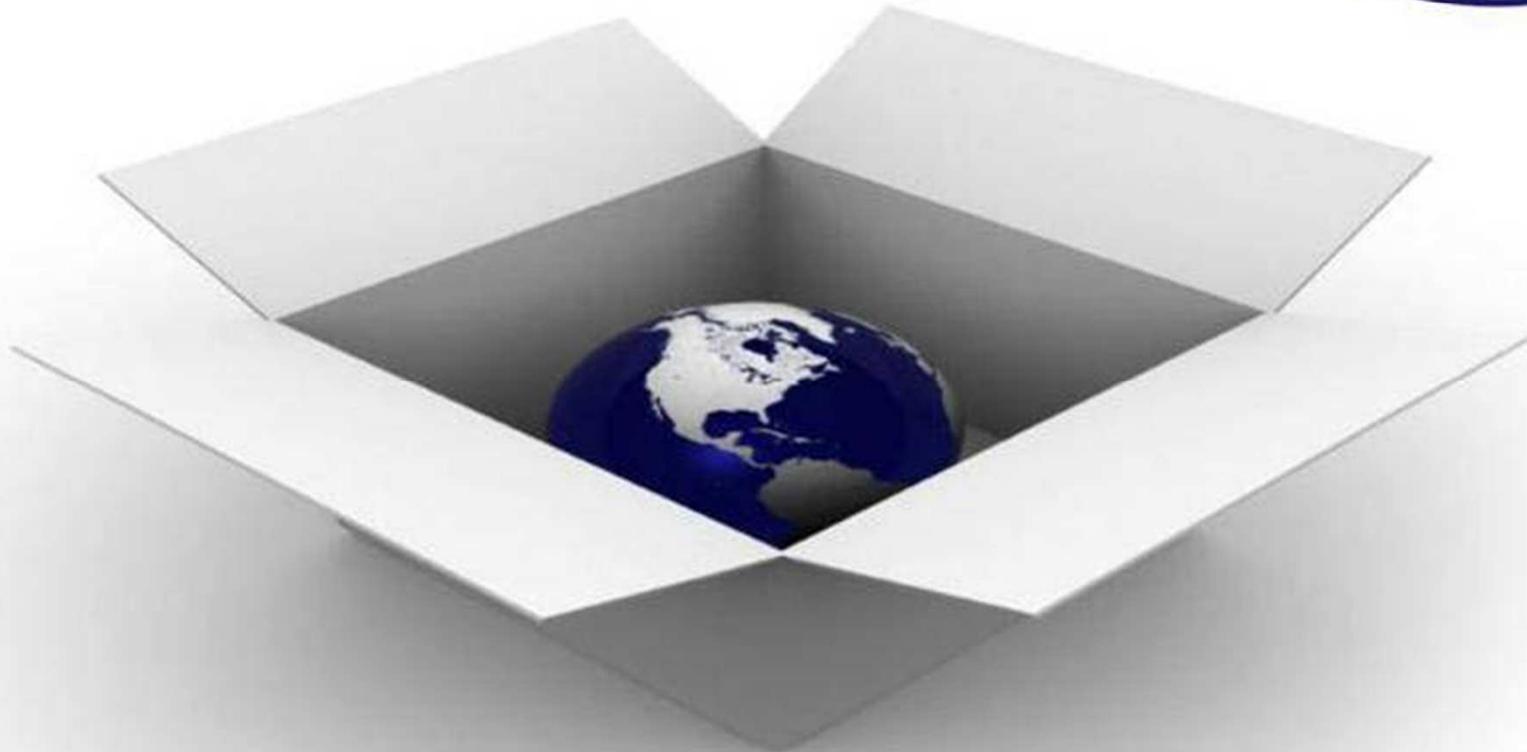




## **ATLAS LOGISTICS PVT LTD**

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# **Atlas Insight**

**SEPTEMBER 2010**

# Atlas Flashes

## TWO COMPLEX PROJECT MOVEMENTS

Project team of Atlas is on its way to expanding & enrich experiences in handling different type of project shipment. The commodity exhibits is a elevating Transporter Vehicle , Total 4 packages / 33010 Kg / 121 CBM.

Though Atlas Handled numerous project cargos , this cargo was quite different. Because of its main body of the trailer and there are 3 boxes with vehicle accessories like tyres etc, it becomes quite difficult project to handle. The shipment was from Masan to Mumbai .Consignee was L&T.

Atlas Baroda have also executed a successful break-bulk movement from Mumbai to Dar Es Salam on a RORO Vessel ( pictures of cargo loaded under deck on the vessel is given below).

The overall Length is 770mm,Height from ground level is 3250mm,Outside width 2530mm and Rear wheel width is 395mm.

Atlas Insight congratulates Ms. Manisha for spearheading both the movement s with the able support of Atlas project team.



## *Atlas Insight September 2010*



# Atlas Flashes

*Atlas Insight*  
*September 2010*

## **EPITOME OF CUSTOMER SERVICES**

Customer services to newly added clientele requires minutes attention. Customer appreciation of Atlas Services coming from the top hierarchies in the form of letters is even more pleasing.

Atlas Bangalore operation team is continuously able to gather new clients appreciation consistently.

In recent two cases, appreciation has come from their overseas suppliers/ consignees stating that with Atlas services, a new paradigm in service delivery model has been found with Atlas Touch.

Atlas Insight takes this opportunity to congratulate the entire Atlas Bangalore Operation team headed by Mr. Ramachandra for ever consistent customer oriented personalized services.

## **ATLAS INDORE IS EMERGING IN BIG LEAGUE**

Despite being a small branch compare to other branches, could manage to execute big tonnage of over 17 M/T in single air shipment is not a mean achievement. It is a clear indication that Atlas Indore is gradually coming up to the elite group.

The commodity of shipment was PP jumbo bags. Atlas Indore has undertaken the end to end logistics which includes surface transportation, customs clearance at both the ends and freight forwarding from Indore,India to Brisbane, Australia.

Customer is very happy and assured more business to Atlas. This was the first time, customer was experience under single window logistics and reaped the benefit of cost effectiveness.

Atlas Insight congratulates Ms. Reena, Mr., Rahul and Indore team for the achievements.

## CMD IS GUEST OF HONOUR



Mr. Venkatesh Rao, Chairman and Managing Director is a penchant for frequently visiting one of the quality restaurant in Delhi named Bukhara.

Mr. Venkatesh along with Mr. Ozzie and Mr. Shiva were the guest of Honour during their visit to Delhi recently.

## TIPS FOR FILLING PETROL AND DIESEL:-

Only buy or **fill up your car or bike during early morning**, when the ground temperature is still cold. Remember that all service stations have their storage tanks underground. . The colder the ground, the more dense the fuel. When it gets warmer, petrol expands. So, buying in the afternoon or in the evening, **your litre is not exactly a litre**. In the petroleum business, the specific gravity and the temperature play an important role. 1 degree rise in temperature is a big deal for this business. But the service stations do not have temperature compensation at the pumps.

Another most important tip is to fill up when your tank is HALF FULL. The reason for this is, the more fuel you have in your tank the less is the air occupying its empty space. Petrol evaporates faster than you can imagine.

### 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).

# Management Fables

## Management mantras from the Mahatma

*Atlas Insight*  
*September 2010*

Mahatma Gandhi in almost every way makes for the most unlikely candidate for CEO. A passively resistant, scantily clad, selfless individual being offered as a model for business leadership? Why not, says **Alan Axelrod**. If he had his way, Gandhi would be leading some of the most turbulence-struck companies out of financial mayhem. In his book **Gandhi, Ceo: 14 Principles to Guide & Inspire Modern Leaders**, he emphatically makes a case for his leadership ideology that he believes would work for any high stakes enterprise. "He did what the world's most effective leaders so — set absolute power aside and earn compliance instead. He used his own personal values as ammunition to persuade not force," he says.

Yet Gandhi is a surprising choice as most would agree, as far removed from being a mercenary as anyone, led not by the forces of market capitalism but by fundamental compulsions of liberty and freedom. So why would Gandhi make a great CEO today and how would he run a complex, fast-growing business enterprise? Business, says Axelrod, is first and foremost about people, and Gandhi saw every problem as a human problem, in many ways like a great executive who takes the time to take care of each employee's needs on the one hand and make decisions impacting millions the next. That, he says, is the opposite of a leader like Joseph Stalin who didn't care for individuals but believed in mass movements. The point Axelrod makes here is that Gandhi didn't actually appeal to the British government but to humanity at large to live in liberty by doing the right thing to one another, and thereby compelled the government to get out of the way.

And it wasn't conceptual, abstract discussion he persuaded with, Gandhi demonstrated by action. As he himself once said: "**You must be the change you wish to see in the world**". "He said 'don't try to change the world just march to the sea and make salt, go back to home spun cloth, start doing things and make it happen'," says Axelrod. He makes reference to William Carlson William, a great American 20th century poet who famously coined the phrase: "**No ideas but in things**", saying this was precisely the approach Gandhi followed. "

### Mahatma Gandhi on customer services

**A customer is the most important visitor on our premises.**

**He is not dependent on us. We are dependent on him. He is not an interruption in our work - he is the purpose of it.**

**We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to serve him.**

With logistics and transport emerging as integral parts of business worldwide, there is a lot to do for a vibrant competition regime and regulatory mechanism for the sector in India.

An overwhelming need today is for transport to be conducive to economical, speedy, safe and seamless flow of goods and people across the country. An approach paper recently released by the Indian Planning Commission envisages “an overarching framework in order to eliminate divergent mandates currently prescribed for various sectoral regulators” for infrastructure sector.

Although what looks to be a seemingly elusive target of 30% of private capital in the projected investment of over Rs 20,56,000 crore for infrastructure in the 11th Five-Year Plan (2007-12), private participation in it is critical. And a meaningful mobilisation of private capital is dependent on ‘a supportive investor-friendly environment’.

This will entail a regulatory system, a level playing field for competing suppliers, and credibility of the system to safeguard the interest of consumers for quality of service and its cost.

Much like in the UK, it proposes, India too should standardize regulation across utility sectors through a consolidating legislation applying to all existing regulators. It advocates that the country should opt for multi-sectoral regulators such as for (i) communication, (ii) energy, and (iii) transport

The country’s transport sector is characterized by conflicting and overlapping jurisdictions: while road transport is a state subject, there is country’s overarching Motor Vehicles. Other forms of transport — shipping, railways, aviation and ‘major’ ports — are central subjects, yet more than 180 ‘non-major’ ports in the country are in the state jurisdiction.

In shipping and aviation, the industry is regulated internationally as well, which limits the role of the domestic regulator. One glaring anomaly in the country’s transport sector has been a scarce intra-sector coordination. Separate sectoral ministries for different modes do not evidently admit of well coordinated and harmonious framework for policy development.

India has been liberalizing its air transport policies in a way that entry and exit are really free. The process commenced in 1986 when air-taxi operators were allowed to operate domestic services.

The Airports Economic Regulatory Authority is in a formative stage and will hopefully devise efficient processes to regulate tariff for the aeronautical services, development fees in respect of major airports and passengers service fee, besides to monitor performance standards relating to quality and reliability of service.

Currently, the Indian Ports Act, 1908, and the Major Port Trusts Act, 1963, govern the ports. The Major Ports Regulatory Authority (MPRA) envisaged to replace the current Tariff Authority for Major Ports (Tamp) is proposed to be given the powers of an ordinary civil court.

# Atlas Wellness

## BAD DINING HABITS THAT MAKE YOU FAT

“Eat breakfast like a king, lunch like a prince, and dinner like a pauper!” – Adelle Davis, American Nutritionist and Writer.

With nutritionists, dieticians and health experts world over swearing by the ‘dine like a pauper’ health formula, even you start following it. But are quickly disappointed as instead of losing weight, you find yourself gaining weight!

### What could be going wrong with your Dinner?

You are choosing the healthiest food options available and making an effort to eat right food yet you find yourself unable to lose weight and instead find yourself gaining more weight!

The answer lies in not what you eat, but the way you are eating it! Most of us love to dine in big groups where conversation flows in abundance, but did you know that dining with lots of company is one of the reasons as to why you are becoming fat.

### Bad Dining Habit No. 1 – Mindless Eating

**How to avoid** – One can avoid mindless eating by turning the TV or Radio off while dining. As for the eating while cooking is concerned, one needs to make conscious efforts to transfer the cooked items straight to the utensils and not to their own mouths!

### Bad Dining Habit No. 2 – Using Large Dishes

**How to Avoid** – An easy way to avoid this is to smaller sized cutlery

*Atlas Insight*  
*September 2010*

### Bad Dining Habit No. 3 – Eating in a large group

**How to Avoid** – The best way to avoid over eating when in a large group is to first order a soup instead of the entrees and follow it up with a salad or small portions of the main course.

### Bad Dining Habit No. 4 – Having a variety of options to choose from

**How to Avoid** – When faced with a buffet, make a mental short list of what you like best from among the myriad display; and eat only those items. You can also start by drinking 2-3 glasses of water before meals which would make it impossible to overeat and which will also help with digestion.

### Bad Dining Habit No. 5 – Eating too Fast

**How to Avoid** - Hurried eating can be avoided if one sets timings spent eating and adheres to them; this practice also helps in better digestion of the food.

### Bad Dining Habit No. 6 – Skipping Dinner altogether!

**How to Avoid** – You need to discipline yourself to respond to this clock by ensuring you eat when the clock calls for it. Without such a regimen, you may be well past the right dinner time, but may not even become conscious of it; by the time you realize it is too late, and you decide to skip dinner.

# Logistics Updates

*Atlas Insight*  
*September 2010*

## ISO ISSUES NEW GUIDELINES ON SHIP DISMANTLING

The International Organization for Standardization (ISO) has come out with two new specifications to address two of the biggest problems facing the dismantling and recycling of vessels. These are the environmental issues and the safety of workers engaged in dismantling the vessels. The first publicly available specification (PAS), 30006:2010, addresses and provides diagrams to show the location of hazardous materials on vessels. The first publicly available specification (PAS), 30006:2010, addresses and provides diagrams to show the location of hazardous materials on vessels.

The second PAS, 30007:2010, provides instructions on steps that should be taken to prevent asbestos emission and exposure during the ship recycling process. The PAS provides guidance for the preparation of ships for recycling and helps minimize the use of potentially hazardous materials and waste generation during a ship's operating life

## AUGUST VAULT IN SHIPPING RATES SEEN MORE A BLIP THAN TREND

Shipping rates surged in August on a revival in global economic activity. But experts do not see the buoyancy holding for long. The Baltic Dry Index (BDI), the barometer of shipping freight rates, had slumped in July to around 1700. The fall was mainly due to a decline in Chinese steel production, which curbed demand for iron ore.

However, the index has since made a steady recovery, ending August at 2713 and rising further to 2741 on the opening day of September. "The main reason for this bounce was an improvement in economic activities. The demand for iron ore is picking up. Steel production activity is likely to be good for the second half of the financial year," said an analyst from a leading brokerage firm, requesting not to be quoted.

## Atlas Flashes

## BABY BORN

Ms. Mageshwari of Atlas Chennai is blessed with a baby boy. Atlas Insight congratulate him.

# Logistics Updates

*Atlas Insight*  
*September 2010*

## MATERIAL HANDLING CONSULTANCY BUSINESS LURES FOREIGN PLAYERS TO INDIAN SHORES

Burgeoning developmental activities across multiple sectors of the Indian economy, which are throwing open innumerable opportunities for material handling consultants, are attracting host of multinational companies to set up facilities to fill the growing shortage for material handling system designers, consultants etc.

According to industry sources, almost all foreign consulting companies are eyeing the Indian territory to set up offices to offer services in the material handling sector. While some of them have already taken up projects and are carrying out core engineering works at their offshore sites and training Indian engineers, others are buying time for an ideal plunge. "India's need for initiatives and innovations in this sector started after the privatization process kicked in during the late nineties. Earlier there was not much requirement for such technical expertise as it is now," said an official on a leading port, which is getting automated in a big way.

## KOPT GETS TOUGH ON TRANSIT CARGO NON-LIFTERS

The Kolkata Port Trust (KoPT) has amended, with effect from September 1, the rules for collecting licence fees for storage of transit cargo in the yards and sheds of the Kolkata Dock System (KDS). Accordingly, fees for storage of transit cargo for the first 30 days will be charged at normal rates; for the next 30 days, they will be three times the normal rates. In the third month, the fees will be five times the normal rates.

And beyond that, the fees will be 10 times the normal rates. Earlier, KoPT authorities used to grant renewal of the licensing period at the normal fees. The transit storage space would no longer be allowed to be used for warehousing purposes for indefinite periods.

## Atlas Flashes

### MARRIAGE

Mr. Santosh Kumar P, of Corporate Finance of Atlas Bangalore got married on 19 September 2010. Atlas Insight wishes happy married life to newly wed couples.

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