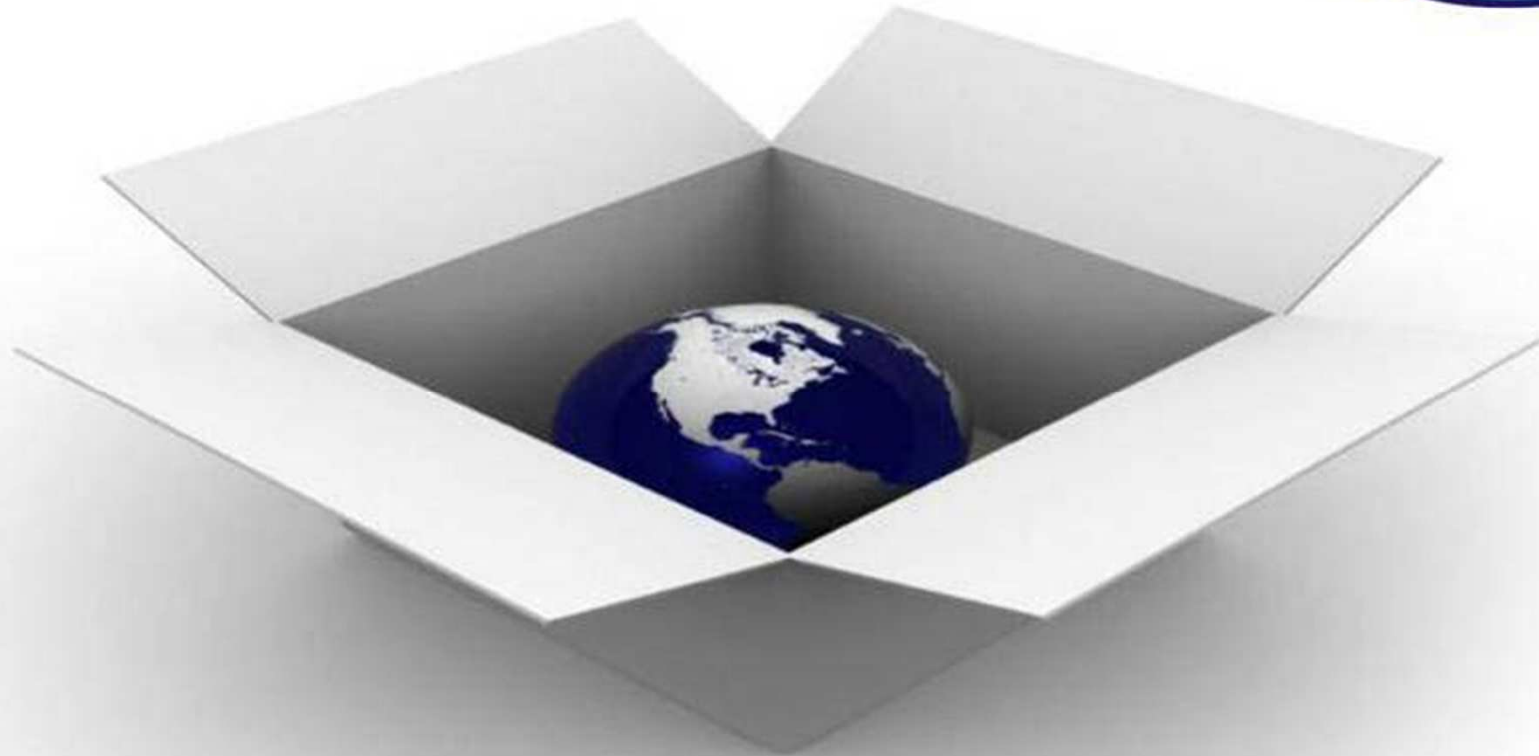




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Atlas Insight

OCTOBER 2010

Atlas Flashes

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ATLAS RETAINS GOA SHIPYARD CONTRACT

Atlas Logistics has retained Goa Shipyard Air cargo Consolidation tender with almost all strategic sectors for another two years.

Quality services provided by Atlas Logistics to Goa Shipyard during the last contract has given Goa Shipyard the confidence in placing more shipment and sector to a faithful forwarder who hardly compromise on services.

Goa Shipyard Limited (GSL) established in 1957, is a leading ISO 9001-2008 certified shipyard on the West Coast of India, functioning under the administrative control of Ministry of Defence, Govt. of India.

Atlas Insight takes this opportunity to congratulate to Mr. Savio Teles, Business Development Manager and team comprising Ms. Anita and Ms. Tara for effective coordination, pricing and ensuing quality services which was vital to consistently prove our credential to Goa Shipyard.

ATLAS LOGISTICS HAS HIGHEST SKILL SET IN CUSTOMS

Atlas Logistics has become the first Logistics company in India to have maximum number of qualified staffs of customs expertise.

Generally the yardstick is measured by the number of qualified Custom House Agents under Regulation 8 of the *CHALR*, 2004, as it directly reflect the human resources possessed by the company. .

Atlas Logistics has presently have more than 10 Regulation 8 personnel in its roll now.

Mr. Jeevan (Bangalore) , Mr. Arunachalam (Chennai), Mr. Sooramurali (Bangalore) and Mr, NandaKumar(Coimbatore) have cleared the said written and oral exam with flying colures in the recently Regulation 8 exam conducted by Indian Customs.,

This would be in addition to more than 50 Customs G card holders positioned at all strategic airports/sea ports to ensure quality services to customers.

Atlas Insight congratulates all new Regulation 8 personnel for their successful efforts.

Atlas Learning

NEW INCOTERMS 2010 COME INTO EFFECT 1 JANUARY 2011

Atlas Insight
October 2010

The International Chamber of Commerce (ICC) has announced that Incoterms ® 2010 is scheduled to be launched in September and come into effect on January 1, 2011. The same has appraised in previous Atlas Insights.

To keep up with the rapid expansion of world trade and globalization, the Incoterms rules are revised about once a decade. Since the last revision in 2000, much has changed in global trade and the current revision will take into account issues such as developments in cargo security and the need to replace paper documents with electronic ones.

The 2010 edition will include 11 terms instead of the 13 in the previous edition.

The following terms from Incoterms 2000 have been deleted from the list: DAF, DES, DEQ and DDU.

Two new terms have been added to the list: DAT and DAP.

Whilst Incoterms 2000 had four categories, Incoterms 2010 only has two categories.

The Incoterms 2010 are arranged in two categories as follows:

Rules for Any Mode of Transport

CIP - Carriage and Insurance Paid

CPT - Carriage Paid To

DAP - Delivered At Place

DAT - Delivered At Terminal

DDP - Delivered Duty Paid

EXW - Ex Works

FCA - Free Carrier

Rules for Sea and Inland Waterway Transport Only

CFR - Cost and Freight

CIF - Cost, Insurance and Freight

FAS - Free Alongside Ship

FOB - Free On Board

In addition to the 11 rules, Incoterms® 2010 includes:

- Extensive guidance notes and illustrative graphics to help users efficiently choose the right rule for each transaction;
- New classifications to help choosing the most suitable rule in relation to the mode of transport;
- Advice for the use of electronic procedures;
- Information on security-related clearances for shipments;
- Advice for the use of Incoterms® 2010 in domestic trade.

Used in international and domestic contracts for the sale of goods, Incoterms help parties avoid misunderstandings by clearly identifying the obligations of the buyer and seller.

Featuring the two new rules, the Incoterms 2010 edition reflects advances in international trade over the last decade. and is an essential tool for trade. Used in both international and domestic contracts for the sale of goods, the rules simplify the drafting of such contracts and help avoid misunderstandings by clearly setting out certain obligations of buyers and sellers.

The new Inco terms 2010 will be in use from 1st January 2011.

Management Lessons

9 WAYS TO MAKE A CORRECT DECISION

Atlas Insight
October 2010

DEFINE THE ISSUE

A problem well stated is a problem half solved. Employ the "who, what, when, why, and how" regimen of the journalist, although not necessarily in that order.

Why is the decision necessary? What is the objective? How can a great decision change things for the better? Whom will it affect? When does it need to be made?

TAKE A POSITIVE APPROACH

Make a conscious effort to see the situation as an opportunity rather than a problem.

LIST YOUR OPTIONS

The more alternatives you consider, the more likely you will be to not overlook the best solution.

GATHER INFORMATION ABOUT YOUR OPTIONS.

You will not only make better decisions if you have investigated thoroughly, but you will also have more peace of mind as you carry out your decision.

BE OBJECTIVE

If you already have an opinion on the matter, the natural tendency will be to look primarily for evidence to confirm that opinion.

That works if you happen to be right, but if you're not welcome alternatives and opposing views.

Remind yourself that the goal is not to prove yourself right, but to make the right decision

CONSIDER YOUR OPTIONS

Write down the pros and cons for each option and see how they stack up against each other.

Try to determine both best-case and worst-case scenarios for each option. See if there is some way to combine several promising solutions into one potent solution.

BE TRUE TO YOURSELF.

Do any of the alternatives compromise your values such as integrity, Excellence, teamwork, customer orientation etc , then scratch them from the list.

When you're convinced that you've found the best alternative, commit to it.

BE OPEN TO CHANGE IF CIRCUMSTANCES CHANGE

Once you make a decision and begin to act on it, a better option may open up. This is sometimes referred to as the "boat-and-rudder effect." It's not until a boat is in motion that the rudder can come into play, but when it does, it makes greater maneuverability possible.

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.

Management Fables

Atlas Insight
October 2010

What sets a successful organization apart from its competitors

Are you putting your team first?
Do your team members really understand your overall vision?
Do team members know what is expected of them?
How can each team member contribute most effectively?
What constants hold the team together?

At the center of every high performance team is a common purpose—a mission that rises above and beyond each of the individual team members. To be successful, the team's interests and needs come first. This requires "we-opic" vision (What's in it for we?), a challenging step up from the common "me-opic" mindset.

Effective team players understand that personal issues and personality differences are secondary to team demands. This does not mean abandoning who you are or giving up your individuality. On the contrary, it means sharing your unique strengths and differences to move the team forward. It is this "we-opic" focus and vision—this cooperation of collective capability—that empowers a team and generates synergy, the power of teamwork.

Cooperation means working together for mutual gain—sharing responsibility for success and failure and covering for one another on a moment's notice. It does not mean competing with one another at the team's expense, withholding important data or information to "one-up" your peers, or submitting to groupthink by going along, so as not to make waves. These are rule breakers that are direct contradictions to the team-first mindset.

High performance teams recognize that it takes a joint effort to synergize, generating power above and beyond the collected individuals. It is with this spirit of cooperation that effective teams learn to capitalize on individual strengths and offset individual weaknesses, using diversity as an advantage.

Effective teams also understand the importance of establishing cooperative systems, structures, metrics, incentives and rewards. We get what we inspect, not what we expect. Think about it. Do you have team job descriptions, team performance reviews and team reward systems? Do you recognize people by pitting them against standards of excellence, or one another? What are you doing to cultivate a team-first, cooperative environment in this competitive, "me-opic" world?

Logistics Updates

Atlas Insight
October 2010

INDIAN PORTS CAPACITY TO RISE TO 1 BILLION TONNES

India will modernize its ports to accommodate larger vessels and make transporting iron ore and coal to roads and railways more efficient to keep up with its booming economy. Mr GK Vasan shipping minister told Reuters that India's port capacity is expected to climb to 1.3 billion tonnes a year by April 2012 from the current 920 million tonnes.

Port congestion and limited loading capacity at India's more than 200 ports have hindered growth in Asia's third largest economy, which is pegged to grow by 8.5% in fiscal 2011. Mr Vasan said that "Expansion is taking place at all the major ports in the country. In two months time, 1 billion tonnes will be reached when adding together all the major and minor ports." India's 12 key ports, which are currently operating at more than 90 percent capacity, must quickly expand to handle an expected surge in coal imports and cargo next year.

Mr Vasan estimated thermal coal imports to increase to 58 million tonnes next year from 43 million tonnes. The ministry added that "The government focus to increase electricity generation will definitely increase import requirements for coal in the future."

MUNDRA PORT & SPECIAL ECONOMIC ZONE PLANS INTERNATIONAL AIRPORT

Mundra Port & Special Economic Zone (MPSEZ), a company promoted by Ahmedabad-based billionaire, Gautam Adani, is planning to build an international airport in Mundra, for which the company has sent a proposal to the Board of Approval (BoA). The proposal will be considered at the BoA's meeting scheduled on Thursday. If the proposal is approved, MPSEZ will become the country's first multi-product SEZ to have an international airport within its limits. To develop the airport, the company has floated a 100% subsidiary, Mundra International Airport Pvt Ltd.

"The subsidiary company has submitted a proposal for becoming a co-developer to develop, operate and maintain an international airport and related infrastructure facilities, including airfield pavements, communication and navigational aids, visual aids, passenger and cargo terminals and equipment, support services, warehousing facilities and MRO facilities, over an area of around 175 hectares. MPSEZ, located in Kutch, is spread over 6,472 hectares," said an official of the company.

Atlas Wellness

CAN'T STOP FEELING HUNGRY?

Many of us have occasionally fallen prey to unexpected [hunger pangs](#) that most often result in a minor weight gain as we end up eating more, despite being full. And if you were to put together these entire 'mini-weight' gains, it would surely amount to a considerable weight gain!

But have you ever wondered what prompts these sudden yet unexpected hunger pangs? Could it be the food that you ate....Indeed it can be! For there are some food ingredients that can fool your body into thinking that it has 'not had enough', leading to re-bounce hunger or those nasty unexpected hunger pangs.

Can unexpected hunger pangs be controlled?

Sure. But to do so, we first need to know what causes them. Doing a bit of research we found out the following reasons that can make you suddenly feel hungry despite being full.

Teeny Weeny breakfasts

Adele Davis, a famous American Nutritionist, has famously said "Eat [Breakfast](#) like a king, lunch like a prince and dinner like a pauper". She couldn't have been more right! A study conducted on 6,764 healthy people for four years found that people who had a heavy breakfast gained less weight as compared to those who had a light breakfast. Having a heavy breakfast is necessary because it ensures that you have fewer and smaller peaks in your blood sugar and insulin throughout the day, which basically means that you have to face a fewer number of the unexpected hunger pangs through the day.

Another reason behind having a nutritious yet filling breakfast is that you won't feel hungry till lunch time and thus will end up cutting down on the desire for in-between snacking that would have occurred!

Atlas Insight
October 2010

You avoid the 'Leafy Green Stuff'

A study conducted on the link between consumption of green leafy vegetables and weight loss in dieters found that those who consumed green leafy vegetables and had high levels of Folate (naturally forming folic acid) lost 8.5 times more weight than those who had low levels of Folate! This was because high levels of Folate aid in preventing weight gain!

Even us Indians, of whom 31% are vegetarians, are found to be avoiding green leafy vegetables instead opting for Potatoes or other non-leafy green vegetables! But did you know that eating your leafy green vegetables will help you to curb down your cravings, as they contain Vitamin K, a vitamin that helps in regulating Insulin levels and thereby helps you to avoid those unexpected hunger pangs!

You prefer Milk in your Tea!

As research has proven that drinking black tea is helpful in cutting down the sudden cravings one may experience even after having had a heavy meal!

A study published in the Journal of the American College of Nutrition found that those who drank black tea after consuming a meal high in carbohydrates had a 10% lower blood sugar levels than those who did not drink black tea, for a time period of close to 3 hours, meaning they didn't experience any untoward hunger pangs during those 3 hours.

Logistics Updates

TRUCK FREIGHT RATES UP AHEAD OF FESTIVALS

Just ahead of the festival season, truck rentals which has dropped by around 5%-7% in August to September because of floods and slow movement of trucks, has started inching upwards. In the last fortnight rentals have gone up by 4.5 - 5.5% because of a rise in cargo offering to cater to the festival demand. According to a study done by the Indian Foundation for Transport Research and Training (IFTRT), truck rentals which were high received a beating during August 2010 (August 4–September 3 period) due to sustained rains and massive floods in several states which hampered free flow of traffic on trunk routes.

“However, with monsoon withdrawing and flood waters receding fast, the truck transport movement has picked up with increased dispatches from small and medium manufacturing units, which provide over 70% of the cargo by road, double digit growth in import export cargo along with procurement of general merchandise by wholesalers and distributors for forthcoming peak festival months beginning second week of October has pushed up prices,” the study showed, adding that it resulted in recovery of truck rentals during September by 4.5-5.5% as against drop in truck rentals by 6-7% on several trunk routes in the previous month.

Atlas Insight *October 2010*

AIRLINE INDUSTRY'S SECOND QUARTER NET PROFIT \$4.4 BN

The International Air Transport Association (IATA) reported a net profit of \$4.4 billion for the international airlines sector and outlined a positive growth trajectory for the industry. "With more airlines reporting second quarter results, the total is now up to US\$4.4 billion, following US\$1.9 billion losses in first quarter (Q1)," the industry body said in a statement.

It further said that it expected the industry to make a profit of \$8.9 billion in 2010, compared to a loss of \$9.9 billion loss in 2009. IATA, which represents 230 airlines comprising 93 per cent of scheduled international air traffic, has revised its previous estimate. The improved outlook for 2010 is being driven by a combination of factors. On the revenue side increasing demand and disciplined capacity management are leading to sharply stronger yields pushing revenues higher. At the same time, costs remain relatively stable.

Atlas Flashes MARRIAGE

Mr. Kaushik Choudhury, Executive- Finance of Atlas Kolkatta got married on 06 August 2010. Atlas Insight wishes happy married life to newly wed couples.

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