



Atlas Insight

January 2011

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Atlas Global Meet 2010 Bangkok

Atlas Global Meet 2010 Bangkok, the Session which was held in the Grand Hall was attended by about 50 participants from all over the world under the leadership of CMD Mr. Venkatesh, with key speakers from Larsen & Toubro, CA Keshavayya, Mr. Sebastin –Premium Logistics Germany and Kemal –A J Worldwide USA. Various business/network development points were discussed followed by individual country presentations.



Mr. Venkatesh, The chairman of the Atlas Group addressed the gathering. He stated that all of us should focus beyond 2011 and develop one of the most reputed organizations which would stand the test of time by creating wealth and give back to the society. Atlas Logistics Asia is by trying hard to be the leader in its market with over 20% revenue growth. Asia is the growth market. Not only will we defend our position there, we will expand it. Our activities in China and Other countries are a superb example of this.

Dr. Priti Sachdev's presentation on "Handling Adversity "Moto in life is to Help others in achieving their true potential in Life . She classified staff's into 3 categories "Quitters, Campers, Climbers" and by describing their behavior during Adversity. " She has given small hint to all our country managing directors to weigh their staff.

CA Keshavayyas presentation on " Foreign Investment and trade " which was informative on financial discipline and Mr. Sholapurs speech on L&T by highlighting how their organization has grown and the positive and negative approach of Atlas Logistics to handle the L&T logistics business was informative and has given awareness to our colleagues.

Core and crucial meeting with Atlas team from Atlas Far East Asia, Atlas Sri Lanka, Atlas Japan, Atlas Taiwan, Atlas UK, Atlas China, Atlas Vietnam, Atlas Indonesia, Atlas Bangladesh, Atlas Korea, Atlas India was fruitful and every participants were happy for giving this stage to share and exchange their views.



Editorial - Blessings are not valued until they are gone

"Blessings are not valued until they are gone." So much is overlooked and so much of our actions are automatic that it is as if nothing special ever happens. Nothing stays the same. The situations we find ourselves in today can change in the twinkling of an eye and the freedom and amenities we took for granted can disappear. We need to stop and count our blessings and see how fortu-

nate we really are."

January is often considered the month for deep reflection. We look back at the year behind us, bemoaning our regrets and celebrating our successes. And then, we look forward to the future year. We make well-meaning resolutions and hope for the best.

So, in this way, we're all a little bit like Janus, the Roman

god for which January is named. Janus is usually depicted with having two heads. That faces in opposite directions. One looks back to the year departed, and one looks forward to the new and uncertain year ahead.

Atlas Insight Team wish you all **Happy New Year.**

Logistics Industry – News Highlights

CII News Update



Logistics industry must create additional capacity to meet rising demand: G K Vasani Dec 13, 2010

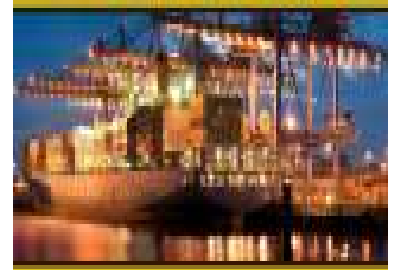
Vasani, Minister for Shipping, Government of India, said the key challenges for the industry are the infrastructural bottlenecks and the high

logistics cost which at 13-14% of GDP is way above the level of 7-8% of GDP in the developed countries.

Mr Vasani said the Government has taken several key measures to support the growth of the logistics infrastructure, such as, opening up the industry to 100% FDI, removal of Central Sales Tax (CST), introduction of Value Added Tax (VAT), promotion of multi-modal transportation network, and

public private partnerships (PPP).

Initiatives such as the National Highway Development Project, inter-connectivity of the 12 major ports, enhancing the port handling capacities, eastern and western rail freight corridor that adds up to 2,700 km rail lines, higher rail freight handling capacities, and the Dedicated Delhi-Mumbai Corridor have also catalysed the growth of the logistics industry, he said.



Mr Vasani said the Shipping Trade Practices Bill when legislated will usher in a more transparent and efficient regime for the shipping industry. He said the Government is making every effort to facilitate higher investments in the logistics infrastructure development.

Thought for the Month

"Ability is what you're capable of doing.

Motivation determines what you do.

Attitude determines how well you do it."

- Lou Holtz

India to introduce unified bill to cover all ports

India's shipping ministry plans to introduce a Single Act Bill that would provide unified port regulations across the country, according to PTL. "Single Act Bill would be introduced in the Budget Session," a shipping ministry official told PIT. "This is being done because the Indian

Ports Act 1908 applies to all the ports in the country and the Major Ports Trust Act 1963 applies to the 12 major ports only and we want one comprehensive Act."

The shipping ministry is also looking to revise its Tariff Authority for Major Ports

(TAMP) fee. According to reports, TAMP was established in April 1997 to provide an independent Authority to regulate all vessel and cargo related tariffs in India, and also for rates for leasing port properties.

GMB non-major ports capacities double in 10 yrs

The port capacity of the non-major ports in Gujarat has registered over 100 per cent growth in past ten years, rising from 135 million tones per annum (MTPA) in 2001-02 to 273 MTPA per annum in 2010-11, an official communique informed today.

Gujarat's non-major ports have shown a consistent and robust growth among the other states of India. According to a statement provided by the Gujarat Maritime Board (GMB), the non-major ports in Gujarat handle 25 per cent of the country's total cargo and account for 80 per cent of the total traffic handled by other non-major ports in India.



Customer Testimony

Dear Mr. Ivan Da Costa,

Firstly, thank you very much to you and your team for your valuable time.

Also appreciate your valuable contribution towards the Manual clearance of Siemens Spindle Shipment, which is quite impossible without your personnel touch with each & every department of custom. You must be well aware of the fact that this shipment is very important for our company for Exhibition Purpose. We are very happy with your brilliant work which now has made it possible to go ahead display our machine in Exhibition.

Once again we thank you for your great support.

Best Regards,
 Sunil Jadhav | Dy. Manager - Strategic Sourcing
 Tal Manufacturing Solutions Ltd. | A TATA Enterprise
 TATA Motors Campus | Chinchwad | Pune 411033



Atlas Cochin have obtained Gold medal for the best cargo agent for the year 2009-10 from Gulf Air and Emirates .
 "Congratulations Cochin Team"



Atlas Chennai obtained Outstanding performance award 2009-2010 from Air Arabia. "Congratulations Chennai Team"

E-FREIGHT

Atlas Logistics is the first company for Emirates to do the E-Freight shipment.

Shipper is Ducom-BLR / Consignee is Kohler – JFK.

No docs sent along with shipment

THANKS & WISHES

Atlas Team thank Mr.Jeevan Prakash for initiating to publish atlas insight.

We wish him success in his future endeavors

Shipment of Toyota Kirloskar Cars

Congratulations to the Chennai Air Export team for handling customs clearance and forwarding of newly launched Etois passenger cars. Pramila, Gandhi and Anand had encountered several challenges yet with great team effort, the shipment reached Japan on schedule



ATLAS ERP - Core Module



Team Atlas is now at the testing stage of implementing Core module of ERP which is **Corporate**

Accounting Module, A dedicated Team is working on implementing the Core module, **Atlas IT** has lot more business processes to develop and implement in **ATLAS ERP** in near future.

One has to clearly know what enterprise resource is planning before thinking of implement-

ing them. The catch word of ERP implementation is speed. The faster it is implemented the quicker and better are the advantages and delivery in terms of results. This early process has another hold. The returns are sought at a shorter period. This deviation from the conventional practice has become the order of the day as far as many companies are concerned.

In spite of having improved the implementation issues what remains static and unfettered is the manner in which companies go ahead with ERP implement-

tation. They do it for the heck of it and without following systematic procedures. Infact they don't even check the desirability of going into ERP. Some issues that an organization has to address after defining enterprise resource planning are

Popular information systems

Likelihood of fluctuations in the choice of technology

The ways and means to implement a business applications like ERP

To benefit from the same so as to gain a competitive edge

Their usage and services

The necessity for innovating software applications & process modules

One has to understand the above questions are crucial in implementing ERP

We thank each and every user who is Coordinating with ERP Team in implementing core module and making it a success.

**-Abbas Khan
(Global Head-IT)**

*Atlas Insight wishes Happy
Birthday to*

Krishna Kumar M V – Blr (Jan 4)
Kiran Kumar – Bom (Jan 4)
Nitin Chandrakanth – Bom (Jan 5)
Sachin N Tagore - Hyd (Jan 6)
Hridaya Narayan - Ccu (Jan 6)
Ujjal – Ccu (Jan 7)
Shiva – Del (Jan 7)
Mahendra Gautam – Del (Jan 10)
Sambhaji Shivaji – Bom (Jan 10)
Sadanad Raghunath K – Bom (Jan 11)
K Suresh - Ccj (Jan 14)
Hardeep Kaur – Del (Jan 14)
Siluvai Mahesh – Tut (Jan 15)
Rajeshwari - Blr (Jan 18)
Sumit Sadashiv – Bom (Jan 18)
Shambhunath Sharma – Del (Jan 21)
Srinath N – Blr (Jan 21)
Meelapalli Prasad Rao – Kdl (Jan 23)



Story of Appreciation

One young academically excellent person went to apply for a managerial position in a big company.

He passed the first interview; the director did the last interview, made the last decision.

The director discovered from the CV that the youth's academic achievements were excellent all the way, from the secondary school until the postgraduate research, never had a year when he did not score.

The director asked, "Did you obtain any scholarships in school?" the youth answered "none".

The director asked, "Was it your father who paid for your school fees?" The youth answered, "My father passed away when I was one year old, it was my mother who paid for my school fees.

The director asked, "Where did your mother work?" The youth answered, "My mother worked as clothes cleaner. The director requested the youth to show his hands. The youth showed a pair of hands that were smooth and perfect.

The director asked, "Have you ever helped your mother wash the clothes before?" The youth answered, "Never, my mother always wanted me to study and read more

books. Furthermore, my mother can wash clothes faster than me.

The director said, "I have a request. When you go back today, go and clean your mother's hands, and then see me tomorrow morning.

The youth felt that his chance of landing the job was high. When he went back, he happily requested his mother to let him clean her hands. His mother felt strange, happy but with mixed feelings, she showed her hands to the kid.

The youth cleaned his mother's hands slowly. His tear fell as he did that. It was the first time he noticed that his mother's hands were so wrinkled, and there were so many bruises in her hands. Some bruises were so painful that his mother shivered when they were cleaned with water.

This was the first time the youth realized that it was this pair of hands that washed the clothes everyday to enable him to pay the school fee. The bruises in the mother's hands were the price that the mother had to pay for his graduation, academic excellence and his future.

After finishing the cleaning of his mother hands, the youth quietly washed all the remaining clothes for his mother. That night, mother and son talked for a very long time.

Next morning, the youth went to the director's office.

The Director noticed the tears in the youth's eyes, asked: "Can you tell me what have you done and learned yesterday in your house?"

The youth answered, "I cleaned my mother's hand, and also finished cleaning all the remaining clothes"

The Director asked, "please tell me your feelings."

The youth said, Number 1, I know now what is appreciation. Without my mother, there would not be the successful me today. Number 2, by working together and helping my mother, only I now realize how difficult and tough it is to get something done. Number 3, I have come to appreciate the importance and value of family relationship.

The director said, "This is what I am looking for to be my manager. I want to recruit a person who can appreciate the help of others, a person who knows the sufferings of others to get things done, and a person who would not put money as his only goal in life. You are hired.

Later on, this young person worked very hard, and received the respect of his subordinates. **Every employee worked diligently and as a team. The company's performance improved tremendously.**

A child, who has been protected and habitually given whatever he wanted, would devel-

op "entitlement mentality" and would always put himself first. He would be ignorant of his parent's efforts. When he starts work, he assumes that every person must listen to him, and when he becomes a manager, he would never know the sufferings of his employees and would always blame others. For this kind of people, who may be good academically, may be successful for a while, but eventually would not feel sense of achievement. He will grumble and be full of hatred and fight for more. If we are this kind of protective parents, are we really showing love or are we destroying the kid instead?

You can let your kid live in a big house, eat a good meal, learn piano, watch a big screen TV. But when you are cutting grass, please let them experience it. After a meal, let them wash their plates and bowls together with their brothers and sisters. It is not because you do not have money to hire a maid, but it is because you want to love them in a right way. You want them to understand, no matter how rich their parents are, one day their hair will grow gray, same as the mother of that young person. The most important thing is your kid learns how to appreciate the effort and experience the difficulty and learns the ability to work with others to get things done.



Kids Corner

Master Shashank(7 years), son of Mrs.Geetha Lakshmi had showed his skills in creative art. The child at this age has high imagination skills and shown excellent talent on color combinations used in these pictures.



Atlas India Holiday List-2011

BRANCH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AHMEDABAD	14,26	16	2	16,22	17			15,22,31		2,6,26	7,10	6,25
BANGALORE	14,26	16		4,16,22	17			15,31	1	2,6,26	7,10	6,25
BARODA	14,26	16		12,16,22	17			15,22,30		2,6,26	6,10	5,25
CALICUT	26	16	2	15,16,22	17			15,31	9	2,6,26	7,10	6,25
CHENNAI	15,26	16		16,22	17			15,22,31	1	2,6,26	7,10	6,25
COCHIN	26	16	2	15,16,22	17			15,31	9	2,6,26	7,10	6,25
COIMBATORE	15,26	16		16,22	17			15,22,31	1	2,6,26	7,10	6,25
DELHI	26	16	2	12,16,22	17			15,22,31		2,6,26	7,10	6,25
GOA	26	16	2	16,22	17			15,22,31	1	2,6,26	7,10	6,25
HYDERABAD	14,26	16		4,16,22	17			15,31	1	2,6,26	7,10	6,25
INDORE	26		3,25	12,16,22	17			15,30	17	4,6,26,28		5,25
JAIPUR	14,26	16	2	12,16,22	17			15,22,31		2,6,26	7,10	6,25
KANDLA	14,26	16	2	16,22	17			15,22,31		2,6,26	7,10	6,25
KOLKATTA	26	8	19	22,15				15,31	27	2-6,11,26	7	6,25
MANGALORE	14,26	16		4,16,22	17			15,31	1	2,6,26	7,10	6,25
MUMBAI	26	16		4,16,22	17			15,22,31	1	2,6,26	7,10	6,25
NAGPUR	26	16		4,16,22	17			15,22,31	1	2,6,26	7,10	6,25
PUNE	26	16		4,16,22	17			15,22,31	1	2,6,26	7,10	6,25
TIRUPUR	15,26	16		16,22	17			15,22,31	1	2,6,26	7,10	6,25
TRIVANDRUM	26	16	2	15,16,22	17			15,31	9	2,6,26	7,10	6,25
TUTICORIN	15,26	16		16,22	17			15,22,31	1	2,6,26	7,10	6,25
VIZAG	14,26	16		4,16,22	17			15,31	1	2,6,26	7,10	6,25



Jan 14,15	MakaraSankranti	Sep 1	Vinayaka Chaturthi
Jan 26	Republic Day	Sep 9	Thiruvonam
Feb 8	Saraswati Pooja	Sep 17	Vishwakarma Jayanti
Feb 16	Milad-Un-Nabi	Sep 27	Mahalya
Mar 2,3	Maha Shivarathri	Oct 2	Gandhi Jayanthi
Mar 19	Holi	Oct 3	Durga Saptami
Mar 25	Rang Panchami	Oct 4	Durga Asthami
Apr 4	Ugadi	Oct 5	Durga Novratri
Apr 12	Ram Navami	Oct 6	Dussahara
Apr 15	Vishu	Oct 11	Lakshmi Puja
Apr 16	Mahavir Jayanthi	Oct 26	Diwali(Deepavali)
Apr 22	Good Friday	Oct 28	Bhai Dooj
May 17	Buddha Purnima	Nov 7	Bakrid
Aug 15	Independence day	Nov 10	Guru Nanak Jayanthi
Aug 22	Janmashtami	Dec 5,6	Muharam
Aug 30,31	ID UL Fitr	Dec 25	Christmas

Atlas Overseas Holiday List-2011



BRANCH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Bangladesh		16-Eid Milad un-Nabi 21-Shahid Dibash	17-Birth day of National Father 26-Independence Day	14-Bangla New Year's Day	1-May Day 17-Buddha Purnims			15-National Mourning day 22-Gannoastomi 26-Janmaiti bida 30,31-Eid Ul Fitr	1-Eid Ul Fitr	6-Durga Puja	6,7,8-Eid Ul Aza	6-Madarrah (Ashura) 16-Victory day 25-Christmas Day
China	1,2,3-New Year	2,3,4,5,6,7,8-Spring Festival		3,4,5-Tomb-sweeping Day 30-Labour day	1,2-Labour day	4,5,8-Dragon Boat Festival			10,11,12-Mid-Autumn Festival	12,3,4,5,6,7-National Holiday		
Indonesia	1-New Year	3-Chinese New Year 19-Milad of Prophet Muhammad	5-Selection Day, Saka New Year	22-Good Friday	17-Waisak Day	2-Ascension Day of Jesus Christ 29-Ascension of Prophet Muham-mad SAW		17-Independence Day 30,31-Eid Ul Fitr			8-Idul Adha 27-Moslem's New Year	25-Christmas
Japan	1,2,3-New year 16-Coming of Age Day	11-Foundaion Day	20-Vernal Equi- nox Day	29-Showa Day	3-Constitution Memorial Day 4-Green Day 5-Children's Day		19-Marine Day		18-Respect for the Age Day 23-Autumnal Equi- nox Day	10-Physical Culture Day	3-Culture Day 23-Labor Thanks Giving Day	23-The Emperor's Birthday
Malaysia	1-New Year 20-Thaipusam	3,4-Chinese New Year 15-Prophet Muham- mad Birthday			1-Labour Day 17-Vesak Day	4-Birthday of DYMM Yang Dipertuan Agong		17-Huzul Al-Guzan 30,31-Eid Ul-Fitr / National Day	1-National Day 16-Malaysian Day	26-Deepavali	4,7-Qurban 27-Maul Hjjah	11-Sultan of Selangor's Birth- day 25-Christmas
S.Korea	1-New Year	2,3,4-Lunar New Year	1-Independence Day		5-Children's Day 10-Buddha's Birthday	8-Memorial Day		15-National Libera- tion Day	12,13-Thanks giving Day	3-The National Founda- tion		
Singapore	1-New Year	3,4-Chinese New Year		22-Good Friday	1-Labour Day 17-Vesak Day			5-National Day 30-Hari Raya Puasa		26-Deepavali	6-Hari Raya Haji	25-Christmas
Sri Lanka	15-Pongal 19-Ourothtu Poya	4-National Day 19-Miladi-Ul-Nabi 19-Navam Poya	2-Mahashivarathri 19-Madin Poya	13,14-Tamil New Year 17-Bak Poya	1-May Day 17-Wesak Poya 18-Wesak Poya	15-Poon Poya	14-Esala Poya	13-Abhisi Poya 31-44-UL-Fitr	11-Binara Poya	11-Tap Poya 26-Deepavali	6-65-Ul-Alfa 19-Hi Full Moon Poya	10-Unduvap Poya 25-Christmas
Taiwan	1-Republic Day	2 to 5- Chinese New Year 28-Peace Memorial Day		4,5-Tomb Sweeping		6-Dragon Boat Festival			12-Moon Festival	10-Founder Day of the Republic of China		
Thailand	1-New Year	18-Makha Bucha Day		6-Chakri Memorial 13 to 15- Songkram festival 17-Vayakha Bucha Day	2-Labour Day 5-Coronation Day 17-Vayakha Bucha Day		15-Asarnha	12-R.M. The Queen's Birth day		24-Chulalongkorn Memorial Day		5-King's Birth Day 10-Constitution Day 31-New Year Eve
UK	3-New Year			22-Good Friday 25-Easter Monday 29-Royal Wedding	2-Early May Bank Holi- day 30-Spring Bank Holiday		29-Summer Bank Holiday					26-Boxing Day 27-Christmas
USA	1,2-New Year				30-Memorial Day		4-Independence Day		5-Labour Day		24-Thanks Givng 26-Thanks Giving(Sea)	24-Christmas (Sea) 25,26-Christmas 31-New Year(Sea)
Vietnam	1-New Year 28-Kitchen guardians	2 to 8-Vietnamese New Year 17-Lantern Festival	8-Women's Day	12-Hung King Holi- day 30-Liberation Day	1-Workers' Day 17-Buddha's Birthday 19-President's Birthday	1-Children's Day 8-Mid-year Festi- val 28-Family Day	27-Remembrance Day	14-Ghost Festival 19-Revolution Commemoration Day	2-National Day 19-Mid-Autumn Festival	10-Capital Liberation Day 20-Vietnamese Women's Day	20-Teacher's Day	23-People's Army of VietNam 25-Christmas Day