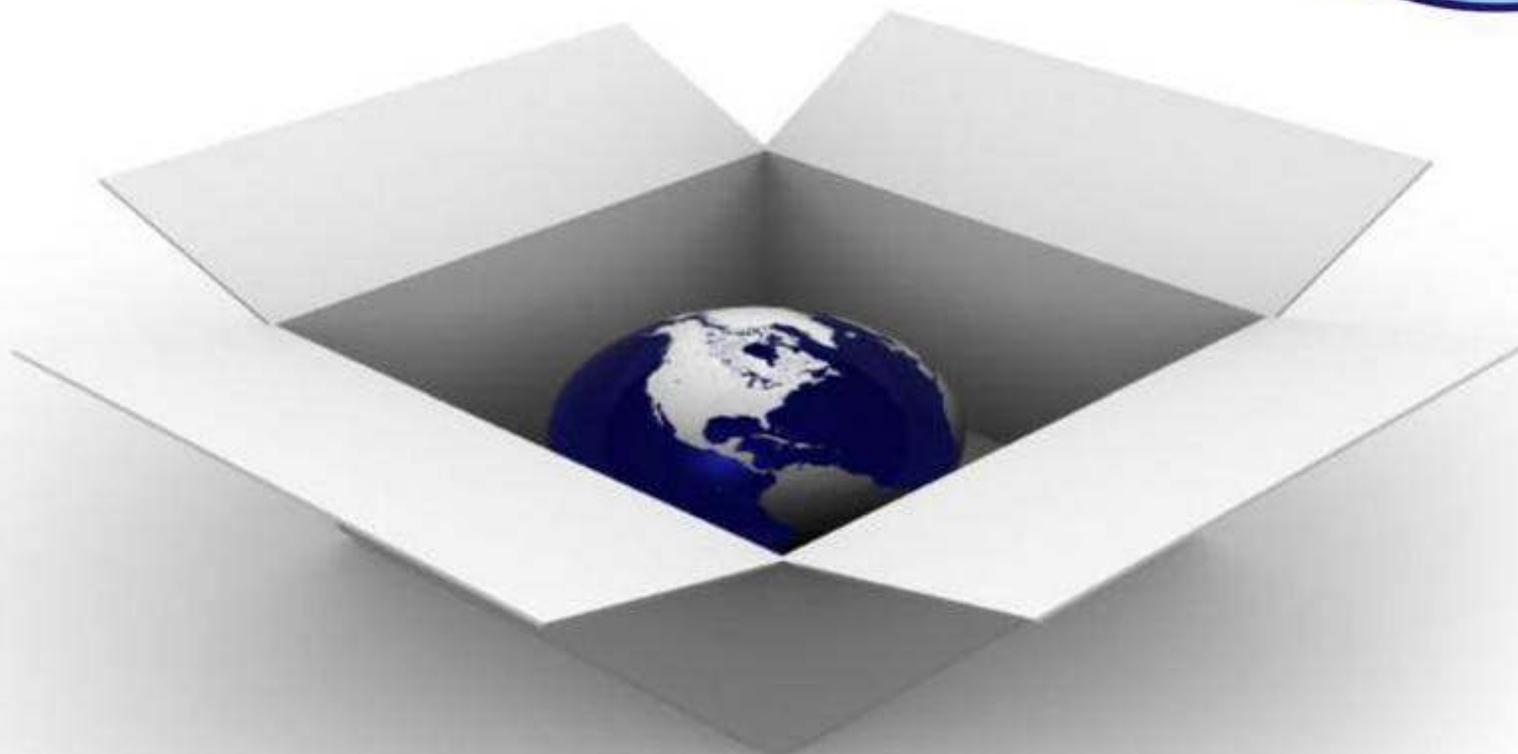




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Atlas Insight

JUNE 2010

Atlas Achievements

TATA Motors

DELIVERY AT SITE

Atlas Logistics Successfully completed the critical task of undertaking the customs clearance, transportation and Unloading at Site, and shifting of machine to Exact location in a closed room of **TAL Manufacturing Solutions Ltd (TAL)** is a wholly owned subsidiary of TATA Motors Ltd, Since the cargo was over dimensional , it was difficult to place the shipment in the exact closed room without any tear and wear of the machinery.

Sample of dimension of one packing list will give a brief idea about the oversized cargo. There were 3 machines of odd dimensions but the big machine was weighing 25MT, and dimensions were 37 Feet Length, 12.5 feet width and 13 feet Height.

Coordinating with Semi Low Bed Trailor, Crane and two Hydraulic Decrarting of machine was also in our scope since it has to be placed in a closed room having door size was 15 feet height and 14 feet width. Hence no chance of taking Hydras or Crane to move inside the room and unload the machine at exact location.

So the Atlas Expertise of handling applied and rolled with Pipes and used Hydraulic jacks.

One of a TAL official said” **it is called Delivery at Site**”

It proves Atlas Logistics credential in undertaking complex logistical challenges comes in midway and how carefully entire machinery is carefully transported.

Atlas Insight appreciates the efforts of Mr. Prashant Khadtkar and C&F Team in Mumbai who undertaken the critical shipment and handled it with finesse.

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Atlas Flashes

FRIENDLY CRICKET MATCH



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ATLAS BAGS PRESTIGIOUS ORDER OF BREAK BULK

Atlas bagged a prestigious break-bulk order of custom clearance of imported Indonesian coal at Krishnapatnam port Nellore and logistics from Latur railway siding to Gangakhed sugar & energy ltd Gangakhed. Atlas Insight Congratulates Mr. Prashant for his sales skills.

MARRIAGE

KANHU NAYAK of Atlas Delhi got married on 23 May 2010. Atlas Insight wishes happy married life to newly wed couple.

BABY BORN

Mr. Amit Kumar Patel of Atlas Mumbai is blessed with a baby boy. Atlas Insight congratulate him.

Outdoor games serve as a great source of energy and physical activity. They are excellent options to bring out the hidden child in the adults.

It brings creativity and will reflect in their performance in respective domain.

A friendly cricket match played amongst Bangalore Corporate and Operation Offices on 12 June 2010.

Mr. Abbas Khan, Mr. Ramachandra and Mr. Delhi Babu have coordinated the successful event.

The friendly match given required exposure and refining of skills in view of upcoming tournaments.

Logistics Updates

PORT TRAFFIC, BALTIC INDEX SIGNAL SLOW SHIPPING SECTOR RECOVERY

Port traffic for May has grown just 2.5% on a sequential basis, signaling a weak pick up in export-import activity. According to Indian Ports Association (IPA), the overall port traffic for May stood at 4.78 million tonne against 4.66 million tonne in April 2010.

Data compiled by the IPA shows that traffic volume at India's 12 major ports grew, albeit modest, on a yearly basis to 9.44 million tonne in April-May, from 9.11 million tonne in the same period last month, up 3.6%. The data chiefly includes movements of products like iron ore, petroleum, oil and lubricants, fertilizer and coal, besides container cargo.

Most of the commodities handled by these ports reported growth in the two-month period, compared with the previous year, barring raw fertilizer and coal. For April-May, while coal volumes declined 14%, fertilizer traffic slumped 22% on a year-on-year basis. India is a net importer of coal. Depressing growth in coal volumes in the IPA data indicate that power plants and steel plants are not working in full capacity

On a yearly basis, port traffic at Kandla port and Chennai port remained robust, up 20.22% and 12.51%, respectively. Ennore saw a decline in port traffic by 23.29% at 0.16 million tonne, which is lowest among the 12 major ports.

Meanwhile, the Baltic Dry Index (BDI) has been on a downward journey, especially after touching a high of 4,209 points in the last week of May, its highest level in CY 2010 to date. The BDI is a number issued daily by the London-based Baltic Exchange and is a composite of three sub-indexes that measure different sizes of merchant ships, Capesize, Supramax and Panamax carrying a range of commodities including coal, iron ore and grain.

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PIPAVAV TO BUILD WORLD'S BIGGEST DRY DOCK

Pipavav Shipyard (PSL) is all set to construct a new dry dock in Gujarat, which is expected to be the world's biggest dock to undertake repair and maintenance of vessels operating in the region.

Presently, Hyundai has the world's largest dry-dock at Ulsan, South Korea which is 490m(1,600 feet) long, 115m across and 13.5m deep. A dry dock is a narrow basin or vessel that can be flooded to allow a load to be floated in, then drained to allow that load to come to rest on a dry platform.

Dry docks are used for the construction, maintenance, and repair of ships, boats, and other watercraft. Some dry docks are designed mainly for ship construction whereas others are intended for repairs and maintenance.

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.

Management Fables

Team Work

Peter Drucker, the legendary management consultant and author says this about teamwork:

"The leaders who work most effectively, it seems to me, never say "I." And that's not because they have trained themselves not to say "I." They don't think "I." They think "we;" they think "team." They understand their job to be to make the team function. They accept responsibility and don't sidestep it, but "we" gets the credit...This is what creates trust, what enables you to get the task done."

The bottom line is that it's easy for any organization to say..."we value teamwork." However, saying it versus **committing to the principles to grow it** can be two different things. And that's what **Pulling Together** is all about!

At the center of every high performance team is a common purpose - a mission that rises above and beyond each of the individual team members. To be successful, the team's interests and needs come first. This requires "we-opic" vision ("What's in it for we?"), a challenging step up from the common "me-opic" mind-set.

Effective team players understand that personal issues and personality differences are secondary to team demands. This does not mean abandoning who you are or giving up your individuality. On the contrary, it means sharing your unique strengths and differences to move the team forward. It is this "we-opic" focus and vision - this cooperation of collective capability - that empowers a team and generates synergy.

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Cooperation means working together for mutual gain - sharing responsibility for success and failure and covering for one another on a moment's notice. It does not mean competing with one another at the team's expense, withholding important data or information to be "one up" on your peers, or submitting to "groupthink" by going along so as not to make waves. These are "rule breakers," that are direct contradictions to the "team first" mind-set.

High performance teams recognize that it takes a joint effort to synergize, generating power above and beyond the collected individuals. It is with this spirit of cooperation that effective teams learn to capitalize on individual strengths and offset individual weaknesses, using diversity as an advantage.

Effective teams also understand the importance of establishing cooperative systems, structures, incentives and rewards. We get what we inspect, not what we expect. Think about it. Do you have team job descriptions, team performance reviews and team reward systems? Do you recognize people by pitting them against standards of excellence, or one another? What are you doing to cultivate a team-first, cooperative environment in this competitive, "me-opic" world?

To embrace the team-first rule, make sure your team purpose and priorities are clear. What is your overall mission? What is your game plan? What is expected of each team member? How can each member contribute most effectively? What constants will hold the team together? Then stop and ask yourself, are you putting the team first?

Logistics Update

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NEW RULES LIMIT LIABILITY OF TRANSPORT CARRIERS

The liability of transport carriers in case of damage or loss of goods will be limited to 10 times the freight charges as per rules framed by the Ministry of Road Transport and Highways under the newly enacted Carriage by Road Act, 2007.

Set for notification

The Ministry has approved the draft rules of the Carriage of Road Rules, 2009, which are set for notification.

The new rules state that the liability amount so calculated should in no way exceed the value of the goods.

Partial damage

In case of partial damage, a government-approved surveyor will evaluate the loss, while the cargo will be deemed as lost if the non-delivery period exceeds 90 days.

The rules governing the grant of registration to common carriers that are proprietorship or partnership firms interestingly allows them to have up to 33 per cent of its board of directors from blacklisted and deregistered companies.

INDIA'S INFRASTRUCTURE ORDERS SIZE: \$300 BILLION IN 3 YEARS

India could see infrastructure orders worth \$300 billion, or nearly Rs 14 lakh crore, in the next three years, according to a report by an Investment Research Firm.

More than a third of the orders will be in power, while roads and railways will account for one-sixth each,

But bottlenecks abound. Such as delays in government-related processes such as project awards, formulation of contract structures, clearances and land acquisition, among others (between the announcement and ground breaking).

According to them, the government is expected to come up short on the projection of an infra spend of \$500 billion in the Eleventh Five-Year Plan (2007-12), with the actual spend likely to be between \$270 billion and \$320 billion.

The government has targeted a capacity addition of 78,000 mw in the current Five-Year Plan, of which it is expected to achieve 70,000 mw. In the next Five-Year Plan, the target is 1,00,000 mw.

It paves the way for lot of logistics opportunities. We need to Look forward to source such good leads as Team Atlas.

Atlas Wellness

GEAR UP FOR THE MONSOONS

After the scorching heat in summer, we long for the monsoon to arrive! But the rains also bring along with a cluster of infections, which can lead to food poisoning, diarrhea, cholera, typhoid, jaundice, dysentery, hepatitis A and E. People with an already compromised immunity such as the elderly, diabetic and those with hypertension are more prone to catching these infections. Therefore, it is extremely essential to take care of the food we eat and the water we drink.

At Home

Wash **vegetables** thoroughly before cooking them especially leafy vegetables like coriander, methi, mint, cauliflower which may not only contain larvae and worms but also dirt from the streets. If possible, opt for non-leafy vegetables e.g turi, tinda, parwal, gavar, karela, dudhi etc.

Wash **fruits** before cutting and eating. Go for seasonal fruits, as they are less likely to be infested as compared to other fruits. You can choose from variety of exotic fruits like peaches, litches, cherries and jamuns.

Chicken, fish and eggs should be cooked to a well-done stage.

Drink as much **water** as you can at regular intervals rather than waiting till you become thirsty. The sign of thirst indicates that you are already dehydrated. During monsoon due to high humidity levels and cooler temperatures, sweat does not evaporate easily from our body. This interferes with body's ability to release heat and you may not feel the desperate need to have water like in the summers. That does not mean your body does not need water. So remember to have water at regular intervals in monsoons even when you do not feel really thirsty.

Pasteurized and boiled **milk** should be preferred.

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WHILE EATING OUTSIDE...

During monsoon, **bacteria** easily breeds on **cold foods** due to high moisture content in air. Also in India most of our vegetable markets are on roadside with no proper storage facilities for the vegetables. Cars and people splash dirty water from puddles onto the vegetables of roadside vendors.

Caterers, restaurants and especially roadside food stalls may not wash them properly before using them. Therefore avoid eating the street-side foods like fruits slices, cold cut sandwiches and foods that have been cooked and stored for hours before they are dished out to you. Also avoid eating raw salads at parties and gatherings that have been kept in open for long. Have light and freshly cooked home meals or at hygienic places outside.

CONTAINERIZATION

Mr. Malcolm Mclean , owner of a huge trucking Company in USA, who first conceived the idea of containerization by transporting containers through Ideal- X in 1956 and initiated a revolution in the history of shipping industry.

Containers are the facilitators of Inter Model Transportation, i.e., movement of goods from one mode to another without the necessity of unloading and reloading. Gradually, cargos that are used to be shipped in break-bulk started getting increasingly containerized and containerization has soon become a global phenomena.

Process of containerization involves packing containers at the place of production rather than at the quay side, Moving containers to the port by trailer or train and using quay side cranes to lift the containers onto and off the ship.

With a fewer workers to be paid and less time spent in the port, containerization means huge savings for the shipping industry. To make containerization pay, new ships are designed. They are built to carry the maximum number of containers. Their internal layout has allowed easy removal of containers by crane.

The popular types are:-

General Purpose Containers

These are the most common type of containers. Each container is fully closed and have full width door for access. Both liquid and solid substances can be loaded in these containers. Base don the length of the container, they are known as 20 ft and 40ft containers.

Reefer container (Refrigerated)

Perishable and medical goods are usually loaded in these containers. For refrigeration, they are fitted with electrical equipment for supply of necessary electricity.

Dry Bulk Containers

Built especially fro dry powders and granular substance in Bulk.

Open Top/Open slides Containers

Built for Over dimensional cargos.

Liquid cargo containers.

Ideal for Bulk Liquid.

Hanger Containers

Used for garment s on hanger