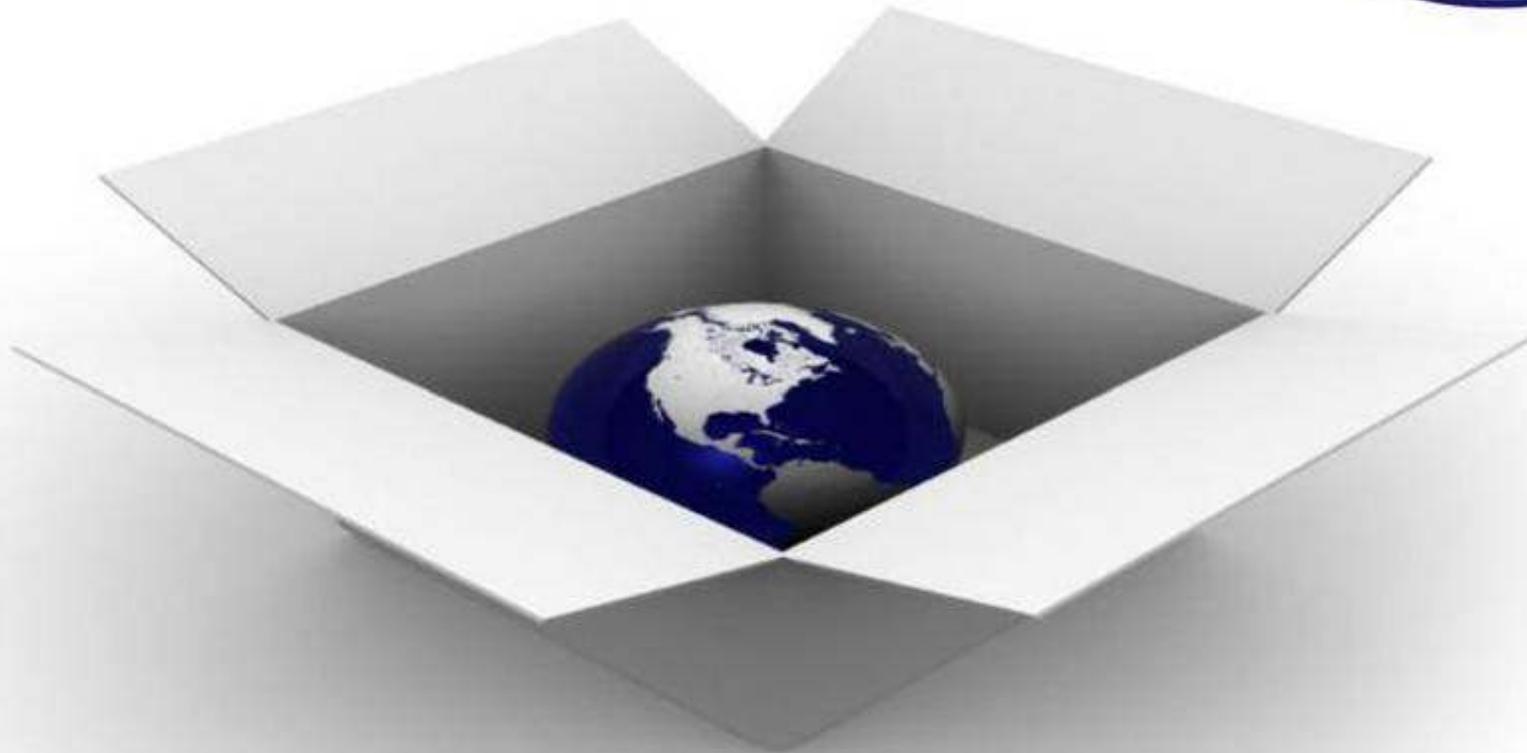




# ATLAS LOGISTICS PVT LTD

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## Atlas Insight

JULY 2009

## Atlas Achievements



Ms. Manisha Thaker of Baroda has bagged the prestigious Project cargo of L&T from France – Lehavre port to India- Mumbai , Nhava sheva. Larsen & Toubro Ltd , one of the largest engineering company , HED div ( Heavy Engineering ) has nominated Atlas for import of Clad Plates through 40' Flatracks outguage because of the quality services continuously being provided by Atlas. The clad plates are used for the preparation of condensers in factories , It is learned that this is a maiden consignment for their project of CGPP at Mundra.

The scope of work being Exwork, the clad plates have been picked-up exworks. With our long association at France , Our counterparts Mr. Kamel & Mr. Pietro put incessant efforts in handling this critical movement. Nevertheless our Mumbai Sea import team especially Ms. Shalini has been instrumental and taken care on the commercial aspect of this project with destination carrier. The consignment is expected to arrive Mumbai 1st week of August 09.

Many more such project cargos are on the anvil from Ms Manisha and we wish her all the very best.

*Atlas Insight*  
*July 2009*



## Atlas Achievements



Atlas uncanny ability to undertake and complete the shipment even in the odd hours is well known in the industry circle. Yet again, a classic example of such shipment with the Atlas stamping.

Atlas undertook the shipment on 16 June 2009 at 2100 Hrs. Bangalore Operation team comprising, Mr. Bharat Raj, Mr. Ravi, Mr. Shivalingia, Mr. Selvam and Mr. Goverdhan( From L to R) , taken charge of the shipment and ensures that it reached the destination (Dubai) by 6 hours. The value of the time was beyond the monetary value of the shipment.

It had surprised **HAKTRANS Global Logistics LLC** ,one of the top freight forwarder in UAE and they have decide to route all their nominated shipment through Atlas.

Atlas Insight congratulate the Bangalore Operation team who undertaken the shipment and completed within the stipulated time with smooth delivery.

## Atlas Insight

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### IMPORT GENERAL MANIFEST (IGM)

Import General Manifest (IGM) is the declaration to be filed by the shipping lines with the designated officer of Customs. Every ship which enters Indian waters with the intention of discharging cargo is statutorily bound to deliver this document under section 30 of the Customs Act. Person in charge of the vessel is required to file this document declaring the truthfulness of contents within 24 hours of the arrival of the vessel. IGM contains the application for entry inward along with the general declaration, cargo declaration and ship stores declaration of particular goods to be unloaded from the cargo.

The declaration to be filed under Section 30 of the Customs Act 1962. is known as Import Report in case of import by land, and Import General Manifest in case of import by sea . The purpose of filing IGM is to ensure that all the import of a vessel has been duly accounted for that all the obligations imposed on the master/steamer agents of the vessel under the provision of sec.30 and 42 of the Customs Act, have been duly fulfilled. That all documents relating to import ship files are forthcoming and complete. Primary liability to file this declaration is on the person in-charge of the vessel or craft. This declaration must be filed within 24 hours of arrival of the vessel or craft. (Section 30). Section 148 allows all acts to be done by a person in-charge of conveyance, to be done by his agent also.

## ATLAS FLASHES



Atlas Ahmedabad office is shifted to new premises. Auspicious Puja took place on 24 June 2009 and they had moved to new premises on 26 June 2009.

Mr. Eustace and team had identified a suitable location within the constraints and ensured smooth transition. New address of the Ahmedabad branch is

**512, Sukhsagar Building,  
Near Fortune Landmark Hotel, Usmanpura,  
Ahmedabad – 380014**

**Ph : +91-079- 27556568; Fax : +91-079 -27556567**

Let us wish Mr. Eustace and team all the best for their sales and operational efforts to meet the Atlas objectives.

*Atlas Insight*

*July 2009*

### **ATLAS OPENED NEW BRANCH IN SEMARANG, CENTRAL OF JAVA, INDONESIA**

As Atlas quest for increasing its global footprint, we have opened our new branch in Semarang, Central of Java in Indonesia.

Mr. Prasetyo Handiyanto is the branch manger and his email ID is [handi.smg@atlaslogistics-jkt.com](mailto:handi.smg@atlaslogistics-jkt.com) & Mobile number is +62811280316

Address of the branch is

**ATLAS LOGISTICS INDONESIA  
PT ATLAS AIR AND SEA CONSOLIDATORS  
JDC BUILDING 3RD Floor  
JL Imam Bonjol 154-160  
Semarang – Indonesia**

**Phone :+6224 3585616  
Fax :+6224 3583577**

We wish all the very best for Mr. Chriswantoro , Managing Director ,Atlas Inodnesia and Mr. Prasetyo Handiyanto & team for expanding Atlas global Sales in Indonesia.

#### **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).

## **LOGISTICS UPDATES**

*Atlas Insight*  
*July 2009*

### **SHIPPING MINISTRY TO AWARD RS 3,300 CRORE PROJECTS**

The Shipping Ministry would award projects worth more than Rs 3,300 crore for developing and upgrading container and cargo terminals at various ports in India.

It includes construction of deep draft ore berth at Paradip, Container terminal at Ennore, Deep draft coal berth, Conversion of general cargo terminal into a container terminal at Tuticorin, Development of berth for handling bulk cargo at Goa and mechanized iron ore handling facilities at New Mangalore.

### **TOTAL AIR FREIGHT TRAFFIC DECREASED BY 5% IN INDIA**

The total international air freight traffic handled has decreased by 5 percent compared to the freight handled during March 2008. Most of the airports have registered sluggish growth during March 2009.

Major increase took place at Calicut (29.5%), Hyderabad(23.8%, Goa(192.6%) and Kochi(57.8%)

Major declines are at Chennai (10.2%), Mumbai 6.1% Trivandrum 18.3% and Delhi 5.2%.

### **PRICE DUMPING- CONTAINER SHIPPING**

1,750 newly built container ships will emerge from shipyard over the next three years. Out of these, 850 will be greater than 10,000 TEU. The overall capacity will be increased by approximate 14 percent. At the same time demand may shrink by as much as 12 percent..

The gap between supply and demand is potential disaster, as it leads to price dumping.

### **IMO CONFERS CONSULTATIVE STATUS ON WORLD SHIPPING COUNCIL**

UN's International Maritime Organization's (IMO) decision to grant consultative status to the World Shipping Council will shape the operating landscape of the industry for years to come.

With its consultative status at the IMO, the Council intends to be a voice of support for the IMO's development of effective international regulatory regimes for international shipping

### **CWC AND FACT TO BUILD CFS FOR KOCHI**

**Central Warehousing Corporation (CWC) and Fertilizers and Chemical Travancore (FACT) have entered into an agreement to set up a Container Freight Station (CFS) at Kochi.**

# MANAGEMENT CONCEPTS

## JACK WELCH AND THE WAY

*Atlas Insight*

*July 2009*

### BACKGROUND

Everybody knows Jack Welch, the man who set the bench mark in the corporate and the management world. The person who turned GE into the biggest and one of the most admired companies in the world .... what were his ways, beliefs and thought process. What made him the success . How he became THE GOLD STANDARDS against which the other CEOs were measured. No matter in what ever fields we are whether management, technical, IT, Sales, Production, admin..... in fact whether professional or personal his ideas, views , principles are still valid and applicable

### 1. KEEP CHANGING- FACING REALITY

His biggest belief was change is unavoidable , natural and necessary. The environment is dynamic – New competitors, new technology , new products, new fashions, new fads..... Standing still might be the safest but then ships will only stay in harbours.

Everyone has to examine his agenda every day. You have to face the realty each morning. Some strategy , decision taken 24 hours ago might not be valid owing to the latest development today so do not be afraid to confront the reality

### 2. RE-EXAMINE YOUR AGENDA EVERY DAY

According to Jack the business is all about determining and facing the reality everyday about the situation, products and people... and then acting decisively based on the reality.

### 3 STOP MANAGING , START LEADING

Old management functions of monitoring, control and supervise have lead to new functions which a manager is expected to do; managers in current times need to inspire, motivate and instill self confidence in employees so they the employees do things which are considered impossible.

According to Jack, “ By reaching for the seemingly impossible, you often do the impossible.

**The successful leaders energize, excite and control people. They are great team players. A Team having an above average employee who is a good team player will any day perform better than the same team having brilliant employees but not a good team player.**

# MANAGEMENT CONCEPTS

## JACK WELCH AND THE WAY

*Atlas Insight*

*July 2009*

### 4. FOLLOW UP - BE CONSISTENT

The only way to make people believe you and follow you is to keep repeating your message consistently , keep hammering it till it is driven into the person's mind.

Be number 1 and number 2 in your field otherwise you will get wiped off. This applies to organization, products , brands and people. It applies both in the personal and the professional world. But being no. 1 and no. 2; do not define your market so narrowly. You can't be no. 1 or no 2 of your block, colony, company, college ..etc.. and get people's respect.

Other good principals of Jack was be ready to take the quantum leaps; do not believe in incremental growth. Plus or minus 5 % is not sustainable. Talk in quantum numbers . Dream big, reach for the stars and you will at least end up grabbing a bit of the sky.

### 5. STRETCH YOURSELF

There is no fun in growing by decimal points. You should believe in the infinite capacity to challenge and achieve. The motivation to stretch does not come from outside it is internal; it is in your attitude. It is the state of the mind. For this you need to think out of the box.. You need to be more imaginative, creative and more thoughtful in what you are doing.

Another non traditional approach of Jack was not to focus on numbers but focus on values. Numbers are the outcome , the product of visions. According to him the values like customer satisfaction, employee satisfaction etc will automatically bring the numbers. These numbers could be topline, bottom line and market share etc.

### 6. HAVE A LEARNING CULTURE

Never stop learning and never believe that you , your people know the best. Be open to ideas your way may not be the best way. There is no shame in copying the best practice from others including your friends, rivals, competitors....., across industries, products, regions , functions, levels and regions.... The famous six sigma quality initiative of Jack Welch was copied from Motorola but it has reaped huge benefits to GE. Share your best practice and in return learn about the others best practice.

### 7. MAKE A BOUNDARYLESS ORGANIZATION

It is in line with saying that the world is flat . There should not be any barriers. Everything is inter related. So you need to be informal, quick, the essence is speed, the world is becoming extremely competitive. There is no time for bureaucracy, formalities, traditions. The opportunity will pass and somebody else quicker will walk away with the prize. So there should be no boundary or barrier between the employees , subordinates, customers, between functions , between management layers, levels, industries.....

# MANAGEMENT CONCEPTS

## JACK WELCH AND THE WAY

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### 8. SIMPLICITY IS ANOTHER OF HIS MANTRA .

According to Jack simple message travels faster, better understood and breaks the clutter and confusion which leads to faster decision making and you gain speed. To do this you need to have the self confidence. Self confident people are open to ideas, take initiatives, and take calculated risks.

**Speed, simplicity and self confidence are the key to success.**

### SERVICE IS THE FUTURE-

The economy is moving towards service. Jack recognized it almost a decade ago before it became a trend. Manufacturing has moved to the low cost industry . It is a service which is the engine of growth . It holds true in India where it is service where all action is. They are the largest employers showing double digit growth . From IT to telecom to financial services to outsourcing it is all about service.

Hope we have to learn some lessons from Jack Welch.

## MANAGEMENT CASE STUDY

### DIFFERENCE BETWEEN FOCUSING ON PROBLEMS AND FOCUSING ON SOLUTIONS

One of the most memorable case studies on Japanese management was the case of the empty soapbox, which happened in one of Japan's biggest cosmetics companies. The company received a complaint that a consumer had bought a soapbox that was empty. Immediately the authorities isolated the problem to the assembly line, which transported all the packaged boxes of soap to the delivery department. For some reason, one soapbox went through the assembly line empty. Management asked its engineers to solve the problem. Post-haste, the engineers worked hard to devise an X-ray machine with high-resolution monitors manned by two people to watch all the soapboxes that passed through the line to make sure they were not empty. No doubt, they worked hard and they worked fast but they spent a whoopee amount to do so.

But when a rank-and-file employee in a small company was posed with the same problem, he did not get into complications of X-rays, etc., but instead came out with another solution. He bought a strong industrial electric fan and pointed it at the assembly line. He switched the fan on, and as each soapbox passed the fan, it simply blew the empty boxes out of the line.

# GENERAL INFORMATION

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## ISO 14001- ENVIRONMENTAL MANAGEMENT SYSTEM

ISO 14000: A series of standards Created for **ENVIRONMENT MANAGEMENT** by the International Organization of Standardization, a non-governmental organization (NGO) established in 1947, located in Switzerland.

An EMS (Environment management System) is the part of an Organization's Management System used to Develop and Implement its Environmental policy and Manage its Activity or Product or Service that can Interact with Environment. It is considered as a tool to improve environmental performance.

A series of guidance documents and standards to help organizations to address environmental issues. They are:-

**ISO 14001 EMS** - Specification with Guidance for Use

**ISO 14004 EMS** - General Guidelines on Principles, Systems and Supporting Techniques

**ISO 14010** - Guidelines for Environmental Auditing – General Principles on Environmental Auditing

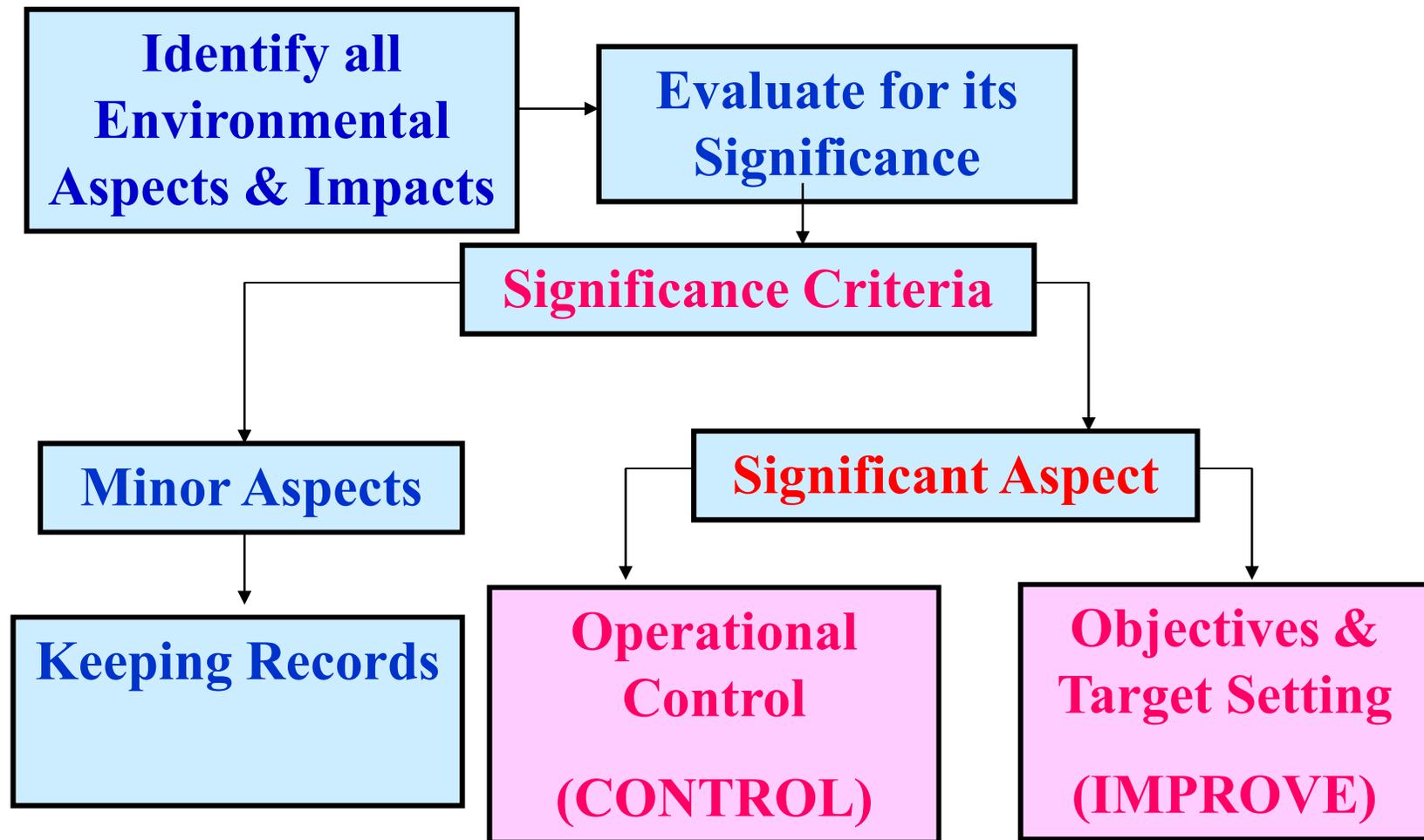
**ISO 14011** - Guidelines for Environmental Auditing – Audit Procedures - Auditing of Environmental Management Systems

**ISO 14012** - Guidelines for Environmental Auditing – Qualification Criteria for Environmental Auditors

### Why Implement ISO 14000?

It is to minimize Environmental Impacts, Improve environmental performance, Managing an organization's environmental affairs, Improved regulatory compliance, Enhance relations with community, regulators, and stakeholders, Satisfy customer expectations and Decreased facility operating costs are some of the benefits.

**STEPS TO IDENTIFY THE ENVIRONMENTAL ASPECT & IMPACT**



To be continued in August edition

OUTLOOK SHORT CUTS	
Alt+S	Send the mail
Ctrl+C	Copy Selected Text
Ctrl+X	Cut Selected Text
Ctrl+P	Open Print Dialog Box
Ctrl+K	Complete name/Email typed in address bar
Ctrl+B	Bold Highlighted Section
Ctrl+I	Italicize highlighted section
Ctrl+U	Underline highlighted section
Ctrl+R	Reply to an email
Ctrl+F	Forward an email
Ctrl+N	Create a new Email
Ctrl+Shift+A	Create a new appointment to your calendar
Ctrl+Shift+O	Open the outbox
Ctrl+Shift+I	Open the Inbox
Ctrl+Shift+K	Add a new Task
Ctrl+Shift+C	Create a new contact
Ctrl+Shift+J	Create a new journal entry

*Atlas Insight*

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## **BUSINESS COOPERATION**

Atlas had inked an agreement with one of the renowned Freight forwarder in CIS countries including Russia, named NLC-Trans.

With the agreement in place, Atlas emerged as one of the rare freight forwarder, who is capable of handling shipment to CIS countries to and fro without any glitches.

Atlas and NLC –Trans is pledged to extend their relationship for their mutual benefit. Competitive pricing and smooth transaction would definitely bring synergy in the shipment.

Ms. Geetha and Mr. Prashanth undertaken the initiatives to get this agency agreement in place.

Atlas Insight, wishes all the best for the mutual cooperation and wishes that competitive advantage of working together will bring them many laurels.

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