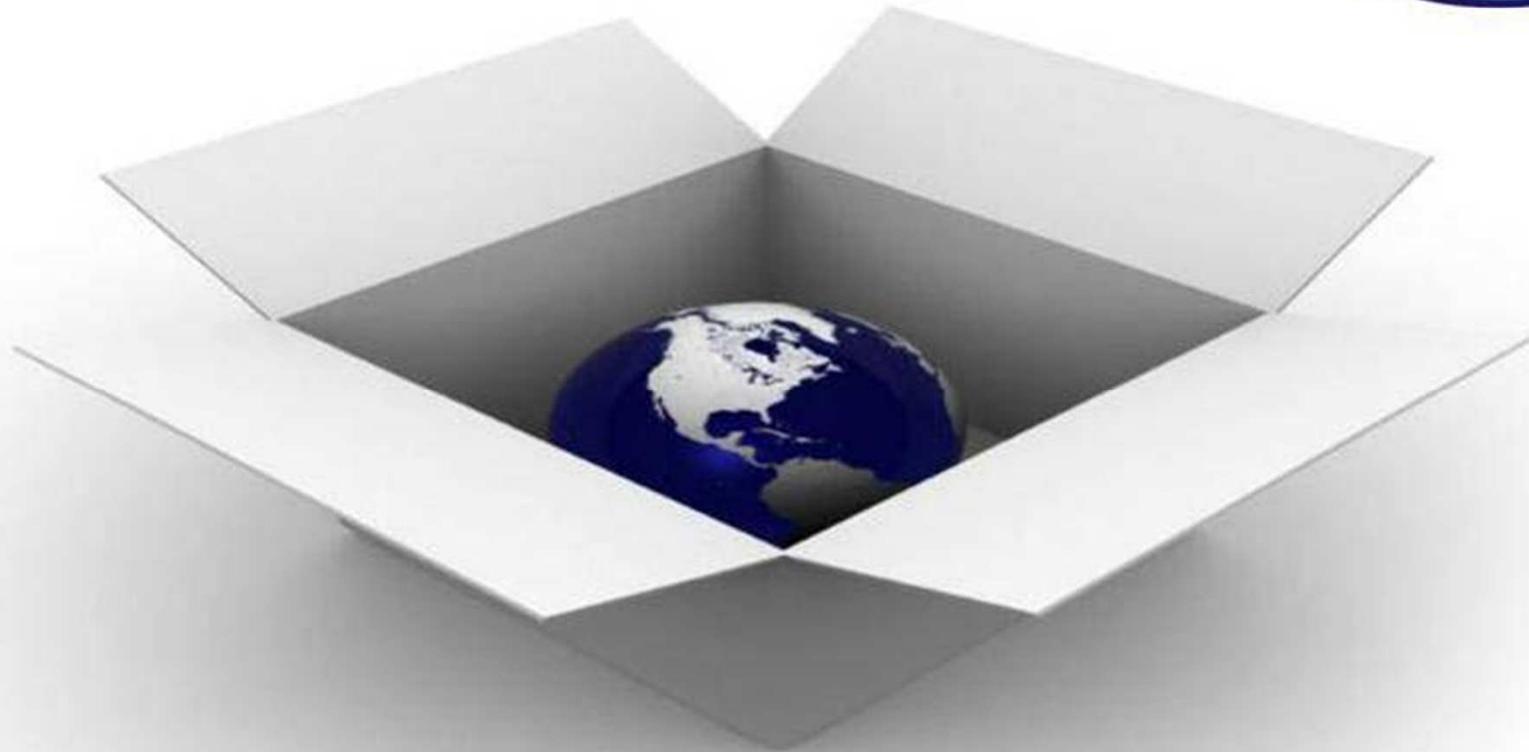




## **ATLAS LOGISTICS PVT LTD**

Regd. Office : # 777-B, 100ft Road, HAL II Stage  
Indiranagar, Bangalore - 560 038 India.  
Ph : +91 80 4198 5000  
[www.atlaslogistics.co.in](http://www.atlaslogistics.co.in)



# **Atlas Insight**

**DECEMBER 2010**

# Atlas Flashes

*Atlas Insight  
December 2010*

## **ATLAS BAGS AGHARKAR RESEARCH INSTITUTE**

Atlas Logistics - Pune has bagged Agharkar Research Institute annual contract of International Freight Forwarding services, customs clearance and forwarding services of their import shipments.

Agharkar Research Institute (ARI) is an autonomous, grant-in-aid research institute of the Department of Science and Technology (DST), Government of India.



**Ms. Tasneem**

Atlas Insight congratulates Ms. Tasneem and Atlas Pune staff who could liaise, coordinate, and offer competitive pricing to ensure a workable pricing to Agharkar Research Institute.



## **ATLAS BANGALORE PICNIC**

Atlas Bangalore arranged one picnic at . Silent Valley near Kudramukh in Karnataka on 11 Dec 2010 to 12 December 2010.

It was an opportunity of atlas family members to mingle outside the working environment.

Mr. Anand, Mr. Badari and Mr. Reddy has coordinated the picnic successfully.

It was memorable event for the participants.. Team building games were also organized during the picnic. .

# Atlas Flashes

*Atlas Insight  
December 2010*

## **ATLAS KERALA IS DOMINATING**

It is a matter of pride to share that Atlas Kerala region is continue to denominate the Air Export with service par excellence.

Each and every airline operating in Kerala is appreciating Atlas efforts in the form of giving away awards and testimonials.

Gulf Air award given to Atlas Logistics through its export manager, Atlas Kochi Mr,. Vasudevan and Kathy pacific award given to Atlas Logistics through Mr,. Narayanan, Branch Manger, and Ms. Priya Narayanan, customer coordinator of Atlas Trivandrum.

Atlas Insight congratulates Ms. Letha Vasudevan, Mr. Narayanan and their team for continue to be in Number one spot with all major airlines.



# Atlas Flashes

## ATLAS DELEGATION TO ITALY

Atlas India delegates Ms. Geetha Lakshmi, Vice President-Customer services and Ms. Manisha Route development Manager- Italy in addition to Business development Manager – Gujarat region visited M/s Barbarini & Foglia corporate office at Rome Italy . The visit of delegation was in the month of November 2010.



Meeting with M/s Teddy

M/s Barbarini & Foglia and M/s Atlas Logistics are the key logistics companies who are engaged in India- Italy trade lane.

Mr. Giulio Fico - Sales & Marketing Manager , Mr. Saverio - Director sales , Ms. Cristiana Villani – Sales Manager were actively participated in the discussions.

This was the first time Atlas delegates visiting the Italian counterpart though the business relationship extended over a long period.

Enhancing the trade lane between the two countries, and close working with Atlas group companies spread across 16 counties also explored during the meeting.

## *Atlas Insight December 2010*



Visit to M/s Barbarini & Foglia at Rome



Meeting with Conti lines

Meeting with one major consignees who nominates atlas for their shipping requirements helped both the agents and consignee. In understanding the operation better.

Meeting with major Vessel owners since Atlas is emerging as a one of the dark horses in Chartering, Vessel owners has extended their continuous support to Atlas.

# Atlas Flashes

*Atlas Insight*  
*December 2010*

## **ATLAS GLOBAL LOGISTICS MEET AT BANGKOK**

Atlas Global Logistics meet is scheduled in Bangkok from 17 December 2010 to 19 December 2010. The Atlas global delegates from 16 countries and key delegates from some major global clients are also attending.

Global Logistics meet is being viewed in global perspective by Logistics industry as a whole since one of the most poised Global Logistics company is reviewing its global performance.

Deliberation of strategies to enter in profitable verticals and quality customer deliverables in different modules, Integrating complete logistics with network synergy were some of the key topics discussed during the meeting.

Mr. Keree and Ms. Wipa are coordinating the global logistics met at Bangkok.

Atlas Insight wishes a great success of Global Logistics meet and let the meet comes out global strategies to expand Atlas Business horizon.

## **CHANGE OF ADDRESS – ATLAS AHMADABAD- INDIA**

Please note , our Atlas Logistics Pvt Ltd – Ahmadabad office has relocated to new location. The contact details are Atlas Logistics Pvt.Ltd. 305, Anjani Complex, Choice Restaurant Lane, Nr. Swastik Char Rasta, Navrangpura, Ahmedabad – 380 009. Gujarat – India.

Moving to new office necessitated due to strategic position of Atlas office close to New ICD. It will help Atlas Ahmedabad to meet customer requirements more efficiently.

Atlas Insight congratulates Mr. Eustace and Atlas Ahmadabad team for the prompt shifting within short notice.

# Logistics Updates

*Atlas Insight*  
*December 2010*

## **INDIA AIMS TO SPEED UP PORT DEVELOPMENT PROJECTS**

India is set to double its investment in infrastructure projects from \$514 billion to \$1 trillion partly to speed up development of local ports projects. The investment will come under a new program which will replace the government's current National Maritime development plan.

The program would also extend coverage to major ports together with state-controlled non-major ports. The report added that the private sector, which currently supports 30% of the investment, will likely increase its share in the future. Besides awarding projects, the new development plan will also list targets for the shipping sector.

## **INDIA, BANGLADESH SIGN CRUCIAL TRANSSHIPMENT AGREEMENT**

India and Bangladesh today signed a crucial deal to allow Indian equipment to be heavy transshipped to its landlocked northeastern Tripura state for a proposed power plant through Bangladeshi territory, officials said. Roads & Highways chief engineer Azizur Rahman and India's Oil and Natural Gas Corporation's senior adviser R K Madan signed the Memorandum of Understanding (MoU) which would allow India to transport heavy equipment for its proposed Palatana Power Plant in Tripura in 96 consignments through Bangladesh.

## **SECOND AIRPORT IN CHENNAI**

The Airports Authority of India is expected to shortly submit a detailed report to the Tamil Nadu Government for a greenfield airport at Sriperumbudur, near Chennai. It is convinced that the city needs a new airport and the report is expected to make out a case for this, and also include the cost of constructing the airport, according to sources. "Depending on what the State Government decides, the airport can either be developed by the Airports Authority of India or by the private sector. If a decision is taken that AAI should take up the project, then, the State-owned airport operator is likely to go it alone for the first six-eight years, after which it may consider inducting a strategic partner," a source said.

According to sources, despite the ongoing modernisation at the Chennai airport, the city will need a new airport in a few years. "The existing airport has structural limitations which will allow only limited expansion to cater to growing traffic projections. Hence a second airport is necessary. It can be left to the airlines to decide which airport they would like to operate to," a source said.

# Management Lessons

*Atlas Insight*  
*December 2010*

## Delegation

Despite these advantages managers can be reluctant to delegate authority. Managers often have a number of excuses for not delegating: “I can do it better myself”; “My employees just aren’t capable enough”; “It takes too much time to explain what I want to be done”. The real reason may be the manager is simply too disorganized or inflexible to delegate work effectively.

Other barriers to delegation are insecurity and confusion about who is ultimately responsible for a specific task – the manager or the employee. Managers cannot sidestep their responsibility to higher ups simply by delegating difficult or unpleasant tasks. They are always accountable for the actions of their employees – a fact that makes some managers reluctant to take a chance on delegating. Others fear that delegating reduces their own authority. Still others feel threatened if their employees do too good a job. Some employees on the other hand, want to avoid responsibility and risk. They prefer that their managers make all the decisions. These barriers can be overcome if managers follow certain guidelines for effective delegation.

### Guidelines for effective Delegation

The practice of delegation challenges managers and employee alike to pay close attention to the terms of their working relationships. Delegation will have a better chance of succeeding for all parties concerned, if they work to build trusts in each other. Here is one more situation where ethics comes to bear in day-to-day organizational activities.

Tasks of effective Delegation:

- Decide which tasks can be delegated. Many items can and should be delegated. Some of these are minor decisions and recurring chores. However, unusually demanding and challenging assignments may often be delegated to employees and will do much to develop them.
- Decide who should get the assignment. Who has available time? Does the job require special competence? For whom would it be an appropriate and useful developmental experience?
- Provide sufficient resources for carrying out the delegated task:
- Delegate the assignment: In delegating the assignment, effective managers provide all relevant information on the task. As far as possible they specify the results expected, not methods to be used.
- Be prepared, to run interference if necessary.
- \* Establish a feedback system:

### 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).

## LETTERS OF CREDIT

There are three types of letters of credit.

1) Revocable letter of credit : Issuing bank can revoke it but those transactions put through before receipt of notice of revocation are binding on the other concerned parties. Unless otherwise stated, L/C is deemed irrevocable.

2) Irrevocable letter of credit : The terms of the L/C cannot be revoked /canceled/amended without the prior consent of all the parties.

3) Confirmed letter of credit : The seller (beneficiary) if not satisfied about issuing Bank, may ask for a confirmation by a Bank in his own country (known Bank). The advising Bank adds its own confirmation to the L/C. So, seller gets two undertakings.

- a) Issuing Bank
- b) Confirming Bank

### Types of letters of credit as per Payment methods:

a) Sight (Demand)

Beneficiary gets immediate payment upon presentation of correct documents as per L/C.

b) Acceptance Credit

Usance draft is drawn by beneficiary on a) issuing Bank, b) Confirming Bank/another Bank or c) Buyer. Draft is accepted and no payment is made immediately.

If the draft is accepted by buyer, Issuing Bank and Confirming Bank guarantee the acceptance and payment on its maturity. If accepted by Bank, it is Banker's acceptance which becomes a readily discountable instrument.

*Atlas Insight*

*December 2010*

SELLER (Beneficiary) can either wait till maturity or get it discounted.

BUYER has to pay only on maturity.

BANKER'S ACCEPTANCE is an important financing instrument.

c) Credit with Advance Payment (Red Clause)

This authorizes the Advising Bank to advance a part of L/C amount to the seller to meet pre-shipment expenses. Advising Bank does so, at the risk, liability and responsibility of the Issuing Bank prior to the presentation of documents by seller. Seller has to give a receipt and undertaking to present the documents before L/C expires. Advance amount with interest is recoverable from the proceeds of export documents. However, ultimately the buyer takes the risk. Red Clause L/Cs are not permitted to be opened in India.

d) Revolving L/Cs

Under this, the Issuing Bank undertakes to restore the credit to the original amount after it has been utilised. Number of such utilization's and period of time by which these should take place are stipulated in the L/C. On receipt of the payment advice, the L/C amount will be restored by the amount of bill paid.

Revolving L/C -

Cumulative (unutilised portion can be carried forward)

Non Cumulative . Revolving Letters of Credit for imports are generally not permitted in India.

# Atlas Wellness

## Want Good Health? Take Care of your Teeth

When we were children, there were innumerable techniques that our parents used to make us brush every day, they started by telling, then yelling, pleading, giving rewards and finally making us believe that not brushing our teeth will make the teeth fall off like grandma's! What our parents did not mention was that not taking care of our teeth can lead to diabetes, heart disease and even osteoporosis!

Yes, it is true, Dental health is closely related to our overall health and unhealthy teeth and gums may cause or point to many serious health issues.

### Are Teeth and overall Health related?

While we all believe that a trip to dentist is solely about paying for our sins- eh, the tooth decay, getting teeth whitened, getting a clean up or to repair our crooked teeth, buck teeth or to get the painful root canal done, it isn't just that. Teeth have a more direct relation with the health of our body and a trip to the dentist will help you detect the symptoms of a disease and lead to early treatment.

### How, so?

Teeth health is related to overall health by either leading to a disease or leading to the detection of a disease.

Generally, our mouths are filled with bacteria. These bacteria are generally present in the plaque, a soft, sticky deposit, that is formed as soon as we eat. The acids formed by this bacteria destroy the enamel or the outermost covering of our teeth making them vulnerable. Plaque is also responsible for causing bad breath and tooth sensitivity. Good dental habits like brushing and [flossing](#) keep the bacteria in control.

## *Atlas Insight*

*December 2010*

### Gummy problem

slip in oral hygiene, dryness in mouth, etc can lead to increase in plaque in our mouth so much that the plaque comes in contact with the gum. This causes tender, swollen gums and bleeding and can lead to a disease called as Gingivitis. If the condition worsens a severe Periodontal disease can occur causing inflammation and releasing chemicals that can cause harm to other parts of the body. Gum disease also gives the bacteria access into the bloodstream causing trouble.

### Here are the diseases that are linked to the health of your teeth

**Diabetes:** [Diabetes](#) and gum disease are closely linked. Having diabetes increases the chances of gum diseases, infection, extra dryness in the mouth, cavities and tooth loss. Vice versa, gum disease results in inflammation which causes the body to release a protein called as cytokines that is known to increase insulin resistance, leading to Diabetes. It is also known that diabetes weakens the body's immune system which can worsen gum disease. Since one third of patients with Diabetes do not even know that they are suffering from it, a trip to the Dentist's clinic may help detect Diabetes.

**Coronary Disease:** Those with gum disease are at a risk for [heart disease](#) and American Academy of Periodontology says that those suffering from Periodontal disease are twice as likely to suffer from coronary heart disease than others. There are two theories about why it happens, one is that the bacteria that enters the blood stream due to the gum disease, attaches itself to the plaque deposit in the coronary arteries which leads to [heart attack](#).

# Atlas Wellness(cont'd)

## Want Good Health? Take Care of your Teeth (Cont'd)

*Atlas Insight*  
*December 2010*

### Other diseases linked with dental health:

**Osteoporosis:** The loss of bone density that occurs during osteoporosis affects the bone in the jaw which leaves the teeth vulnerable to infection. Bone loss in the teeth is one of the first signs of osteoporosis which may be detected during a routine visit to the dentist. Any medication to prevent or treat osteoporosis prevents gum disease too.

**Rheumatoid Arthritis:** Rheumatoid arthritis (RA) is an autoimmune disorder where the body's immune system fights its own tissue, in this case- the synovial membrane covering all the joints. Since RA is an inflammatory disease like Periodontal disease, patients with RA are eight times more likely to have a Periodontal disease.

**Other diseases:** A study has shown that those with Dementia are four times more likely to suffer from gum disease and [Alzheimer's](#). There is also risk of lung disease and pneumonia in those who have gum disease, especially in the elderly.

### Some tips to help you prevent Gum disease:

Brush twice a day with a toothbrush with soft or medium bristles.

Clean the space between teeth by flossing every day.

Do not ignore swollen gums, consult your dentist and get them treated to avoid complications.

If your gums bleed due to flossing and the bleeding does not stop even after 3-4 days consult your dentist

Quit smoking and chewing tobacco as both of them cause Periodontal disease and resist treatment of the disease.

Do not skip your visits to the Dentist, he or she will not only look at your dental health but also help detect many other major diseases.

With such a link between dental and overall Health established, take care of your teeth to take care of your Health!

### Smoking not only a lung danger! It will give you a heart attack!

Smoking, stress and an unhealthy lifestyle can lead to heart attacks!! Here are people for whom a heart attack turned around their lives. They stopped smoking, started regular exercise and ate well balanced diets. Success stories of how they gave up smoking and took a healthy active lifestyle...

Hope it doesn't take you a heart attack to give up smoking!

## Logistics Updates

### Coastal shipping may be thrown open to foreign lines

Indian coastal shipping services are proposed to be thrown open to foreign shipping lines. However, to begin with, the plan is to allow foreign flag vessels to carry only containerised cargo along the country's coast. All other types of cargo will be reserved for Indian ships, according to a note circulated by the Director-General of Shipping here on Monday, to seek feedback from stakeholders in coastal shipping.

Cabotage for non-containerised cargo According to the note, Cabotage regulations, under which coastal cargo is reserved for Indian ships, will continue for all other types of cargo except containerised cargo. The Shipping Secretary was expected to announce a draft coastal shipping policy yesterday at a meeting of costal shipping service operators in Mumbai. However, since Parliament was in session, the proposals in the draft policy were issued in the form of a note by the Director General of Shipping.

*Atlas Insight*  
*December 2010*

## Atlas Flashes

### MARRIAGE

Mr. Praveej , of Atlas Kochi got married on 14 November 2010. Atlas Insight wishes happy married life to newly wed couples.

### ATLAS KIDS

Ms. Letha Vasudevan Regional Manager- Kerala and Mr. Vasudevan, Manager- Air Export, Kochi is blessed with a baby girl. Atlas Insight congratulate them.

All rights reserved to Atlas Logistics Pvt Ltd.

This e- magazine is meant only for Atlas employees and to be disseminated only through intra mail. No print out to be taken and do not forward this mail to outside the Atlas domain.