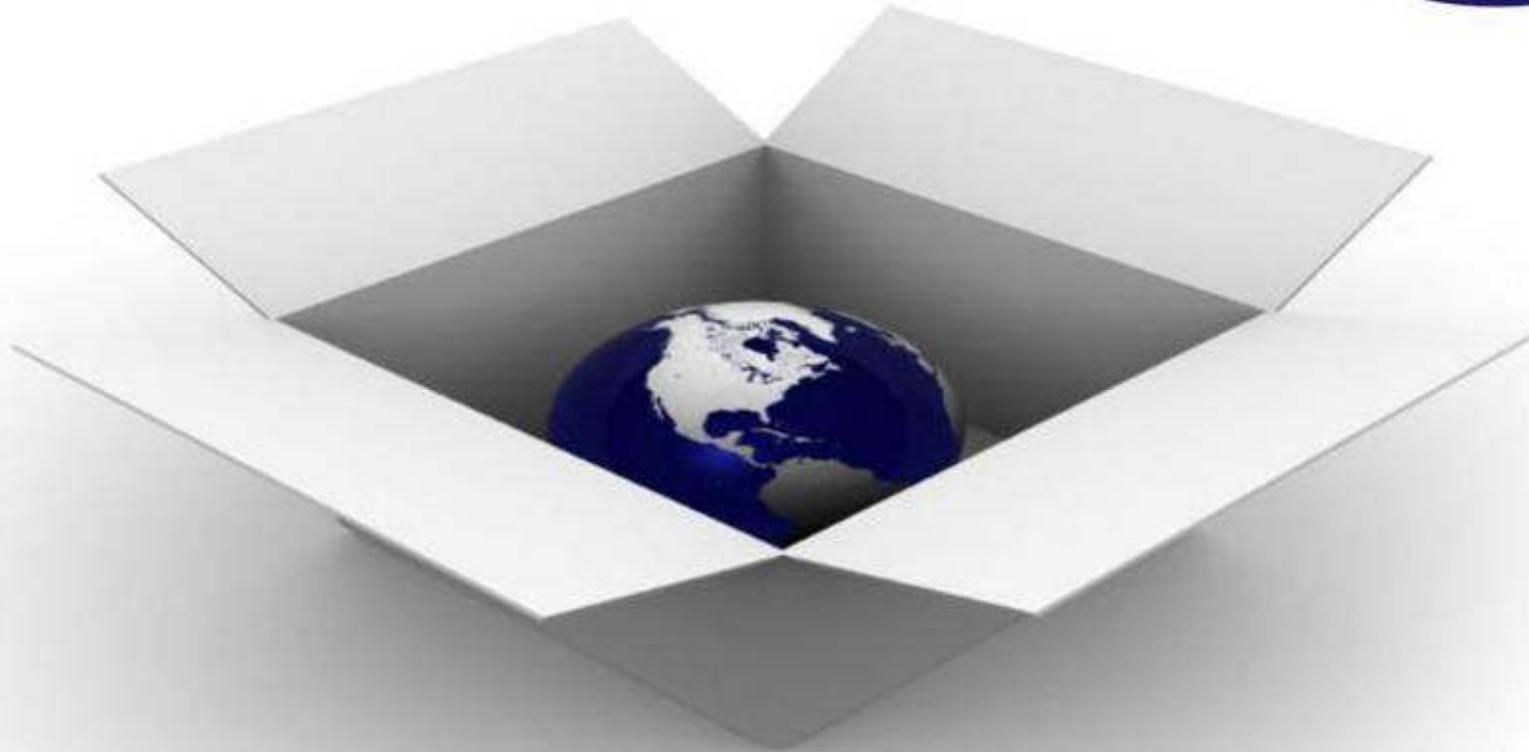




## **ATLAS LOGISTICS PVT LTD**

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**

**JANUARY 2010**

## Atlas Flashes



Chairman and Managing Director Mr. Venkatesh Rao. H.R. visited Atlas Taiwan during its inauguration ceremony on 16 December 2009. CMD personally overseen the operational aspects of Taiwan operation. A brain storming session with Atlas Taiwan team headed by Mr. David (Hsiao Liang Cheng) also took place during the visit.

Atlas Taiwan had a privilege of having a supper with CMD.



*Atlas Insight*  
*January 2010*

### ATLAS JAKARTA OWNS CFS

Atlas Indonesia ,PT ATLAS Air and Sea Consolidators Jakarta have developed their own facility for CFS Warehouse in their Tanjung Priok Jakarta Port.

Atlas should take it as an opportunity to commence consolidations box from India to Jakarta, above refund and CFS. Hope this development will take a long way in increasing Atlas trade activities in Indonesia.

Atlas insight appreciate the efforts of Mr. Benny Ahmed and team for making this a reality.

## Atlas Flashes



The global supply chain is a complex set of dynamics that are ever changing and evolving. The logistics challenge may vary from a confusing array of rules, regulations, capacity constraints, economic pressures and shortages.. **Thinking locally and Manage globally** may be a solution for such problems. Atlas Logistics has lot of such anecdotes attached to the successful shipments while confronting odds .

Atlas Kandla had gone through a rough time in handling one shipment . But with the efforts of Kanda operation team, could surpass all logistics challenges and execute the shipment. Operation guys at kandla worked on 24X7 basis to ensure that shipment is executed with Atlas stamping. The over dimension of the cargo was the logistics constraint while transporting from customer place to terminal. While taking out the shipment from customer place to terminal, telephone line were broken and secondly on the way to Mundra, overhead line had to be removed and refitted.

The coordination with local agencies were even more difficult due to Deepavali Holidays . But with the rapport Atlas share with authorities and conforming to regulations, we could succeed. Atlas insight congratulate the **“Team Atlas”** Spirit, even forsaking the festive spirit, displayed by the team lead by **Mr. Eustace, Mr, Prasad Rao and Mr. Srinivas** of Kandla .

## *Atlas Insight January 2010*



# Atlas Toast

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*January 2010*

**Atlas Toast is the Training On All Solutions and Testing** is well executed as a customized HR Practice in Atlas Logistics. Atlas Toast is designed to identify the training needs and prepare the succession planning. This training package is applicable for all positions.

**Mr. Prakash of Chennai Air Export** department has been identified in the Atlas Toast (Training on All Solutions and Testing) and has been sponsored for Dangerous Goods Course pertaining to DG shipment through Air. He has passed the examination in flying colours. Ms. Geetha Lakshmi and Mr. Arunachalam were the mentors for Mr. Prakash. Atlas Insight congratulate Mr. Prakash and wishing him Atlas Growth.

**Mr. Ashutosh Shukla of Delhi Branch** has successfully completed Customs G Card examination. Mr. Ashutosh has joined Atlas as a field assistant. He has excelled under the Atlas Toast (Training on All Solutions and Testing) and identified him for g card examination. Mr. Shiva was his mentor. He has successfully completed the same with flying colours. Atlas Insight Congratulate him for his success and wish him Atlas growth.

Corporate finance has attended a seminar on 04 January 2010 at Bangalore on Good Service Tax applicable to cargo industry. The seminar was a great help to our corporate finance team since the same is proposed to be implemented from 01 April 2010. It also indicate Atlas readiness to prepare and adapt to changes in the financial policies relevant to the industry. Mr. Ramachandra and Mr. Nagesh of Bangalore Branch also attended the seminar to understand the implication on C&F activities.

## 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

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Atlas Logistics relationship with air lines is well known in the trade circle. Atlas customers are immensely benefitted and added value in their supply chain profoundly.

Here, one more feather in the Atlas Cap. Kuwait Airlines recognizes Atlas services for their Indian operations. Mr. Ozzie received the award on behalf of Atlas Logistics at Mumbai.

Atlas Insights congratulate the entire Atlas Air Export team for reposing faith in Kuwait Airlines consistently.

The internal credit control management by the finance team is a tough proposition in given market conditions.

Mr. Girish Kumar Branch Accountant of Chennai could chase and collect long outstanding otherwise be fallen in bad debt.

The zeal and enthusiasm displayed by Mr. Girish Kumar in following up for collecting the genuine due is well appreciated. .

Atlas Insight congratulates him for his admirable efforts..

# Atlas Learning

The speech delivered by a successor CEO of a major flagship company, TATA Sons is reproduced for appreciating the substance by all of us.

## Quote

The grass isn't always greener on the other side !! Move from one job to another, but only for the right reasons. It's yet another day at office. As I logged on to the marketing and advertising sites for the latest updates, as usual, I found the headlines dominated by 'who's moving from one company to another after a short stint, and I wondered, why are so many people leaving one job for another? Is it passe now to work with just one company for a sufficiently long period? Whenever I ask this question to people who leave a company, the answers I get are: "Oh, I am getting a 200% hike in salary"; "Well, I am jumping three levels in my designation"; "Well, they are going to send me abroad in six months". Then, I look around at all the people who are considered successful today and who have reached the top - be it a media agency, an advertising agency or a company. I find that most of these people are the ones who have stuck to the company, ground their heels and worked their way to the top. And, as I look around for people who changed their jobs constantly, I find they have stagnated at some level, in obscurity! In this absolutely ruthless, dynamic and competitive environment, there are still no short cuts to success or to making money. The only thing that continues to pay, as earlier, is loyalty and hard work. Yes, it pays! Sometimes, immediately, sometimes after a lot of time. But, it does pay. Does this mean that one should stick to an organization and wait for that golden moment? Of course not. After a long stint, there always comes a time for moving in most organizations, but it is important to move for the right reasons, rather than superficial ones, like money, designation or an overseas trip. Remember, no company recruits for charity. More often than not, when you are offered an unseemly hike in salary or designation that is disproportionate to what that company offers its current employees, there is always unseen bait attached.

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The result? You will, in the long-term, have reached exactly the same levels or maybe lower levels than what you would have in your Current company. A lot of people leave an organization because they are "unhappy". What is this so-called- unhappiness? I have been working for donkey's years and there has never been a day when I am not unhappy about something in my work environment-boss, rude colleague, fussy clients etc. Unhappiness in a workplace, to a large extent, is transient. If you look hard enough, there is always something to be unhappy about. But, more importantly, do I come to work to be "happy" in the truest sense? If I think hard, the answer is "No". Happiness is something you find with family, friends, may be a close circle of colleagues who have become friends. What you come to work for is to earn, build a reputation, satisfy your ambitions, be appreciated for your work ethics, face challenges and get the job done. So, the next time you are tempted to move, ask yourself why are you moving and what are you moving into? Some questions are:1. Am I ready and capable of handling the new responsibility? If yes, what could be the possible reasons my current company has not offered me the same responsibility?2. Who are the people who currently handle this responsibility in the current and new company? Am I as good as the best among them?3. As the new job offer has a different profile, why have I not given the current company the option to offer me this profile?4. Why is the new company offering me the job? Do they want me for my skills, or is there an ulterior motive? An honest answer to these will eventually decide where you go in your career- to the top of the pile in the long term (at the cost of short-term blips) or to become another average employee who gets lost with time In the wilderness?"**DESERVE BEFORE YOU DESIRE-**

# LOGISTICS UPDATE

*Atlas Insight*  
*January 2010*

## **Indian Govt to Invest 4k Crore for Shipyard**

The government proposes to invest Rs 3,000 - 4,000 crore to set up another shipyard to produce very large crude carriers (VLCCs) & other large vessels under public-private partnership mode. This is in lieu of the Hindustan Shipyard being transferred to the Defence Ministry. The new shipyard will be the second facility in the country after Pipavav shipyard in Gujarat, to produce VLCCs and is expected to come up on the east coast of India. The government will hold between 26 to 49 per cent in the project. The land for the project will have to be acquired by the private developer & the government will appoint a consultant for DPR and invite bids. The project is expected to be awarded by March 2010 & will take three-five years for the shipyard to come up. The Cabinet had last week approved transfer of Hindustan Shipyard Ltd. from the Ministry of Shipping to the Ministry of Defence to meet the country's security requirements of building vessels for the Indian Navy.

## **Kochi Vallarpadam has more potential for CFS**

Business Prospects of Cochin Port Trust looking bright as the work on the Vallarpadam container transshipment terminal entering its final phase and cochin port trust is emerging as an international maritime trade hub.

## **Global airfreight demand growth led by Asia Pacific**

IATA's traffic results for November 2009 show global airfreight demand was up 9.5 per cent over November 2008. However this was an exaggerated improvement due to the sharp fall in demand experienced during the second half of 2008.

Demand is 20 per cent better than the low point in December 2008, but still 10 per cent below the peak levels seen in early 2008. Comparing to October (and adjusting for seasonality), freight demand grew by 4.7 per cent, largely on the strength of markets connected to Asia Pacific.

The bulk of the airfreight markets connect Asia. The 14.5 per cent growth in freight demand for Asia Pacific's carriers is linked to the success of stimulus packages in driving industrial output and broader economic recovery within the region. Carriers in other regions also saw strong growth in freight as follows: Africa (8.1 per cent), Latin America (17.5 per cent), Middle East (21.4 per cent) and North America (13.6 per cent).

European carriers were the only group to post a drop in traffic, recording a 5.6 per cent fall in demand. This reflects the lingering economic malaise in the region.

"Demand continues to improve, but we still have a lot of ground still to recover. We cannot anticipate any significant improvement in yields in the coming months. So, conserving cash, controlling costs and carefully matching capacity to demand remain at the keys to survival," said Giovanni Bisignani, IATA's director general and chief executive officer.

# MANAGEMENT CONCEPTS

## SUCCESS TIPS FROM MR. AZIM PREMJI

*Atlas Insight*  
*January 2010*

### ALWAYS STRIVE FOR EXCELLENCE

There is a tremendous difference between being good and being excellent in whatever you do. In the world of tomorrow, just being good is not good enough. One of the greatest advantages of globalization is that it has brought in completely different standards. Being the best in the country is not enough; one has to be the best in the world. Excellence is a moving target. One has to constantly raise the bar.

### LEARN TO WORK IN TEAMS

The challenges ahead are so complex that no individual will be able to face them alone. While most of our education is focused in individual strength, teaming with others is equally important. You cannot fire a missile from a canoe.

Unless you build a strong network of people with complimentary skills, you will be restricted by your own limitations. Globalization has brought in people of different origin, different upbringing and different cultures together. Ability to become an integral part of a cross-cultural team will be a must for your success.

### TAKE CARE OF YOURSELF

The stress that a young person faces today while beginning his or her career is the same as the last generation faced at the time of retirement. I have myself found that my job has become enormously more complex over the last two or three years. Along with mutual alertness, physical fitness will also assume a great importance in your life.

You must develop your own mechanism for dealing with stress. I have found that a daily jog for me, goes a long way in releasing the pressure and building up energy. You will need lots of energy to deal with the challenges. Unless you take care of yourself there is no way you can take care of others.

### PERSEVERE

Finally, no matter what you decide to do in your life, you must persevere. Keep at it and you will succeed, no matter how hopeless it seems at times. In the last three and half decades, we have gone through many difficult times. But we have found that if we remain true to what we believe in, we can surmount every difficulty that comes in the way. Perseverance can make miracles happen

### HAVE A BROADER SOCIAL VISION

For decades we have been waiting for some one who will help us in 'priming the pump' of the economy. The government was the logical choice for doing it, but it was strapped for resources. Other countries were willing to give us loans and aids but there was a limit to this.

In the millennium of the mind, knowledge-based industries like Information Technology are in a unique position to earn wealth from outside. While earning is important, we must have mechanisms by which we use it for the larger good of our society.

## *Atlas Fables*

### **Leaders are readers. Are YOU?**

Arun is a successful young manager with a large company in Gurgaon. He started his career as a salesman, and has rapidly grown in the organisation. He is married, and lists down 'watching TV and reading books' amongst his hobbies. "Unfortunately," says Arun, "my hectic work schedule leaves me with practically no time at all for reading!"

Krutika, a young graduate who works with a BPO in Mumbai is preparing for her forthcoming MBA entrance exams. She is working hard at improving her English skills. Everyday, you will find her in the train on her way to work, reading her flashcards, trying to improve her vocabulary in the next 30 days -- even as her iPod blasts the latest hits into her ears. She knows the lyrics of these songs by heart --it's just those words on the flashcards that are the problem. "I have never even heard of these words!" she sighs.

### **Are we literate illiterates?**

Arun and Krutika may be living in two different cities, but they share one thing in common. They are NOT readers! Somewhere along the way, they have lost the reading habit. It has rightly been said that there is very little difference between an illiterate person -- who cannot read -- and a literate person who does not read. Time to ask yourself the question: are you one of those literate illiterates, too?

### **Every book makes you grow taller**

If you want to take a simple step towards expanding your mind and improving your life, start reading. A book can change your life. It allows you to peep into some of the finest minds in the world.

Reading a book is like having a conversation with the author, listening to his stories and learning from his experiences. You can get ideas, inspiration and insights -- all from a book! Every book you read becomes a layer of knowledge you can stand on.

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And every book makes you grow taller, just a little bit. So, remember, in the supermarket of life, the best things are always stacked on the upper shelves. If you are not a reader, you may never be able to reach them.

### **Half an hour a day, 26 books a year!**

If you look around, you will find that most successful people are readers. Visit their offices, and you will find books strewn around. Visit their homes, and you will find a well-stocked book shelf. So take a leaf out of their books. Start reading. If you read for just half an hour every day, you could finish a 250-page book in just two weeks' time. That's 26 books in a year. A hundred books in the next four years. That's more than most Indians read in a lifetime. Just think. What difference would that make to the quality of your mind, your career, your life? Just 30 minutes a day can do the trick, so stop making excuses about not having the time to read. And learn to read with a pencil. Make notes. Scribble on the margins. Underline important stuff. That way, you'll get the full benefit of what you are reading. Twenty years ago, I had a colleague, a fellow sales manager in India's most respected FMCG company. He was a voracious reader -- still is -- and every book he read was filled with scribbles. That's not just an interesting little trait of an interesting guy. It's a habit of a man who is today the CEO of the largest MNC in India.

Books are the best investment you can make. And worth every rupee you spend. So, do yourself a favour. READ. Sacrifice that serial on TV or that gossip session with a friend if need be. American comedian and film star Groucho Marx was right. He once remarked that he found television very educating. He said, "Every time someone switches on the TV, I walk into another room and start reading a good book!"

## Heart Care and Cholesterol Control

**AN INDULGENT LIFESTYLE AND AN INADEQUATE DIET ARE TWO MAJOR CAUSES OF HEART DISEASE. TO STAY FIT HERE ARE A FEW MEASURES OF CARE AND CONTROL.**

Heart Diseases and Hypertension which lead to heart or other organ failures has been on the rise for the past 2 decades. People above the age of 40 have been suffering from such problems due to their unbalanced dietary habits. Its always advisable to control these factors if you want to reduce your risk.

Preventing Coronary Diseases  
When there are excess deposits of fat, cholesterol or other substances in the inner wall of arteries, the arteries narrow and harden into a condition known as atherosclerosis, the most common cause of heart trouble. A planned diet and regular exercise are the key to prevent atheroclerosis. Friendly and Unfriendly FATS should not exceed 30 per cent of your total calorie intake, which includes a maximum of 10 per cent saturated fat and 10 per cent mono-unsaturated fats. Saturated fatty acids in full-cream milk and red meat increase your cholesterol level. Use non-fat or low-fat milk and milk products instead of full-cream milk and avoid sources of saturated fatty acids like lard, butter, cream, palm oil, coconut oil, ghee and vanaspati Mono-unsaturated fats that lower holesterol as well as prevent formation of blood clots are present in olive, canola, peanut and mustard oils. It's best to use these while cooking

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Omega-3, a fatty acid that revents atherosclerosis is present in foods like herring, mackerel, salmon, tuna, oyabean, walnuts and butternuts. Take these regularly in small quantities to prevent atherosclerosis.

### Cutting Cholesterol

Dietary cholesterol should be limited to 300 mg per day. Since it largely comes from animal products, consumption of non-vegetarian foods, whole milk and milk products hould be restricted. For example, an egg has 250 gm of cholesterol and it is not advisable to take more than two to three eggs a week.

Take healthy alternatives like chicken, fish, beans, vegetable, fruits, bread, pulses, wholewheat flour, cereals, rice, millet, skimmed milk and skimmed milk products and vegetable oils like corn, sesame, soyabean, sunflower, canola, olive and mustard. Heart disease is less frequent among those who eat high carbohydrate and fibre-rich foods. Carbohydrate and fibre-rich foods. Carbohydrates should provide at least 55 per cent of your daily calories. Foods like bread, chapattis, cereals, rice and pulses provide an adequate amount of carbohydrates.