



THE NEWSLETTER OF FEI CARGO LIMITED  
VOLUME 37 JANUARY 2008 \* FOR PRIVATE CIRCULATION

## FROM THE CEO'S DESK...

Dear Friends,

FEI was built upon and is proud of two of its special skills - Customer Service and Communications.

This month I will speak about customer service for the benefit of the new members of FEI Family.

Customer service is the back bone of any organization in the service industry.

Keeping a customer happy and content is the basic function of customer service.

When you talk about this, you need to know who qualifies as our customer:

The one who gives us his business to keep us going.

The one who supports us vendors in providing a good service to our customers includes shipping lines / airlines / transporters / ports / cfs / customs officers, etc.

The colleague who sits next to us and away from us who helps us achieve our task / target.

our partners worldwide who is an integral part of us.

In short, to you, every one excluding yourself is your customer and you need to keep them all happy and serviced if you want to get the ultimate result.

So lets rededicate ourselves to be a customer-focused organization. It takes years to get a good customer.

Here is wishing each one of you and your dear ones a satisfying, Happy and Healthy New Year 2008.

Best Personal Regards,  
**Pratap Nair**

## PONGAL, MAKARA SANKRANTHI, UTTARAYAN & LOHRI

Pongal is a harvest festival equivalent to a thanksgiving event celebrated by Tamils across the world. Pongal in Tamil means "boiling over or spill over". The act of boiling over of milk in a clay pot is considered to denote future prosperity for the family. Traditionally celebrated at harvest time, it is a celebration of the prosperity associated with the harvest by thanking the rain, sun and the farm animals that have helped in the harvest. Pongal is celebrated by the Indian state of Tamil Nadu as well as Tamils worldwide, including those in Sri Lanka, Malaysia, Mauritius, South Africa, USA, Canada and Singapore. The festival is at least 1000 years old although some believe that the festival is more than 2000 years old. The astronomical significance of the festival is that it marks the beginning of Uttarayana, the sun's movement northward for a six-month period. Makara Sankranti refers to the event of the sun entering the zodiac sign of Makara (Capricorn). While Pongal is predominantly a Tamil festival, similar festivals are also celebrated in several other Indian States under different names. In Andhra Pradesh, Kerala and Karnataka, the harvest festival Sankranti is celebrated. In northern India, it is called Makara Sankranti. In Maharashtra and Gujarat, it is celebrated on the date of the annual kite flying day, Uttarayan. It also coincides with the bonfire and harvest festival in Punjab and Haryana, known as Lohri. Similar harvest festivals in the same time frame are also celebrated by farmers in Burma, Cambodia and Korea.



# 2008

## HAPPY NEW YEAR

### WELCOME 2008

Welcome year 2008 with hope and faith.

Believe that 2008 is best season of your life.

Get more enthusiastic about life again.

Get more excited and take action. Think good, eat good and feel good.

Substitute your bad habits with good ones. Simplify your life, travel light.

Don't waste time, money and resources. Learn to live, live to learn.

Eat less, exercise more and think positive. Set a goal and achieve it.

Make a promise and keep it. Get inspired by reading good books.

Be at peace with your inner self. Use spiritual path to improve your quality of life.

Don't cut trees, preserve the environment. Improve your relationship with family and people.

Drive safely, follow traffic rules. Discover your special mission on earth.

**-HAPPY NEW YEAR FROM INTERNATIONAL DESK**

## AHMEDABAD BRANCH

That's the way the story goes.... We had a very satisfied customer of ours called Hitachi, who wanted us to open a branch in Ahmedabad, to take care of their air cargo, which we were otherwise handling from Mumbai. As luck would have it, we identified a youngster who was full of enthusiasm. He did not have lots of experience, but had a smiling face, healthy body and eagerness to perform. He gave us so much of confidence, that we got our CHA license extended to Ahmedabad and also bought our own office space, and on 5<sup>th</sup> November 1997 FEI Ahmedabad got flagged off.

They started with clearance of 4 to 5 shipments per month by Air Import. As volume increased, so did the staff and the present strength is 17

and the shipments handled per month are between 250 to 300. FEI Ahmedabad wanted to compete with somebody and they took on FEI Mumbai and almost came to become the most active and profitable branches of FEI. FEI Ahmedabad is capable of handling any kind of responsibilities of a logistics provider, be it custom clearance, local transportation, Import consolidation, IATA operation, NVOCC operation etc. you name it. FEI Ahmedabad took initiative in opening up a satellite Branch in Baroda and helped it also to become successful. They are now looking at Ankaleshwar/Mundra etc., FEI Ahmedabad got various awards and felicitations for the quality of their services and also for quantity from customers and various authorities.

Mr. Rajesh Meghrajani, the enthusiastic youngster who started FEI Ahmedabad on 5<sup>th</sup> November has grown himself to become the Vice- President (All India operations). He grew and his branch grew because he helped his people to grow. The whole FEI family is proud of him. Let the achievements of FEI Ahmedabad be an example to all our other branches.

**A leader is someone who helps improve the lives of other people or improves the system they live under**

## QUOTES



## FOR ANY KIND OF HEART SURGERY FREE OF COST...

### Contact:

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"An optimist stays up until midnight to see the New Year in.  
A pessimist stays up to make sure the old year leaves."

-Bill Vaughan

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day."

-Edith Lovejoy Pierce

People are so worried about what they eat between Christmas and the New Year, but they really should be worried about what they eat between the New Year and Christmas.

-Author Unknown

New Year is the time to forget all the past feelings of resentment and ignite a love flame everywhere. People exchange gifts; send wishes and friendship notes to people around them. New Year is a time to bury old grudges and develop new relationships and friendships. No merriment is complete without New Year gifts. How many did you receive?? Read ahead this heart touching story and try asking your heart whether you have valued each and every gift that you received.

## DADS BLESSINGS

A young man was getting ready to graduate from college. For many months he had admired a beautiful sports car in a dealer's showroom, and knowing his father could well afford it he told him that was all he wanted.

As Graduation Day approached, the young man awaited signs that his father had purchased the car. Finally, on the morning of his graduation, his father called him into his private study. His father told him how proud he was to have such a fine son, and told him how much he loved him. He handed his son a beautifully wrapped gift box. Curious, but somewhat disappointed, the young man opened the box and found a lovely, leather-bound Bible, with the young man's name embossed in gold. Angry, he raised his voice to his father and said "With all your money, you give me a Bible?" and stormed out of the house, leaving the Bible.

Many years passed and the young man was very successful in business. He had a beautiful home and wonderful family, but realized his father was very old, and thought perhaps he should go to him. He had not seen him since that graduation day. Before he could make arrangements, he received a telegram telling him his father had passed away, and willed all his possessions to his son. He needed to come home immediately and take care of things.

When he arrived at his father's house, sudden sadness and regret filled his heart. He began to search through his father's important papers and saw the still new Bible, just as he had left it years ago. With tears, he opened the Bible and began to turn the pages. And as he did, a car key dropped from the back of the Bible. It had a tag with the dealer's name, the same dealer who had the sports car he had desired. On the tag was the date of his graduation, and the words PAID IN FULL.

How many times do we miss Spirit's blessings and answers to our prayers because they do not arrive exactly as we have expected?

Sreesaila.V

Life is a series of collisions with the future; it is not the sum of what we have been, but what we yearn to be.  
Jose Ortega y Gasset



## BIRTHDAYS IN JANUARY

SUBHASH THUPE

MUMBAI

2<sup>ND</sup>. JAN . 08

KRUPAL PATEL

BARODA

8<sup>TH</sup>. JAN . 08

SANDESH KHALADKAR

MUMBAI

10<sup>TH</sup>. JAN . 08

RENU GUPTA

FMI

14<sup>TH</sup>. JAN . 08

CHANDRASEKHAR SINGH

PCL MUMBAI

17<sup>TH</sup>. JAN . 08

HONEY JAWA

DELHI

25<sup>TH</sup>. JAN . 08

## ANNIVERSARIES IN JANUARY

SHEEN THOMAS MUMBAI 1<sup>ST</sup>. JAN . 08

JOY NARAYAN DAS DELHI 25<sup>TH</sup>. JAN . 08

NISHANT KUMAR PCL DELHI 20<sup>TH</sup>. JAN . 08

MANOJ KUMAR DELHI 27<sup>TH</sup>. JAN . 08

HITESH PATNI BARODA 21<sup>ST</sup>. JAN . 08

RAJIB MAJUMDER KOLKATTA 27<sup>TH</sup>. JAN . 08

JIGAR VYAS AHMEDABAD 23<sup>RD</sup>. JAN . 08

RAJESH MEGHRAJANI AHMEDABAD 29<sup>TH</sup>. JAN . 08

SANDHYA G NAIR MUMBAI 24<sup>TH</sup>. JAN . 08



## HOLIDAYS IN JANUARY

NEW YEAR	1ST JAN.	TUESDAY	FMI
UTTARAYAN/ SANKARANTI	14TH JAN.	MONDAY	AHMEDABAD BARODA
PONGAL	15TH JAN.	TUESDAY	CHENNAI HYDERABAD TIRUPUR TUTICORIN
THIRUVALLUVAR DAY	16TH JAN.	WEDNESDAY	TIRUPUR, TUTICORIN
MOHARAM	19TH JAN.	SATURDAY	BANGALORE
REPUBLIC DAY	26TH JAN.	SATURDAY	ALL BRANCHES

## NEW MEMBERS IN FEI FAMILY

RAMESH MOTIANI  
AHMEDABAD - FEI

RENU GUPTA  
DELHI - FMI

ARJUN SINGH  
DELHI - PCL

SHEEL TRIPATHI  
KANPUR - FMI





## BIRTHDAY GIRL

Ms. Honey Jawa, our birthday girl, has played her cards well. Today, this young and dynamic girl has become the pride of FEI Delhi. She joined FEI in January 2007, an industry which she knew nothing about. Her attempts to earn a living were never hindered by her ignorance. With a determined mind to succeed and her quick grasping skills, she was soon able to contribute to the organization. This young lady is pursuing her final year B.A. degree from Delhi University.

Ms. Honey Jawa is celebrating her birthday on 25<sup>th</sup> January. FEI Duniya wishes her a beautiful **NEW YEAR** and a **VERY HAPPY BIRTHDAY**.

May you succeed in all the ventures you undertake young lady!!

You can send your birthday wishes to her at [delhi@feicargo.net](mailto:delhi@feicargo.net)



## AN INTERESTING INSIGHT INTO DECISION MAKING



A group of children were playing near two railway tracks, one still in use while the other disused. Only one child played on the disused track, the rest on the operational track. The train is coming, and you are just beside the track interchange. You can make the train change its course to the disused track and save most of the kids. However, that would also mean the lone child playing by the disused track would be sacrificed. Or would you rather let the train go its way.

Let's take a pause to think what kind of decision we could make...

Most people might choose to divert the course of the train, and sacrifice only one child. You might think the same way, I guess. Exactly, I thought the same way initially because to save most of the children at the expense of only one child was a rational decision most people would make, morally and emotionally. But, have you ever thought that the child choosing to play on the disused track had in fact made the right decision to play at a safe place?

Nevertheless, he had to be sacrificed because of his ignorant friends who chose to play where the danger was. This kind of dilemma happens around us everyday. In the office, community, in politics and especially in a democratic society, the minority is often sacrificed for the interest of the majority, no matter how foolish or ignorant the majority are, and how far sighted and knowledgeable the minority are. The child who chose not to play with the rest on the operational track was sidelined and in case he was sacrificed, no one would shed a tear for him.

The great critic Leo Velski Julian who told the story said he would not try to change the course of the train because he believed that the kids playing on the operational track should have known very well that the track was still in use, and that they should have run away if they heard the train's siren. If the train was diverted, that lone child would definitely die because he never thought the train could come over to that track! Moreover, that track was not in use probably because it was not safe. If the train was diverted to the track, we could put the lives of all passengers on board at stake! And in your attempt to save a few kids by sacrificing one child, you might end up sacrificing hundreds of people to save these few kids.

While we are all aware that life is full of tough decisions that need to be made, we may not realize that hasty decisions may not always be the right ones.

**"Remember that what's right isn't always popular... and what's popular isn't always right."**



## Express Speaks .....

We all make choices on what to spend our time on...what to pay attention to...  
It will take just 37 seconds to read this...

Two men, both seriously ill, occupied the same hospital room. One man was allowed to sit up in his bed for an hour each afternoon to help drain the fluid from his lungs. His bed was next to the room's only window. The other man had to spend all his time flat on his back.

The men talked for hours on end. They spoke of their wives and families, their homes, their jobs, their involvement in the military service, and where they had been on vacations.

Every afternoon when the man in the bed by the window could sit up, he would pass the time by describing to his roommate all the things he could see outside the window. The man in the other bed began to live for those one hour periods where his world would be broadened and enlivened by all the activity and color of the world outside.

The window overlooked a park with a lovely lake. Ducks and swans played on the water while children sailed their model boats. Young lovers walked arm in arm amidst flowers of every color and a fine view of the city skyline could be seen in the distance.

As the man by the window described all this in exquisite detail, the man on the other side of the room would close his eyes and imagine the picturesque scene.

One warm afternoon the man by the window described a parade passing by. Although the other man couldn't hear the band - he could see it...in his mind's eye, as the gentleman by the window portrayed it with his descriptive words.

Days and weeks passed. One morning, the day nurse arrived to bring water for their baths only to find the lifeless body of the man by the window, who had died peacefully in his sleep. She was saddened and called the hospital attendants to take the body away.

As soon as it seemed appropriate, the other man asked if he could be moved next to the window. The nurse was happy to make the switch, and after making sure he was comfortable, she left him alone.

Slowly, painfully, he propped himself up on one elbow to take his first look at the real world outside. He strained to slowly turn to look out the window beside the bed. It faced a blank wall.

The man asked the nurse what could have compelled his deceased roommate to describe such wonderful things outside through a window that wasn't there. The nurse responded that the man was blind and could not even see the wall. She thought a moment and then said, "Perhaps he just wanted to encourage you."

Epilogue:

There is tremendous happiness in making others happy, despite our own situations.

Shared grief is half the sorrow, but happiness when shared, is doubled.

If you want to feel rich, just count all the things you have that money can't buy.

"Today is a gift, that's why it is called the present."

Contributed by Mr. Pratap Nair



## Santa is on leave.....

Well, just to let you all know, Santa will not be coming in this year. Because of incorrect incoterms on all of his documents, all of the gifts for all the world will have to be returned to the North Pole. (at his own expense). He decided to ship everything DDP, which completely changed who clears the shipment and even though Schenker handled the forwarding on all the gifts, we were unable to determine who the correct broker was. Schenker wanted to clear, but Expeditors and DHL were fighting over the POA. Determining importer of record turned out to be a nightmare since EVERYONE in the world wants a visit from Santa. New laws and regulations regarding entrance of exotic animals also had the Wildlife department forcing Rudolph and his crew back out before they could even land. Customs refused to clear the shipment because the dimensions and weight were too unreal to calculate and because Santa could not prove where the materials to make the toys came from. He incessantly tried to prove that he makes all of his own gifts, but since there is not set tariff on "Santa-made" materials, they rejected his entry. I thought that maybe if we could get his shipment clear, we could at least dispatch some of the stuff to AFT, but like I said, clearance through customs was impossible. Besides, how would the little kiddies feel when a big burly truck driver deliver their stuff instead of Mr.. Ho Ho Ho and his tiny reindeer. Seriously, I can see the little kids filling out their own OS&D forms for damaged toys due to shipping. Anyway, plan to provide your Christmas cheer another way since Jolly Old Saint Nick will not be able to slide down the chimney this year.



-ABHIJEET

# HA! HA!! HA!!!

## HO! HO!! HO!!!

A man's car stopped dead along the old Wisconsin country road. He got out of his car, lifted the hood, and looked at the motor. Just then, a big black and white cow came along and stopped beside him. The cow also peered under the hood. "Your trouble is probably the carburetor", said the cow. The startled man jumped back and ran down the road until he met a farmer. He told the farmer what had happened. The farmer asked, "Was the cow black and white?" "Yes, yes!" cried the motorist. "Oh, don't pay any attention to Ol' Bossy. She doesn't know a thing about modern cars."

- I resolve to work with neglected children... my own.
- I will limit my top ten lists to ten items.
- I resolve... I resolve to... I resolve to, uh... I resolve to, uh, get my, er... I resolve to, uh, get my, er, off-line work done, too!

## NEW YEAR RE-SOLUTIONS



## EXAM SHAYARI

Yeh Exam ke rishte bhi  
ajeeb hote hai,  
Sab apne apne naseeb  
hote hai.  
Rehte hai jo nigaho se  
door,  
Saale woh Question hi  
compulsory hote hai.



# FEI GETS THE MIDAS TOUCH



FRANKFURT 2007

Receives the International Arch of Europe Award 2007  
for Quality & Excellence - in the Gold category

## FEI Cargo Limited

• freight management unlimited

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Aiming Higher