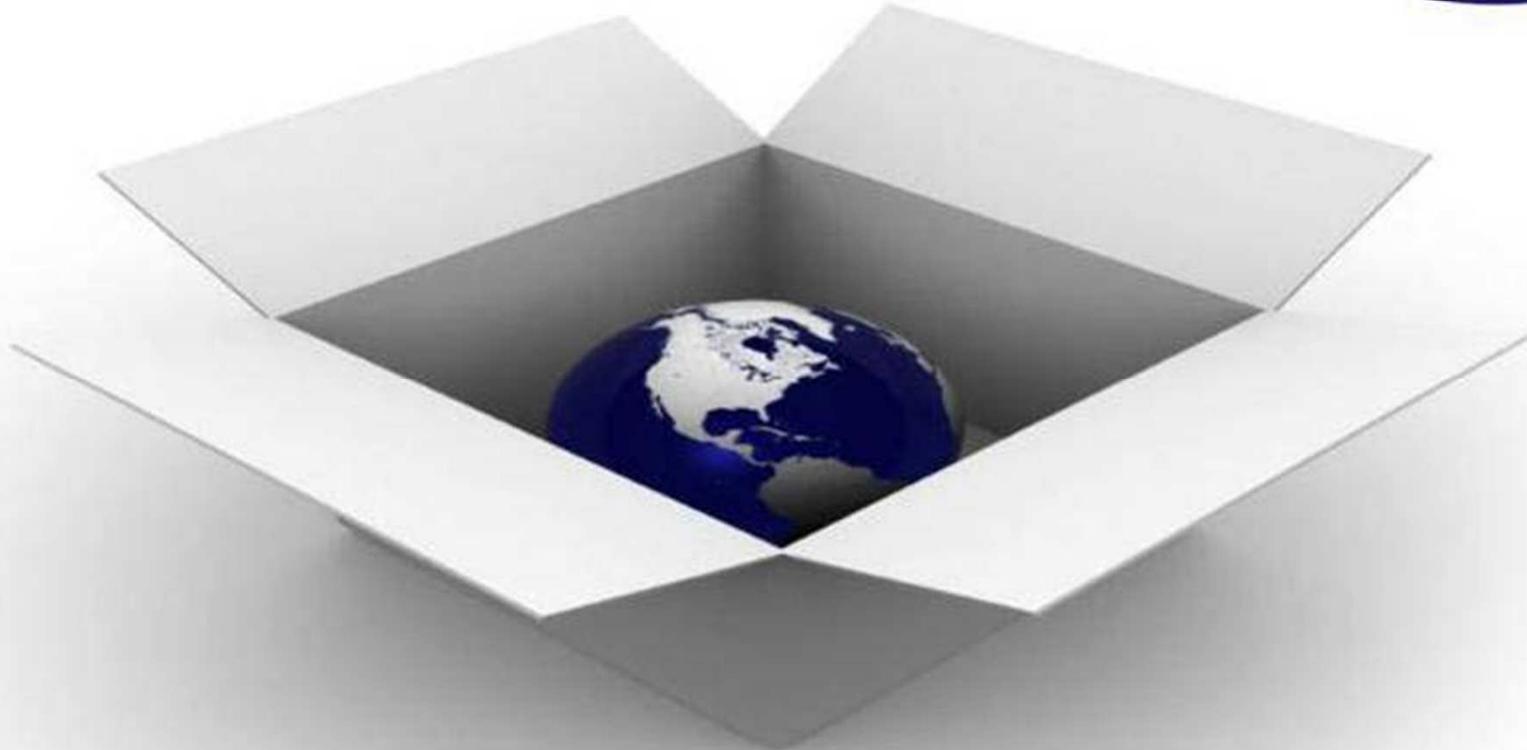




# ATLAS LOGISTICS PVT LTD

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## Atlas Insight

AUGUST 2010

# Atlas Flashes

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## CMD VISIT TO CHINA

Mr. Venkatesh Rao, Chairman and Managing Director of Atlas Logistics is known as one of pioneers of Global Logistics. No wonder, he has been regularly invited to deliver lectures in and around the world. Recently due to tight business schedules, CMD could manage with an inauguration lecture in Germany and another one in China.

The photographs of Mr. Venkatesh Rao's visit to THI Group-Shanghai on invitation from Mr. Dorus Tolk on 20 July 2010 .



## ATLAS BAGS TITAN

Atlas Bangalore bags the prestigious exclusive contract of Air export of the Titan Group. Titan is one amongst the Tata Flagship company. Atlas Insight congratulates Ms. Geetha, Mr. Bala and Mr. Ganesh(Ganny) for the successful bidding and negotiation.

## ATLAS BAGS PROJECT CARGO OF INDIAN RARE EARTH

Atlas successfully bided the Indian Rare Earth project movement of High Intensity Induced Roll Magnetic Separators and spares, from FOB, Brisbane, Australia to Kochi Sea Port. Atlas Insight congratulates Ms. Ruby and Atlas Kochi for the successful bidding.

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## ATLAS SRILANKA CELEBRATES ITS FIFTH ANNIVERSARY

Atlas Srilanka celebrated their fifth year anniversary recently in Colombo. Group Chairman and Managing Director, Mr. Venkatesh Rao H R along with CFO Mr. Anand & Mr. Keshavayya , Auditor have graced the ceremony. in J10 August 2010.

Mr. Sujeiva Samaraweera, Managing Director of Atlas Logistics Lanka (Pvt) Ltd played the host role perfectly and explained in details, about the Atlas Srilanka growth plan.

CMD explained the global strategies adopted by Atlas Logistics to provide quality services to our esteemed customers and future Global logistics initiatives.

Entire Atlas Colombo staff were present and a reward was given to Mr. Upul Dharmaratne who have served us for 5 years by the Group Chairman

Atlas insight wishes all the very best for Mr. Sujeiva Samaraweera and team for their successes.



# Atlas Flashes

## Huge Air Import Clearance at Delhi

Atlas Logistics Delhi is known for air import clearance in Delhi market. They have renowned for their fast clearance with their skill sets on customs formalities, coordination of other associated agencies. This time too they have uphold their image with a stunning performance. It was an yet another “ **Team Atlas** “ performance.

This consignee of the project was PSL Limited (PSL) who is the largest manufacturer of high-grade large diameter Helical Submerged Arc Welded (HSAW) pipes in India. The imported pipes were of API (American Petroleum Institute) standards for oil, gas and water transmission as well as structural and piling applications for both onshore and offshore sector. The volume of shipment was of 55 Metric Ton.

Atlas Insight congratulates Mr. Shiva, Mr. Inder, Ms. Lakshmi, Mr. Raj, Mr. Prempal, Mr. Manjeet, Mr. Tapan, and Mr. Manoj for their contributions even beyond working hours to ensure that Time bound movement gets completed before the prescribed time.



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# Management Fables

## FIFA World Cup important lessons-2010

### WAKA WAKA:

Shakira's anthemic song is actually a new version of an old Cameroonian song titled Tsamina. The words Waka Waka translate in English to "do it - get the task done".

Inertia is the worst kind of habit. Postponing decisions like health checkup, exercising, dieting, financial planning, changing jobs/career, training or updating skills, recruiting or firing people etc are very damaging in the long run.. Unless one applies some focus to "get the task done" things always linger. Ultimately, only loser is the person who procrastinates.

All of us lead busy lives and often can't take time out to attend to our tasks. Whether its as mundane as playing with our child , or something bigger like planning for a job change, you have to seize the moment - its not just time for Africa, it's time for you to take care of your tasks.

### PAST PERFORMANCE IS NO GUIDE TO FUTURE PERFORMANCE:

Two of the worst performing teams in this World Cup were France and Italy. For those of you who don't remember, it was these very teams that contested the 2006 World Cup finals, with Italy the ultimate winner. Both are pedigreed football playing nations and were sure shot expected to have at least gone beyond the group stage in 2010. Yet, neither one of them managed to live up to their past footballing traditions and failed miserably in the group stages itself.

The real world is very similar. Past performance is no guide to future performance. This is a statutory warning that we all see on advertising for equity offerings, yet most of us seem to ignore this because we are usually too optimistic about the

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Always remember to keep your thinking fresh. Understand the context, objectives and always benchmark yourself with the best to avoid falling into the trap of extrapolating past performance into the future.

### VUVUZELAS AND BACKGROUND NOISE:

Right from the first match of the tournament, the buzzing sound of thousands of vuvuzelas was never far away. Whether it was TV viewers or those lucky enough to attend the games in the stadia, most fans were irritated by the collective noise of these vuvuzelas. This noise was deafening enough to act as a distraction to the real action on the playing field.

The real world is also full of noise. Minute by minute reporting of every small actions of the celebrities/experts or backing some new trends or fads by experts/consultants is made into a big deal by some top managements. So many of these so-called experts/consultants are just blowing their own vuvuzelas.

Experienced professionals just like professional footballers, have habitually learned to ignore the background noise. They recognize that the world is full of distractions. We also need to block all the surrounding noise to concentrate and focus on our goals.

# Management Fables (Cont,d)

## FIFA WORLD CUP IMPORTANT LESSONS-2010 (CONT'D )

### EVEN SUPERSTARS NEED COACHING:

The who's who of world football were playing in the tournament. Many players are national, if not global, superstars. Yet, despite their natural talent and skills, they were all handled by a manager and his staff who were constantly coaching all the superstars, monitoring their performance and conveying tactical instructions to their teams on the pitch. No one was above being coached.

Similarly, while many of us might think that we are experts in managing our professional and personal life and feel like we have world class skills, it's always useful to have a coach or advisor to give feedback or used as a sounding board specially before making the critical decisions.

Such a person can monitor our situation , give a different perspective and suggest useful changes to us so that we can improve our performance. These advisors can help in identifying certain areas where we might be taking on too much risk, or areas where we are not using our resources to our advantage.

### 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).

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### HYPE AND UNDERPERFORMANCE:

Many players came into the tournament surrounded by a lot of hype. Ronaldo, Rooney, Kaka and Messi were the pre-ordained stars of the tournament. They were expected to set the competition alight with their dazzling ability to score goals and change the course of a game. None of them really lived up to all this hype. In fact almost all of them underperformed, perhaps with the exception of Messi in the group stages. This quartet barely scored enough goals collectively to match the individual number of goals scored by less famous players like Forlan and Muller. Sure the quartet is super talented, but if you had placed your money on them you would certainly be poorer.

In the real world as well, there are times when there is a lot of hype surrounding certain individuals or organizations. History has shown that these are the organizations/persons that inevitably end up underperforming - for instance, who can forget the appointment of Greg Chappell as Indian coach or launching of some of the Star Sons and their big budget movies.

In fact, a tried and tested way is to look for talent and potential. Just like nobody expected Forlan and Muller to be among the top scorers of the tournament, chances are that there are a lot of under hyped names in the market that will be the best performing in future.

# Atlas Learning

## The Rotterdam Rules

it all started with a movement in the early 1900s. Ship-owners were unwilling to take on greater liabilities and pressure was put on the British government which led to serious discussions being held with principal ship-owners, underwriters, insurance interests, representatives of shippers and even bankers of the maritime nations. It was due to this pressure and discussions which led to the framing of a set of rules which were drafted by the Maritime Law Committee of the International Law Association and then put up for adoption at The Hague in 1921 resulting in what we call today “The Hague Rules”

The real important feature of these rules (which of course provided a code for the carriage of goods by sea) was that the carrier could not contract out of certain clearly-defined responsibilities. So, the Hague Rules established some minimum obligations, and the maximum liabilities (with a limit on the liability) for the carrier. The Hague Rules apply to most of the **Bills of Lading** and have a statutory effect in the countries where they have been adopted.

The Hague Rules were amended by the Brussels’ Protocol of 1968 and a new name was given to them – The Hague-Visby Rules. Interestingly the town of Visby had very little to do with the Visby Rules and are called so because people especially flew into the town of Visby to sign it so that the name ‘Visby’ could be given. (Visby is an ancient port and the capital of Gotland Island in the Baltic Sea. It was chosen because in the 13th century it was the centre of a maritime association, and had a telling effect on the Baltic trade).

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In 1978, there was a United Nations Conference on the Carriage of Goods by Sea, held in Hamburg where another set of Rules were made and adopted and calling them the “Hamburg Rules”. The Hague Rules ran into 16 articles, The Hague Visby Rules added one more article, and the Hamburg Rules ran into 34 articles and 2 annexes. And now we will soon have the Rotterdam Rules that will replace (hopefully) all these.

The Rotterdam Rules will have 18 Chapters containing 96 articles containing some extreme details and treading on areas like “volume contracts”. The United Nations Convention on Contracts for the International Carriage of Goods Wholly or Partly by Sea “ (in short called “The Rotterdam Rules”) was adopted by the UN General Assembly on December 11, 2008. This convention builds upon the old Rules and is supposed to provide a “modern alternative” in the system of multi-modal transportation.

These rules will provide a legal framework considering that a lot has changed since multi-modalism and containerization changed the face of transportation on this earth. This Convention will be open for signing on September 23, 2009 at Rotterdam. Already there is a lot of opposition from various bodies, including the road transport in Europe, while the International Chamber of Commerce (ICC) has thrown its full weight behind the ratification.

With a lot of pressure drawing in from all sides, this Convention is already coming in for a lot of flak even before it is signed - much unlike its predecessors. The countdown has begun.

# Atlas Wellness

## AVOID BRAIN DAMAGING HABITS



### 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.

### Overeating=20

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

### Smoking

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

### High Sugar consumption

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

### 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.

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### Sleep Deprivation

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

### 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.

### 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..

### Lacking in stimulating thoughts

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

### Talking Rarely

Intellectual conversations will promote the efficiency of the brain

# Logistics Updates

## Port Mumbai Bans Hazardous Shipments

The ban, which will take effect Sept. 6, was triggered by a recent chlorine gas spill from one of the cylinders stored in the port docks that left more than 100 people hospitalized.

“It has been decided that dangerous goods listed under the International Maritime Dangerous Goods Code will not be accepted/handled at Mumbai Port.

Port officials said the movement of “relatively less” hazardous goods, which include Sulphur and Calcined petroleum coke, will be permitted on direct delivery basis, subject to a 15-day advance clearance.

“The list of cargo allowed to be shipped will be modified depending upon the degree of hazard and quantum,”

The abrupt decision prompted strong protests from port users amid a broad consensus on safety needs.

In a separate trade notice, the port authority announced plans to extend concessions on empty container storage charges for a further period of one year ending Sept. 2011 in a bid to boost its container throughput.

The discounted rates apply to containers handled at designated yards and container freight stations and not to units stored at the regular docks, it said.

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## FIATA AND WCO SIGN NEW MOU

During the annual session of the world d customs organization council in Brussels, FIATA president Jean-Claude Delen and WCO secretary General Kunio Mikuriya signed renowned memorandum of agreement.

WCO has designated Customs Trade partnership as its key theme for 2010.

The new MOU strengthen WCO/FIATA co-operation and Endeavour to adopt mutual guidelines towards the implementation of technical developments and wide spread use of the agreed upon standards and procedures.

## Atlas Flashes

### MARRIAGE

Mr. Saheer of Atlas Kochi got married on 11 July 2010. Atlas Insight wishes happy married life to newly wed couple.

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