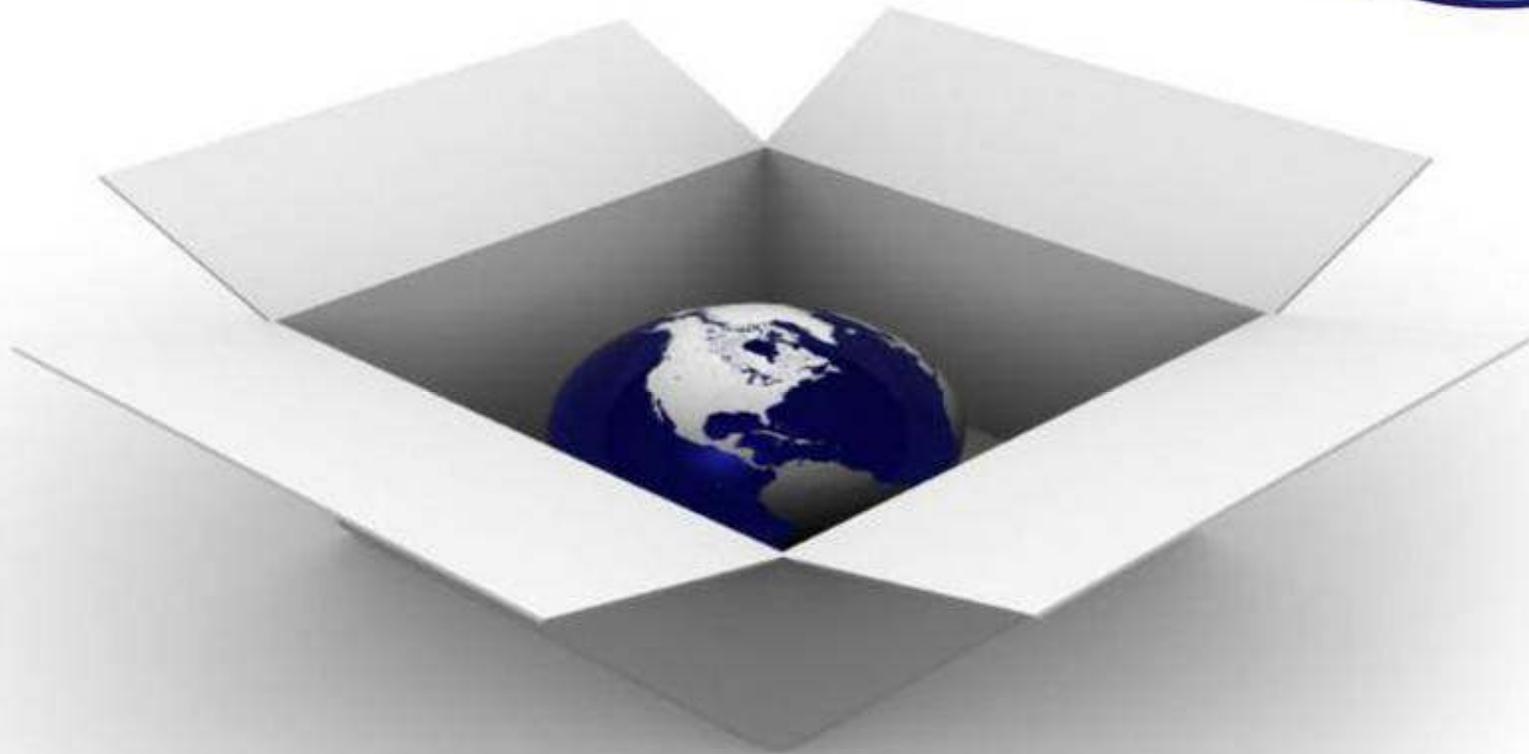




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# **Atlas Insight**

**NOVEMBER 2009**

# Atlas Achievements

## VALUE PARTNER OF THE YEAR (SERVICES)

### FOR 2008-09 AWARDED TO ATLAS LOGISTICS

*Atlas Insight  
November 2009*

Service quality and customer relationship management of Atlas is getting renowned and being recognized by more major clients. We believe it is the true testimonial of our quality services and gives us more responsibility to even better.

Now Beetel join the clients who has recognized our quality services by making us as the most value partner of the year award (Services) for the financial year 2008-09. Mr. Venkatesh Rao. H.R. received the award for Atlas.

Bharti Teletch is a subsidiary of India's leading business conglomerate, Bharti Enterprises.



Bharti Teletch currently commands a leading share in retail as well as the telecom service provider segments.

The Company is currently engaged into distribution & marketing of wide range of products that include Smart Phones, high quality cordless phones, modems, audio / video conferencing products, Free To Air Set Top Boxes, Fixed Cellular Phones & Fixed Wireless Terminals.

Mr. Shiva Subramaniam with the guidance of Mr. Venkatesh Rao and Mr. Ozzie overseen the quality services for the customer and we congratulate him and Delhi branch for the testimonial received form the quality client like Beetel.

## Atlas Flashes

Our Chairman and Managing Director, Mr. Venkatesh Rao H.R. along with Mr. Prabhanjan, Route Development Manger and Mr. Sasidhar of Vizag visited Visakha Container Terminal Pvt Ltd (VCTPL) on 03 November 2009.

During the visit, Atlas Team met Capt. Sriram Ravi Chander, Chief Operating Officer, Mr. Sushil Mulchandani Deputy Chief Operating Officer , Mr. P. Balakrishnan , DGM- Business Development and their team. Both the parties agreed to strengthen the relationship for mutual benefit.

Founded on 11 Sep 2002, Visakha Container Terminal Pvt Ltd (VCTPL) is a joint venture between Dubai Ports World and United Liner Agencies of India. VCTPL has been awarded a 30 year BOT contract to operate the terminal by the Visakhapatnam Port Trust. VCTPL is a private facility within the port of Visakhapatnam with modern and efficient infrastructure capable of handling feeder and mainline container vessels all round the year. The operations have commenced from 26th June 2003 and since then Visakhapatnam Port Trust has been providing continuous support including priority berthing and competitive tariff to vessel operators and owners.

Located on the center of the East Coast of India, VCTPL is the only congestion-free terminal and deepest natural draft of 15 m on the East Coast beckons the trade. With the fast growing hinterland and an excellent rail and road connectivity, it is an ideal alternative especially for shipments to and from Far East and South East Asian regions to Delhi and other nearby ICDs of Hyderabad, Nagpur and Raipur..



# Atlas Achievements

## *Atlas Insight November 2009*

Atlas has successfully carried out one prestigious cargo for Mumbai International Airport Limited consisting of STC Equipment and supply construction. The shipment was oversized in dimensions and was contained in 40" flat rack containers. The shipment was from Long Beach, USA port to Nhava Sheva Port, Mumbai.

Shipment was booked by Mumbai International Airport Limited and they are pretty pleased by the Atlas quality services.

Mr. Jude and operation team of Mumbai and Atlas USA coordinated the smooth shipment without any hitches.



# LOGISTICS UPDATE

## INDIAN AIR CARGO MARKET TO FLY HIGH WITH MARKET LIBERALIZATION

Indian Air Cargo has remained at negligible levels, in comparison to global standard, due to various factors such as cost, type of cargo and infrastructure. This is set to change in the next three to four years with the Indian economy on a solid growth trajectory and the liberalization of aviation sector. India is also set to emerge as a cargo hub, due to geographical location between South East Asia and European Union nations.

Analysis of Indian Air Cargo market, Finds that the total air cargo was about 1.77 million tonnes in 2007-08 and is expected to grow at a compound annual growth rate of about 8.33 % by 2013.

Increasing Globalization, Integration of the world economy and the strengthening of India in the IT service provider space has resulted in booming Indian Economy, supporting a thriving global economy. This has increased the aggregate demand and is an important driver for air cargo services.

The market will get a further boost with the recent raise of FDI limit allowing upto 74% stake in Indian cargo airlines, as this will bring much needed capital and global best practices to the Indian air cargo industry.

## DUTY FREE RAW SUGAR IMPORTS ALLOWED JAN 2011

Indian Govt has extended duty free import of raw sugar till January 1, 2011 as against the earlier time limit of March 31, 2010.

*Atlas Insight*  
*November 2009*

## DEMAND FOR DRY BULK VESSELS SENDS BDI CLIMBING

The Baltic Dry Index (BDI) a measure of shipping cost for commodities, posted its fifth weekly gain and first monthly climb since June on demand for ships to haul iron ore.

Hire rates for Capesized vessels to carry iron ore, the biggest dry bulk commodity, more than doubled in October and rent for small panamax vessels increased by 38%.

## PROPOSAL: GST REGIME TO PROVIDE MAJOR RELIEF FOR EXPORTERS

As per the proposal in the first discussion paper circulated by the empowered committee of state finance ministers, exporters will be zero rated or exempted from payment of GST.

Special Economic Zone will also get a similar benefit. This will ensure that exports remain competitive in the GST regime.

For imports, the committee has proposed a levy of both central GST and state GST. While this could increase the landed cost of imports, full and complete set off will be available on the GST paid on import of goods and services.

# LOGISTICS LESSONS

## SHIP CHARTERING

A Charter is a promise. The ship owner promises to place his ship at the disposal of the charterer whereas the charterer promises to pay the agreed freight or hire within the stipulated time.

Thus chartering is all about the process of hiring a ship.

The CHARTERERS could be international traders, shippers, receivers, manufacturers, mine owners or government organizations.

The growing division between ownership and management driven by the objective for a steady return has led to the development of OPERATORS. Operators hire ships from the ship owners and re-employ them for a higher freight or hire. They are also known as 'Desponent Owners'. The ability of an operator to obtain contracts for carriage of cargoes for a higher freight and have a 'back to back' arrangement with the ship owner for a lesser freight also contributes to his profit.

The SHIP BROKERS assist in securing cargoes for ships and the ships for cargoes. Being a successful ship broker calls for knowledge, hard work and 'good luck'.

Selecting the methods of employment for a ship is based on the freight market and the risks involved with it. Freight market is neither uniform nor homogeneous with a specific geographical area. The ships which carry similar cargoes determine the market level. Hence it is essential to understand the freight market.

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*November 2009*

## WIRELESS PLANNING & COORDINATION

The **WIRELESS PLANNING & COORDINATION (WPC)** is a Wing of the Ministry of Communications, India created in 1952, is the National Radio Regulatory Authority responsible for Frequency Spectrum Management, including licensing and caters for the needs of all wireless users (Government and Private) in the country.

WPC license is mandatory for any shipment in the telecom for imports. Atlas as a Major player in telecom verticals, undertakes the coordination activity for the customer in filling and obtaining license on behalf of customer.

### 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](mailto:jeevan@blr.atlaslogistics.co.in).

## LOGISTICS INFORMATION – MARITIME GEOGRAPHY

### BOSPHOROUS

*Atlas Insight  
November 2009*

One of the world's most strategic waterways, Bosphorus is the strait between the [Black Sea](#) and the [Sea of Marmara](#); it is an inundated valley that follows an irregular northeast-southwest course 32km (20 miles) long, 730-3300m (800-3600 yards) wide, 30-120m (100-395ft) deep.

The Bosphorus in Turkey is one of the busiest waterways in the world, linking the Black Sea to the Aegean and Mediterranean Seas and thence to the outside world.

All shipping bound for or departing from the Black Sea ports of Contanza and Odessa have to transit this canal .

19 miles long and average navigable width of 1 mile. A minimum of 700 meters at its narrowest point.

Abrupt and angular windings, forcing vessels to change course at least 12 times.

On some of these sharp turns (e.g. Kanlica), vessels approaching from the opposite direction are not visible



# MANAGEMENT COCEPTS

## UNDERSTANDING POWER FOR PROFESSIONAL GROWTH *Atlas Insight* *November 2009*

### **Power is a potential that can produce an effect.**

The potential is a particular resource, within or outside a person that can be used to produce a desired effect. For example knowledge, expertise, and attractiveness are resources within a person that can be used to produce effects like: influencing the boss, solving a problem and even losing weight. On the other hand possessing influential contacts, position and status in the organization are resources outside you but can be used for getting a tender approved, cutting the bureaucratic red tape or even firing a person from a job.

### **How potency becomes a source of power?**

When the desired **effect** due to a **particular resource**, **consistently occurs**, then the resource acquires a **potency called power** – that can be used in future also. For example when a child throws the first tantrum, and in frustration parents give in, the child understands the relationship between tantrums and parental compliance. In due course tantrum throwing acquires potency and becomes a source of power, if parents continue to submit to the tantrum.

### **Self-Awareness develops Power.**

In the epic Ramayana , Lord Hanuman was reminded of his boundless strength by Sage Jamvant , and this made Hanuman carry the entire mountain that had a precious healing herb to the battleground where Laxman , Lord Ram's beloved brother lay wounded, and thus saved his life.

In childhood it is parents, and later in life, teachers, gurus, mentors and bosses often make us aware of our talents and hidden potential and this empowers us. On the other hand constant criticism and humiliation by the same people will lower the self-esteem disempowering us.

In the award winning film Black we witness the transformation of a wild, deaf, dumb and blind child transforming in to an empowered, confident young lady through the hands of a teacher – guru.

### **Interpersonal Power**

When we believe others hold the key to our happiness, we influence and control their behavior, and this ability is Interpersonal power. Through interpersonal power we try to make other people do what they otherwise would not have, and this makes us feel important, valued and in control.

Organizations today emphasize developing interpersonal power because this is comes handy when we are selling, coordinating teamwork and leading others. People with high Emotional Intelligence will have greater interpersonal power.

# MANAGEMENT COCEPTS

## UNDERSTANDING POWER FOR PROFESSIONAL GROWTH (Cont'd)

*Atlas Insight*

*November 2009*

### **Intrapersonal Power:**

When we bring about a change in our self we exercise intrapersonal power. Controlling cravings, wants, needs and desires, and displaying extraordinary will, drive and perseverance towards a commitment are examples of intrapersonal power. Generally such people will also have high Spiritual Intelligence. Rishis ,Munis and Sages through meditation and *tapasya* develop *siddhis* – which are powers that can accomplish extraordinary feats.

### **Intrapersonal Power versus Interpersonal Power**

In the long run it is better to work more on developing intrapersonal power rather than interpersonal power, for we must first control our self before we try controlling others. When we are aware our talents, skills, competence, vision and goals we gain confidence and become independent, and we do not need to then rely on others for happiness.

Intrapersonal power increases our charisma; as every one appreciates expertise, talent, and confidence. Through interpersonal power thus we are able to enhance interpersonal power.

You must remember that interpersonal power when not tempered by virtues of compassion, empathy and high ethical standards, ends up harming others. Hitler displayed interpersonal power when he got the German army to support and implement the program for the systematic extermination of the Jewish race

Hitler lacked spiritual Intelligence and this has earned him notoriety in posterity. Mother Theresa had both spiritual and emotional intelligence – she displayed both intrapersonal and interpersonal power when she brought about a positive change in the life of the poorest of the poor; for which she is revered as a saint.

### **Key Leanings:**

**Anything that can produce a desired result becomes a source of power.**

**Self-awareness increases both Intrapersonal and interpersonal power.**

**Parents, teachers, partner, close friends, gurus, mentors and bosses play a significant role in making us self-aware.**

**Intrapersonal power makes you independent, confident, responsible, committed and capable of hard work. When backed with ethics, compassion and love it increases your spiritual intelligence.**

**On the other hand interpersonal power enhances your ability to influence others and is associated with emotional intelligence.**

**Work on first on developing intrapersonal power and interpersonal power will come to you as a byproduct.**

## Atlas Health

### **CONJUNCTIVITIS**

Pink eye (conjunctivitis) is an inflammation of the tissue on the surface of the eye and/or the inside lining of the eyelids.

The more common causes of pink eye include:

Infection (viruses, bacteria)

Inflammatory causes such as chemicals, fumes, dust, and debris

Allergies

Injuries

Pink eye is very common all over the world. Nearly all people have it at one time or another. Pink eye is often caused by an irritant in the eye(s) or infection from someone else. Age, sex, ethnicity, and race play no role in who becomes infected with pink eye. Failure to do the following increases your chances of getting pink eye:

The eye is usually pink to red with an irritated appearance. There may or may not be a discharge (tears, mucous, or pus), and there may be sensitivity to bright light. There may be burning, itching, a sandy or gravelly feeling, and even pain. The lids may be stuck together in the morning upon waking. Vision might be blurred by the mucous or excess tears in the eye(s). Pink eye typically affects both eyes.

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### **Self-Care Guidelines**

Wash hands frequently so as not to contaminate others or reinfect yourself.

Separate your towels and washcloths so that others will not be at risk.

If itching is the most irritating feature, apply cold compresses.

If swelling is bothersome, apply cold compresses.

If there is a lot of discharge, especially if mucous-like, use warm compresses.

If there is aching and/or pain, use warm compresses.

Wash the eyelids very gently and soak off debris; do not pick at it.

Never rub the eyes, as this can spread the problem.

Do not share contact lens paraphernalia with an affected person.

Most over-the-counter medications will soothe the eye, but, since most pink eye is viral and will go away on its own within 7–10 days, no other medications are usually needed.

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