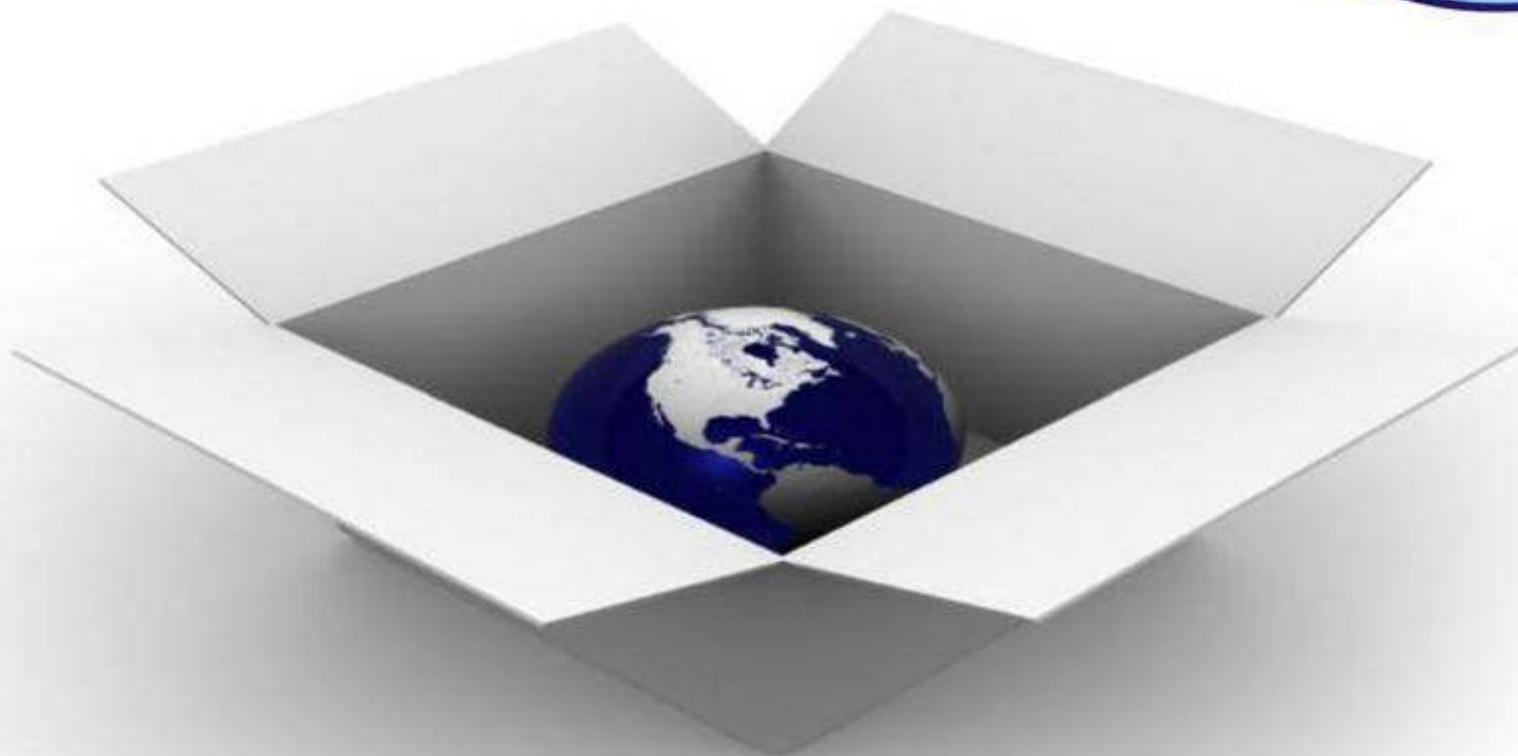




## **ATLAS LOGISTICS PVT LTD**

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# **Atlas Insight**

**MAY 2009**

*Atlas Flashes*

*Atlas Insight*  
*May 2009*

## **ATLAS OFFICE IN CHINA**

### **ATLAS OPENED REPRESENTATIVE OFFICE IN CHINA**

We are pleased to announce that Atlas has opened a representative office in Shanghai of China on 17 April 2009 as a plan for strengthening our foothold in Eastern Asia region.

Mr. Prabhanjan would be the chief Representative officer and Mr. Max Qianjiong would be working under him as Business Development Manager. Email ID of Mr. Max is [max@atlaslogistics.cn](mailto:max@atlaslogistics.cn)

Contact details of our office is mentioned below:-

Atlas Logistics Pvt Ltd (Shanghai Representative Office)  
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No.728 inhua Road  
Shanghai 200052  
Tel : +0086 21 62825038  
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Let us wish them all the best for their all efforts towards expanding Atlas business interest.



## Atlas Achievements



Ms. Jyoti Pratap Mane of Mumbai secured a 45 ton movement of an ex-salesmen customer which he was never able to secure. The business had realized because of her competence on identifying clients, negotiating better rates and then clinching the deal for a substantial tonnage. Her clinical approach based on sheer perseverance and efforts is well noted. By carrying out additional responsibility of bringing business, apart from the regular job assignments as customer coordinator, is indicating her collective ownership and shared destiny with Atlas.

Let us not only congratulate her on commendable efforts but also take a cue from it to undertake additional responsibility of bringing in more customers and more revenue to our Atlas. That is the need of the hour.

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## Import Export Code Number

**Import Export Code Number or IEC Code** is a unique 10 digit code required by the exporter and importers for the purpose of import and export in India. No exporter or importer is allowed to carry out any kind of trade activity without IEC Code Number unless specifically exempted. The Import Export Codes are issued by **DGFT - Director General of Foreign Trade**, Ministry of Commerce, Government of India to domestic import-export companies. All licenses for imports and exports are valid for a specific period during which the import or export of the goods should be completed. If the license does not specify any specific period, the imports should be completed by 31st March of the licensing year. We can check the IEC status of the customer, by clicking <http://dgft.gov.in/iecstatus.html>.

Whenever an IEC Code Number holder wants to surrender his IEC Number, then he can approach to the same IEC Number licensing authority who had issued the IEC Number. After canceling the IEC Number, the licensing authority will inform the government authorities such as RBI/Customs and other licensing authorities that the said IEC number has become inoperative.

## Atlas Achievements



Ms. Meenakshi, Mr. Suresh and their team undertaken a tough assignment of M/s Suzlon Energy to take mammoth oversized shipment from Coimbatore to Chickago via sea.

The shipment was belongs to Suzlon Energy, which is one of the leading manufactures of *wind energy* equipments.



Ms. Meenakshi of Chennai Branch and Mr.Suresh of Coimbatore coordinated with WBC and handled 2x20 hard top container from factory hansen transmissions based in Coimbatore (Tamil Nadu, India).

2 x 20 hard top (4+4 pallets - 4 pallets for each container) parts of wind operation electricity generators for manufacture of type suzlon 2.1 mw series wind operated electricity generator having a weight of 18001 Kg of each container.

Shipment was oversized and was not an easy task for smooth shipment. But with the Atlas Touch, it could sail through smoothly. The customer not only expressed satisfaction and said that he never got such quality services from any other freight forwarder. They have shown interest to work with us for their imports ex- Belgium , Germany etc for which Mr. Prabhanjan along with Coimbatore branch is working to gain entry into this new account.

Atlas Insight congratulates Ms. Meenakshi, Mr. Suresh and their team for their appreciable efforts and also wish good luck for the new biz to Mr Prabhanjan , Mr.Suresh, Ms. Ruby for imports.

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## *Atlas Achievements*

Mr. Santhosh from Bangalore is well known for excellent communication and customer services especially for clients like Nike and other routing orders generated through WBC.

Recently Mr. Santosh made good break through and this should set example for all other coordinators across the country.

With his pursuance and hard work for handling one of the routed shipment efficiently, he had gained entry into new account which is a German based company and they have lot of Cross Country shipment and also import to India and far east asia.

He has converted a mere enquiry from Vietnam to Colombo shipment to a kind of contract for shipment spanning across from Germany to Vietnam, China, India and Srilanka.

This has made it possible with his clarity in communication and coordination.

Atlas Insight congratulates him for bagging a prestigious customer in Atlas Kitty and wishing him many more successes in days to come.

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### **Logistics snippets**

#### **Shipping industry upbeat about revival**

With the global banking and Finance showing marginal improvement, the commodities market is expected to pick up momentum soon. The shipping and logistic industry is expected to resumé normal business operations within six months in the wake of marked improvement in the financial sector.

The global shipping market, controlled by the Baltic Dry Index, has shown marginal improvement. The index, which has dipped to an all-time low of 660 in November 2008 has now reached 1700 mark.

#### **Global exports to decline by 9% in 2009**

**The World Trade Organization (WTO) expects global exports to decline by 9 % in 2009. World merchandise trade registered only 2.2 % growth in 2008, down 3.9% from the figure of 2007.**

#### **BRIEF HISTORY OF 3PL**

Third Party Logistics (3PL) is the function by which the owner of goods (The Client Company) outsources various elements of the supply chain to one 3 PL company that can perform the management function of the clients inbound freight, customs, warehousing, order fulfillment, distribution, and outbound freight to the clients customers.

Logistics has been called the last frontier that even at the present time, the improvement of logistics has been the primary source of firms to make new profits and maintain competitive advantage. There are also several instances where the logistics system has become the cause of bottlenecks in the firm's overall management. The potential for reducing total cost and for improving the quality of services provided to customers can be increased through the elimination of these bottlenecks.

User logistics services are no longer lured by buzzwords or big name. the focus is clearly on costs and delivered value. Hence the emergence of quality players as strong regional or sectoral players is imminent. Since Atlas is rich in local experience, have the flexibility and speed to deliver according to the expectation of the principal, have bright prospects.

The Indian 3PL business is one of the fastest growing sector today. As reported by Assocham, It is estimated to grow \$90 million by 2012. This indicates that the logistics industry will witness substantial growth in the next two years. Sectors like manufacturing, retail and real estate, which is currently feeling the effect of the slow down and are expected to return to normal and further boost the logistics industry. This will surely bring in more business opportunities for players like Atlas. The concept of multi user logistics centers, where customers pay only for the space and service utilized, is a revolutionary change in the Indian logistics scenario. These centers can be compared to a business hotel where a customer pay only for the room (pallet space) and any additional services required by the customer (such as repacking) will incur extra charges.

As Indian logistics companies becomes more competitive globally, multinational companies will look to outsource their entire logistics service to India. Since Atlas offers complete logistics solutions , we can fit into as one-stop-shop for most of their business verticals.

We need to move up the value chain, place greater emphasis on the planned approach to acquire new businesses.

## EXCEL SHORT CUTS

Action	Menu Equivalent Comments	Version
Alt + F1	Insert Chart	Inset, Chart
Alt + F2	Save As	File, Save AS
Alt + F4	Exit	File, Exit
Alt + F8	Macro Dialogue Box	Tools, Macro
Alt + F11	Visual Basic Editor	Tools, Macro
Shift +F11	New Worksheet	Insert, Worksheet
Ctrl+Shift+F3	Create Name by Using names of Row and column labels	Insert, Name, Create
Ctrl+Shift+F6	Previous Window	Window
Ctrl+Shift+F12	Print	File, Print
Alt+ Shift+F1	New Worksheet	Insert, Worksheet
Alt+ Shift+F2	Save	File, Save
Alt +=	Auto Sum	No direct Equivalent
Ctrl+'	Toggle Value/Formulate display	Tools,Options,View
Ctrl+Shift+A	Insert Argument names into Formula	No direct Equivalent
Alt+Down Arrow	Display Auto Complete List	None

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### Address Proof

it is difficult to produce an address proof issued by Govt with latest address.

India post (post office) has come up with a solution.

Now you can get an Address proof along with your photo from India post. Since the ID proof is issued by India post which is a central government organization, it is similar to Government ID cards like Driving license, Voters ID etc.

It can be used for opening bank accounts, for getting telephone/internet connections etc.

The total cost for getting this ID card is Rs.250/ (Rs.10 for application and Rs.240/- processing fee).

Further details you can get it from nearest post office.

## MANAGEMENT FABLES

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### **SELF APPRAISAL**

A little boy went into a drug store, reached for a soda carton and pulled it over to the telephone. He climbed onto the carton so that he could reach the buttons on the phone and proceeded to punch in seven digits (phone numbers).

The store-owner observed and listened to the conversation:

Boy: "Lady, Can you give me the job of cutting your lawn?"

Woman: (at the other end of the phone line): "I already have someone to cut my lawn."

Boy: "Lady, I will cut your lawn for half the price of the person who cuts your lawn now".

Woman: I'm very satisfied with the person who is presently cutting my lawn.

Boy: (with more perseverance): "Lady, I'll even sweep your curb and your sidewalk, so on Sunday you will have the prettiest lawn in all of Palm beach, Florida."

Woman: No, thank you.

With a smile on his face, the little boy replaced the receiver.

The store-owner, who was listening to all this, walked over to the boy.

Store Owner: "Son... I like your attitude; I like that positive spirit and would like to offer you a job."

Boy: "No thanks,

Store Owner: But you were really pleading for one.

Boy: No Sir, I was just checking my performance at the job I already have. I am the one who is working for that lady I was talking to."

This is what we call "Self Appraisal"

# MANAGEMENT CONCEPTS

Factors Influencing Leadership Styles:

Personality of leaderships:

**Value Systems:** How strongly do they feel that individuals should share in decision making? How convinced are they that the officials paid or chosen to assume responsibility should personally carry out the burden of decision making? What relative importance do they attach to organizational efficiency and personal growth of subordinates?

**Confidence in Group Members:** Leaders differ in the amount of trust they have in other people. After considering the knowledge and competence of a group in dealing with problems, leaders may (justifiably or not) have more confidence in their own capabilities than in those of group members.

**Leadership Inclinations:** Leaders differ in the way they function most comfortably. For example, directive leaders issue orders and resolve problems easily. Some leaders operate best in a team role where they continually share functions with subordinates.

**Feelings of Security in Uncertain Situations:** Leaders who release control over the decision making process reduce the predictability of the outcome. Leaders with greater needs for predictability and stability are more likely to “tell” or “sell” than to “join”. Social psychologists increasingly view tolerance for ambiguity as a key in people’s manner of dealing with problems.

Personality of group members: Before deciding how to lead groups, leaders also need to understand the influence of personality variables. Generally, leaders permit groups greater freedom if the following conditions exist:

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## 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).

1. If members have relatively high need for independence;
2. If members have a readiness to assume responsibility;
3. If they have a relatively high tolerance for ambiguity;
4. If they are interested in the problem and feel that it is important.
5. If they understand the identity with the goals of the organizations;
6. If they have the necessary knowledge and experience to deal with the problem.
7. If they expect to share in decision making.

## HEALTH INFORMATION

### **PREVENTIVE MEASURES AGAINST SWINE FLU**

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#### **What is swine flu?**

Swine Influenza (swine flu) is a respiratory disease of pigs caused by type A influenza viruses that causes regular outbreaks in pigs. People do not normally get swine flu, but human infections can and do happen. Swine flu viruses have been reported to spread from person-to-person, but in the past, this transmission was limited and not sustained beyond three people.

#### **Is this swine flu virus contagious?**

The swine influenza A (H1N1) virus is contagious and is spreading from human to human.

#### **The symptoms of swine flu in people are similar to the symptoms of seasonal flu in humans and may include:**

**Fever (greater than 100°F or 37.8°C)**

**Sore throat**

**Cough**

**Stuffy nose**

**Chills**

**Headache and body aches**

**Fatigue**

Some people have reported diarrhea and vomiting associated with swine flu. Severe illness (pneumonia and respiratory failure) and deaths have been reported with swine flu infection in people. Like seasonal flu, swine flu may cause a worsening of underlying chronic medical conditions.

#### **What You Can Do to Stay Healthy**

Please Stay informed.

Influenza is thought to spread mainly person-to-person through coughing or sneezing of infected people.

Take everyday actions to stay healthy.

Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.

Wash your hands often with soap and water, especially after you cough or sneeze. Alcohol-based hands cleaners are also effective.

Avoid touching your eyes, nose or mouth. Germs spread that way.

Stay home if you get sick.

Follow public health advice, avoiding crowds and other social distancing measures.

Develop a family emergency plan as a precaution. This should include storing a supply of food, medicines, facemasks, alcohol-based hand rubs and other essential supplies.

## Atlas Personal

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Ms. Kavitha Garg, of Delhi got married on 07 May 09. Atlas Insight wish her all the very best.

Mr. Thiva of Chennai got married on 15 May 09. Atlas Insight wish him all the very best.

Mr. Sachin Thombre , Air Export department of Mumbai got married on 07 May 09. Atlas Insight wish him all the very best.

Mr. Harikrishnan of Coimbatore got married on 07 May 09. Atlas Insight wish him all the very best.

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