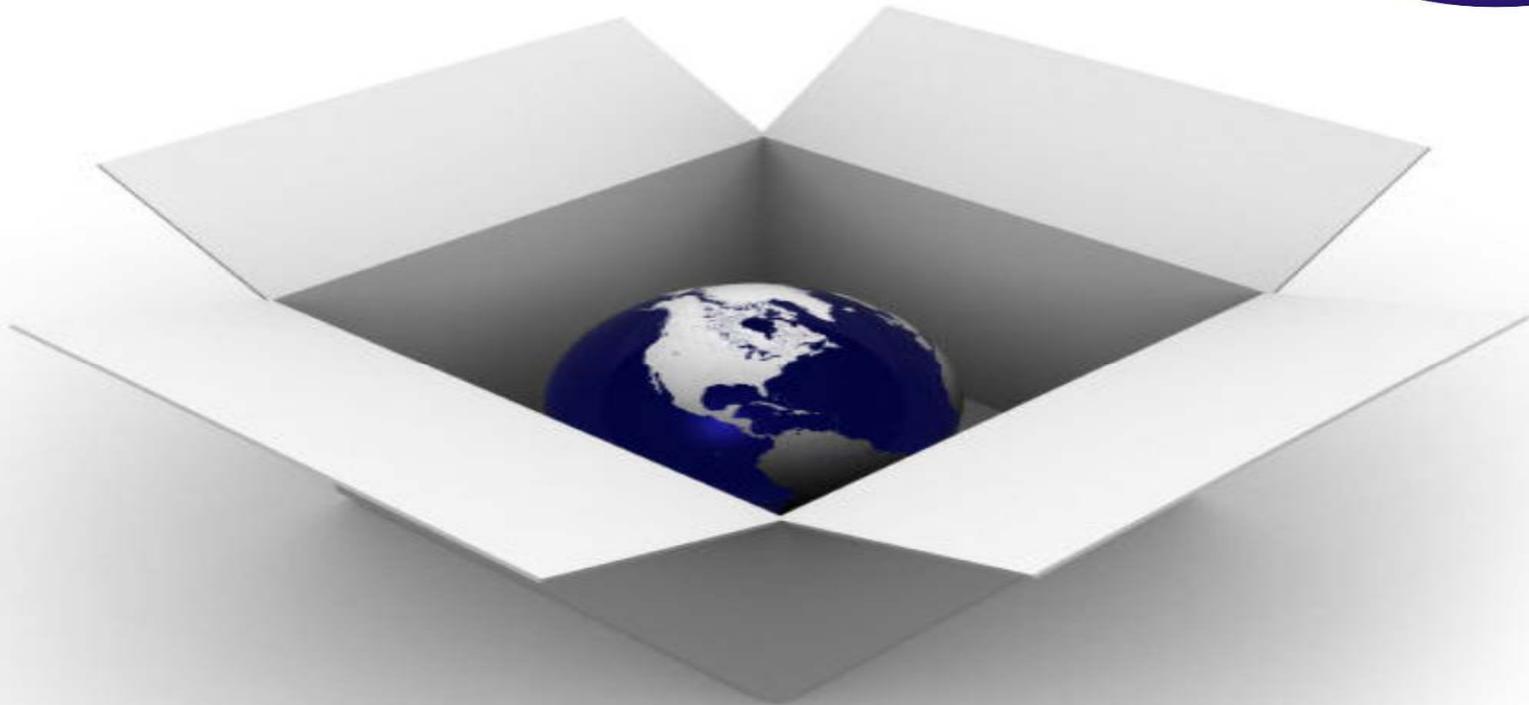




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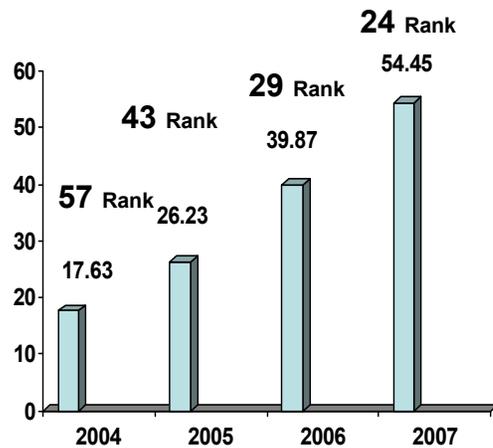
# **Atlas Insight**

February 2009

### Atlas in Top 25 as per IATA Ranking

Within five years of its business, Atlas get into top 25 IATA rated company with its sheer growth. It is expected to be amongst top 20 when the 2008 ranking are published. This has made it possible with the sheer perseverance of Atlas family members.

Let us be proud ourselves for this well deserving achievement.



Year	Revenue in Crores	Percentage of growth	IATA Ranking
2004	17.63		57
2005	26.63	51%	43
2006	39.87	50%	29
2007	54.45	36%	24
2008	70	28%	

Atlas Insight is inviting article under the section named **“My Growth in Atlas”**. The senior Atlas family members, who has put in a minimum of 4 years irrespective of their position can contribute to it.. It would work as a stimulus for the junior members to follow their footsteps. Kindly forward your views/articles on email to [hr@atlaslogistics.co.in](mailto:hr@atlaslogistics.co.in).

## *Atlas Achievements*

Atlas Hong Kong has organized two charter flight from Hong Kong to Kolkotta on 17 January 2009.

Yet another feather in Atlas glorious cap.

Let this new initiative help us to grow further and further in days to come

All pallets were fixed with "ATLAS Logistics HK" plastic label along with the Atlas logo. On this occasion, let us congratulate together the brilliant efforts put in by the Atlas Hong Kong team headed by Mr. Eligio, Mr. Prabanjan, Mr .Ozzie, Ms. Maria and Mr. Hridaya for the collective efforts and spirit.

The Service offered by the Atlas has appreciated by the service fraternity.

### **Harmonized Code**

An internationally accepted and uniform description system for classifying goods for customs, statistical and other purposes.

*Atlas Insight*

*Feb 2009*



## *Atlas Achievements*



Mr. Deshraj Kakkar of Atlas, Delhi had executed a Project Cargo named DIAL Project within a short span of 14 days. His effort in coordinating and materializing the project of DIAL which fetched not only good volume but good revenue and profit. Atlas Insight take this moment to appreciate Mr. Deshraj and his team for their laudable efforts and let all of us emulate his feet's for bringing more such laurels in these toughest times.

As it always goes well with **Atlas mantra "When Going Get Tough, Tough Get Going"**.

### **Demurrage**

A custodian charges for using their ware house upon free time allowed. for loading or unloading at a pier or freight terminal. Also a charge for undue detention of transportation equipment or carriers in port while loading or unloading.

## *Atlas Insight*

*Feb 2009*

### **Articles Invited**

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

It should serve as a platform to exchange innovating ideas and brain storming to improve our business and personal well being.

Also forward your important station activities requiring special mention, any family members wedding, children's extra curricular achievements etc to email id:-

[hr@atlaslogistics.co.in](mailto:hr@atlaslogistics.co.in).

## CONNECTING WITH NATURE

Corporate Finance Team embarked for a picnic to Kudramukh, Kalsa, Hanumanagundi Falls and Sringeri, all famous picnic spots in South Karnataka.

Mr. Anand, CFO took initiative for the picnic and ensured that it turned out to be a great success.

During the picnic, they all connected themselves with nature.

It would not be out of place to mention that the major chunk of the expenses was borne by Mr. Anand from his personal Kitty as a plan for enhancing camaraderie among themselves to achieve various Atlas objectives.

Hats off to Mr. Anand for his laudable efforts.

### **Freight Forwarder**

A Person or organization who offers the service of arranging the transports by Air/by Sea.



# MARKETING REFLECTIONS

*Atlas Insight*

*Feb 2009*

## **NAGPUR - THE GROWTH NUCLEUS OF INDIA**

Mr. Prashant has attended a seminar on Logistics and SEZ on MIHAN Project on 15 and 16 of January in Nagpur. Let us appreciate Mr. Prashant's efforts in enhancing the scales of business at Nagpur Region

Nagpur is one of the upcoming metropolitan cities in India. It's a multilingual / cosmopolitan city.

Nagpur is at equal distance from all metros in India and is halfway between Europe & South East Asia air distances. It's the potential Logistic Nucleus of India.

Fast track economic growth together with development of ambitious MIHAN project and Multi Product SEZ with likely investment of about Rs.50000 crores will be major drivers for economic growth

The history of Industrial Relations is very successful with almost no strikes/ bandhs. It is a one of the biggest advantage reducing the risk element.

With the announcement of recent Ecotourism Policy by Maharashtra, tourism sector will be benefited as Nagpur is surrounded by the highest % of forest area in Maharashtra.

### **Comments of Mr.Prashanth**

As far as Logistics is concerned, Definitely Nagpur will be the Big Hub , for Major Supply Chain and Distribution Activities.



Industrial Development is Not huge in Central India, but because of MIHAN Project ,it is expected to have big Industries to come over these region.

Warehousing and Total Logistics One Window Solution concepts was also one of the feature and hopefully this feature will be in place in some period of time.

It is expected to have 9 Lac MT cargo handling in this Hub, once it start operation fully.

In SEZ, will covers Industries of Textiles, Pharma, Steel, Jewelry, Food, IT , Power, Logistics and Service Sectors..

Central Warhousing will be Key Product to be marketed with this project.

EXCEL SHORT CUTS		
Action	Menu Equivalent Comments	Version
Control +A	Select All	All
Control +B	Bold	Format, Cells, Font, Style, Bold
Control +C	Copy	Edit, Copy
Control +D	Fill Down	Edit, Fill,Down
Control +F	Find	Find, Edit
Control +G	Goto	Edit, Go to
Control +H	Replace	Edit, Replace
Control +I	Italic	Format, Cells,Font,Font Style,Italic,All
Control +K	Insert Hyperlink	Insert,Hyperlink
Control +N	New Workbook	File,New
Control +O	Open	File,Open
Control +P	Print	File,Print
Control +R	Fill Right	Edit, Fill Right
Control +S	Save	File, Save
Control +U	Underline	Format, Cells, Font, Underline,Single
Control +V	Paste	Edit, Paste
Control +W	Close	File, Close
Control +X	Cut	Edit, Cut
Control +Y	Repeat	Edit, Repeat
Control +Z	Undo	Edit, Undo

## Atlas Insight

Feb 2009

### Marine Cargo Insurance

Broadly, insurance covering loss of, or damage to, goods at sea. Marine insurance typically compensates the owner of merchandise for losses in excess of those which can be legally recovered from the carrier that are sustained from fire, shipwreck, piracy, and various other causes. Three of the most common types of marine insurance coverage are "Free of Particular Average" (FPA.), "With Average" (WA) and "All Risks Coverage."

The **International Air Transport Association (IATA)** is an [international industry trade group](#) of [Airlines](#) headquartered in [Montreal, Quebec, Canada](#), where the [International Civil Aviation Organization](#)(ICAO) is also headquartered. IATA's mission is to represent, lead and serve the airline industry. IATA represents some 230 airlines comprising 93% of scheduled international air traffic. The Director General and Chief Executive Officer is [Giovanni Bisignani](#). Currently, IATA is present in over 150 countries covered through 101 offices around the globe.

## MANAGEMENT CONCEPTS

*Atlas Insight*

*Feb 2009*

### APPLY THE 80/20 RULE TO EVERYTHING

There's an old saying that says... "If the first thing you do when you wake up in the morning is eat a live frog, then nothing worse can happen for the rest of the day!" Your "frog" should be the most difficult item on your things to do list, the one you're most likely to procrastinate; because, if you eat that first, it'll give you energy and momentum for the rest of the day. But, if you don't...and let him sit there on the plate and stare at you while you do a hundred unimportant things, it can drain your energy and you won't even know it.

#### **Eat That Frog**

**The 80/20 Rule** is one of the most helpful of all concepts of time and life management. It is also called the "Pareto Principle" after its founder, the Italian economist Vilfredo Pareto, who first wrote about it in 1895. Pareto noticed that people in his society seemed to divide naturally into what he called the "vital few", the top 20 percent in terms of money and influence, and the "trivial many", the bottom 80 percent.

He later discovered that virtually all economic activity was subject to this principle as well. For example, this principle says that 20 percent of your activities will account for 80 percent of your results, 20 percent of your customers will account for 80 percent of your sales, 20 percent of your products or services will account for 80 percent of your profits, 20 percent of your tasks will account for 80 percent of the value of what you do, and so on. This means that if you have a list of ten items to do, two of those items will turn out to be worth five or ten times or more than the other eight items put together.

#### **Number of Tasks versus Importance of Tasks**

Here is an interesting discovery. Each of the ten tasks may take the same amount of time to accomplish. But one or two of those tasks will contribute five or ten times the value of any of the others.

Often, one item on a list of ten tasks that you have to do can be worth more than all the other nine items put together. This task is invariably the frog that you should eat first.

**Bonded Warehouse** - A warehouse authorized by customs for storage of goods on which payment of duties is deferred until the goods are removed.

## MANAGEMENT CONCEPTS

*Atlas Insight*

*Feb 2009*

### APPLY THE 80/20 RULE TO EVERYTHING (Cont'd)

#### Focus on Activities, Not Accomplishments

The most valuable tasks you can do each day are often the hardest and most complex. But the payoff and rewards for completing these tasks efficiently can be tremendous. For this reason, you must adamantly refuse to work on tasks in the bottom 80 percent while you still have tasks in the top 20 percent left to be done.

Before you begin work, always ask yourself, "Is this task in the top 20 percent of my activities or in the bottom 80 percent?" The hardest part of any important task is getting started on it in the first place. Once you actually begin work on a valuable task, you will be naturally motivated to continue. A part of your mind loves to be busy working on significant tasks that can really make a difference. Your job is to feed this part of your mind continually.

#### Motivate Yourself

Just thinking about starting and finishing an important task motivates you and helps you to overcome procrastination. Time management is really life management, personal management. It is really taking control of the sequence of events. Time management is having control over what you do next. And you are always free to choose the task that you will do next. Your ability to choose between the important and the unimportant is the key determinant of your success in life and work.

Effective, productive people discipline themselves to start on the most important task that is before them. **They force themselves to eat that frog, whatever it is. As a result, they accomplish vastly more than the average person and are much happier as a result.** This should be your way of working as well – anywhere.

**Break-bulk Vessel** - A vessel designed to handle large or oversized cargo; generally cargo unsuitable for container stowage.

# HEALTH INFORMATION

## STRESS MANAGEMENT

*Atlas Insight*

*Feb 2009*

*A woman is like a teabag. You never know how strong she is until you put her in hot water.*". One thing is for sure. Stress isn't going anywhere and no one is immune from it. So, take a deep breath and take a moment to read on Stress, Butterflies, and Flowers.

I promise it'll make you think about stress differently.

A friend of mine, who has a far greener thumb than I, recently took me on a tour of her backyard in the desert Southwest. She pointed out all the varieties of trees, shrubs and grasses she has planted, but one plant in particular caught my attention. She pointed to a shrub with small dark red blossoms on it, and told me that if you give the plant too much water it doesn't bloom. It thrives and blossoms under just the right amount of environmental stress.

It reminded me of another story of a butterfly, perched on a windowsill, struggling to escape its cocoon. A helpful observer, watching its struggle, decided to gently cut the creature's cocoon open and free it. When the wet butterfly finally emerged, it was unable to fly because what was intended to be helpful had actually prevented the butterfly from strengthening its wings to prepare it for flight.

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Perhaps the stress we experience can be the predictor of beautiful flowers or elegant flight in our own lives. Perhaps if we are patient and stop to be grateful for our experiences, we too, like the plant or the butterfly, will blossom or fly in unexpected ways as a result of the stress, rather than being defeated by it.

I'm not saying that stress is always a good thing. I am saying, from first-hand experience, that's it's not always a bad thing either. We need the right amount of tension to keep us "blossoming." And while we humans are more complex than a plant, we can learn valuable lessons by observing nature.

If you're in a period when stress seems to be your constant companion, take a lesson from nature.

Instead of asking, "Why am I having to deal with all of this?" ask yourself what you most need to learn from your experiences. View the situation much like the butterfly must see its cocoon...as a barrier you must break through to become the extraordinary creature you were designed to be.

It's not always easy to maintain such a perspective. We often make our experiences harder than they have to be by our resistance to change, growth or stress. Stay focused and use stress to take you a step closer to the flower or butterfly you want to become.

## General Information

*Atlas Insight*

# Remedies of Global Warming (Continued from Previous Issue) *Feb 2009*

### GOOD NEWS FOR ALL OF US:

**THERE IS, and THERE IS STILL TIME. All we need is THE WILL TO CHANGE!**

#### (1) Stop or Reduce Meat Consumption!

In their report titled *Livestock's Long Shadow: Environmental Issues and Options* (published November 2006), the UN stated that 18% of global warming is generated by the livestock sector, which is larger than what is contributed by all vehicles in the world combined! The UN also stated that this figure is based on calculations of CO2 emissions, although livestock is also one of the major sources of land and spring water pollution.

A report from the Earth Institute states that a plant-based diet takes up only 25% of the energy required by a meat-based diet. A research by Professor Gidon Eshel and Pamela Martin of the University of Chicago arrived at the same conclusion: replacing meat consumption with a vegetarian diet is 50% more effective in preventing global warming than replacing a SUV with a hybrid car. **A vegetarian with a standard American diet can save 1.5 tons of greenhouse emissions every year!**

#### (2) Limit Carbon Dioxide Emissions!

Where possible, find alternative sources of energy that do not generate CO2 emissions such as solar, water, wind, nuclear energies, and many more.

If using fossil fuel (which produces CO2 emission) is your only option, do so wisely and efficiently. This includes saving on electricity and energy, especially as Indonesia relies heavily on fossil fuel (crude oil, coal) to generate electricity.

Turn off electrical appliances when not in use, use energy-saving bulbs, and use solar panels as an alternative source of energy.

#### (3) Plant More Trees

Green plants absorb CO2 from the atmosphere and store it in their system. But when these plants die, they release the CO2 back into the air. An environment rich with green plants can trap CO2 indefinitely, and therefore must be conserved to minimize global warming. Otherwise, the carbon stored in plants will return to the atmosphere as CO2.

**Wedding Greetings**

Ms. Maheswari, Customer Coordinator of Chennai Branch got married with Mr.J.Balamurugan at Malliga Mahal ,Thiruvarur, in Chennai on 08 February 2009. Since it was Sunday, many of Atlas family members could bless the ceremony. Atlas Insight wishing them a very happy married life.

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