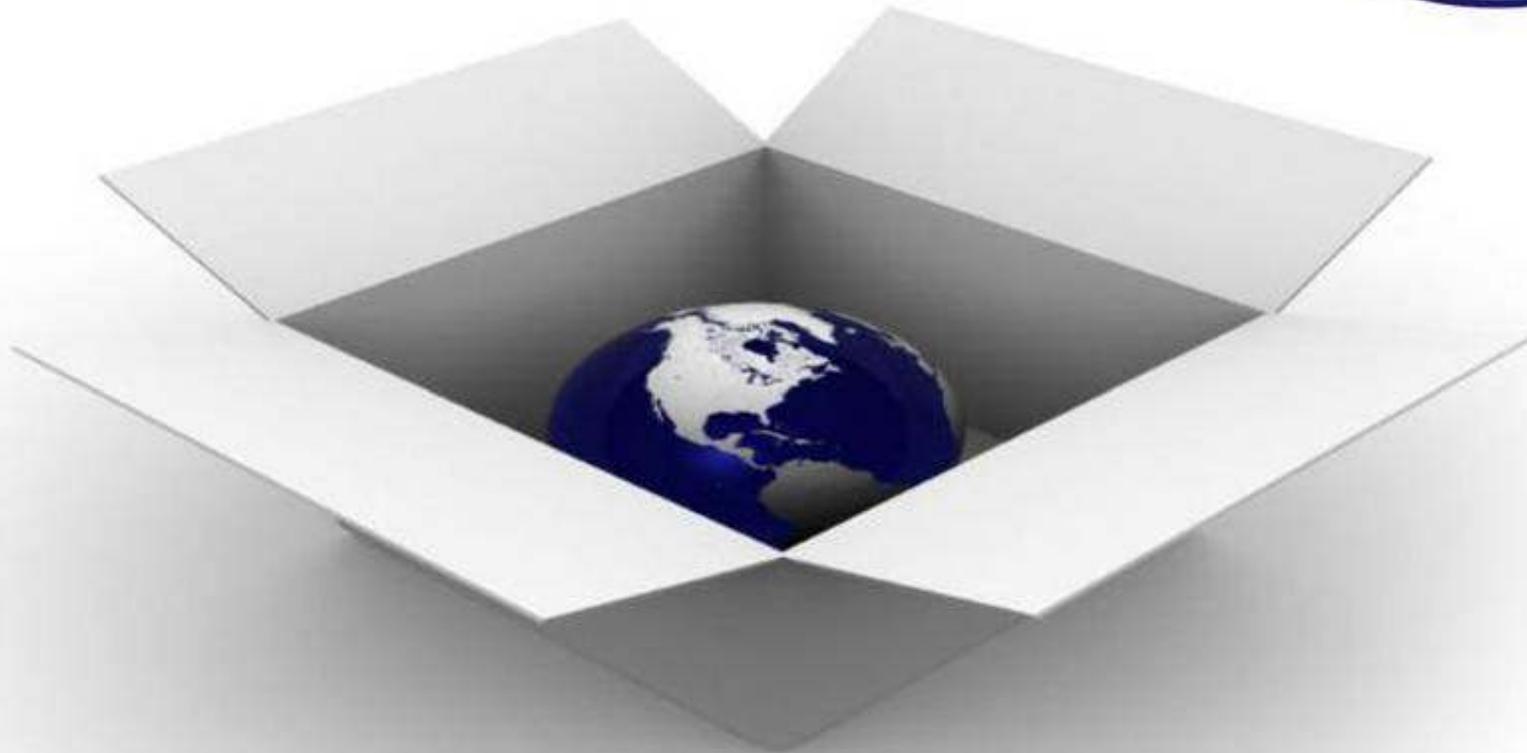




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Atlas Insight

MARCH 2010

Atlas Flashes



Atlas Bangalore participated in the cricket tournament conducted by Bangalore air cargo club on 13 March 2010.

Despite putting brave fight, they could not win against the strong team of Combined Airlines, who were the eventual winners.

Mr. Venkatesh Rao was among the spectators who gathered to cheer up Atlas with Team Atlas spirit.

Atlas Achievements- TNPL

To bid successfully in electronic interface bidding requires meticulous planning and close coordination with IT.

Ms. Mageshwari, Executive- Sea Export of Atlas Chennai with shrewd planning could bag a prestigious sector of TNPL export.

Atlas Insight also appreciated Mr. Boopathy for proving necessary IT support and coordination.

We are equally sure that this is just beginning of bagging tenders of high volume Atlas is going to bid successfully in coming quarters.

Atlas Insight *March 2010*

MARRIAGE

'Ganesh Naik of Corporate HR department Naik got married on 19 March 2010. Atlas Insight wishes happy married life to newly wed couple.

BABY BORN

Mr. Thiva of Atlas Chennai is blessed with a baby girl. Atlas Insight congratulate him.

PICNIC

Atlas Chennai organized a picnic in February 2010. It was an occasion to revive the spirit and camaraderie.

Atlas Bags MPM tender

Atlas Successfully bided the Mysore paper Mill customs clearance contract for two years. Atlas Insight appreciates the efforts of Mr. Nathan in this regard.

Atlas Flashes



*Atlas Insight
March 2010*

Baruch District of Gujarat has carved out its own niche in the industrial map. Baruch District Management Association (BDMA) conducted an industry exhibition on exhibition at GNFC campus on **5th and 6th Feb 2010**. Atlas Logistics Baroda under the stewardship of Ms. Manisha Thacker taken the bold initiative of participating the exhibition to showcase Atlas capabilities to the prominent industrialist who came from across verticals to attend the industrial seminar and exhibition.

Constraints of limited resources has not perturbed the drive and determination of Ms. Manisha and With the help of Ms. Jyothi Mane of Atlas Mumbai , designed the stalls with the short notice and ensured that all proceeding from distributing pamphlets, introduction of Atlas Logistics, rate enquiries all coordinated with a finesse.

Special merit to be mentioned about the efforts put in by Atlas IT team to provide the quality pamphlets. The Atlas Flex, Designs, Pamphlets are all designed by IT team comprising Mr. Abbas, Mr. Thomas and Mr. Vinod.

Atlas Insight congratulate Ms. Manisha Thaker and Ms. Jyothi Mane for their superlative efforts.



Atlas Flashes

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ATLAS IS HANDLING IPL SHIPMENTS

Atlas Capability in undertaking logistics requirement for sports events within short notice is well noticed in the trade circle. Atlas Mumbai handled prestigious shipments pertaining to the inauguration ceremony of Indian Premier League. (IPL). The shipment was basically of laser Equipments required for laser show associated with the inaugural ceremony. Consignee was IPL .

The **Indian Premier League** (often abbreviated as **IPL**), is a [Twenty20 cricket](#) competition initiated by the [Board of Control for Cricket in India](#) (BCCI) and supervised by BCCI Vice President [Lalit Modi](#), Chairman & Commissioner for IPL. It includes 8 teams or "[franchises](#)" consisting of players from different countries.

It is one of the most prestigious league in the world similar to NBA in United states. Providing logistics requirement is one of the critical activity and the service providers who have firm knowledge and real tracking can only undertake such shipments.

Atlas India is continually providing logistics support to Mumbai Indians. Reposing faith in Atlas for undertaking their critical logistics activity is once again reiterating Atlas Capability.

Atlas Insight congratulate Atlas Mumbai , especially Mr. Ozzie, Mr. Jude and Ms. Maria for their consistent efforts.

Major Indian Port capacity is up by 47%

The Handling capacity of all Major ports have been enhanced by 47% in India. It is expected to be triple by year 2025-26 as port witness an increase in capacity touching 1595.7 million tones. All Major port of Indian handled 72% of the traffic.

TEUs transformation- a challenge for modern port

Almost 90% of international trade of goods- about 70,000 million tones- is moved by sea. Out of this, 20 percent is transported in containers.

The growth rate of global container traffic has been significant since 1960. According to a report published in 2008, the global container handling at port would increase to over 1000 million TEUs by 2020.

Atlas Achievements

ATLAS PROJECT MOVEMENT

Atlas Logistics has successfully undertaken the project import cargo of M/S Gujarat Narmada Fertilizers co Ltd. The pictures of Primary ODBC column & Reactor flash tanks imported for GNFC of Toulene Di-isocyanate at Dahej, Bharuch, Gujarath. Atlas has undertaken the import customs clearance under EPCG at Mumbai.

This has yet again demonstrated Atlas proven capability to undertake Project shipments at par with any Global MNCs.

The customers who had the privilege of working with Atlas Logistics will certify the same.

The pictures are taken during Ms. Manisha's visit to GNFC Site at Dahej.

Atlas Logistics Mumbai C&F team successfully completed the job of customs clearances of these high value projects ontime. Special, mention to be made of wholehearted involvement of Mr. Nathan.

Atlas Insight
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Atlas Learning- Indian Air Cargo Carriers

Atlas Insight
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The voluntarily phenomenal growth of Indian Air Cargo market is due to open sky policy introduced by Government of India. As a consequence, the foreign air operators have been investing in dedicated cargo capacities.

In late 80s, On noticing that the flag carriers- Air India and Indian Airlines were facing challenges in providing the much needed cargo capacity, Indian Government opened the gate for foreign operators. At that time, the role of Indian private airlines was restricted to domestic passenger segment and they had no role in air cargo, except for blue dart aviation. Primarily they were taking care of their own express load of domestic points. However the national carriers, instead of taking advantage of the growing market conditions and moving on fast track, withdrew from their home turf. This in-turn provided a free track to foreign operators.

Today, a leading Indian freight forwarder can create great volumes even without holding the air way bill of an Indian air operator.

Going further, the positioning of foreign air operators in the Indian market is also threatening the very existence of national airlines. The foreign airlines dictate the market in terms of tariff, surcharge, fee, distributors role and entitlement's. Also they demand their individual systems and procedures, and thereby challenge the standardization of the process in the industry which is a critical factor for professionalism and sustainable growth.

Even in USA, which is considered a highly mature and developed market, the US operator has limited role in international air cargo operations and foreign operators were alleged to have formed a cartel to fix tariff and exploit the market conditions.

Therefore, it should be kept in mind that that foreign air operators who thrive on 5th and 6th freedom (The right to carry commercial load from a foreign country to another foreign country and right to carry commercial load from a foreign country to another foreign country though own country respectively) get into the market, just to exploit the market condition to their advantage.

Therefore Indian Govt should be sensitive to the need of domestic air cargo carriers. It should recognize future challenges, dispute the toxic positioning of the foreign air operators and take appropriate corrective action to gain rightful place in the Indian air cargo market.

This can only be achieved when both the Indian air cargo operators and freight forwarders work together for a greater interest.

MANAGEMENT CONCEPTS

Leadership Gyan

Adapted from Jack Welch memoirs

Atlas Insight
March 2010

Become the change before the change can

HARNESS THE POWER OF CHANGE

The mindset of yesterday's manager-accepting compromise, keeping things tidy-bred complacency.

Tomorrow's leaders must raise issues, debate them, and resolve them.

They must rally around a vision of what a business can become change.

MAKE EACH DAY YOUR FIRST DAY ON THE JOB

Start their day as if it were their first day on the job.

In other words, always think fresh thoughts. Make it a habit to think about your business. Don't rest on your laurels.

Make whatever changes are necessary to improve things.

Reexamine your agenda, and rewrite what needs to be rewritten.

Do not follow a set script, change the script as you move along and what clicks and don't click

FACE REALITY!

It may sound simple, but getting any organization or group of people to see the world the way it is and not the way they wish it were or hope it will be is not as easy as it sounds.

Leaders should see things as they are, to deal with the way it is now, not the way they wish it would be.

Best examples are our politicians who still invoke past glory Gandhi, Nehru, caste, religion, English phobia , resistance against pubs, opposite sex mixing rather than accepting we have progressed, it is a new generation altogether. The old issues do not matter.

MANAGING LESS IS MANAGING BETTER

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.

Atlas Wellness

EYE CARE TIPS

For good eyesight, it is important to maintain and preserve the visual function throughout one's lifetime. Following are the general measures one should take care to safeguard their eyes:

Diet: For healthy functioning of eyes, one needs sufficient quantity of Vitamin A. The sources include green leafy vegetables, fruits, milk, eggs, and meat (especially liver). A balanced diet with a correct proportion of proteins, carbohydrates and fats in combination of these food items will help in keeping eyes healthy. For infants, mother's milk is very important. It is during the time of weaning that infants can develop Vitamin A deficiency that may lead to a permanent impairment of vision.

Hygiene: Keeping eyes clean is important to ward off infections. First thing in the morning is to clean the eyes in running tap water. Do not splash water on to eyes since it can result in an abrasion and the lids close as a reflex action without any cleansing being achieved. One should clean the eyes after coming back from out doors as well as before going to bed. It is equally important to have good hand hygiene. Do not touch your eyes with dirty, greasy hands. Make sure you sanitize your hands at regular intervals.

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Desk jobs: Jobs are getting oriented around computers and laptops, it is important to take few precautions:

Computer screen should be kept 30-50 cm away from the eyes

Top edge of the screen should be in line with the level of eyes

The chair should be ergonomically designed for comfort and correct posture

Take a break every 20-30 minutes to walk 20 paces, look beyond 20 feet and blink completely 20 times

Increase font size for comfort and adjust picture quality for comfortable viewing

White background generally gives less strain as contrast is more.

Special instruction for students

Read in adequate light. Keep a table lamp handy. Light should fall on the reading material from front or right to left

Maintain correct posture; do not read lying on your belly

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