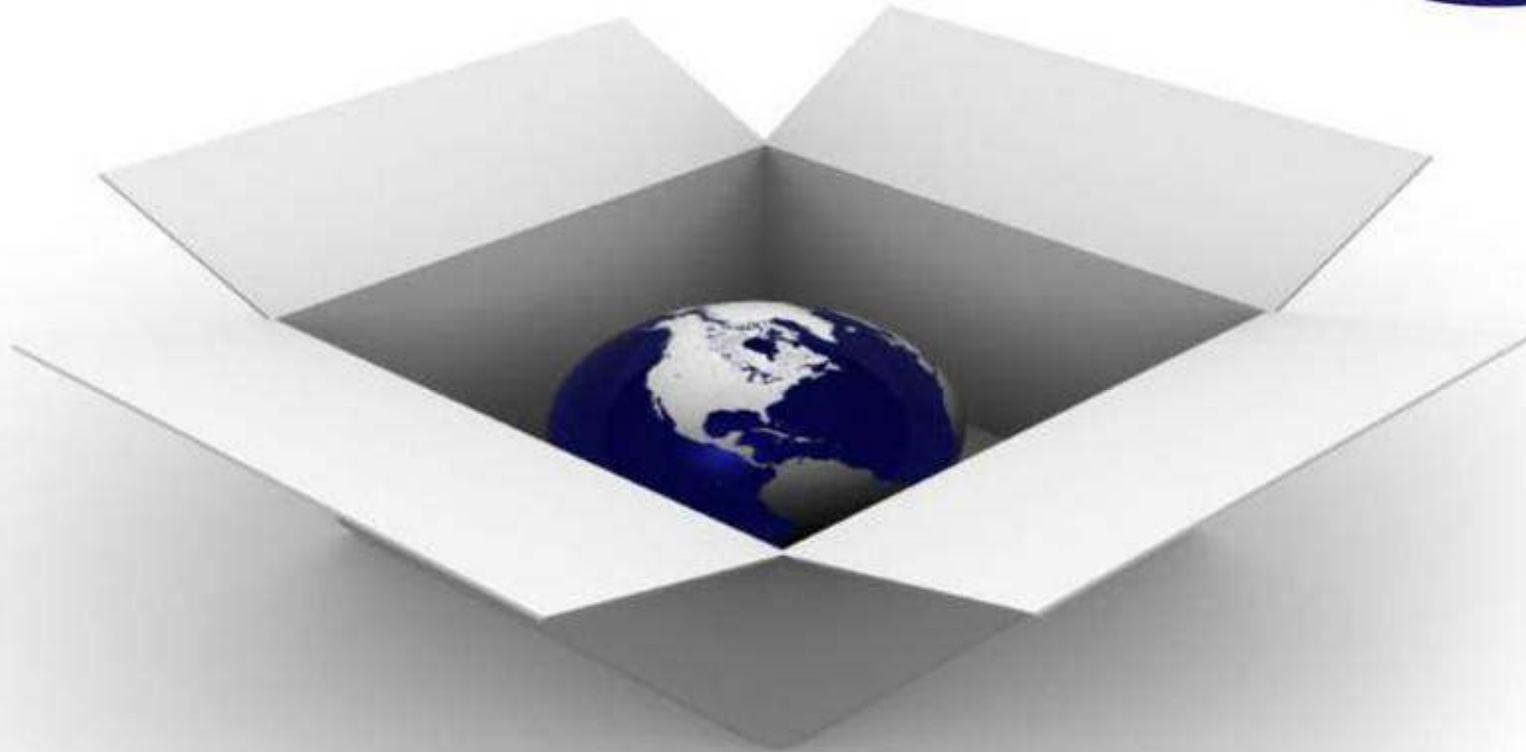




## **ATLAS LOGISTICS PVT LTD**

Regd. Office : # 777-B, 100ft Road, HAL II Stage  
Indiranagar, Bangalore - 560 038 India.  
Ph : +91 80 4198 5000  
[www.atlaslogistics.co.in](http://www.atlaslogistics.co.in)



# **Atlas Insight**

**FEBRUARY 2010**

# Atlas Achievements

*Atlas Insight*  
*February 2010*

## **ATLAS IS UN VENDOR NOW**

We are pleased to announce that Atlas Logistics Pvt Ltd has been accepted into the Vendor Roster of the United Nations Procurement Division (UNPD).

To provide responsive, effective, and quality expert procurement services and business advice to UN Headquarters, peacekeeping missions, and other UN organizations, while achieving best value for money and ensuring a competitive, fair and transparent process in accordance with established [regulations, rules and procedures](#).

UNPD provides best value for money in the timely delivery of goods, service and capacity to enable their customers to execute their missions and achieve their objectives within a fair and transparent commercial partnership provided through quality and qualified vendors.

It is a big recognition and honor for Atlas Logistics. Very few Logistics companies only able to mark up to UN standards and we are one amongst them is really heartening to note.

With this, we are now a registered vendor for all United Nations Procurement Divisions worldwide. There would be regular RFQs which is send to us through their site. We need all our offices to take these RFQs seriously and take the advantage of these worldwide movements in our favour. Needless to say, the window given to quote is always very short. Our response should be quick and our rate should be competitive .

Recognition by UN gives much more responsibility to Atlas Logistics to perform Quality services.

## Atlas Flashes

Atlas Logistics has received Cathy pacific- Dragon Cargo award for outstanding cargo sales performance consecutively for four years.

This is indicating nothing but the quality of services , Atlas is capable of providing with zero margin of errors.

We congratulate the efforts of Mr. Narayanan and team of Atlas Trivandrum for keeping Atlas flag high.



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### ATLAS PUNE SHIFTED TO NEW OFFICE

Atlas Pune office has been shifted to new premises with effect from 15 February 2010. The address and contact details are given below:-

**Atlas Logistics Pvt Ltd**  
**Flat No. A-304, 3rd Floor**  
**Choice Apartment,**  
**Opp Ruby Hall Clinic**  
**Dhole Patil Road,**  
**Pune – 411001**  
**India**

**Ph: +91-20-39517555-26054144;**  
**Fax : +91-20-26054122**

Atlas Insight appreciate the effort made by Ms. Tasneem and team for making this shifting and employee working environment a reality.

## Atlas Flashes



Atlas Logistics Kolkatta has organized a picnic on 09 January 2010.

The picnic organized in Garchumuk to get to know about the nature and used the place as platform to come up with the out of box ideas.

Garchumuk is an ideal picnic spot in [Howrah District](#) of West Bengal located just before the confluence of Bhagirathi and [Damodar](#) rivers. This place is also called Atanna Gate, where 58 lock gates have been placed.

Atlas Kolkatta had a wonderful boat riding also.

Bon vivant and camaraderie exhibited by the Kolkatta team was a treat to watch .

Mr. Hridaya Narayan has overseen the complete preparation and led the successful tour of Atlas Kolkatta.



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### **MARRIAGES**

Ms. Reena Mathankar of Atlas Indore Branch got married on 09 February 2010. Atlas insight wishes her a very a happy a married life.

Mr. Varun Mahajan of Atlas Delhi Branch got married on 11 February 2010. Atlas insight wishes him a very a happy a married life.

Mr. Anand M of Atlas Chennai Branch got married on 27 January 2010. Atlas insight wishes him a very a happy a married life.

### **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).

## Atlas Flashes



Mr. Suresh, Asst Manager of our Coimbatore Branch has successfully cleared Rule--8 examination of Indian customs.

Mr. Suresh Joined as executive –Operations in Atlas Coimbatore in 2003 as Executive- Operation With the help of Atlas Toast (Training for all solution and testing) , he has made the career growth under Atlas Race(Role And Career) .

Atlas Insight wishes him all the very best.

### Logistics Updates

#### GLOBAL VESSEL EFFICIENCY SYSTEM TO REDUCE CARBON EMISSIONS

The world shipping council and its members have proposed to the International maritime organization (IMO) and its members governments a new global efficiency system, which would improve the carbon and fuel efficiency of the world fleet and therefore reduce greenhouse gas emission.

Under the Vessel Efficiency System (VES) proposal, existing vessels, like the newly built would also be subjected to improved efficiency standards.

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### AUTOMOTIVE SECTOR IS REVIVING

For logistics service providers in the automotive sector is a sign of revival. Automobile sector has registered a growth rate of 10.45%. Simultaneously foreign Automakers, including General Motors, Toyota, Honda and Hyundai are among others looking to increase their presence in India and use it as export hub.

### 2009: WORST DEMAND DECLINE IN HISTORY- IATA

According to International Air Transport Association (IATA) statistics on international scheduled air traffic, the industry ended 2009 with the biggest ever post decline. Passenger demand for the full year was down with 3.5%, while freight showed a full year decline of 10.1%.

# Atlas Learning- Handling Project

To begin, these cases of logistics-slips in a project will show the vital role of logistics in a project:-

Overseas consignment 'waylaid' or stranded during voyage

Pirates hijacking the cargo during voyage

Railway beam not cleared at a railway crossing due to wrong consignment height

Material sent to site A of the customer, instead of to Site B of the same customer

Vendor selling customer A's long-lead equipment to customer B for higher price, immediate delivery

Wrong material on time or right material delivered late.

Logistics is not just the movement of goods. Logistics is wider than physical handling of goods. Logistics is "delivering the right thing, to the right receiver, at the right place, on right time". For projects people, logistics is vital for success. Project is a time-bound activity. All things must start and finish on schedule. Any slip anywhere affects the schedule

Generally project procurement people specify date and place of the delivery and then forget the whole thing. The project manager (PM) at site has no control of the goods movement and just awaits the great arrival! Expeditors chase the goods with weak overall concept of the chain.

One way to avoid slippage is to ensure that the information flow is maintained, especially the purchase orders. On many projects we had followed this practice with good results. Generally the procurement people distribute the POs to limited agencies. We increased the base. A PO would go to the supplier, inspection, our own accounts, the supplier's accounts, the site, the erection contractor etc.

Another efficient way to ensure the deliveries are right is supply chain management-"the management of the interconnected agencies that are involved for reaching the equipment to the end user". SCM is a cross-function approach. It can include even the managing of the movement of raw materials into the supplier's organisation, the internal processing, and the movement of finished goods out of the supplier's workshop. The purpose of SCM is to improve the collaboration among the partners. This improves the visibility of the equipment movement and its speed.

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There is one more important factor. SCM needs a shared database of the transportation strategy, including the frequency and the routes. Importantly, it also includes the method of payments, because money makes things move. The 'Milestone' form of payment is an effective and recommended way, because there is an incentive to reach a milestone on time or earlier. We had good results of this form, as a buyer and as a seller.

With the experience of handling lot of successful projects, Atlas Logistics devised a centralised method of logistics: **One Point Mode**'. In OPM, the follow-up is centralised. There is only Atlas that handles the equipment movement from the procurement people's PO to the PM. Advantages: single-point contact for the sender, buyer, inspection etc. The Atlas has an effective control on the movements and it knows the goods status continuously. The OPM is cost-effective and efficient. On a project, several senders are involved and all activities are time-bound. All that the PM has to do is to call up that OPM agency and know everything.

Logistics and SCM are important in everywhere because of the country size, geography, population differences, vendor's uncertain reliability and dependability, inadequate transport facilities, bad roads etc. Also, logistics is a high cost component.

Above all the project is a time-bound activity and anything that will 'save' the schedule is welcome by customers.

# LOGISTICS UPDATE

## INDIAN FREIGHT INDUSTRY TO GROW AT 10% RATE

The Indian freight industry is expected to grow at a rate of 10 per cent in the near future. This was stated in a recent report titled, 'Freight transport industry in India 2009-2014' released by a Knowledge research firm engaged in global freight transportation.

The report states that the future growth of the Indian freight industry is fuelled by the growth of India's gross domestic product (over 7 per cent presently) and the double digit growth rates witnessed by the manufacturing industry.

The freight transportation industry trends indicate that freight operations, which are port-based are predicted to grow at 20 to 25 per cent, with the proposed capacity additions at major and minor ports.

According to the estimates, rail freight will witness steady but less spectacular growth, given the predominance of the state-controlled Indian Railways and is likely to record a growth rate of 10 per cent.

Meanwhile, all other transport modes are likely to experience faster growth, with international air cargo turnover performing strongly as more private airlines join the market.

Sea transport through India's major ports is also expected to perform well and grow at 9.2 per cent with the entry of private players in the sea freight sector.

Air freight will also witness a growth rate of 8.5 per cent.

The report adds that efforts for modernisation of sea ports will act as a boon and India is likely to emerge as a major destination for container operations.

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## 10+2" security filing

U.S. Customs and Border Protection (CBP) came out with its "10+2" security filing. Known officially as the Importer Security Filing and Additional Carrier Requirements, 10+2 has been in place since January 2009, with fines for non-compliance being levied since January 2010. It requires importers and carriers to electronically submit additional information on cargo at least 24 hours before ocean freight is loaded onto a vessel bound for the U.S.

The 10 elements that the shippers are expected to produce are:

manufacturer or supplier name and address;  
seller name and address;  
buyer name and address;  
"ship to" name and address;  
container stuffing location;  
stuffer name and address;  
importer of record number;  
consignee number(s);  
country of origin;  
and, the commodity's Harmonized Tariff Schedule of the United States (HTSUS) number.

The carrier must provide these two elements:

vessel stow plan;  
container status messages.

# MANAGEMENT CONCEPTS

## BAD HABITS WE SHOULD HAVE

### Intolerance

We need to be inflexible and intolerant about certain things if we want to become a role model. One of it is integrity. No matter what the value or the impact of the indiscretion there should be no compromise on integrity

Either a person has integrity or he does not have integrity, there should be no shades of grey here. Stealing is stealing whether it is of Rs 5/- or Rs. 5 lacs. This will set the tone.

Other things where a person should be intolerant are disrespect to the human dignity and expressing bias /stereotyping on the basis of racial, gender, religion.etc

### Ruthlessness

A little Ruthlessness is a necessity in today's world where there is too much of demand on our time and attention. Sometimes, a tough decision like sacking somebody needs to be taken to get the message across or for larger good.

We need to say no sometimes whether it is to do with invitation for a social event or a request from a colleague.

It allows us to cut out the unnecessary instead of wimping around and trying to fit into everything somehow.

If you have problems with putting a stop to something or making decisions, then a little bit of ruthlessness may be what you need.

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### Laziness

Stretching yourself a bit can be good. Overextending yourself is not.

Being lazy about stuff that is irrelevant or not that important will help you quite a bit to free up time, prioritize and minimize unnecessary stress. Getting the maximum stuff done in a given time leads to inefficiency, burnout and stress.

Concentrating on getting the most important things done will improve the work life balance .

Laziness also forces us to simplify things and set procedures and processes (alerts, reminders, manuals) to follow instead of doing things in a unplanned way.

### Non Serious

We should be non serious and should not take things and ourselves too seriously. There is nothing which is permanent whether pain or pleasure, happiness or sadness, everything will pass or get over.

The wheel of change will continue to grind crushing and raising alternatives so we should not worry too much just do our best and then be satisfied without worrying.

Life is a journey which needs to be enjoyed

## *Atlas Fables*

### Wisdom of Wolves

It's a society where teamwork, loyalty and communication are the norm rather than the exception. Sound like utopia? Actually, it's already present in nature - in a wolf pack. The wolf pack knows who it is. Those in the pack exist for each other.

The attitude of the wolf can be summed up simply: it is a constant visualization of success. The collective wisdom of wolves has been progressively programmed into their genetic makeup throughout the centuries. Wolves have mastered the technique of focusing their energies toward the activities that will lead to the accomplishment of their goals.

Wolves do not aimlessly run around their intended victims, yipping and yapping. They have a strategic plan and execute it through constant communication. When the moment of truth arrives, each understands his role and understands exactly what the pack expects of him. The wolf does not depend on luck. The cohesion, teamwork and training of the pack determines whether the pack lives or dies.

There is a silly maxim in some organizations that everyone, to be a valuable member, must aspire to be the leader. This is personified by the misguided CEO who says he only hires people who say they want to take his job. Evidently, this is supposed to ensure that the person has ambition, courage, spunk, honesty, drive - whatever. In reality, it is simply a contrived situation, with the interviewee jumping through the boss's hoops. It sends warnings of competition and one-upmanship throughout the organization rather than signals of cooperation, teamwork and loyalty.

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Everyone does not strive to be the leader in the wolf pack. Some are consummate hunters or caregivers or jokesters, but each seems to gravitate to the role he does best. This is not to say there are not challenges to authority, position and status - there are. But each wolf's role begins emerging from playtime as a pup and refines itself through the rest of its years. The wolf's attitude is always based upon the question, "What is best for the pack?" This is in marked contrast to us humans, who will often sabotage our organizations, families or businesses, if we do not get what we want.

Wolves are seldom truly threatened by other animals. By constantly engaging their senses and skills, they are practically unassailable. They are masters of planning for the moment of opportunity to present itself, and when it does, they are ready to act.

Because of training, preparation, planning, communication and a preference for action, the wolf's expectation is always to be victorious. While in actuality this is true only 10 percent of the time or less, **the wolf's attitude is always that success will come-and it does.**

## **EASY WAYS TO CURE ACIDITY**

We've all suffered from it at some point or the other. Acidity occurs when there is excess secretion of acids in the gastric glands of the [stomach heartburn](#), which is normally triggered off by consumption of spicy foods.

Here are some home remedies to cure acidity...

- Skip the aerated drinks as well as the caffeine. Opt for herbal tea instead
- Have a glass of lukewarm water everyday.
- Include banana, watermelon and cucumber in your daily diet. Watermelon juice is great for curing acidity.
- Nariyal Paani (Tender Coconut Water) is known to soothe the system if you suffer from acidity.
- Drink a glass of milk - everyday.
- Have your last meal at least two to three hours before you hit the sack
- Keeping long intervals between meals is another cause for acidity. Have small but regular meals.
- Try to avoid pickles, spicy chutneys, vinegar, etc.

- Boil some mint leaves in water and have a glass of this after meals.
- Sucking on a piece of clove is another effective remedy.
- Jaggery, lemon, banana, almonds and yogurt are all known to give you instant relief from acidity
- Excessive smoking and drinking will increase acidity, so cut down.
- Try chewing gum. The saliva generated helps move food through the esophagus, easing symptoms of heartburn.
- Ginger aids in digestion. Either buy powdered ginger in capsule forms or add the herb to your recipes.
- A simple preparation of lemon water with sugar can be sipped on an hour before lunch to reduce uneasiness.
- Have vegetables like drumsticks, beans, pumpkin, cabbage, carrot and spring onions.