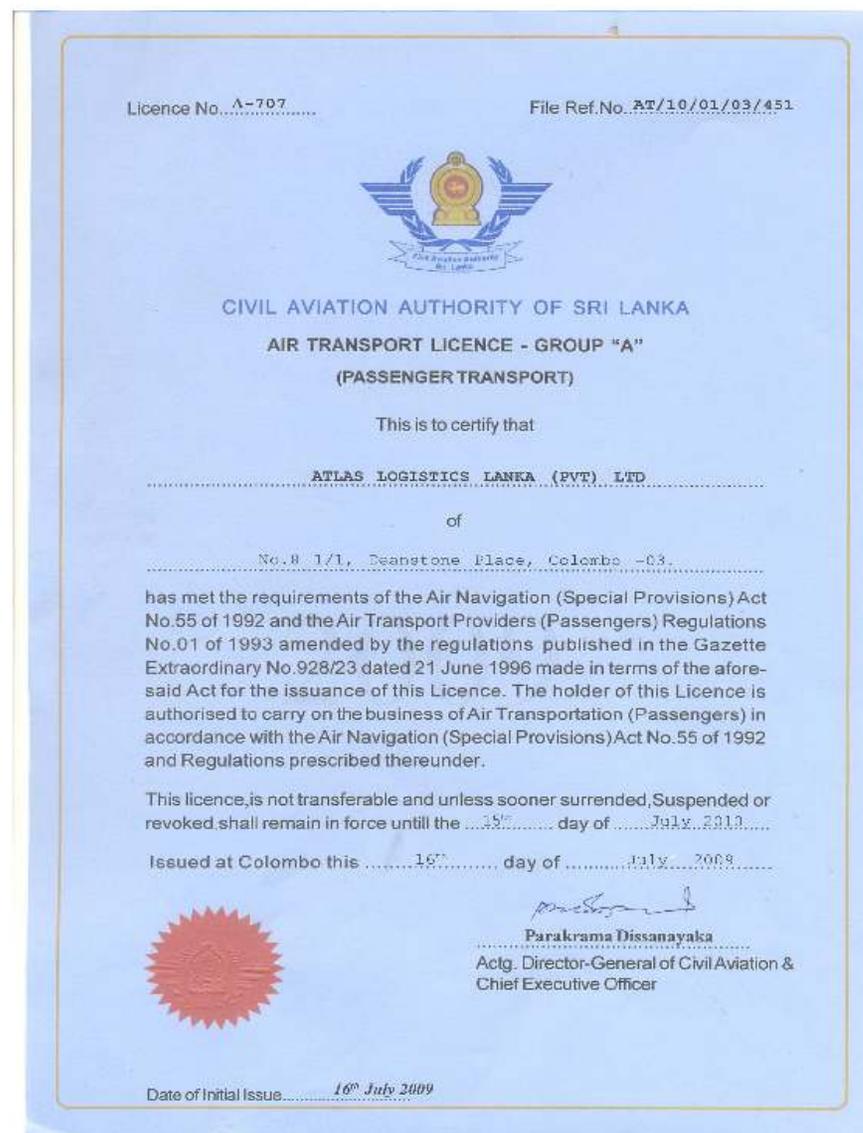
We are pleased to announce that Atlas Srilanka has bagged the prestigious license Air transport license group 'A'(Passenger Transport).

With the license, Atlas Srilanka is allowed to arrange Inland Package Tours or arrange package tours from abroad on Charter Flights and Operate GSA in Colombo etc. Further Atlas Srilanka is allowed to issue Air Tickets to Passengers as well.

With the new development, Atlas is expanding both vertically and horizontally.

Let us also congratulate Atlas Srilanka under the stewardship of Mr. Sujeiva for bagging the license and wishing for making new venture into glorious success.

*Atlas Insight*  
*August 2009*



## Atlas Achievements



Mr. Jude Dmello yet again displayed his skills at executing realtime shipments with a finesse. Import shipment of 61500 kg under 5 HB from Frankfurt, Germany to Mumbai by Air and all the shipment have arrived within 3 days from the date of goods cleared in Germany.

The shipment was belonging to Ispat Industries Limited (IIL) who is a corporate powerhouse with operations in iron, steel, mining, energy and infrastructure. There are one of the leading integrated steel makers and the largest private sector producer of hot rolled coils in India.

Let us congratulate the efforts put in by Mr. Jude Dmello and team in executing the shipment in real time and to the utmost satisfaction of the customer.

The customer has decided to mutually work with Atlas since it will ensure value addition to their Supply Chain.

## Atlas Insight

August 2009

### EXPORT ORIENTED UNITS (EOUS)

The Export Oriented Units (EOUs) scheme, introduced in early 1981 in India, is complementary to the Special Economic Zone (SEZ) scheme. It adopts the same production regime but offers a wide option in locations with reference to factors like source of raw materials, ports of export, hinterland facilities, availability of technological skills, existence of an industrial base and the need for a larger area of land for the project.

The main objectives of the EOU scheme is to increase exports, earn foreign exchange to the country, transfer of latest technologies stimulate direct foreign investment and to generate additional employment.

EOUs can be set up anywhere in the country and may be engaged in the manufacture and production of software, floriculture, horticulture, agriculture, aquaculture, animal husbandry, pisciculture, poultry and sericulture or other similar activities.

However, it should be noted that in case of large cities where the population is more than one million, the proposed location should be at least 25 km away from the Standard Urban Area limits of that city unless, it is to be located in an area designated as an "industrial area" before the 25th July, 1991.

The EOUs are required to achieve the minimum NFEP (Net Foreign Exchange Earning as a Percentage of Exports) and the minimum EP (Export Performance) as per the provisions of EXIM Policy which vary from sector to sector.

## LOGISTICS UPDATES

*Atlas Insight*  
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### IATA'S AMBITIOUS PLAN FOR A SINGLE GLOBAL STANDARD FOR AIR CARGO SECURITY

First there was Cargo-2000, then there was e- freight and now there is Secure Freight, the latest initiative by which IATA is attempting to modernize the air cargo industry.

The aim of the secure freight is nothing less to produce a globally accepted standard for air cargo security. US, EU and some other countries have somewhat competing version of air cargo security and there is a TAPA (Transport Asset Protection Association with its audited standard of security for various members of the supply chain.

IATA is precisely looking of multiplicity of approaches that requires an over-arching industry-wide structure. IATA's goal is simply the business and not to add an extra layer of security but to make it easier for companies to comply with all these different programme.

The key principle of Secure Freight will be the security screening should take place not at the airport, but as far back up the supply chain as possible- at the point when the cargo is first identified as being destined for air freight.

Mr. Alex Poovich, Head of Cargo for IATA states that IATA is aiming that Secure Freight designed to be consistent with Cargo-2000 and e- freight.

### ALL CARGO CONFERENCE : BARCELONA

The ninth annual freighters world conference will be held at Barcelona world trade centre on 26 and 27 October 2009.

### VALLARPADAM TERMINAL TO GO ON STREAM IN NOVEMBER

Vallarpadam Container terminal near Kochi (India) is slated to be commissioned by November 2009. It would help to generate revenue to the tune of Rs 600 crore annually through imports and exports.

### US CUSTOMS ANNOUNCES AMENDMENTS TO ISF RULE

US port of discharge, Custom and Border Protection (CBP) announced an amendment to the Importer Security Filing (ISF) of more commonly called 10+2 which requires Cargo information, for security purpose, to be transmitted to the agency atleast 24 hours before goods are loaded onto an ocean vessel for shipment into the US.

According to the new amendment, shipping vessel has to register ISF data changes while in transit between foreign port and the first US port of discharge. Carrier Status messages (CSM) are required for events that occur prior to the first arrival of goods at US port.

# MANAGEMENT FABLES

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## **THE TRAP - GET OUT OF YOUR COMFORT ZONE!**

There was a village that was attacked by wild boars. Everyday the wild boars would enter the village to rampage the whole village of their food. The villagers tried various means to fight and chase away the wild boars, but without much success.

One day a wise man approached the village headman to offer his advice. He told the villagers that they will have to follow all his advice and directions. Out of desperation, the villagers agreed. The wise man told the villagers to gather all the food from every household and put it in the middle of a big empty field. They followed his advice, and immediately they saw hundreds of wild boars approaching the vicinity where the food was placed. The wild boars were apprehensive initially, but after a while they went for the food. Once the wild boars had a taste of the food they came back for the free food everyday. And everyday the villagers would put more food in the field and the wild boars would come to have their free meals. After a while, the wise man asked the villagers to erect four poles at the four-corners of the field.

### **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](mailto:jeevan@blr.atlaslogistics.co.in).

The wild boars were too busy having their food that they did not take notice of what was happening. After a few weeks, the wild boars developed the habit of having free food. The wise man then asked the villagers to put fencing around the field, with a large gate through which the wild boars can enter to have their food. Finally once the fencing and the gate were completed the villagers closed the gate and all the wild boars were trapped inside the field. The wild boars were finally defeated.

### **SUCCESS PRINCIPLES**

Habits are easily developed but difficult to get rid of. The wild boars were trapped because out of their greed, they developed the habit of having free food, and without having to work for their food. They became so comfortable, that they did not realize they were being trapped. Most of us are like the wild boars because we become too comfortable with our jobs and businesses that we do not realize we are in one way or another being “trapped”. We seek security rather than freedom!

# MANAGEMENT CONCEPTS

## SERVE DON'T WORK

On the concept of work culture, The extracts of the view expressed by a renowned Swamiji of Sri Ramakrishna Mutt during an interaction with an MNC company is given for valuable reading:-

One of the participants asked the following question .  
I am a senior manager of Materials Department and I joined the organization 25 years ago as an Engineer Trainee and over the last 25 years, I have gone through every experience in the organization and I am now the senior manager looking after the material function independently.

During the initial part of my career, the job was very challenging and interesting. Every day was exciting and I looked forward to each day with lot of interest. However, all those exciting days are gone since I do not find my job any more interesting because there is nothing new in my job.

As I have seen and handled every conceivable situation there is no more challenges in my work. I am now feeling bored because I am doing a routine job.

However, Swamiji, I am living in the same house for over forty years, I am the son for the same parents for over forty five years, I am the father for the same children for the past ten years and the husband for the same lady for the past twenty years.

In these personal roles I do not feel bored and the passage of time has not taken away the zeal from me. Please tell me why I am bored of the routine in the office and not in the house?

This was a very interesting question and we were all very anxious and curious to know what the Swamiji had to say.

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The response from him was very interesting and convincing.

He asked the executive the question:  
Please tell me for whom does your wife and the mother of children cook ?

The executive replied that obviously my wife cooks for all of us -the family. Then the Swamiji said that because the wife 'Serves' others and because of this service mindedness, she is not feeling tired or bored. Similarly when you are at Home you are not perceiving your role as the necessary work.

But in an office, we 'Work' and not 'Serve'.

Anything we consider, as service will not make us feel bored. That is difference between Serving and Working.

He asked the executive to consider his work as service and not merely a work....

# GENERAL INFORMATION

*Atlas Insight*  
*August 2009*

## **ISO 14001- ENVIRONMENTAL MANAGEMENT SYSTEM** **(Continuation from Previous Edition)**

One of the main objectives is to conserve water, paper & energy. So, we must take measures at individual level also.

Some suggestions are mentioned below :-

### **Energy usage:**

1. Ensure that all electrical gadgets are switched off when not in use.
2. In the offices all lights and fans will be switched off when not required.
3. Use daylight to the maximum extent.
4. Use "task lighting" rather than lighting the whole room unnecessarily for work.
5. Use CFL's instead of incandescent bulbs.
6. Keep your printer turned off using the switch on the printer, when not in use.
7. Turn off your computer/ monitor when idle.
8. Operate DG sets depending upon the load requirements.
9. Do not keep any machine in idle running conditions.
10. Ensure that maintenance of machines & equipments are being carried out from time to time



### **Paper:**

#### **Reduce Paper Consumption**

1. Use emails for communications.
2. Avoid draft prints to the extent possible.
3. Check the printer and page settings before taking any printout to avoid wastage of paper.
4. Make use of both sides of paper for taking printouts
5. Make use of both sides of writing pads.

## GENERAL INFORMATION- ISO 14001 (Cont'd)

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### **Water usage:**

1. Remember- Water is precious; use it judiciously and only as required.
2. If you find a tap running unnecessarily/ leaking, close it – every drop is precious.
3. Check all the valves, joints, taps, pumps etc. leakages/ problems should be done regularly and rectify it at the earliest.
4. Ensure that there is no overflowing from tanks / reservoirs.
5. Mop floors with wet cloth instead of washing with water.
6. Control the flow rate of valves / water in toilets & taps while usage.
7. Clean utensils, cups & dishes etc. with minimum quantity of water; soak it in water for some time before washing.
8. While cleaning of the empty containers, drums etc. ensure that minimum quantity is used; take care there is minimum spillage and no unnecessary wastage.
9. Use water sprinkling / drip for watering of plants.
10. Recycle water as much as possible.

### **Top Ten Pollution Prevention Techniques**

1. Good housekeeping and maintenance practices
2. Spill prevention and preparedness
3. Inventory management
4. Prudent purchasing
5. Waste exchange programs
6. Alternate cleaning processes
7. Reduce/reuse process wastes
8. Process modifications
9. Changes in equipment or technology
10. Environmentally preferable purchasing

**continued in September Edition**

# Influenza A(H1N1)

## How to Protect Yourself and Others



Cover your nose and mouth with a disposable tissue when coughing and sneezing



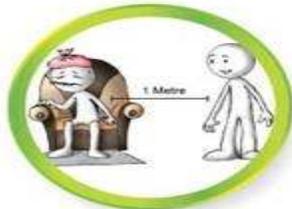
Dispose of used tissues properly immediately after use



Regularly wash hands with soap and water



If you have flu-like symptoms, seek medical advice immediately



If you have flu-like symptoms, keep a distance of at least 1 meter from other people



If you have flu-like symptoms, stay home from work, school or crowded places



Avoid hugging, kissing and shaking hands when greeting



Avoid touching eyes, nose or mouth with unwashed hands

For more information:  
<http://www.emro.who.int/csr/h1n1/index.htm>  
<http://www.who.int/en>

World Health Organization (WHO) has published poster pertaining to adopt precautionary measures against Influenza (H1N1).

The detailed mail pertaining to Swine Flue and its preventive measures has already circulated vide Atlas healthy Bites.

Request follow the simple measures which will help to prevent the Influenza A (H1N1).

1. Frequent hand-washing
2. "Hands-off-the-face" approach.
3. Gargle twice a day with warm salt water.
4. Clean your nostrils at least once every day with warm salt water.
5. Boost your natural immunity with foods that are rich in Vitamin C.
6. Drink as much of warm liquids as you can.

## **Marriage**

Mr. Nikhil Sachdev, Director-Marketing got married with Ms Ritika on 11 August 2009. Atlas Insight congratulate the couple and wishes all the very best for their happy married life.

## **Atlas Kids**

Mr. Madhusudana Manager- Internal Audit of Bangalore is blessed with a baby boy. Atlas Insight congratulate him.

Mr. Rahul (Ravasab Shirahatti) Account Executive of Bangalore is blessed with a baby boy. Atlas Insight congratulate him.

<b>MICROSOFT WINDOWS SHORTCUT KEYS</b>	
Alt+Tab	Switch Between Open applications
Alt+Shift+ Tab	Switch backward with open applications
Alt+Print screen	Create screen shot for current programme
Alt +Ctrl+Del	Reboot/windows task manager
Ctrl+Esc	Bring up start menu
Alt+Esc	Switch between applications on task bar
F2	Rename selection
F3	Start find from desktop
F4	Open the drive selection when browsing
F5	Refresh contents
Alt+F4	Close current open programme
Ctrl+F4	Close window in programme
Ctrl+Plus	Automatically adjust widths of all columns