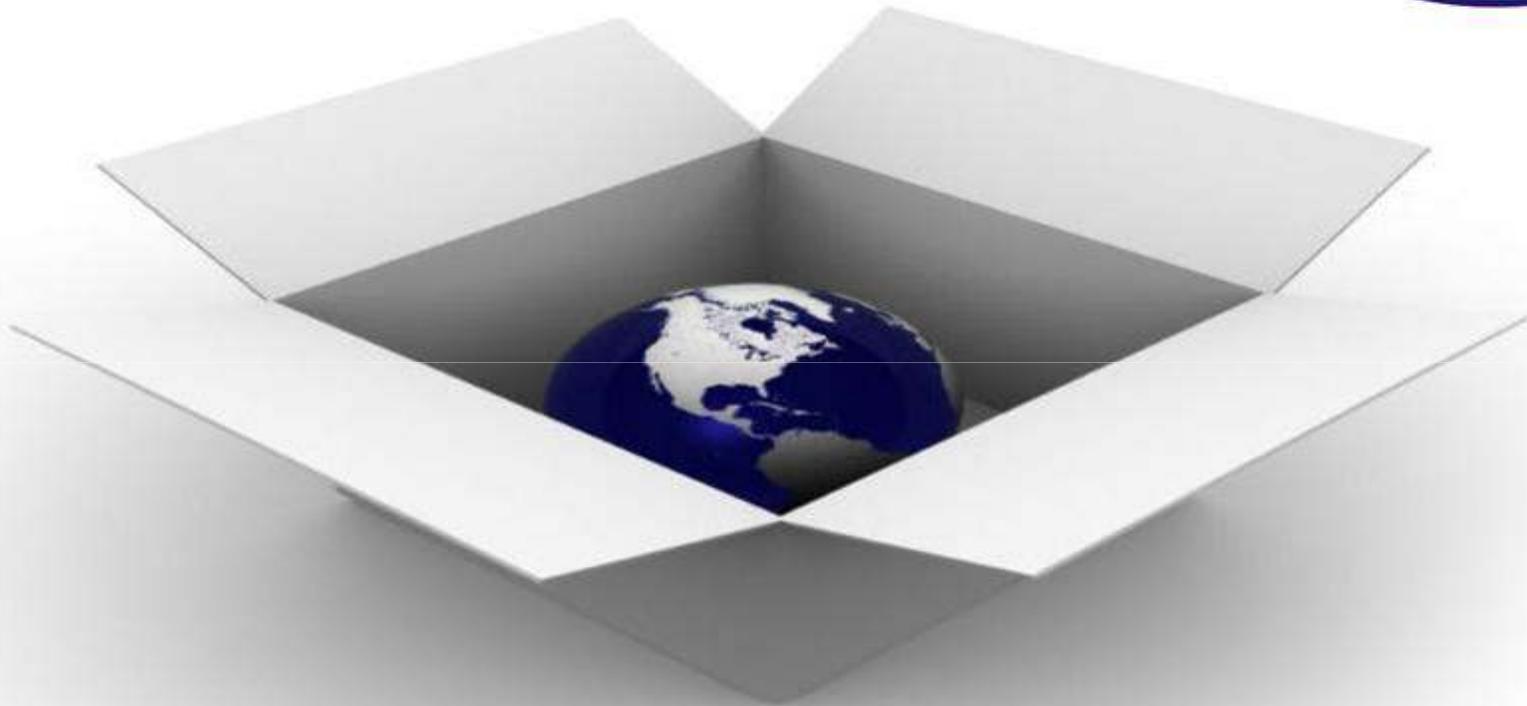




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# **Atlas Insight**

**March 2009**

## *Atlas Achievements*



Mr. Jude Demello, Mumbai had executed 148 pallets / 113061 Kg of ISPAT Industries from Shanghai to Mumbai by Air and all the shipment have arrived within 3 days from the date of goods cleared in China. ISPAT Industries had conveyed its satisfaction on our extraordinary performance. Let us congratulate Mr. Jude Demello and his team for their laudable efforts and let all of us emulate his feet's for bringing more such laurels in these toughest times.

As it always goes well with **Atlas mantra "When Going Get Tough, Tough Get Going"**.

**EXW (Ex Works) ( .....named place)** means that the seller delivers when he places the goods at the disposal of the buyer at the seller's premises or another named place (i.e. works, factory, warehouse, etc.) not cleared for export and not loaded on any collecting vehicle. This term thus represents the minimum obligation for the seller, and the buyer has to bear all costs and risks involved in taking the goods from the seller's premises

## *Atlas Insight*

*March 2009*

### **CHA License in Madhya Pradesh**

Atlas has bagged CHA License in ICD, Pitamber, Dhannad and Air Cargo Complex Indore. Let us congratulate Mr. Nathan, Mr. Prasanth, Ms. Manisha and Ms. Reena for their efforts.

## Atlas Flashes

### ATLAS RECEIVING RECOGNITION FOR THE QUALITY SERVICES PROVIDED

Our Atlas is staunch upon providing quality services in every domain, we are working upon. As usual, many international aviation players had recognized the same by handing over the trophies for the service par excellence. Some of them are Cathy Pacific Cargo, Dragon Air Cargo, Gulf Air and Oman Air etc.

Now Air India Joins the list of aviation majors by recognizing Atlas by handing over the certificate of excellence for achieving the highest international Cargo Sales at Bangalore for the year 2007-08.

Let us congratulate all our Bangalore Operation and sales team who strived hard not only for achieving the sales but also the services assured without compromising quality.

Hope this will serve as fillip for achieving many more laurels in years to come.

Atlas Insight

March 2009



## Atlas Flash

*Atlas Insight*  
*March 2009*

### PICNIC TO KUMARADHARA HILLS

Team comprising corporate office and operation office of Bangalore embarked on a personal picnic to Kumaradhara Hills (Near Mangalore) on 13 February 2009. Kumaradhara Hills is renowned place for trucking in Karnataka. After chilling out, they came back on 15 February 2009 night.

Barring aside the business and personal commitments, CMD spend quality time with the participants during the picnic.



**POD Proof Of Delivery**, or a cargo/pack middle receipt with the signature of recipient. This term has been widely used in courier and express industry and also gaining more attention and implementation at Air Cargo industry.

## Logistics Update

*Atlas Insight*

*March 2009*

### CONTAINER LINES MOVE AS ONE TO RAISE RATES

Having slashed capacity by laying up ships, cutting out chartered tonnage and rationalising routes the world's leading container lines are now all seeking rate rises maintaining the current rates are simply unacceptable.

Korea's Hanjin Shipping announced this week that effective April 1, rates will climb for trade between Far East/South East Asia and North Europe/Mediterranean—up \$ 300 per TEU and \$ 600 per forty-foot equivalent unit (FEU), according to portal Outsourced Logistics. The rise in rates from the Indian sub-continent/Middle East to North Europe and the Mediterranean is \$ 200 per TEU and \$ 400 per FEU. Hanjin also will be increasing Transatlantic Service charges, up \$ 150 per TEU and \$ 225 per FEU for Westbound trade and \$ 100 per TEU and \$ 150 per FEU, Eastbound.

In addition to rate increases for cargo moving from Italy, Spain and Portugal to the US, Maersk Line, the world's largest container line, has announced a rate restoration program effective April 1 for freight between Asia and South America's East Coast and between Asia and the West Coast of South and Central America as well as the Caribbean.

Maersk has also increased its rates for East bound service from Northern Europe, North Africa and the Mediterranean to the Middle East and South Asia, a boost of \$ 20 per TEU and \$ 100 for a FEU. For service between Asia (except Taiwan) and Northern Europe and the Mediterranean, the carrier will increase rates in two stages, on April 1 and then July 1.

As with Maersk Mediterranean Shipping Co, has increased its rates from Italy, Spain and Portugal to the US, up \$ 200 per TEU and \$ 250 per FEU. For all cargo moving from Europe to the US, the general rate increase is \$160 per TEU and \$ 200 per FEU.

APL has implemented a rate increase for its Asia-Europe trade. Eastbound from Europe to Asia the boost in cost is \$ 175 per container for paper and scrap and \$ 100 per container for all other commodities. For Westbound trade, the increase is \$ 250 per TEU, effective April 1.

CMA CGM is seeking rate restoration for its Asia-Europe, Latin America, Caribbean, Transatlantic and India/Pakistan-Europe trade effective April 1. On May 1, the shipping line will boost its Trans-pacific rates. Eastbound and Westbound Transatlantic rates will climb \$ 160 per TEU and \$ 220 per FEU. The largest increase will be in Westbound Asia-Europe cargo that will move up \$ 350 per TEU and \$ 700 per FEU. Eastbound traffic in the Europe-Asia lane will climb \$ 100 per TEU and \$ 150 per FEU.

## EXCEL SHORT CUTS

Action	Menu Equivalent	Comments	Version
F1	Help		Help, Content and Index
F2	Edit		None
F3	Paste Name		Insert, Name, paste
F4	While typing a formula		None
F5	Goto		Edit, Go to
F6	Next Pane		None
F7	Spell Check		Tools, Spelling
F8	Extend Mode		None
F9	Recalculate all workbooks		Tools, Operations
F10	Activate Menubar		N/A
F11	New Chart		Insert, Chart
F12	Save As		File, Save As
Ctrl+:	Insert Current Time		None
Ctrl+;	Insert Current Date		None
Ctrl+”	Copy Value from Cell above		Edit, Paste Special
Ctrl+’	Copy Formula from Cell above		Edit, Copy
Shift +F1	What’s This?		Help, What’s This
Shift +F2	Edit Cell Comment		Insert, Edit Cell Comments
Shift +F3	Paste Function into Formula		Insert, Function
Shift +F4	Find Next		Edit, Find, Find Next

*Atlas Insight*

*March 2009*

### **Warsaw convention:**

An international multilateral treaty which regulates the conditions of international transportation by Air. Among other things it establishes the limitation of air carriers liability. It limits Carrier liability to at most 17 SDR (Special Drawing Rights) per [kilogram](#) for checked luggage and cargo,

**Dangerous Goods.** Dangerous Goods are articles or substances which are capable of posing a risk to health, safety, property or the environment and which are shown in the list of dangerous goods in these regulations or which are classified according to the regulations.

The **IATA Dangerous Good Regulations** contain all of the requirements of the technical instructions. IATA has included additional requirements, which are more restrictive than the Technical Instructions and reflect industry standard practices or operational considerations.

## MANAGEMENT INSIGHTS

*Atlas Insight*  
*March 2009*

It started with a piece of trash.

Matthew Thomas, a successful executive in Logistics industry, was walking back to his office with a co-worker one afternoon when he stopped to pick up a plastic fountain drink cover from the sidewalk and put it in a nearby garbage bin.

"My co-worker quickly asked me what I was doing," Thomas recalled. "I explained what I thought to be the obvious, but apparently I was wrong." To the co-worker, litter simply belonged to the litterer, not to the population as a whole.

"I explained to him that litter and pollution are everyone's problem not just the person who couldn't find the trash can for their cup lid. He profoundly responded with 'Dude, you're weird.'"

Thomas, now 38, walked back to his office both angry and sad. "I couldn't believe that someone could remove themselves so far from the greater good of our world."

**N.V.O.CC - Non vessel operating common carrier** : A carrier issuing bills of lading for carriage of goods on vessels which he neither operates nor owns.

Matt began to think, 'what if everyone in the country picked up one piece of litter on the same day.' Or 10 pieces! The math was easy, yet so powerful. He then began to think of a few other easy things that millions of Indians could do to make a difference.

**Dr. Martin Luther King said, "Everyone has the power of greatness; not for fame, but greatness. Because greatness is determined by service."**

***The idea is so simple - small acts that collectively add up to an enormous impact for the greater good***

**“ Start by doing What’s NECESSARY  
Then What’s POSSIBLE  
And  
Suddenly you Find You Are Doing the  
IMPOSSIBLE “ !!!**

# MANAGEMENT CONCEPTS

*Atlas Insight*  
*March 2009*

## **KEY GOAL SETTING PRINCIPLES**

- 1) Identify a Major Goal, that is Challenging & Important to You.
- 2) Specify the Exact Date, by which you want to Reach Your Goal.
- 3) Identify & Explore Options, that will Enable to Reach Goal.
- 4) Define a Detailed Plan of Action, you have Decided to Follow.
- 5) Compile a List of Major Obstacles, you will have to Overcome.
- 6) Compile a List of Major Benefits, you will Receive After Goal.
- 7) Write all above Steps after completion, to form a Master Plan.
- 8) Read out your Master plan, Twice Each Day.
- 9) Believe, See & Feel Yourself, as having Achieved Your Goal.
- 10) Begin to Implement your Plan at Once, Ready or Not.

## **Articles Invited**

All Atlas family members are expected to contribute for the Atlas Insight.

It should serve as a platform to exchange innovating ideas and brain storming to improve our business and personal well being.

Also 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](mailto:hr@atlaslogistics.co.in).

**FOB** (Cost and Freight (... named port of destination) means that the seller delivers when the goods pass the ship's rail in the port of shipment. The seller must pay the costs and freight necessary to bring the goods to the named port of destination BUT the risk of loss of or damage to the goods, as well as any additional costs due to events occurring after the time of delivery, are transferred from the seller to the buyer. The CFR term requires the seller to clear the goods for export. This term can be used only for sea and inland waterway transport. If the parties do not intend to deliver the goods across the ship's rail, the CPT term should be used.

# HEALTH INFORMATION

*Atlas Insight*  
*March 2009*

## **CANCER**

### **Cancer Update from Johns Hopkins :**

1. Every person has cancer cells in the body. These cancer cells do not show up in the standard tests until they have multiplied to a few billion. When doctors tell cancer patients that there are no more cancer cells in their bodies after treatment, it just means the tests are unable to detect the cancer cells because they have not reached the detectable size.

2. Cancer cells occur between 6 to more than 10 times in a person's lifetime.

3. When the person's immune system is strong the cancer cells will be destroyed and prevented from multiplying and forming tumours.

4. When a person has cancer it indicates the person has multiple nutritional deficiencies. These could be due to genetic, environmental, food and lifestyle factors.

5.. To overcome the multiple nutritional deficiencies, changing diet and including supplements will strengthen the immune system.

6. Chemotherapy involves poisoning the rapidly-growing cancer cells and also destroys rapidly-growing healthy cells in the bone marrow, gastro- intestinal tract etc and can cause organ damage, like liver, kidneys, heart, lungs etc.

7. Radiation while destroying cancer cells also burns, scars and damages healthy cells, tissues and organs.

8. Initial treatment with chemotherapy and radiation will often reduce tumor size. However prolonged use of chemotherapy and radiation do not result in more tumor destruction.

9. When the body has too much toxic burden from chemotherapy and radiation the immune system is either compromised or destroyed, hence the person can succumb to various kinds of infections and complications.

10. Chemotherapy and radiation can cause cancer cells to mutate and become resistant and difficult to destroy. Surgery can also cause cancer cells to spread to other sites.

11. An effective way to battle cancer is to starve the cancer cells by not feeding it with the foods it needs to multiply.

**TACT stands for The Air Cargo Tariff.** It is published by IAP -- International Airlines Publications, an IATA company.

# HEALTH INFORMATION

## CANCER (Cont'd)

*Atlas Insight*  
*March 2009*

### WHAT CANCER CELLS FEED ON: :

a. Sugar is a cancer-feeder. By cutting off sugar it cuts off one important food supply to the cancer cells.

b. Milk causes the body to produce mucus, especially in the gastro-intestinal tract. Cancer feeds on mucus. By cutting off milk and substituting with unsweetened soya milk, cancer cells are being starved..

c. Cancer cells thrive in an acid environment. A meat-based diet is acidic and it is best to eat fish, and a little chicken rather than beef or pork. Meat also contains livestock antibiotics, growth hormones and parasites, which are all harmful, especially to people with cancer.

d.. A diet made of 80% fresh vegetables and juice, whole grains, seeds, nuts and a little fruits help put the body into an alkaline environment. About 20% can be from cooked food including beans.

e. Avoid coffee, tea, and chocolate, which have high caffeine. Green tea is a better alternative and has cancer-fighting properties. Water- best to drink purified water, or filtered, to avoid known toxins and heavy metals in tap water. Distilled water is acidic, avoid it.

12. Meat protein is difficult to digest and requires a lot of digestive enzymes. Undigested meat remaining in the intestines become putrefied and leads to more toxic buildup.

13. Cancer cell walls have a tough protein covering. By refraining from or eating less meat it frees more enzymes to attack the protein walls of cancer cells and allows the body's killer cells to destroy the cancer cells.

14. Some supplements build up the immune system (IP6, Flor-sence, Essiac, anti-oxidants, vitamins, minerals, EFAs etc.) to enable the body's own killer cells to destroy cancer cells. Other supplements like vitamin E are known to cause apoptosis, or programmed cell death, the body's normal method of disposing of damaged, unwanted, or unneeded cells.

15. Cancer is a disease of the mind, body, and spirit. A proactive and positive spirit will help the cancer warrior be a survivor. Anger,unforgiveness and bitterness put the body into a stressful and acidic environment. Learn to have a loving and forgiving spirit. Learn to relax and enjoy life.

16. Cancer cells cannot thrive in an oxygenated environment. Exercising daily, and deep breathing help to get more oxygen down to the cellular level. Oxygen therapy is another means employed to destroy cancer cells.

## General Information

*Atlas Insight*

# **Remedies of Global Warming (Continued from Previous Issue)** *March 2009*

### **GOOD NEWS FOR ALL OF US:**

**THERE IS, and THERE IS STILL TIME. All we need is THE WILL TO CHANGE!**

(4) Recycle and Reuse Calculations done in the state of California showed that if everyone recycles at the California level, the energy saved would be enough to supply energy to 1.4 million homes, reduce air pollution by 24,047 tons, save 14 million trees, and reduce greenhouse gas emissions by an amount equivalent to those produced by 3.8 million cars.

(5) Use alternative means of transportation to reduce carbon emission. A research by the University of Chicago shows that switching from a conventional car to a hybrid car, such as the Toyota Prius, could save 1 ton of emissions every year. Consuming locally-produced food also significantly reduces greenhouse gas emissions. A 2003 study by the Iowa State University found that non-local food travels on average 1,494 miles before being consumed, while local food only has to travel 56 miles – an enormous difference when converted to its carbon emission equivalent.. As much as possible, use a bicycle to go places. Besides saving energy, cycling is also a healthy exercise

### **Let's make Changes!**

In addition to these five steps, you need the will and motivation to change your life. The suggestions outlined above mean nothing if we do not put them into practice in our daily life. You do not have to take extreme steps or change your whole life overnight if it only makes this whole reposition a burden to you. Change your lifestyle step by step, in stages, but always remaining true to your commitment to save the planet.

Be an example to others. Your example and practices will be very important in inspiring others to also change. Always be prepared to share your knowledge with other people, helping them understand the consequences of their lifestyle. And encourage them to try the nobler lifestyle that will save the earth.

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