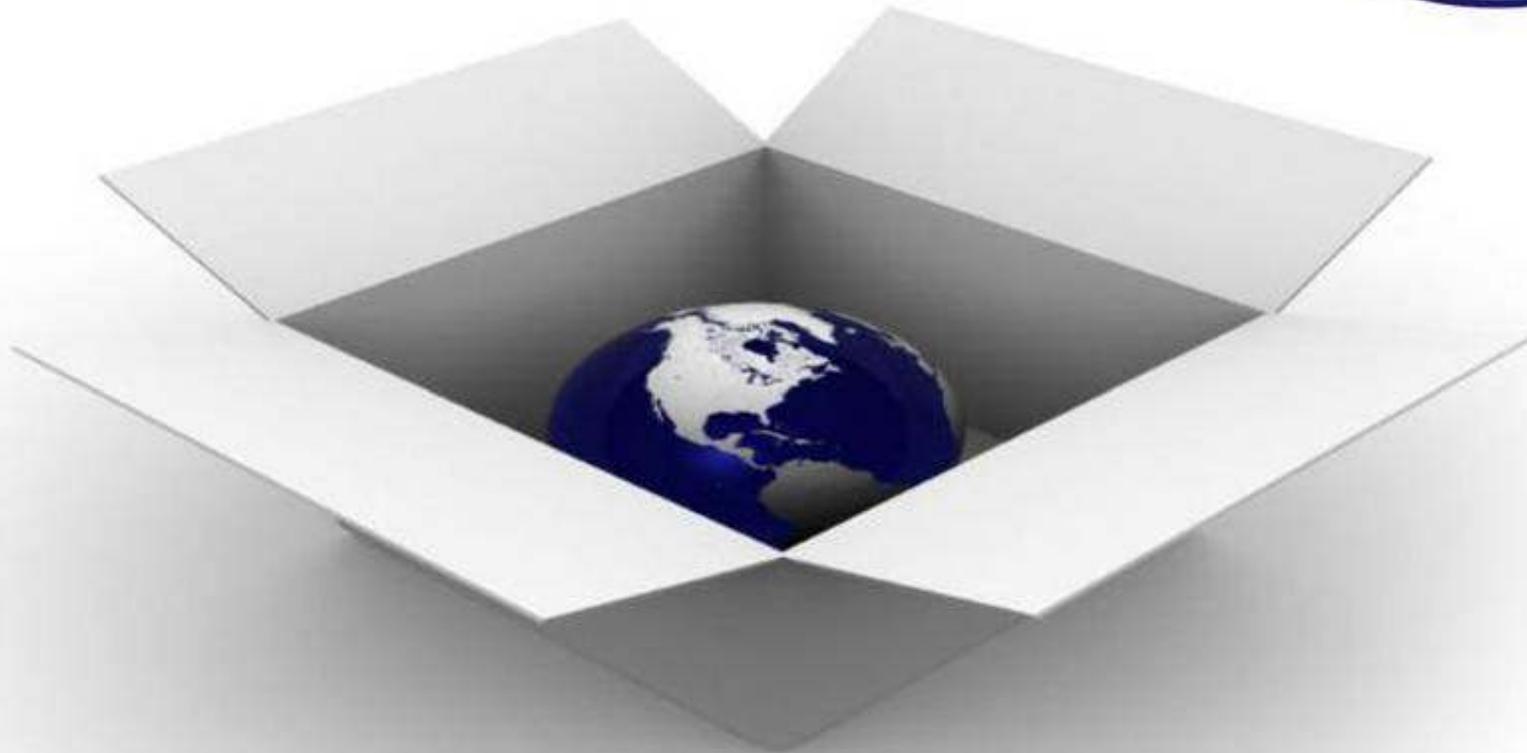




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Atlas Insight

JUNE 2009



Atlas Insight

June 2009

SALES MEETING AT KABINI

Atlas had organized a free wheeling sales meeting to enhance the camaraderie amongst sales personnel and generate out of the box ideas to ramp up sale at Kabini, one of the renowned tourist attraction in Karnataka of India from 08 to 10 June 2009.

Strategies to be formulated to counter economic downturn, sales forecasting, Mechanism on Internal audit control were some of the topics discussed.

Brain storming sessions and innovative presentations were the hallmark of the sales meeting.

We are sure that outcome of the meeting would reflect in Atlas sales.



Atlas Flashes

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ATLAS OFFICE IN AMERICA

We are pleased to announce that Atlas has opened its operation office in USA by opening two offices. One in Chicago and the other in New York. Mr. Srinivasan, the Business Development Manager would be at the helm of affairs. New York office is headed by Mr. Selcuk.

The office address of both the location is mentioned below:-

Chicago Office

Atlas Logistics USA LLC
48-Harbor Ct unit 112, Naperville, IL 60565,
Cell No: +1 630 969 7616.

New York Office

Atlas Logistics USA LLC
28 West 36th Street, 6th floor,
New York NY 10018,
Tel: +1 212 563 0802

Email ID of Mr. Srinivas is srinivas@atlaslogisticsusa.com and Mr. Selcuk. is selcuk@ajww.com.

Let us wish Mr. Srinivasan and Mr. Selcuk, all the best for his concerted efforts towards expanding Atlas business interest in North America.

Atlas Achievements



We are proud to announce that Mr. Sujeiva Samaraweera, Managing Director, Atlas Srilanka has been appointed as the Shipping, Aviation and Ports committee chairman of the National Chamber of Commerce of Sri Lanka (NCCSL).

Entire Atlas family is proud of his enviable achievement and confident that NCCSL would be enriched with his profound experience.

All major news papers in Srilanka had published the news with prominence. They have also mentioned Atlas name in the news

We, in Atlas also equally sure that his presence at the helm of affairs which works closely with all Ports, Shipping, Aviation and Government bodies in Srilanka enable us to become a numero uno in freight forwarding.

Let us congratulate him for his towering feet.

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Container Freight Stations (CFS):-

CFS is a place where containers are stuffed, de-stuffed and aggregation/ segregation of export/import cargo takes place. With the growing volume of international trade, the need for expeditious clearance of goods at the port within the minimum possible time has been gaining importance. This is more so when the ports are facing congestion at their premises.

Further, for optimal utilization of existing infrastructure, space, equipment, goods that are landed at ports need to be evacuated straight away without any loss of time. Accordingly the concept of Container Freight Stations (CFS) has grown in importance along with the development and growth of ports.

A CFS is an extended arm of Port/ ICD/Air cargo Complex, where import/ export goods are kept till completion of their examination and clearance. The imported goods can be immediately shifted from the port to CFS which also helps in the reduction of port congestion.

All the activities related to clearance of goods for home consumption, warehousing, temporary admissions, re-export, temporary storage for onward transit and outright export and transshipments take place from such stations. Therefore, clearance of goods from CFS is an important point of consideration for trade in respect of export/ import Cargo as it is the final Customs contact point.
Customs

Atlas Achievements



Mr. Himanshu of Kandla undertook the container booking and customs clearance of 152 20 foot container in two batches.

The consignment was belonging to one of the very prominent chemical trader and was a new customer.

All 152 20 ft container of salt in P.P. Bags had moved from Mundra (India) to Yangon (Myanmar).

Mr. Himanshu along with only two staff ,ensured the smooth transaction of the shipment without any time delay. It has received appreciation from the customer and vouched to work with us for all their future shipment.

Atlas insight appreciates Mr. Himanshu for the quality services provided and wishing him all the best for adding new customers in his clients list.

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Logistics snippets

IATA Launches Global Carbon Offset programme

IATA has launched its global carbon offset programme with TAP. The IATA administered industry wide scheme is a ready made tool enabling airlines to offer their passengers the ability to compensate for their carbon emissions with contributions towards carbon reduction projects in developing countries. The IATA programme calculates carbon emission based on the methodology developed by ICAO.

West Bengal Plans to Build a Small Port

West Bengal Govt is planning to build a small port at the mouth of Hooghly river.

Vizhag Port to Double Cargo Capacity

Vizhag Port Trust has chalked out a plan to invest up to Rs 2600 Crore to double its cargo capacity from the current 52 million ton by 2012.

INTRODUCTION

The size of logistics supply chain industry in India is approximately Rs 60,000 crore, a contribution of about 13 percent of Indians GDP. The share of organized sector is about 20-30 percent. The projected size of Indian cold chain industry at present is between Rs 8,000 to 10,000 Crores. A growth of 20-25 percent is expected.

Apart from the storage, logistics forms a vital part of the cold chain. It is useful in cost management, reducing wastage and customer satisfaction. All these factors manifest the importance of an efficient logistics system in cold chain. However, of the cold chain industry, 94 percent is storage and only the rest is transportation.

BOTTLENECKS

Some of the major challenges faced by the cold chain logistics industry are the lack of marketing infrastructure like sorting, grading, pack house, storage, lack of cold chain low capacity utilization of cold storage, low awareness and availability of newer technologies and lack of modernization and technology advancement.

SIGNIFICANCE

Govt of India had initiated for allowing 100 percent FDI for wholesale and trading operation. In view of the above, organized retailers have started taking over several roles of traditional consolidator.

This is already happening in the case of food grains, fruits and vegetables. Many retailers have their own cold storage for perishable products where the consolidate stock.

Common belief is that storage means cold chain logistics, which is not the case. Storage is, in fact, a small part of the entire logistics chain.

India wastes around 30 percent of its produce as compared to a manageable five to seven percent in developed countries. What India require is not the waste management but halting the waste itself. That means, the requirement to follow the standards and protocol meant for the cold chain logistics.

MANTRAS FOR SUCCESS

Successful cold chain required packaging and transportation. Key areas to be identified where captive capacities are available and they should be a prime criterions for demand.

TREND TO WATCH OUT

Current trend is that retailers are increasingly buying directly from the farmers. In next three years, the cold chain industry expects to see a huge capacity addition with investment expected to increase manifold.

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MANAGEMENT CASE STUDY

Difference Between Focusing on Problems and Focusing on Solutions

When NASA began the launch of astronauts into space, they found out that the pens wouldn't work at zero gravity (ink won't flow down to the writing surface). To solve this problem, it took them one decade and \$12 million. They developed a pen that worked at zero gravity, upside down, underwater, in practically any surface including crystal and in a temperature range from below freezing to over 300 degrees C. And what did the Russians do...?? They used a pencil.

This is a good example for Root Cause Analysis(Find & remediate the root cause instead of addressing the symptoms)

EXCEL SHORT CUTS		
Action	Menu Equivalent Comments	Version
Ctrl+1	Format Cells Dialog Box	Format, Cells
Ctrl+2	Bold	Font, Font Style,Bold
Ctrl+3	Italic	Font, Font Style, Italic
Ctrl+4	Underline	Font, Font Style, Underline
Ctrl+5	Strike Through	Font, effects, Strike Through
Ctrl+6	Show/Hide Objects	Tool, Show All/Hide
Ctrl+7	Show/Hide Std Tool bar	View, Toolbars, Stand
Ctrl+8	Toggle Outline Symbols	None
Ctrl+9	Hide Rows	Format, Hide, Rows
Ctrl+0	Hide Columns	Format, Hide, Columns
Ctrl+Shift+(Unhide Rows	Format, Row, Unhide
Ctrl+Shift+)	Unhide Columns	Format, Columns, Unhide
Alt or F10	Activate the Menu	None
Ctrl+Tab	In toolbar: Next toolbar	None
Shift+Ctrl+Tab	In toolbar: Previous toolbar	None
Ctrl+Tab	In a work book: Activate next work book	None

MANAGEMENT CONCEPTS

SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

Atlas Insight

June 2009

In the seven habits of Highly effective people, Stephen Covey presents SEVEN WINNING HABITS for solving professional and personal problems and achieve growth and happiness. He shows the step by step approach starting from self control and then moving from inside to external environment.

Those who practice these habits will see a remarkable change in their professional and personal relationships. So do not just read but also follow these habits and achieve happiness, success and healthy life.

Seven Habits are explained in successive editions of Atlas Insight.

1. **BE PROACTIVE**

It means more than just taking initiative and basically taking responsibility of your actions. Response-ability means ability to take or choose the response. Proactive people take action based on their value system rather than based on feelings- which are affected by the circumstances, environment and the situations. Reactive people are driven by feelings. It means in a simple manner you might be living in a very adverse circumstances but it is upto you to feel good or bad about it. That choice belongs to you. Nothing can hurt you till you give your permission.

Take the initiative, it means recognize your responsibility and power to make things happen. You need to present the solutions instead of becoming the problem. This is the paradigm of the success according to the author.

Instead of presenting the usual reactive response like I cannot do this, There is nothing I can do, What can I do.. choose the typical responses like what are the alternatives, Let us look this differently...try a different approach.....etc.

2. **BEGIN WITH THE END IN MIND**

All things are created twice, first in mind and then in physical space. A house is designed and thought out before it is built physically. So you need to first think about your goal before imparting on the journey. It is all about what you want to accomplish. It is concerned with Leadership/ What are the right things you want to do? It is to do with effectiveness. Lot of people mistake efficiency as effectiveness. Effectiveness is all about being the leader. Management is all about being efficient. One of the management paradigm is managers do the things right and Leaders do the right things. Create your personal mission statement and then follow it. Use your imagination and awareness to make your mission statement.

While writing an organizational statement – involve stakeholders; without involving there is no commitment. An organizational mission statement should truly reflect the deep shared vision and values of everyone.

MANAGEMENT CONCEPTS

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3. PUTTING FIRST THING FIRST

The third habit is self management. It leads from the second habit after you have put your personal mission then the third habit tells you how to achieve it. It uses the left brain which is more logical . The Habit two is the right brain activity and is about leadership. Lead from the right brain but manage from the left brain. Third habit is putting first thing first. It is all about prioritizing, spending time in things which are long term and will benefit you in achieving your mission or goal. Most of the human beings spend a lot of time either in fire fighting, crisis management or in non productive activities like chatting, playing internet games or watching inane TV programmes. Author with the help of the urgent-important grid really helps you in managing yourself. In short you should do activities which are important but not urgent. Important actives are those activities which helps you in achieving your mission/goals. We should instead of managing time manage ourselves.

Think of some of the things which you would like to achieve for each role. As an individual you might like to learn new skills, read latest book or as a family man you would like to go for a family vacation. As a father you may wish to help your son/daughter in school homework. As a husband/wife provide support for your spouse in household work/ financial planning.

After this schedule them in a week. Covey has given a very nice chart to plan and schedule your activities.

4. THINK WIN-WIN

People are programmed to think win-lose. That is I can only win if you lose or lose win or lose- lose, that is if I want you to win then I have to sacrifice or alternatively if I can't win let everybody lose. Win –Win according to the author means win-win is not your way or my way but the better way. Win-win means it is a collaborative competition. It supports the big pie small pie syndrome. There is enough for everybody, you do not have to snatch from others for self. There is plenty for others to share and spare. In Win –win approach; you move from transaction approach to relationship approach.

For win –win to work , there should be no contest, competition. It should reward all if everybody wins as a team or a group.

MANAGEMENT CONCEPTS

SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

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5. SEEK FIRST TO UNDERSTAND THEN TO BE UNDERSTOOD

Practice empathetic listening. Empathetic listening gets inside the other person's frame of reference. Empathetic listening is more than listening with your ears, it is to listen with your eyes and your hearts.. After the physical survival, the greatest need for any individual is for psychological survival. When we listen with empathy we satisfy that need . Any problem solution can be found by using this. It plays a important problem in communication.

It is like you need to diagnose before you prescribe- a good salesperson first tries to understand the customer requirements (diagnose), his/her needs before recommending the product (prescribe). Unless and until , a person has confidence on diagnosis, it cannot prescribed.

Empathetic listening only works if an individual does not evaluate or interpret things from his/her life experiences, biases and likes/dislikes. Empathetic listening is equally applicable in personal life also where we need to see from the children , older generation, wife-husband point of views.

6. SYNERGY

Synergy means $1+1$ is not two but in multiples it could be 8, 16 It is called creative cooperation. When two different individuals with different strengths and weakness joins hands and leverage, the result is outstanding. A team where a leader has members which have different strengths is likely to succeed more then a leader where the teams members are photocopy of the leader. Use trust and cooperation between the various individuals to achieve the 3 synergetic results.

7. SHARPEN YOUR SAW

Covey illustrated this habit with the nice story about a wood cutter who initially was very hard working and efficient but slowly was unable to get the earlier result no matter how hard he tried. His output was continuously falling because he did not have time to sharpen the saw as he was busy trying to raise his output.

The wood cutter did not realize that the time invested in sharpening the saw will ultimately improve his output. We also in our quest to achieve our goals become so busy that we either forget to sharpen our saw or do not have time for it.

We need have to live a balanced life and we should take care of our

- Physical dimension- exercise, live a healthy, disease free life
- Mental dimension- writing, reading, learning new things.
- Social/Emotion dimension-helping others, making a difference in other 's life
- Spiritual dimension-meditating, thinking, reflecting.

GENERAL INFORMATION- HEALTH

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BEWARE OF CARCINOGENS IN HEATED CAR

Please do not turn on A/C immediately as soon as you enter the car. Open the windows after you enter your car and turn ON the air-conditioning after a couple of minutes.

According to a research done, the car dashboard, sofa, air freshener emits Benzene, a Cancer causing toxin (carcinogen - take note of the heated plastic Smell in your car). In addition to causing cancer, it poisons your bones, causes anemia, and reduces white blood cells. Prolonged exposure will cause Leukemia, increasing the risk of cancer. May also cause miscarriage.

Acceptable Benzene level indoors is 50 mg per sq. ft... A car parked indoors with the windows closed will contain 400-800 mg of Benzene. If parked outdoors under the sun at a temperature above 60 degrees F, the Benzene level goes up to 2000-4000 mg, 40 times the acceptable level... & the people inside the car will inevitably inhale an excess amount of the toxins.

It is recommended that open the windows and door to give time for the interior to air out before you enter. Benzene is a toxin that affects your kidney and liver, and is very difficult for your body to expel this toxic stuff.

COMMON PRINCIPLES OF EATING **AS PER AYURVEDA**

Maintain an interval of 3-4 hours between two meals.

Have a pleasant mind set ad positive attitude while having food.

Do not eat extreamly hot or cold food.

Do not eat too hastily or too slowly.

Do not include extreamly spicy and pungent food in daily diet nor excessive quantities of sugar, sweet , oil and butter.

Avoid intake of any additive substance right from mild additive such as tea and coffee to strong additives such as tobacco and alcohol.

Drink water along with meals and not before or after.

Do include some amount of lubricant such as pure ghee or oil and butter in daily food.

Chew fennel seeds, cardamom or clove bud , after meals, since it act as excellent mouth fresheners and potent antimicrobials.

ATLAS FLASHES



Mr. Saverio Sconocchia and Mr. Fabrizio Forte of Barbarini & Foglia S.r.l. a leading freight forwarder in Italy visited our Delhi Atlas office and had discussion with Mr. Ozzie and Mr. Shiva Subramaniam on 25 May 2009.

Business meetings with leading freight forwarders is not only helps us to understand each other but a symbol of the good relationship Atlas keeps with our overseas agents.

Barbirinie & Foglia team had been touched with renowned Atlas bonhomie.

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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:- hr@atlaslogistics.co.in.

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