

FEI DUNIYA

It's Your World

• A PUBLICATION OF FEI CARGO LIMITED

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Quarterly Special



In-house
Communication
Excellence

Awards

A Shailaja Nair Foundation Initiative

CEO's Message

Dear Co-owners,

Welcome to yet another get-together of the FEI family. We have kept the AGM of your company one day prior to the appointed day of 24th June, since it is a Sunday but we will be meeting again tomorrow to celebrate our Founders Day.

When we started our journey, we have had a dream, a vision, a plan – that is, to make your company a global organization. This will need meticulous planning, hard and smart work, patience and lots of good wishes. As I have always believed, the raw material for this growth plan is good personnel, good office space, goodwill created by your employees in the minds of the customers and of course backed by your best wishes. We are doing everything possible to accumulate these raw materials. With our growth phase on in full swing, we are continually looking for good people to join our team. With more people comes the requirement for more space. We have signed a MOU to purchase the office property on the second floor of Mangalya building, right above our present office, to accommodate our growing team.

The world economy and people world over are waiting to see what comes next. So, when the economy starts looking up, we are completely ready to go forward and our first step towards this was amalgamating Freight Experts International Pvt. Ltd, an existing IATA accredited forwarding company having valuable assets in Mumbai and Ahmedabad with FEI Cargo Ltd. This amalgamation has strengthened your company and has given the right impetus for its growth plan. You will see the positive impact of this acquisition, from this balance sheet to that in the coming years.

I am happy to note that you have always trusted in me and my team, including the new members that we have brought in.

We will continue to control the dividend payout to augment our reserves, so as to sustain the proposed growth plans. In 2014, your group celebrates its Silver Jubilee and we want the celebrations to go on for 52 weeks, covering all our offices, across India.

I take this opportunity to thank each and everyone who made it possible for me to come and address you so confidently.

With lots of love, regards and respect,

K.S.P. Nair
Chairman
16.05.2012

(Mr. Nair's message to the Shareholders during the AGM.)

2, FEI Duniya ❀ July 2012

Junior Speak

Dear Friends,

I would first like to thank everybody for their full support to our Founder's Day celebrations and ICE Awards. I can say, without a doubt that it was a grand success.

I know this is something not related to our core business but, believe me, this is as important as our everyday work. This is like a relationship that you invest in and you never know what or how much you will get back. We are not expecting much and hence every year we are overwhelmed by the response and excitement shared by the members of the Governing Council and Jury. This year, we received 675 magazines for ICE awards; next year let's aim for 1000. Every company you visit, ask for their In-house magazine, pick it up and send it to the ICE Awards team, who will then contact them for their participation.

This year we have had Annu Kapoor ji who set the stage alive. I thank him from the bottom of my heart for making my Mom's birthday so special this year. Next year, 24th June is a Monday and I would like each of you to send us a mail giving us your choice of singer who you think could perform on our Founder's Day event.

This month Hitesh bhai of our Baroda office has started two new offices at Mundra and Gandhidham. Let's help him build it into a successful branch for FEI.

Our very own FEI Duniya now has a new look. You are now holding in your hand our very first quarterly special issue of FEI Duniya, the first of many more to come. Do give us your thoughts on this.

Respectfully,

Abhijeet

Note: The cover page features our new ICE Awards logo.
To know more, turn to page 19.

Life Values

The influence of Example

Examples have more followers than reasons. We unconsciously imitate and approximate to the characters, we admire most. Every great example makes an incalculable influence on us. Examples work more forcibly on the mind than precepts. So, every person should aspire to set a lofty example to be followed; because it is the richest bequest a man can leave behind him.

Fable of the Porcupine

It was the coldest winter ever. Many animals died because of the cold. The porcupines, realizing the situation, decided to group together to keep warm. This way they covered and protected themselves; but the quills of each one wounded their closest companions. After a while, they decided to distance themselves from one another. But they began to die, alone and frozen.

So they had to make a choice: either accept the quills of their companions or disappear from the Earth. Wisely, they decided to go back to being together. They learned to live with the little wounds caused by the close relationship with their companions, in order to receive the warmth that came from the others. This way they were able to survive.

The best relationship is not the one that brings together perfect people, but when each individual learns to live with the imperfections of others and can admire the other person's good qualities.

The real moral of the story:

LEARN TO LIVE WITH THE PRICKS IN YOUR LIFE.

"To live is the rarest thing in the world. Most people exist, that is all."

— Oscar Wilde

Your Life, Your Choice!

Let go of your anger- Happiness begins

Let go of your harsh words - Understanding begins

Let go of your rudeness -Generosity begins

Let go of your bad habits- Fun begins

Let go of your thought that you are the best- learning begins

Let go of your bluntness -respect begins

Let go of your ignorance - love begins

Let go of your thought that you can do it alone - success begins

Let go of your thought that you can't do it - impossible becomes possible.

- Contributed by Ms. Sheen Ajith Thomas,
FEI, International Division



LOL Moment



A young man, on the way to visit his girlfriend, was caught speeding through one of the small towns, just a few miles from his destination. The officer walked up to the car as the young man searched for his license and registration. With the hint of a smile across his face, the officer placed both elbows on the window of the car and spoke in a deep voice, "Son, I've been waiting all day for you."

"Sorry officer," the young driver said. "I got here just as fast as I could."

Don't Quit

When things go wrong as they sometimes will,
When the road you're trudging seems all uphill,
When funds are low and the debts are high,
And you want to smile, but you have to sigh.
When care is pressing you down a bit.
Rest, if you must, but don't you quit.
Life is queer with its twists and turns
As every one of us sometimes learns.
And many a failure turns about
When he might have won had he stuck it out.
Don't give up though the pace seems slow -
You may succeed with another blow.
Success is failure turned inside out -
The silver tint of the clouds of doubt.
And you never can tell how close you are.
It may be near when it seems so far.
So stick to the fight when you're hardest hit
It's when things seem worst that you must not quit.

- Author Unknown

The Man Who Thinks He Can

If you think you are beaten, you are;
If you think you dare not, you don't;
If you'd like to win, but think you can't,
It's almost a cinch you won't.
If you think you'll lose, you're lost,
For out in the world we find
Success begins with a fellow's will,
It's all in the state of mind.
If you think you're outcasted, you are;
You've got to think high to rise.
You've got to be sure of yourself before
You can ever win a prize.
Life's battles don't always go
To the stronger or faster man;
But sooner or later the man who wins
Is the man who thinks he can.

-Walter D. Wintle



Pick Heaven or Hell

One day a highly successful executive woman arrived up in heaven, where she was met at the Pearly Gates by St. Peter himself. "Welcome to Heaven," said St. Peter. "What we're going to do is let you have a day in Hell and a day in Heaven and then you can choose whichever one you want to spend an eternity in."

St. Peter put the executive in an elevator and it went down to hell. The doors opened and she found herself stepping out onto the putting green of a beautiful golf course. In the distance was a country club and standing in front of her were all her friends - fellow executives that she had worked with and they were all dressed in evening gowns and cheering for her. They ran up and hugged her and they talked about old times. They played an excellent round of golf and at night went to the country club where she enjoyed an excellent steak and lobster dinner. She met the Devil who was actually a really nice guy and she had a great time telling jokes and dancing. She was having such a good time that before she knew it, it was time to leave. Everybody shook her hand and waved good-bye as she got on the elevator.

The elevator went up and opened back up at the Pearly Gates. She found St. Peter waiting for her. "Now it's time to spend a day in heaven," he said.

So she spent the next 24 hours lounging around on clouds and playing the harp and singing. She had a great time and before she knew it her 24 hours were up and St. Peter came and got her.

"So, you've spent a day in hell and you've spent a day in heaven. Now you must choose your eternity," he said.

The woman paused for a second and then replied, "Well, I never thought I'd say this, I mean, Heaven has been really great and all, but I think I had a better time in Hell."

So St. Peter escorted her to the elevator and again she went down back to Hell. When the doors of the elevator opened she found herself standing in a desolate wasteland covered in garbage and filth. She saw her friends were dressed in rags and were picking up the garbage and putting it in sacks. The Devil came up to her and put his arm around her.

"I don't understand," stammered the woman, "yesterday I was here and there was a golf course and a country club and we ate lobster and we danced and had a great time. Now all there is, is a wasteland of garbage and all my friends look miserable."

The Devil looked at her and smiled. "Yesterday we were recruiting you; today you're staff."

You can't beat Indians!!!

An Indian having no children, no money, no home, and a blind mother prays sincerely to God to improve his lifestyle.

God is very pleased with his prayer, and grants him just one wish.

The Indian says, "Ok God, thanks, my one and only wish is - I want my Mom to see my wife putting Rs. twenty million worth of diamonds on my child's neck, in my Mercedes Benz, parked near the swimming pool of our new bungalow in Beverly Hills.

God says, "I still have a lot to learn from the Indians."

The wise Parsee

Parsees are known to have an amazing sense of humor and are very witty and practical. This joke just proves this point.

A PARSEE (Bawa) was asked: "What's preferable? Parkinsons or Alzheimer's?"

The wise Bawa answered: "Definitely Parkinsons. Better to spill half a peg of scotch than to forget where you kept the bottle!!"

The Beauty of Maths

Did you know?

$$\begin{aligned}1 \times 8 + 1 &= 9 \\12 \times 8 + 2 &= 98 \\123 \times 8 + 3 &= 987 \\1234 \times 8 + 4 &= 9876 \\12345 \times 8 + 5 &= 98765 \\123456 \times 8 + 6 &= 987654 \\1234567 \times 8 + 7 &= 9876543 \\12345678 \times 8 + 8 &= 98765432 \\123456789 \times 8 + 9 &= 987654321\end{aligned}$$

$$\begin{aligned}1 \times 9 + 2 &= 11 \\12 \times 9 + 3 &= 111 \\123 \times 9 + 4 &= 1111 \\1234 \times 9 + 5 &= 11111 \\12345 \times 9 + 6 &= 111111 \\123456 \times 9 + 7 &= 1111111 \\1234567 \times 9 + 8 &= 11111111 \\12345678 \times 9 + 9 &= 111111111 \\123456789 \times 9 + 10 &= 1111111111\end{aligned}$$

$$\begin{aligned}9 \times 9 + 7 &= 88 \\98 \times 9 + 6 &= 888 \\987 \times 9 + 5 &= 8888 \\9876 \times 9 + 4 &= 88888 \\98765 \times 9 + 3 &= 888888 \\987654 \times 9 + 2 &= 8888888 \\9876543 \times 9 + 1 &= 88888888 \\98765432 \times 9 + 0 &= 888888888\end{aligned}$$

Brilliant, isn't it?

And look at this symmetry:

$$\begin{aligned}1 \times 1 &= 1 \\11 \times 11 &= 121 \\111 \times 111 &= 12321 \\1111 \times 1111 &= 1234321 \\11111 \times 11111 &= 123454321 \\111111 \times 111111 &= 12345654321 \\1111111 \times 1111111 &= 1234567654321 \\11111111 \times 11111111 &= 123456787654321 \\111111111 \times 111111111 &= 12345678987654321\end{aligned}$$

Maths can be interesting

101% - From a strictly mathematical viewpoint:

Ever wonder about those people who say they are giving more than 100%? We have all been in situations where someone wants you to GIVE OVER 100%.

How about ACHIEVING 101%?

What equals 100% in life? Here's a little mathematical formula that might help answer these questions:

If: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

is represented as: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26.

If: H-A-R-D-W-O-R-K is
 $8+1+18+4+23+15+18+11 = 98\%$

And: K-N-O-W-L-E-D-G-E is
 $11+14+15+23+12+5+4+7+5 = 96\%$

But: A-T-T-I-T-U-D-E is
 $1+20+20+9+20+21+4+5 = 100\%$

THEN, look how far the love of God will take you:

L-O-V-E-O-F-G-O-D is
 $12+15+22+5+15+6+7+15+4 = 101\%$

Therefore, one can conclude with mathematical certainty that:

While Hard Work and Knowledge will get you close, and Attitude will get you there, it's the Love of God that will put you over the top!

Give more than 100%



Eating Fruit

We all think eating fruit means just buying fruit, cutting it up and popping it into our mouths. It's not that easy. It's important to know how and when to eat fruit.

Fruit should be eaten on an empty stomach. Eating fruit like that plays a major role in detoxifying your system, supplying you with a great deal of energy for weight loss and other life activities.

Let's say you eat two slices of bread, then a slice of fruit. The slice of fruit is ready to go straight through the stomach into the intestines, but it's prevented from doing so.

In the meantime, the whole meal rots and ferments, and turns to acid. The minute the fruit comes into contact with the food in the stomach, and digestive juices, the entire mass of food begins to spoil. Fruit mixes with the putrefying other food and produces gas. Hence, the stomach bloats!

Drink only fresh fruit juice, not the concentrated juice from cans. Don't drink juice that has been heated. Don't eat cooked fruit; you don't get the nutrients at all. You get only the taste. Cooking destroys all of the vitamins.

KIWI: Tiny but mighty, and a good source of potassium, magnesium, vitamin E and fiber. Its vitamin C content is twice that of an orange!

APPLE: An apple a day keeps the doctor away! Although an apple has a low vitamin C content, it has antioxidants and flavonoids which enhances the activity of vitamin C, thereby helping to lower the risk of colon cancer, heart attack and stroke.

STRAWBERRY: Protective Fruit. Strawberries have the highest total antioxidant power among major fruits and protect the body from cancer-causing, blood vessel-clogging free radicals.

ORANGE: Eating 2 - 4 Oranges a day may help keep colds away, lower cholesterol, prevent and dissolve kidney stones, and reduce the risk of colon cancer.

WATERMELON: Coolest thirst quencher. Composed of 92% water, it is also packed with a giant dose of glutathione, which helps boost our immune system. Also a key source of lycopene, the cancer-fighting oxidant. Watermelons also contain Vitamin C and Potassium.

GUAVA and PAPAYA: Top awards for vitamin C. They are the clear winners for their high vitamin C content. Guava is also rich in fiber, which helps prevent constipation. Papaya is rich in carotene, good for your eyes.



Contributed by
Mr. Abhijeet Nair,
FEI, International Division

Quick tips for a rainy day

Stay Clean: Use a hand sanitizer, since bacteria are on the prowl during this weather. It is advisable to wash your hands before every meal, to avoid monsoon germ-related illnesses like colds and coughs.

Stay Dry: Carry a small towel and a change of clothes in your bag. Staying wet, when it's raining, for prolonged periods of time could give you a cold, fever or leg cramps. A warm water bath is the best way to strengthen your body's immunity.

Dry Feet are Happy Feet: During the monsoon, it's our feet that bear the brunt of all the walking through muck and mud. Invest in a good pair of rain-proof shoes. Wear closed shoes so that your feet stay dry. Keep a pair of sandals handy so that you can slip into them when you reach work.

Eat Right: Avoid eating out during the monsoon. Gastric troubles are common during monsoons. So, make sure you drink either bottled or purified water.

Keep the Mosquitoes Away: Monsoons are also a time when mosquitoes breed. So do not let water stagnate near your house. Keep your potted plants clean and close windows to avoid dampness. Keep plenty of mosquito repellents and nets handy to keep mosquitoes away and avoid illnesses like malaria.

Story Corner

Sharing Spoons

A holy man was having a conversation with God one day and said, 'God, I would like to know what Heaven and Hell are like.'

God led the holy man to two doors. He opened one of the doors and the holy man looked in.

In the middle of the room was a large round table. In the middle of the table was a large pot of stew, which smelled delicious and made the holy man's mouth water.

The people sitting around the table were thin and sickly. They appeared to be famished.

They were holding spoons with very long handles, that were strapped to their arms and each found it impossible to reach into the pot of stew and take a spoonful.

But because the handle was longer than their arms, they could not get the spoons back into their mouths.

The holy man shuddered at the sight of their misery and suffering.

God said, 'You have seen Hell.'

They went to the next room and opened the door. It was exactly the same as the first one.

There was the large round table with the large pot of stew which made the holy man's mouth water.

The people were equipped with the same long-handled spoons, but here the people were well nourished and plump, laughing and talking. The holy man said, 'I don't understand.'

It is simple,' said God. 'It requires but one skill.

You see they have learned to feed each other, while the greedy think only of themselves.'

Unique Human Flaws

An elderly Asian woman had two large pots, each hung on the end of a pole, which she carried across her neck.

One of the pots had a crack in it while the other pot was perfect and always delivered a full portion of water. At the end of the long walk from the stream to the house, the cracked pot arrived only half full.

For two years, this went on daily with the woman bringing home only one and a half pots of water. The perfect pot was proud of its accomplishments. The poor cracked pot was ashamed of its own imperfection and miserable that it could only do half of what it had been made to do.

After 2 years of what it perceived to be bitter failure, it spoke to the woman: "I am ashamed of myself because this crack in my side causes water to leak out all the way to your house."

The old woman smiled, "Did you notice that there are flowers on your side of the path, but not on the other pot's side?"

"That's because I have always known about your flaw so I planted flower seeds on your side of the path, and every day while we walk back, you water them. For two years I have been able to pick these beautiful flowers to decorate the table. Without you being just the way you are, there would not be this beauty to grace the house."

Moral: Like the pots, we all have our own unique flaws. But it's the cracks and flaws we each have that make our lives together so very interesting and rewarding.



10 surprising good uses for salt.

Just a pinch of it and it's worth it. Used throughout human history, mentioned often in the Bible, salt is everywhere and cheap. Here's some uses for salt outside the kitchen as well.

1. Deter ants

Sprinkle salt in doorways, on window sills and anywhere else ants use to sneak into your house. It's a sure way to keep them out!

2. Kill grass and weeds growing in cracks in your driveway

Tired of weeding your driveway? Sprinkle salt on the grass and pour very hot water over it. Not only is this a highly effective way to kill unwanted plants, it's also eco-friendly and cheap.

3. Say goodbye to fleas

If your dogs have fleas, simply wash their doghouse and blankets in salt water. If you're worried your dogs may have brought fleas into your house, simply sprinkle your carpets lightly with salt and then brush it in. Leave it for 12 hours and vacuum thoroughly.

4. Pick up a dropped egg

If you drop an egg on the kitchen floor, sprinkle salt on the mess and leave it there for 20 minutes. You'll be able to wipe it right up.

5. Clean up oven spills quickly

If a pie or casserole bubbles over in the oven, pour a handful of salt on top of the spill. It won't smoke, smell and, most importantly, will bake into a crust that makes the mess easier to clean once it's cooled.

6. Clean brown spots off your iron

Simply sprinkle salt on a sheet of waxed paper, slide the iron across it and rub lightly with silver polish. Your iron will look like brand-new in no time.

7. Remove stains from your coffee pot

Fill it with 1/4 cup of table salt and a dozen ice cubes. Swish the mixture around, let it sit for half an hour, fill it with cold water and rinse. Your coffee pot will look brand new.

8. Keep your windshield frost-free

Dip a sponge into salt water and rub it on windows, and they won't frost up even when the mercury drops below zero.

9. Soothe a bee sting.

Wet the sting right away, then cover it with salt.

10. Drip-proof candles

If you soak new candles in a strong salt solution for a few hours, then dry them well, they won't drip when you burn them.



Why does water not calm the tongue after eating hot, spicy food?

The spices in most of the hot foods that we eat are oily, and oil and water don't mix. In this case, the water just rolls over the oily spices.

To soothe your tongue, eat bread. The bread will absorb the oily spices. A second solution is to drink milk. Milk contains a substance called "casein" which will bind to the spices and carry them away. Alcohol also dissolves oily spices.

If blood is red, why are veins blue?

Blood is bright red in its oxygenated form and a dark red in deoxygenated form. In simpler terms, it is bright red when it leaves the lungs full of oxygen and dark red when it returns to the lungs for a refill. Veins appear blue because light penetrating the skin is absorbed and reflected in high energy wavelengths back to the eye. Higher energy wavelengths are blue.

Famous Museums in India

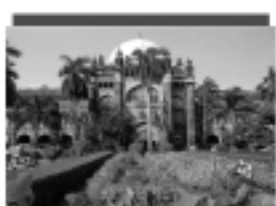
India's rich culture and heritage have been carefully preserved by museums across the country. You can visit these places to travel back in time and get your fill of our country's diverse history.

National Museum, Delhi:



India's largest museum, it holds variety of articles ranging from pre-historic era to modern works of art. The impressive building of the Museum houses curious artifacts of the Indus Valley Civilisation and the Mughal era.

The Prince of Wales Museum, Mumbai:



Renamed as Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, the museum has art, sculpture, old firearms, rare coins and a priceless collection of antiques from the pre historic era.

Indian Museum, Kolkata:



This famous museum houses artifacts under various sections like Archaeology, Art, Anthropology, Geology, Zoology and Botany. It is the earliest and the largest multipurpose Museum not only in the Indian subcontinent but also in the Asia-Pacific region of the world.

Salar Jung Museum, Hyderabad:



The 7 Wonders of Hyderabad include Salar Jung Museum, which has an exquisite collection of priceless articles like Ivory, Marble sculptures. Situated on the southern bank of the river Musi, it is an art museum and is amongst the most important attractions in Hyderabad.

The Calico Museum of Textiles, Ahmedabad:



It stands out for its uniqueness and antiquity of exhibits. This is one of the finest textile museums in the world, situated in one of the most beautifully, intricately wooden-carved Haveli.

Maharajah Sawai Singh's Museum, Rajasthan:



Constructed in 1959, it is one of the most elegant and well kept museums. Previously known as Jaipur Museum, it depicts the by-gone era in a contemporary manner, filled with the aura of the Royals. The museum's main attractions are Royal Bagghis and the world famous silver urns.

Stock Palace Museum, Ladakh:



It contains tankaras (water tanks / reservoirs), crowns, jewels and royal dresses. The carvings on the tankaras are worth a watch. One can also observe the old gold and silver coins, with imprints, which have been carefully preserved.

Jaigarh Fort Museum, Rajasthan:

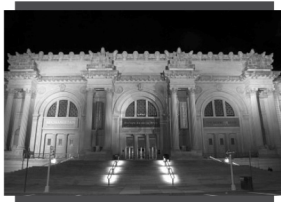


The museum houses the Shubhat Niwas, an Armoury Hall and a Painting Hall. The Shubhat Niwas is the Hall of the Warriors, where meetings were held between the warriors and the Generals. The Armoury Hall showcases the Royal Armoury - the sword, the shields, the cannon balls, guns and muskets. The Painting Hall has a range of them which gives one a glimpse of the royal lifestyle.

Museums of the World

The best museums are a collection of great art and ancient pieces. Here we've presented some of the world's most famous museums.

Metropolitan Museum of Art, New York City:



The Metropolitan Museum of Art (colloquially The Met) is an art museum in New York City with permanent collection of more than two million works categorized into nineteen curatorial departments.

British Museum, London:



It contains a collection of art and antiquities from ancient and living cultures of the two million years of human history with free admission.

The Tate Museum, London:



It is Britain's national museum of international modern art and consists of the Tate Britain, Tate Liverpool, Tate St. Ives, and Tate Online, part of the group now known simply as Tate.

The Vatican Museums, Rome:



It contains the papal apartments of the medieval Apostolic Palace decorated with frescoes during the Renaissance, the Sistine Chapel the exhibition rooms of the Vatican Apostolic Library and the actual museums.

Museum Nacional del Prado, Madrid:



It is a modest but intelligently chosen collection of superb art work.

The Hermitage, St. Petersburg:



The hermitage contains excellent quality images and more than three million of the world's masterpieces.

The Smithsonian, Washington, DC:



It is the world's largest museum complex and research organization composed of 16 museums and the National Zoo in the Washington, D.C., metropolitan area.

MoMA (Museum of Modern Art), New York City:



This museum's collection includes works of architecture and design, drawings, painting and sculpture, photography, prints, illustrated books, film, and media.

The Uffizi, Florence, Italy:



It includes excellent quality pictures of top Italian artists' works like Botticelli, Veronese, and Giorgione

The Louvre, Paris:



It includes the Mona Lisa to The Raft of Medusa, from Venus de Milo to the Victory of Samothrace.

RULES TO HITCHHIKE UP THE WORK LADDER

1. Discovering special people is a skill worth developing. Special people exist everywhere.
2. No circumstances should distract anyone from the passion inside of them to succeed.
3. Curiosity is a vital risk-free networking tool.
4. Always give a person a chance to prove themselves; they may not know what good is inside them until they need to find it.
5. Consider forming alliances with the so-called 'competition'.
6. Once direction is set, your fundamental job as a leader is a hunter, curator, and builder of talent.
7. Look for the problems that are sending 'weak' distress signals.
8. Always look for value in the differences people bring to teamwork.
9. Listening, not imitation, may be the sincerest form of flattery.
10. No one likes to be asked for their preferences or opinions and then have them totally ignored.
11. Build the foundation first, and the deal will follow.
12. A fundamental skill in effective selling is the ability to 'draw in' the customer while you 'draw out' information.
13. If you ask great questions and listen well the prospect will provide you with opportunities to help you sell your product or service.
14. Consistent, small, and steady wins add up to a portfolio of solid, repeat customers.
15. Most customers would rather know the truth and work with you to find a solution.
16. Keep in mind, just because people inside the company think the messages are 'on target' doesn't mean your customers do.
17. Finding the right technology is the art of applying tools to serve a purpose.
18. The risk of using free social media platforms is losing overall control of your presence and access to in-person support.
19. Deciding how much of your intellectual property to make public is a delicate balancing act.
20. Your online visitors are very influenced by seeing how you've treated other customers.
21. The average blog has one reader. To survive, you have to be above average.
22. Well thought out, to-the-point media means more than epic, unorganized, four-hour documents.
23. A well-linked social media page can mean the difference between being at the top of a web search, or not being there at all.
24. Success is not based on what you know, but rather, who you know.
25. Each of us projects our brand through everything we do, wear, touch or discuss.
26. Start selling to prospects only after they tell you what they want.
27. If you want to make selling easy and more rewarding, then sell deeper and wider to your existing customers.
28. Often new leaders neglect to tell their people what they want... and then are frustrated when they don't get it.

India has been constantly churning out successful business leaders who have shaped the country's economy, taking it to greater heights. Presenting some of our top thinkers and leaders for the year 2012.

Top 10 Most Powerful CEOs

Ratan Tata	➔ Tata Sons
Mukesh Ambani	➔ Reliance Industries
Kumar M. Birla	➔ The Aditya Birla Group
Azim Premji	➔ Wipro
Chanda Kochhar	➔ ICICI Bank
Deepak Parekh	➔ HDFC
A. M. Naik	➔ Larsen & Toubro
Anand Mahindra	➔ Mahindra Group
Adi Godrej	➔ Godrej Group
K. V. Kamath	➔ Infosys and Non-Executive Chairman, ICICI

Top 10 Global Indian Business Leaders

L. N. Mittal	➔ ArcelorMittal
Indra Nooyi	➔ PepsiCo
Nikesh Arora	➔ Google
Vikram Pandit	➔ Citigroup
Harish Manwani	➔ Unilever
Anshu Jain	➔ Deutsche Bank
Ajit Jain	➔ Berkshire Hathaway, Reinsurance Group
Shantanu Narayen	➔ Adobe Systems
Vinod Khosla	➔ Khosla Ventures
Rakesh Kapoor	➔ Reckitt Benckiser

Top 10 Women CEOs

Chanda Kochhar	➔ ICICI Bank
Kiran M. Shaw	➔ Biocon
Shobhana Bhartia	➔ HT Media
Shikha Sharma	➔ Axis Bank
Naina Lal Kidwai	➔ HSBC India
Kalpana Morparia	➔ JP Morgan India
Neelam Dhawan	➔ Hewlett-Packard India
Mallika Srinivasan	➔ TAFE
Preetha Reddy	➔ Apollo Hospitals
Roopa Kudva	➔ CRISIL

Top 10 Most Powerful MNC CEOs

Nitin Paranjpe	➔ Hindustan Unilever
D. Shivakumar	➔ Nokia-India, Middle East, Africa
Rajan Anandan	➔ Google India
Bhaskar Pramanik	➔ Microsoft India
Naina Lal Kidwai	➔ HSBC India
Kalpana Morparia	➔ JP Morgan India
John Flannery	➔ GE India
Neelam Dhawan	➔ Hewlett-Packard India
Shanker Annaswamy	➔ IBM India
Sanjeev Chadha	➔ PepsiCo Middle East & Africa

Top 10 Global Indian Thought Leaders

Amartya Sen	➔ Harvard University
Ram Charan	➔ Consultant
Vijay Govindarajan	➔ Tuck Business School
Pankaj Ghemawat	➔ IESE Business School
Tarun Khanna	➔ Harvard Business School
Jagdish Sheth	➔ Goizueta Business School
Nirmalya Kumar	➔ London Business School
Nitin Nohria	➔ Harvard Business School
Bala Balachandran	➔ Kellogg School of Management
Jagdish Bhagwati	➔ Columbia University

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

- Charles Darwin

Women's Corner

Do-It-Yourself Beauty Tips

Did you know your kitchen can provide you some of the most natural skin care remedies? Read on to find out how you can make the most of what's available at home.

Aloe Gel	: Remedy for burns
Nuts	: Blackheads
Coconut milk , Yogurt	: Smooth Skin
Honey, Nuts	: Skin Pores
Fenugreek seeds	: Skin Scrub
Oranges, Lemons, Pineapple, Vinegar	: Soft Skin
Yogurt, Honey, Oranges, Lemon, Pineapple	: Skin Bleach
Cucumber, Nuts	: Dark circles under eyes and wrinkles
Honey, Lemons, Oranges, Pineapple	: Astringent
Egg white for normal and oily skin, Egg yolk for dry skin	: Skin Conditioner



- Contributed by,
Ms. Khushboo Thakkar
(Summer Intern, FEI Mumbai)

**"You educate a man; you educate just him.
You educate a woman; you educate a
generation."**

-- Brigham Young

Did you know?

A trip to the market to stock up on fresh veggies is something that comes naturally to us and we're quite familiar with the local names. But here are the English names of our humble vegetables.

Beetroot	: Chukandar
Ash Gourd	: Petha
Bottleguard	: Lauki/Doodi
Cluster Beans	: Gawar
Colocasia	: Arbi

Chef's Corner

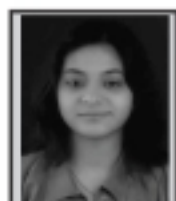
Enjoy a home-made meal of Rajma-chawal with this easy-to-make Rajma recipe.

Ingredients:

Rajma -150 gms., 2 medium sized onions, 1 large tomato, 2 green chillies, 5-6 pieces of garlic, 1 inch piece of ginger, 2-3 bay leaves, 2-3 pieces of cinnamon, ½ tea spoon Garam masala powder, 1 teaspoon Coriander Powder, 1 teaspoon Red chilli powder, 1/4 teaspoon turmeric powder, 3/4 teaspoon Salt.

Method:

Soak the rajma overnight. Boil in a pressure cooker till tender. Heat oil in a pan and add bay leaf and cinnamon and then the paste of onions, ginger and garlic. Cook till brown. Add the tomatoes, green chilies and cook till pulpy. Add coriander powder, Red chili powder, turmeric powder and salt, cook for a while. Add the rajma and cook on a low flame for about 10 minutes. Add the garam masala powder and cook further for another 15 minutes or till the gravy thickens (You can boil it in a pressure cooker again for better taste). Garnish with coriander leaves. Serve hot with steamed rice.



- Contributed by,
Ms. Ankita Chakravorty
(FEI, International Division)

Medical Mission – Sanjana Nair



9 year old Sanjana is the charming daughter of Ms. Supriya Nair of our Mumbai branch. A student at Pawar Public School, she is an all rounder, excelling in sports, dance and art. Her best friend is Drashti Mistry and Sanjana's favourite hobbies are drawing and painting.

She is also a talented dancer and has been learning Bharatnatyam for the past three years. Sanjana has a very noble aim for her life and wishes to be a doctor when she grows up so she can serve the underprivileged. Kudos to young Sanjana and we wish her all the best!!!

The Clever Flute Player

Tom was very brave and intelligent. One day, while playing, he went far into the forest. Just then a jackal saw him. He decided to eat the boy and came in his way.

When Tom saw that he had no way to save himself, he said to the jackal, "Brother, I am not afraid of death but I want to die peacefully. So, I want to play my flute and dance to its tune. Then you can eat me."

The jackal permitted him. As soon as Tom started playing his flute, his dog came running. The dog saw the jackal and leapt on it.

The jackal ran for his life. Tom returned home safely with his dog.

Cricket star - Atharva Chaudhary



5 year old Atharva is the son of Mr. Hemant Chaudhary of our Ahmedabad branch. Studying at Nelson's English School, in the 1st standard, this youngster is already a bundle of talents.

He is good in sports, especially cricket and loves playing with his best friend. He also has a flair for drawing. Atharva is a budding musician too and can play the drums. When he grows up, he would like to become a world class cricketer. We wish Atharva the very best as he fulfills all his dreams.

FIND THE HIDDEN WORDS

Y	Q	X	N	O	P	E	T	V	I
B	K	R	P	E	K	O	K	G	T
M	C	P	C	D	L	O	Y	V	M
H	I	F	E	C	B	K	A	T	D
H	Z	L	A	O	E	G	L	L	J
F	Z	Y	N	W	C	H	Y	D	A
H	R	B	U	L	K	U	V	P	O
V	E	O	K	I	W	C	L	A	N
O	O	V	G	H	A	X	Q	B	I
O	X	A	F	E	T	X	Y	Z	D



HIPPO
FLY
OWL

FROG
ELK
KOALA

Rookhi Sookhy Khai kay... KHUSHWANT SINGH AT 98

Time tested tips on how to stay healthy and live longer.

Coming on to 98 and still earning more than I did in my younger days, people ask me how I manage to do it. They regard me as an expert on longevity. I have pronounced on the subject before; I will repeat it with suitable amendments based on my experience in the past two years.

Earlier I had written that longevity is in one's genes: children of long-living parents are likely to live longer than those born to short-lived parents. This did not happen in my own family. My parents who died at 90 and 94 had five children, four sons and a daughter.

The first to go was the youngest of the siblings. Next went my sister who was the fourth. My elder brother who was three years older than me went a couple of years ago. Two of us remain; me, and my younger brother, a retired Brigadier three years younger than me and in much better health. He looks after our ancestral property.

Nevertheless, I still believe gene is the most important factor in determining one's life-span. More important than analysing longevity is to cope with old age and make terms with it.

As we grow older, we are less able to exercise our limbs. We have to devise ways to keep them active. Right into my mid-eighties, I played tennis every morning, did rounds of Lodhi gardens in winter and swam for an hour in summer. I am unable to do this any more. The best way to overcome this handicap is regular massages. I have tried different kinds and was disappointed with the oil drip and smearing of oil on the body. A good massage needs powerful hands going all over one's body from the skull to the toes. I have this done at least once a day or at times twice a day.

I am convinced that this has kept me going for so long. Equally important is the need to cut down drastically one's intake of food and drink. I start my mornings with guava juice. It is tastier and more healthier than orange or any other fruit juice. My breakfast is one scrambled egg on toast. My lunch is usually patli kichri with dahi or a vegetable. I skip afternoon tea. In the evening, I take a peg of single malt whisky. It gives me a false appetite.

Before I eat supper, I say to myself "Do not eat too much." I also believe that a meal should have just one kind of vegetable or meat followed by a pinch of chooran. It is best to eat alone and in silence. Talking while eating does not do justice to the food and you swallow a lot of it. For me no more Punjabi or Mughlai food. I find South Indian idli, sambhar and grated coconut easier to digest and healthier.

Never allow yourself to be constipated. The stomach is a storehouse of all kinds of ailments. Our sedentary life tends to make us constipated.

Impose strict discipline on your daily routine. If necessary, use a stop-watch. I have breakfast exactly at 6.30 am, lunch at noon, drink at 7 pm, supper at 8. Try to develop peace of mind. For this you must have a healthy bank account. Shortage of money can be very demoralizing. It does not have to be in crores, but enough for your future needs and possibility of falling ill. Never lose your temper, it takes a heavy toll and jangles one's nerves. Never tell a lie. Always keep your national motto in mind:

Satyamev Jayate — only truth triumphs.

Give generously. Remember you can't take it with you. You may give to your children, servants or charity. You will feel better. There is joy in giving. Drive out envy of those who have done better than you in life. A Punjabi verse sums up: Rookhi Sookhy Khai kay Thanda Paani Pee Na Veykh paraayee chonparian na Tarssain jee (Eat dry bread and drink cold water Pay no heed and do not envy those who smear their chapattis with ghee) Take up a hobby like gardening, growing bonsai, helping children of your neighborhood with their homework.

A practice which I have found very effective is to fix my gaze on the flame of candle, empty my mind of everything, but in my mind repeat Aum Shanti, Aum Shanti, Aum Shanti. It does work. I am at peace with the world. We can't all be Fauja Singh, who at 100, run a marathon race but we can equal him in longevity and creativity.

— by Khushwant Singh

Paraprosdokians are figures of speech in which the latter part of a sentence or phrase is surprising or unexpected; frequently humorous. This was something even Winston Churchill enjoyed. Here's a few of them for your reading pleasure.

Where there's a will, I want to be in it.

Since light travels faster than sound, some people appear bright until you hear them speak.

If I agreed with you, we'd both be wrong.

War does not determine who is right - only who is left.

They begin the evening news with 'Good Evening,' then proceed to tell you why it isn't.

To steal ideas from one person is plagiarism. To steal from many is research.

Buses stop in bus stations. Trains stop in train stations. On my desk is a work station.

A clear conscience is the sign of a fuzzy memory.

Money can't buy happiness, but it sure makes misery easier to live with.

To be sure of hitting the target, shoot first and call whatever you hit the target.

I used to be indecisive. Now I'm not so sure.

Where there's a will, there are relatives.

LOL Moment

The witness wore a baffled look when he appealed to the court, "I just don't know what I'm going to do, Judge," he declared desperately.

"Why, what seems to be the matter?" asked the judge. "Well, I swore to tell nothing but the truth," explained the witness, "but every time I try it, my lawyer objects."

Little questions that forever bug us...

Why isn't phonetic spelled the way it sounds?

Shouldn't there be a shorter word for "monosyllabic"? If nothing ever sticks to TEFLON, how do they make TEFLON stick to the pan?

Why does your nose run and your feet smell?

Why is it called a "building" when it is already built?

Why is lemon juice made of mostly artificial ingredients, while dish washing liquid contains real lemons?

Tell a man that there are 400 billion stars, and he'll believe you. Tell him a bench has wet paint, and he has to touch it.

You know that little indestructible black box that is used on planes, why can't they make the whole plane out of the same substance?

Why does an alarm clock "go off" when it begins ringing?

If pro is the opposite of con, is progress the opposite of congress?

Food For Thought

Youth is not a time of life, it is a state of mind.

A joyful command does not arouse hostility.

The happiness you give makes you more happy than the happiness you receive.

Courage lies in stepping into a new area.

Do not wait or stop; keep moving even if at a slow pace.

Money is the most envied, but the least enjoyed. Health is the most enjoyed, but the least envied.

Fame is a vapour, popularity an accident, riches take wings. Only one thing endures and that is character.

The paradox of our time... Freedom

We have taller buildings but shorter tempers.
Wider freeways, but narrower viewpoints.
We spend more, but have less.
We buy more, but enjoy less.
We have bigger houses and smaller families;
More conveniences, but less time.

We have more degrees but less sense.
More knowledge, but less judgment.
More experts, yet more problems.
More medicine, but less wellness.
We drink too much, smoke too much, spend too recklessly;
Laugh too little, drive too fast, get too angry,
Stay up too late, get up too tired, read too little,
Watch too much TV, and pray too seldom.
We have multiplied our possessions, but reduced our values.
We talk too much, love too seldom, and hate too often.
We've learned how to make a living, but not a life.
We've added years to life not life to years.
We've been all the way to the moon and back, but have trouble crossing the street to meet a new neighbour.
We've cleaned up the air, but polluted the soul.
We've conquered the atom, but not our prejudice.
We write more, but accomplish less.
We've learned to rush, but not to wait.
We build more computers to hold more information, to produce more copies than ever, but we communicate less and less.

These are the times of fast foods and slow digestion.
These are the days of two incomes but more divorce,
Fancier houses, but broken homes.

It is a time when there is much in the
showroom window and nothing in the stockroom.

It's time to stop and ponder...



*Life is not measured by the
number of breaths you take, but
by every moment that takes your
breath away.*

- Contributed by Supriya Nair, FEI Mumbai

A freedom fighter was travelling in the mountains. He stayed in a caravanserai for the night. He was amazed that there was a beautiful parrot in a golden cage, continually repeating "Freedom! Freedom!" and it was such a place that when the parrot repeated the word "freedom!" it would go on echoing in the valleys, in the mountains. The man thought: "I have seen many parrots, and I have thought they must want to be free from cages... but I have never seen such a parrot who spends the whole day, calling out for freedom. He had an idea. In the middle of the night, when the owner was fast asleep, he got up and opened the door of the cage.

He whispered to the parrot, "Now get out."
But he was very surprised that the parrot was clinging to the bars of the cage. He said to him again and again, "have you forgotten about freedom? Just get out! The door is open and the owner is fast asleep; nobody will ever know. Just fly into the sky; the whole sky is yours."

But the parrot was clinging so deeply, so hard, that the man said, "What is the matter? Are you mad?" he tried to take the parrot out with his own hands, but the parrot started pecking at him, and at the same time he was shouting "Freedom! Freedom!" The valleys in the night echoed and re-echoed. But the man was also stubborn; he was a freedom fighter.

He pulled the parrot out and threw him into the sky; and he was very satisfied, although his hand was hurt. The parrot had attacked him as forcefully as he could, but the man was immensely satisfied that he had set him free. He went to sleep.

In the morning, as the man was waking up, he heard the parrot shouting, "Freedom! Freedom!" he thought perhaps the parrot must be sitting on a tree or a rock. But when he came out, the parrot was sitting in a cage. The door was open.

Like the parrot, many people just talk about or wish for a better life but they are so conditioned by their beliefs and habits that they fail to move ahead when they have the opportunity to do so.



*contributed by,
Ms. Bhavana Kawat
FEI, Corporate office*

ICE Awards 2012

The 4th annual ICE Awards function took place on June 22. The months of preparation, collecting of entries, jury meetings, etc., finally culminated in a successful crescendo. This year we received an astounding 675 entries. Zee Business joined hands as the Television Media Partner. The event was held at Ramada Plaza, Powai, Mumbai. The evening also saw the launch of the new ICE Awards logo and trophy.

We were honoured to have the Governor of Maharashtra, His Excellency K. Sankaranarayanan as the Chief Guest for the evening. Mr. K. Ramkumar, Executive Director, ICICI Bank was the Guest of Honour. Ad veteran Mr. Bharat Dabholkar headed the ICE Awards 2012 Jury, while the Governing Council was headed by Mr. P. K. Ravindranath, veteran journalist and author. Chairman of Shailaja Nair Foundation, Mr. Pratap Nair welcomed the gathering and thanked the Governor and other dignitaries with mementoes. The other veterans who were part of the jury and governing council were also present.

The comperes for the evening were Mr. Raja Moorthy, Director, Academy of Magical Sciences, Trivandrum and Ms. Neelam Saini, Fei Ahmedabad.

FEI Cargo Ltd. were the title sponsors and Hitachi was a co-sponsor. This year, instead of cash prizes, the winners were rewarded with books of the same value, to keep alive the print medium and foster the habit of reading.

AGM

FEI Cargo Ltd held its annual general meeting on June 23rd, at our newly acquired property at Mangalya, Mumbai. It was well attended by our shareholders.

Manager's Conference

FEI's All-India Manager's Conference was held on June 24. There were presentations on several topics put forward. Mr. Nair discussed his vision of taking the Group from 90 to 900 crores before 2019. All the managers present signed a pledge committing to work towards this goal.

ICE Awards logo

The ICE Awards were conceptualized and presented in a very short span of time. Thus a befitting logo could not be designed and finalized then.

The search for a new logo began immediately after the 1st ICE Awards. A large number of creative brains contributed to this quest.

Finally this new logo emerged. A logo that epitomized the very essence of ICE Awards. This logo manages to capture the concept in every dimension. Like most logos, every single aspect has a purpose to it.

ICE Awards aims to promote the print medium as an important means of communication. The logo symbolizes a man holding a magazine high with pride. It embodies the sense of satisfaction of the creators and the readers over the finished product.

The dot on top of the 'I' is shaped like an ICE Cube, to symbolize the coolness an in-house magazine produces in a relationship. It also symbolizes how an in-house magazine captures and 'freezes' memorable moments.

The colours used are blue and orange. Blue is our corporate color and orange is the brand colour of our CSR face Shailaja Nair Foundation.

The logo encapsulates all facets of internal communication.

Founder's Day

FEI Cargo Ltd.'s Founder's day celebration culminated with the main highlight 'teri yaad mein' on June 24, to celebrate the birthday of our beloved Founder-Director, Mrs. Shailaja Nair. The previous evening saw a very competitive round of auditions for antakshari and sixteen best singers were selected for the four teams, Deewane, Parwane, Mastane, Afsane. On June 24, the evening first saw a spiritual talk on 'Competition' by Brahmakumari Sister Deepa as well as a magical performance by Mr. Raja Moorthy, Director, Academy of Magical Sciences, Trivandrum. Finally, Shailaja Nair Antakshari was presented by Shri. Annu Kapoor, who managed to entertain the audience and keep the teams on the edge of their seats. It was Deewane who won the coveted Shailaja Nair Antakshari trophy. It was surely a night that everyone will remember.

Kodak Moments



His Excellency K. Sankaranarayanan unveils the new ICE Awards trophy, while Mr. K. Ramkumar, Mr. Bharat Dabholkar, Mr. P. K. Ravindranath and Mr. Pratap Nair look on.



His Excellency K. Sankaranarayanan presents the trophy to the winner of the Best In-house Magazine Gold – Without Reserve of Reserve Bank of India.



His Excellency K. Sankaranarayanan addresses the gathering while Mr. K. Ramkumar, Mr. Bharat Dabholkar, Mr. P. K. Ravindranath and Mr. Pratap Nair look on.



ICE Awards 2012 winners along with the dignitaries.



The August gathering.



Our comperes Mr. Raja Moorthy and Ms. Neelam Saini in action.

Kodak moments



Brahma Kumari Sister Deepa sharing some enlightening words.



Mr. Raja Moorthy providing some magical entertainment.
Mr. Sandesh Khaladkar and Mr. Pinglikar, ARAI gladly volunteer.



Mr. Annu Kapoor setting the stage alive,



The winning team, Deewane receiving the trophy from
Mr. Annu Kapoor, Mr. P.K. Ravindranath and Mr. Pratap Nair.



The enthralled audience.



The teams in action.

FEI Activities

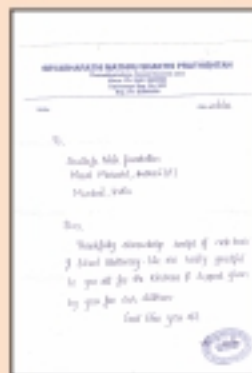
It's been an eventful month for the FEI family. Besides our Founder's Day, here are a few more activities.

✿ We are proud to announce that we have now purchased the property on the second floor of Mangalya Building, Mumbai, the same building that houses our current office. With our plans for growth in gear, this comes in as a welcome and necessary addition.

✿ On May 26th, a team from International division and Mumbai Operations visited JNPT to understand and learn more about the port operations.



✿ On behalf of Shailaja Nair Foundation, Mr. Suresh Babu of our Kochi branch donated notebooks and school stationery to Sevabharathi Mathru Shakthi Prathishtan, Aluva.



✿ FEI has added one more feather to its cap, a new office at Mundra, Gujarat and a Puja was held on June 15, for an auspicious beginning.



✿ Mr. Sumit Jain of our International Division has scored 50 points in our Quiz Time Contest. He receives a special surprise gift. Congratulations Sumit!!! We are sure this will encourage many more to participate.



ICE Awards - 2012

Category	Winner	Runners-up	
Most Creative Name	<i>Without Reserve</i> Reserve Bank Of India	<i>Vanarai</i> Vanarai Foundation	<i>Xpressions</i> UAE Exchange
Imperative Content	<i>Raintree</i> Indian Institute of Technology Bombay	<i>The Trellis</i> National Institute of Design	<i>Vanarai</i> Vanarai Foundation
Best Design and Layout	<i>Creative Keeda</i> Sophia Polytechnic Art and Design Department	<i>D/SIGNED</i> National Institute Of Design	<i>We Are The Taj</i> Taj Group Of Hotels
Active Employee Participation	<i>Foundation Day Journal</i> Hindustan Petroleum Corp Ltd.	<i>ACC Parivar</i> ACC Limited	<i>Powerite</i> Essar Power Limited
Best International Magazine	<i>At Ford</i> Ford India Private Ltd	<i>Cargo Clan</i> Cathay Pacific Airways	<i>GAC Chat</i> GAC
Best In-house Magazine amongst Educational Institutes	<i>Creative Keeda</i> Sophia Polytechnic Art and Design Department	<i>RainTree</i> IIT Bombay	<i>The Trellis</i> National Institute of Design
Best In-house Magazine amongst Banks	<i>Without Reserve</i> Reserve Bank Of India	<i>24K</i> Citibank	<i>U&I</i> UTI Mutual Funds
Best In-house Magazine amongst NGOs	<i>Vanarai</i> Vanarai Foundation	<i>Balvihar</i> Central Chinmaya Mission Trust	<i>Chakmak</i> Eklavya
Best In-house Magazine amongst Government and Other Organisations	<i>Nabard Parivar</i> NABARD	<i>Best Varia</i> The B.E.S.T. Undertaking	<i>Rail Darpan</i> Western Railway
Best Cover Page	<i>Lanco World</i> Lanco Infratech Ltd.	<i>The Elixir</i> SSA Business Solutions	<i>Xpressions</i> UAE Exchange
Best Special Issue	<i>Foundation Day Journal</i> Hindustan Petroleum Corp Ltd.	<i>Life @ Nestle</i> Nestle	<i>Compass</i> The India Cements Ltd.
Best Regional In-house Magazine	<i>Kudumbarama</i> Malayala Manorama	<i>Nanda</i> Uttarakhand Mahila Parishad	<i>Prayaso nu Pratibimbh</i> Kutch NavNirman Abhiyan
Best ICE Coverage	<i>Tidings</i> Thomas Cook (India) Limited	<i>Between Us</i> HT Media	<i>E News</i> Everest Industries Ltd.

Special Jury Awards

<i>Newscape</i> Kokuyo Camlin Ltd.	<i>Catalogue</i> The Bombay Art Society	<i>Dakshata</i> Maharashtra Police HQ	<i>Madhyam</i> Fergusson College	<i>Vichaar</i> Unnati
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Best In-house Magazine Silver <i>Raintree</i> Indian Institute of Technology Bombay	Best In-house Magazine Gold <i>Without Reserve</i> Reserve Bank Of India	Best In-house Magazine Bronze <i>Creative Keeda</i> Sophia Polytechnic Art and Design Department
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24 beautiful life lessons for a fulfilling life

Take a 10-30 minute walk every day and while you walk, SMILE. It is the ultimate antidepressant.

Sit in silence for at least 10 minutes each day.

When you wake up in the morning, pray to ask God's guidance for your purpose.

Eat more foods that grow on trees and plants and eat less food that is manufactured in plants.

Drink green tea and plenty of water. Eat blueberries, broccoli, and almonds.

Try to make at least three people smile each day.

Don't waste your precious energy on gossip, issues of the past, negative thoughts or things you cannot control. Instead invest your energy in the positive present moment.

Eat breakfast like a king, lunch like a prince and dinner like a pauper.

Life isn't fair, but it's still good.

Life is too short to waste time hating anyone. Forgive them for everything!

Don't take yourself so seriously. No one else does.

You don't have to win every argument. Agree to disagree.

Make peace with your past so it doesn't spoil the present.

Don't compare your life to others. You have no idea what their journey is all about.

No one is in charge of your happiness except you.

Frame every so-called disaster with these words: 'In five years, will this matter?'

Help the needy, Be generous! Be a 'Giver' not a 'Taker'.

What other people think of you is none of your business.

Time heals everything.

However good or bad a situation is, it will change.

Your job won't take care of you when you are sick. Your friends will. Stay in touch.

Envy is a waste of time. You already have all you need.

Each night before you go to bed, pray to God and be thankful for what you'll accomplish, today!

Remember that you are too blessed to be stressed.



- Contributed by
Mr. Vishal Sangtani, FEI Mumbai

The 10 steps to happiness:

Plant something and nurture it.

Count your blessings - at least five - at the end of each day.

Take time to talk - have an hour-long conversation with a loved one each week.

Phone a friend whom you have not spoken to for a while and arrange to meet up.

Give yourself a treat every day and take the time to really enjoy it.

Have a good laugh at least once a day.

Get physical - exercise for half an hour three times a week.

Smile at or say hello to a stranger at least once each day.

Cut your TV viewing by half.

Spread some kindness - do a good turn for someone every day.

Manage your Time

Ever feel like you're racing against the clock? Do you find your self wishing you had more than 24 hours in a day? Here are a few tips to help you manage your time better.

1. Create a daily plan

Plan your day before it unfolds. Do it in the morning or the night before you sleep. The plan gives you a good overview of how the day will pan out. That way, you don't get caught off guard. Your job for the day is to stick to the plan as best as possible.

2. Peg a time limit to each task

Be clear that you need to finish X task by 10 a.m., Y task by 3 p.m., and Z item by 5:30 p.m. This prevents your work from dragging on and eating into time reserved for other activities.

3. Know your deadlines

When do you need to finish your tasks? Mark the deadlines out clearly in your calendar and organizer so you know when you need to finish them.

4. Learn to say "No"

Don't take on more than you can handle. For the distractions that come in when you're doing other things, give a firm no. Or defer it to a later period.

5. Target to be early

When you target to be on time, you'll either be on time or late. Most of the times you'll be late. However, if you target to be early, you'll most likely be on time. For appointments, strive to be early. For your deadlines, submit them earlier than required.

6. Have a clock visibly placed before you

Sometimes we are so engrossed in our work that we lose track of time. Having a clock in front of you will keep you aware of the time at the moment.

7. Set reminders 15 minutes before

Most calendars have a reminder function. If you've an important meeting to attend, set that alarm 15 minutes before.

8. Focus

Are you multi-tasking so much that you're just not getting anything done? If so, focus on just one key task at one time. Close off all the applications you aren't using. Close off the tabs in your browser that are taking away your attention. Focus solely on what you're doing. You'll be more efficient that way.

9. Don't fuss about unimportant details

You'll never get everything done in exactly the way you want. Trying to do so is being ineffective.

10. Prioritize

Since you can't do everything, learn to prioritize the important and let go of the rest. Apply the 80/20 principle which is a key principle in prioritization.

11. Delegate

If there are things that can be better done by others or things that are not so important, consider delegating. This takes a load off and you can focus on the important tasks.

12. Leave buffer time in-between

Don't pack everything closely together. Leave a 5-10 minute buffer time in between each task. This helps you wrap up the previous task and start off on the next one.

LOL Moment

A leader of the opposition party was soliciting votes at an election meeting. "Brothers, this time you should vote for my party. The ruling party has cheated you for many years. Now give us a chance."



Direct Dil Se

I had a wonderful time judging the ICE Awards. Firstly, because it was an eye-opener for me that the erstwhile mundane in-house publication has come such a long way. The passion and professionalism behind most of the publications we saw, would put professional magazines to shame. It was really tough choosing the winners, because they were all so excellent.

Secondly, the jury panel was a delight. Committed people who took their judging very seriously and debated issues vehemently if there was a tie. (All under the watchful eye of Mr. P.K. Ravindranath, of course). Meeting them was indeed a treat.

Warm regards,

Bharat Dabholkar

Dear Pratap,

Writing this to thank you for the wonderful evening we had on the 24th June. My wife and I enjoyed every moment of it. Annu Kapoor was superb and so was the magician. What we liked most was the informality and the comfortable atmosphere you created.

Finally, thanks for inviting us and giving us a glimpse of the FEI family.

Wishing all the best to the FEI family.

Warm regards,

Irfan Khan

Dear Pratap,

Just wanted to send you a short note of thanks. Needless to add, I was delighted to win an ICE Award, although it was for an unusual reason! I was not even aware there was such a category, and did not realise my feature on last year's awards was in the issue I had entered for the Cover! Lucky for me.

I feel you are doing a great service to the written word, more so when other forms of media are flooding our existence! And the gift of books was an added surprise...and so welcome. Nothing can beat the enjoyment of a REAC book, the feel of its pages the swell of the print....Definitely better than a cash prize!

Your wife sounds like a very special person and I wish one could have met her. The way you have fulfilled her wishes is the best way to keep her memory alive, and you could not have chosen a better tribute!

I must mention the three girls who have been interacting with me... mainly Priya, and now Vidhi and Khushboo too. They are sweet, friendly and seem to be working hard behind the scenes to ensure everything goes smoothly. My gratitude to them.

Hope your other function went well too.

I wish you success in your endeavours and I am sure Shailaja is smiling up there!

Many good wishes,

Zarine Wadia

(Thomas Cook)

Hi Abhijeet,

I just read your first article for your mother. I want to say thank you for making me realize the importance of my mother. Yes, I admit that I forgot the importance and the true value of mom in the race of name and fame. With God's grace I attended the show and your article taught me this beautiful lesson.

My Mom is out station now but I promise you the moment she arrives, I will hug her and tell her how much I love her. (As it's too late to call now, I will call her in the morning).

Thanks bro. Thank you very much once again for reminding me and making me realize the importance of mother.

God bless all.
Warm regards,

Nilesh

Instant Yoga

If you are a busy person, but can still spare some time to remain fit, this corner promises to help you. We present to you instant yoga to suit your fast-paced lifestyle. This column will feature a new Asana each month.

Standing Posterior-Stretch Pose (Utthita Pashchimottanasana)

Posture:

Stand erect, as straight as you can with the inner sides of the feet joined together all along their length, so that the two large toes and the heels are in respective contact with each other. Raise both your arms vertically upwards without bending the elbows, with the palms facing forward. Then bend forward gradually and smoothly, the arms moving forward in line with the bending body, until the fingers touch the toes of the feet at the completion of the bend. While bending forward the effort should be to move the body only at the small of the back (lumbar region) and to keep the rest of the upper spine, including that of the neck (dorsal, thoracic and cervical spine) as straight as possible. At the completion of the posture, i.e. when the tips of the fingers are touching the toes, hold the pose.

Fill your lungs with a deep breath before the commencement of the forward bend and exhale while bending forward so that the exhalation is complete as you reach the final stage of the posture when the fingers are in contact with the toes. Continue slow and deep breathing as long as you hold the pose. Inhale deeply whilst straightening your body at the end of the exercise.

Do not jerk your body to reach your toes. If the finger tips do not touch the toes, stop bending after reaching the furthest point you can do without experiencing discomfort.

Benefits:

This posture reduces abdominal fat. It imparts flexibility to muscles of the back, the thighs and the calves, relieving them of stiffness and pain.

10 Tips for a healthy heart

- Avoid smoking.
- Cut down on salt.
- Watch your diet.
- Monitor your alcohol.
- Get active.
- Monitor your BP, blood sugar levels.
- Manage your waist.
- Manage your stress level.
- Check your family history.
- Laughter is the best therapy.



Winds of change! — How to build it.

When you know that in order to produce, you need to obtain permission from men who produce nothing,
When you see that money is flowing to those who deal not in goods but in favours,
When you see that men get rich more easily by graft rather than by work,
And your laws no longer protect you against them but protect them against you..... you know that your society is doomed.

What do we do? Something must be done.....fast.....

Don't you think so? If yes, do not sit there just like that. Do something, however small the effort is.

Things to remember...

Never give up on anybody; miracles happen everyday.

Learn to listen. Opportunity sometimes knocks very softly.

Never cut what can be untied.

Success comes to the one that acts first.

Don't miss the magic of the moment by focusing on what's to come.

6 Effective Ways to Become Persistent

1. Identify Your Wants and Desires

Before you can develop persistence and eventually achieve success, you need to first identify your wants or desires. You can do this by simply writing down specifically all the things you want to have or accomplish. List down all your desires and wants, no matter how impossible they are to achieve in the moment.

2. Determine Your Motivation

Motivation comes from a deep reason why we want to achieve or have something. If you know why you're doing what you're doing, it gives you more energy to keep moving.

3. Outline Your Definite Action Step

Identifying your wants or desires speaks of what you want to achieve. Determining your motivation shows the reasons why you want to achieve what you want. Outlining your definite action step is necessary to know how you will be able to achieve what you want. To know how, it pays to do some research and planning of what needs to be done on your part.

4. Keep a Positive Mental Attitude

The road to success is not easy, in fact, it's challenging, this is why only few succeed. There will be countless times you will be faced with defeat and failures and if you are weak, you'll be succumbing to negative thoughts of fears and doubts. Regardless of situation, keep your thoughts focused on taking action towards your goals.

5. Build Your Mastermind Group

A Mastermind Group composes of people who can help you succeed towards your goal. Choose carefully who you will trust as part of your mastermind group. If possible, include only those who can give you unbiased judgments and have a positive mental attitude.

6. Develop Discipline and Habit

All your goal-setting and planning will go to waste if you won't be able to develop discipline and good habits. There will be a lot of hindrances that will stop you from moving towards your goal, and without proper discipline, it will be easy for you to sail away.

Think it over

Performance always comes from passion and not from pressure. So always be passionate and success will be yours.

Always use branded items in life:

For Lips - TRUTH

For Voice - PRAYER

For Eyes - SYMPATHY

For Hands - CHARITY

For Hearts - LOVE

For Face - SMILE.

You can't do anything about the length of your life, but you can definitely do something about its width and depth.

Two things help you immensely to succeed in life; the way you manage when you have nothing and the way you behave when you have everything.



- Contributed by Mr. Amit Shah,
FEI Baroda

The Brick

About ten years ago, a young and very successful executive named Josh was traveling down a Chicago neighborhood street. He was going a bit too fast in his sleek, black, 12 cylinder Jaguar XKE, which was only two months old.

He was watching for kids darting out from between parked cars and slowed down when he thought he saw something. As his car passed, no child darted out, but a brick sailed out and - WHUMP! - it smashed into the Jag's shiny black side door! SCREECH..!!!! Brakes slammed! Gears ground into reverse, and tires madly spun the Jaguar back to the spot from where the brick had been thrown. Josh jumped out of the car, grabbed the kid and pushed him up against a parked car. He shouted at the kid, "What was that all about and who are you? Just what the heck are you doing?!" Building up a head of steam, he went on. "That's my new Jag, that brick you threw is gonna cost you a lot of money. Why did you throw it?"

"Please, mister, please. . . I'm sorry! I didn't know what else to do!" Pleaded the youngster. "I threw the brick because no one else would stop!" Tears were dripping down the boy's chin as he pointed around the parked car. "It's my brother, mister," he said. "He rolled off the curb and fell out of his wheelchair and I can't lift him up." Sobbing, the boy asked the executive, "Would you please help me get him back into his wheelchair? He's hurt and he's too heavy for me."

Moved beyond words, the young executive tried desperately to swallow the rapidly swelling lump in his throat. Straining, he lifted the young man back into the wheelchair and took out his handkerchief and wiped the scrapes and cuts, checking to see that everything was going to be OK. He then watched the younger brother push him down the sidewalk toward their home.

It was a long walk back to the sleek, black, shining, 12 cylinder Jaguar XKE - a long and slow walk. Josh never did fix the side door of his Jaguar. He kept the dent to remind him not to go through life so fast that someone has to throw a brick at him to get his attention. . . Some bricks are softer than others. Feel for the bricks of life coming at you.

For all the negative things we have to say to ourselves, God has positive answers.

Lessons from a Spider

A spider once built a web outside my office window. Ever so often, when I took a break from working, I would go to the window and there he would be; perfectly still, waiting in exactly the same place. In fact, he was there for many weeks; about three or four at least.

He caught something on a couple of occasions; a moth and a fly. However, in the last few weeks, he caught nothing at all. But he stayed there anyhow, perfectly still - waiting. I wondered if he was getting quite hungry by now.

One day, I went to the window and the web was still there but the spider was gone. He'd cut his losses and moved on. I found that there were several lessons in his behaviour.

Persistence: How many of us give up in life when desired results don't materialize immediately? Adults are particularly prone to this in a way that children are not. Imagine if we had given up when we were learning to walk as quickly as we do these days when we try anything new! Know when to quit: Persistence is important. However, knowing when it's time to move on is also crucial. Someone defined insanity as "doing the same things you've always done and expecting a different result".

If we are failing to get the results we want in life, there is no point hanging around in our comfort zone, fearing the unknown.

The spider might have said to itself, "Yes, but look at all the work I've done. The time I've put into this web. What a waste to leave it all behind. After all, it did catch me a few things once (long ago)" No. He simply left and never came back.

We need to examine our own lives like this. Whatever we determine to be our heart's desire should be persisted with determination until it brings results. However, take note of things that are not taking us forward in this rapidly changing society or are holding us back. Sometimes, as in the case of this spider, some change - any change at all - is better than simply doing nothing.

*This spider did not get
caught in his own web.
Don't get caught in yours!*



Never Judge a Book by Its Cover

The Story of Koko A. Bassey, MD.

As she stood in front of her primary 5 class on the very first day of school, she told the children an untruth. Like most teachers, she looked at her pupils and said that she loved them all the same. However, that was impossible, because there in the front row, slumped in his seat, was a little boy named Koko Bassey.

Mrs. Thompson had watched Koko the year before and noticed that he did not play well with the other children, that his clothes were messy and that he constantly needed a bath. In addition, Koko could be unpleasant. It got to the point where Mrs. Thompson would actually take delight in marking his papers with a broad red pen, making bold X's and then putting a big "F" at the top of his papers.

At the school where Mrs. Thompson taught, she was required to review each child's past records and she put Koko's off until last. However, when she reviewed his file, she was in for a surprise.

Koko's primary 1 teacher wrote, "Koko is a bright child with a ready laugh. He does his work neatly and has good manners... he is a joy to be around."

His primary 2 teacher wrote, "Koko is an excellent pupil, well liked by his classmates, but he is troubled because his mother has a terminal illness and life at home must be a struggle."

His primary 3 teacher wrote, "His mother's death has been hard on him. He tries to do his best, but his father doesn't show much interest and his home life will soon affect him if some steps aren't taken."

Koko's primary 4 teacher wrote, "Koko is withdrawn and doesn't show much interest in school. He doesn't have many friends and he sometimes sleeps in class."

By now, Mrs. Thompson realized the problem. She felt even worse when her pupils brought her Christmas presents, wrapped in beautiful ribbons and bright paper, except for Koko's. His present was clumsily wrapped in the heavy, brown paper that he got from a grocery bag.

Mrs. Thompson took pains to open it in the middle of the other presents. Some of the children started to laugh when she found a rhinestone bracelet with some of the stones missing, and a bottle that was one-quarter full of perfume. But she stifled the children's laughter when she exclaimed how pretty the bracelet was, putting it on, and dabbing some of the perfume on her wrist.

Koko Bassey stayed after school that day just long enough to say, "Mrs. Thompson, today you smelled just like my Mom used to." After the children left, she cried for at least an hour. On that very day, she quit teaching reading, writing and arithmetic. Instead, she began to teach children. Mrs. Thompson paid particular attention to Koko. The more she encouraged him, the faster he responded. By the end of the year, Koko had become one of the smartest children in the class and, despite her lie that she would love all the children the same, Koko became one of her 'pets'.

Over the years he wrote her many letters telling her she was still the best teacher he had ever had. Years passed and yet another letter came, telling her that he was now Koko A. Bassey, MD.

Another letter arrived that spring. Koko said he was going to be married. He explained that his father had died a couple of years ago and he was wondering if Mrs. Thompson might agree to sit at the wedding in the place that was usually reserved for the mother of the groom.

Of course, Mrs. Thompson did. They hugged each other, and Dr. Bassey whispered in Mrs. Thompson's ear, "Thank you Mrs. Thompson for believing in me. Thank you so much for making me feel important and showing me that I could make a difference."

Mrs. Thompson, with tears in her eyes, whispered back. She said, "Koko, you have it all wrong. You were the one who taught me that I could make a difference."

I didn't know how to teach until I met you."



- Contributed by Ms. Renu Rai,
FEI Mumbai



20 Bad Habits Holding Good People Back

1. Expecting life to be easy.
2. Overlooking your true path and purpose.
3. Chasing after those who don't want to be caught.
4. Not asking for help when you know you need it.
5. Letting one dark cloud cover the entire sky.
6. Holding on to things you need to let go of.
7. Spending time with people who make you unhappy.
8. Not making time for those who matter most.
9. Denying personal responsibility.
10. Letting everyone else make decisions for you.
11. Giving up who YOU are.
12. Quitting as soon as things get slightly difficult.
13. Doing too much and pushing too hard, without pausing.
14. Discrediting yourself for everything you aren't.
15. Running from current problems and fears.
16. Constantly mulling over past hardships.
17. Denying your mistakes.
18. Expecting your significant other to be perfect.
19. Focusing on the negative.
20. Never allowing things to be good enough.

A change in bad habits leads to a good change in life.

Camera of the Eyes

The eyes are constantly drawing in information. You then experience this as it translates into your thoughts and feelings.

The translation you receive, and thus the experience you are left with, is very much coloured by your vision, attitude and experiences.

This aspect of 'past experiences' becomes a very real gauge in how you respond to the scenes happening around you. Yet they are only your perception of what happened. The feeling that it may have been your fault is so strong that you are not able to see anything else. You focus on negative and store it in your memory bank, associating it with the person and place.

Once stored, it will remain there ready to influence the next scene that happens. If only you realized how much impact today's experience will have on your tomorrows then you would change the focus to see more positively.

What is the camera of the eyes focusing on? What pictures is it taking and holding within its memory bank which will influence you tomorrow? Think about it!!!

In a Lighter Vein

My doctor says I need a complete change – so I'm changing my doctor.

When everything else fails, read the instructions.

Misers are kind people – they leave wealth for others.

The easiest way to make your old car run better is to check the prices of a new car.

My mind is made up. Don't confuse me with facts!

ICE Awards' special guests

Thank you for making ICE Awards 2012 so special.

His Excellency K. Sankaranarayanan,
Governor of Maharashtra

- Chief Guest, ICE Awards 2012.

Our Governor is a well-respected figure, since he respects everyone, irrespective of whether he is a politician from the ruling party or opposition or a Government servant or even an ordinary person. Only a great soul can look at everyone equally, identifying the person by his soul rather than by his profession or position. He has been a very effective finance minister in the Kerala Government, a Modern day architect of a Coalition government by being the leader of such an experiment in Kerala, setting a model for the entire country.

He was an efficient governor of some of the states when they were facing tough conditions and it was these very qualities that led our respected President to appoint him the Governor of the most important state of India not once, but twice.

He is the People's Governor.

Mr. K. Ramkumar,
Executive Director, ICICI bank

- Guest of Honour, ICE Awards 2012

Mr. Ramkumar has worked his way up to reach where he is today. At ICICI, he is currently responsible for Customer Service and HR functions.

Prior to joining ICICI Bank in 2001, he had over 16 years of experience in companies such as Hindustan Aeronautics, Brookebond Lipton India Limited (now Hindustan Unilever Limited) and ICI India Ltd.

He has worked extensively in the areas of recruitment, competency design, succession management, learning and development and Leadership Development. Mr. Ramkumar is an ardent book lover as well.

Mr. P. K. Ravindranath,
veteran journalist and author

- Head of the Governing Council, ICE Awards 2012

A professional journalist since 1952, Mr. P. K. Ravindranath has been Chief of Bureau, The Times of India and The Matrubhumi Mumbai. He is the former press advisor to the Chief Minister of Maharashtra and former Director (Publications), Nehru Centre.

He is now a visiting faculty at some prestigious city colleges for Journalism.

He has several books to his credit including 'A Slice of Life', 'Iyer Weddings', biography of Mr. Sharad Pawar, etc.

You also know him through 'She, The Incredible', published by Shailaja Nair Foundation.

Mr. R. Raja Moorthy, Director,
Academy of Magical Sciences, Trivandrum

Mr. Raja Moorthy has been a professional magician since 1997. He is also a member of the IBM (International Brotherhood of Magicians), USA.

He specializes in Cabaret, Street (modern) and Close-up Magic.

Some of his major TV shows include Magic Lamp on Asianet, Majix – Asianet Plus, Raja's Street Surprises – Kairali TV (regular street magic segment in Gopinath Muthukad's 'World of Magic'), Custom made for Vir Sanghvi – NDTV Good Times, etc. He has been honoured with several awards including National Award for the Best Close-up Magician during National Magic Convention 1998, Best Close-up Performer National Award for the Year 2005, State Level Award for the Best Close-up Magician 2008, three time winner of the Best Lecturer Award in Close-up Magic.

He not only compered the ICE Awards 2012 function but also charmed the audience with his magic, during ICE Awards and our Founder's Day. To know more about this magical entertainer, please visit www.rajamoorthy.com

Bharat Dabholkar

– *Head of Jury*

- A chest-thumping, self-praising profile.

(More detailed than it needs to be, but then what the heck...)

Graduation with Honours in Economics and Sociology/anthropology
Degree in law with specialisation in interpretation of law.

Business Management Training in Forbes, Forbes Campbell and allied companies.
Worked for a year in the Management Development Department of Philips India.

Joined advertising as a Client Servicing executive in Dacunha Associates. Worked for 14 years, the last ten as the President of the agency with additional responsibility as the national creative director.

Personally worked on the strategy planning and creatives for McDowell's whisky, Amul Butter and all other Amul products, Parle Soft Drinks, Ceat Tyres, Videocon, among many other prestigious clients.

A few of his many awards and accolades

Won National Awards for Excellence in Advertising for Amul Butter for 14 years in a row, also won Gold Trophies for LIC, Glaxo Laboratories, Tata Tea etc.

Won the Advertising Campaign of the Year Award for Parle's Tetra Pak Soft Drink, Frooti.

Won the combined Advertising Excellence Trophy presented by the Advertising Club and the Radio and Television Producers Association for the multi-media Campaign for Amul's Nutramul.

Won 3 International Awards for Advertising Excellence given by the International Federation of Advertising Agencies, USA.

Formed an Advertising Agency, Zen Communications, which acquired some of the biggest names in the Indian corporate world.

The agency had a record of launching and sustaining the No 1 brands in India in their respective categories.

The Agency Collaborated with Publicis Worldwide, worked as the Managing Director of Publicis India for five years. Was appointed as a Director on the Board of Publicis India and Ambience Publicis.

Started an advertising agency Vajra Communications in Tanzania.

Eighteen years on the Jury Panel to judge the All India Excellence in Advertising for the Advertising Agencies Association of India.

Selection judge for KAUN BANEGA CROREPATI.

Wrote and directed "Bottoms Up", the longest running musical English play in the history of English theatre in India.

Wrote and directed 28 other English plays that have all had Golden Jubilee runs.

Adapted in English, India's biggest theatrical magnum opus "Shivaji-The Enigma" "with a three storey set, a cast of 275 actors and action scenes with live elephants and horses.

Known as "the creator of Hinglish language". Wrote and directed India's first musical folk play in Hinglish 'Tamasha Mumbai Ishtyle'.

Referred to as "**The Polymath of Indian theatre**" by the British press.

Acted in 11 Bollywood films and in several Tamil, Malayalam, Telugu and Marathi films

And most importantly, has four dogs, two cats, one cockatoo, one African grey parrot, one macaw, 12 piranhas, 10 golden pond-fish and counting.....



Thanks a million to Brahma kumari Sister Deepa and Shri. Annu Kapoor and team for making our Founder's Day a huge success. It wouldn't have been the same without you.

Thanks for your time

It had been some time since Jack had seen the old man. College, girls, career, and life itself got in the way. In fact, Jack moved clear across the country in pursuit of his dreams. There, in the rush of his busy life, Jack had little time to think about the past and often no time to spend with his wife and son.

Over the phone, his mother told him, "Mr. Belser died last night. The funeral is on Wednesday." Memories flashed through Jack's mind as he sat remembering his childhood days.

"Oh, sorry, Mom. It's been so long since I thought of him. I honestly thought he died years ago," Jack said. "Well, he didn't forget you. He'd ask how you were doing. He'd reminisce about the many days you spent over 'his side of the fence' as he put it," Mom told him.

"I loved that old house he lived in. He's the one who taught me carpentry," he said. "I wouldn't be in this business if it weren't for him. He spent a lot of time teaching me things. I'll be there for the funeral," Jack said.

As busy as he was, he kept his word. Jack caught the next flight to his hometown. Mr. Belser's funeral was small and uneventful. He had no children of his own, and most of his relatives had passed away.

The night before he had to return home, Jack and his Mom stopped by to see the old house, next door, one more time. The house was exactly as he remembered. Every step held memories. But, Jack stopped suddenly.

"What's wrong, Jack?" his Mom asked.

"The box is gone," he said.

"What box?" Mom asked.

"There was a small gold box that he kept locked on top of his desk. I must have asked him a thousand times what was inside. All he'd ever tell me was 'the thing I value most,'" Jack said.

It was gone. Everything about the house was exactly how Jack remembered it, except for the box. He figured someone from the Belser family had taken it.

"Now I'll never know what was so valuable to him," Jack said. "I better get some sleep. I have an early flight to catch, Mom."

It had been about two weeks since Mr. Belser died. One day, Jack discovered a note in his mailbox. "Signature required on a package. No one at home. Please stop by the main post office within the next three days," the note read.

Early the next day Jack retrieved the package. The small box was old and looked like it had been mailed a hundred years ago. The return address caught his attention. "Mr. Harold Belser" it read. Jack took the box and ripped open the package. There inside was the gold box and an envelope. Jack's hands shook as he read the note inside.

"Upon my death, please forward this box and its contents to Jack Bennett. It's the thing I valued most in my life."

A small key was taped to the letter. His heart racing, as tears filling his eyes, Jack carefully unlocked the box. There inside he found a beautiful gold pocket watch. Running his fingers slowly over the finely etched casing, he unlatched the cover.

Inside he found these words engraved: "Jack, Thanks for your time! -Harold Belser." The thing he valued most was Jack's time.

Jack held the watch for a few minutes, then called his office and cleared his appointments for the next two days. "Why?" Janet, his assistant asked.

"I need some time to spend with my son," he said. "Oh, by the way, Janet, thanks for your time!"

The greatest gift one can give to someone is, his time - a portion of his life.



Book review

Keep off the Grass by debutant author Karan Bajaj is an interesting tale about Samrat Ratan, a 25 year old graduate from Yale, making half-a-million dollars a year, as an investment banker on Wall Street.

Samrat leads the perfect life, born in the USA to immigrant Indian parents, he is living the American dream. But one day, he decides to give it all up and return to India in search of his roots.

His journey begins at the Indian Institute of Management in Bangalore. His self-confidence soon takes a beating, even as he continues in his quest for identity. Then, he ends up in a prison cell. Along the way, he develops a drug addiction; then goes to meditate in the foothills of the Himalayas; then visits the banks of the Ganges in Benares and has many other mystical Indian adventures.

Does this once-promising youngster manage to get his life back on track? Or does he get lost amongst the millions? You need to pick a copy and find out.

Happy Reading!!!

-Megha Pant

FEI, Corporate office.



10 benefits of reading

1. Reading is an active mental process: Unlike sitting in front of the idiot box, reading makes you use your brain. While reading you would be forced to reason out many things which are unfamiliar to you. In this process you would use the grey cells of your brain to think and become smarter.

2. Reading improves your vocabulary: Remember in school when you learned how to infer the meaning of one word by reading the context of the other words in the sentence? You get the same benefit from book reading. While reading books, especially challenging ones, you will find yourself exposed to many new words you wouldn't be otherwise.

3. Gives you a glimpse into other cultures and places of the world: How would you know about the life of people in Mexico if you don't read about it? Reading gives you an insight into the diversity of ethnicity of people, their customs, their lifestyles, etc. You become more aware about the different places and the code of conduct in those places.

4. Improves concentration and focus: It requires you to focus on what you are reading for long periods. Unlike magazines, Internet posts or e-Mails that might contain small chunks of information, books tell the whole story. Since you must concentrate in order to read, you will get better at concentration.

5. Builds self-esteem: The more you read, the more knowledgeable you become. With more knowledge comes more confidence. More confidence builds self-esteem. So it's a chain reaction. Since you are so well read, people look to you for answers. Your feelings about yourself can only get better.

6. Improves memory: Many studies show if you don't use your memory, you lose it. Reading helps you stretch your memory muscles. Reading requires remembering details, facts and figures and in literature, plot lines, themes and characters.

7. Improves your discipline: Making time to read is something we all know we should do, but who schedules book reading time every day? Very few... That's why adding book reading to your daily schedule and sticking to it, improves discipline.

8. Improves creativity: Reading about diversity of life and exposing yourself to new ideas and more information helps to develop the creative side of the brain as it imbibes innovation into your thinking process.

9. You always have something to talk about: Reading widens your horizon of information. You'll always have something to talk about. You can discuss various plots in the novels you read, you can discuss what you are learning from business books you read, as well. The possibilities of sharing become endless.

10. Reduces boredom: if you stick to reading, it keeps you interested in the book's subject, and boredom flees.

There were many happenings that paved the way for changes and affected the course of events, both in India and around the globe. These events are worthy of mention and find place in our News Corner. Here's a review of the month that was...

National

The Union Cabinet set the stage for big changes in Indian telecom. Soon, users will not have to pay roaming charges for their cell phones, while travelling within the country.

Sachin Tendulkar, added yet another feather to his cap, when he took oath as a member of the Rajya Sabha.

Bihar, which was once synonymous with poverty, has emerged as the fastest growing state for the second year running, with 13.1% growth in 2011-12.

India and Pakistan failed to make any headway in ending the military standoff on Siachen with both sides sticking to their stated positions.

Pranab Mukherjee is all set to be the 13th President of India with his candidature being finalized by the UPA. The Congress bade farewell to Mukherjee, even as his new responsibility would impose restrictions on his relationship with the party.

The Centre's scheme to provide free medicines to all patients using government health facilities will be rolled out from October. The Planning Commission has made its first allocation of Rs. 100 crore to the project that is estimated to cost Rs. 28,560 crore.

Saudi Arabia has helped India with the probe into the 26/11 Mumbai terror attacks, by facilitating the arrest of Zabihuddin Ansari, alias Abu Jundal, one of the key plotters of the attacks.

International

Afghanistan and NATO have agreed to develop a plan for a new international peacekeeping mission in the country after 2014.

Japan's leader appealed to the nation to accept that two nuclear reactors that remained shut after the Fukushima disaster must be restarted to protect the economy and people's livelihoods.

US President Barack Obama has nominated India-born legal expert, Srikanth Srinivasan, to the Federal Court of Appeals, the highest ever judicial appointment of an Indian-American in the US.

Major Liu Yang, the first female Chinese astronaut soared into space, on June 16. Her mission makes China the third country after Russia and the US to send a woman into space.

Former Liberian President Charles Taylor was sentenced to 50 years in prison, by international war crimes court.

Western states pressured China at closed-door talks, to address concerns about its plans to expand a nuclear power plant in Pakistan, but were rebuffed. The West is worried by China-Pakistan atomic ties.

In a bold move, British Prime Minister David Cameron tabled a bill to reform the 700-year-old House of Lords, so that members of the chamber are mostly elected, rather than being based on family inheritance.

Mohamed Morsi was declared Egypt's first freely elected president, sparking joy among his Muslim Brotherhood supporters.

With Pakistan's new prime minister, Raja Pervez Ashraf, the US hopes that its relationship with the new government in Islamabad would soon be back on track.

Business

Faced with a slowing economy, Prime Minister Manmohan Singh set up an investment tracking system to ensure speedy implementation of projects for investments of 1,000 crore and above.

Spain has agreed to accept a bailout for its cash-starved banks as European finance ministers offered an aid package of up to \$ 125 billion.

The Reliance Industries is lining up an investment of Rs. 1,00,000 crore across business verticals, to double operating profits in five years.

India is poised to occupy the sixth position in the top 10 wealth markets this year after edging out Spain for 10th slot in 2011.

Beverages giant Coca-Cola said that, along with their partners, they will invest about Rs. 28,000 crore in India by 2020 on various activities, including setting up of new bottling plants.

The London Olympic Games are going to be the costliest ever according to Oxford University research. It will cost \$13 billion in real terms, provided there is no last minute splurge to meet deadlines.

Local search provider, Just Dial, has put off a planned share sale and instead raised Rs. 327 crore from existing private equity investors.

US automaker, Ford, will close its plant in the Philippines next year, the company representatives stated.

General Motors India, a subsidiary of US automobile giant, will introduce three new cars in the Indian market this year to refurbish its small-car portfolio and improve sagging sales in the domestic market.

Spain's economy will contract at a faster rate in the second quarter than in the first three months of the year, economic indicators have suggested.

Sports

Sachin Tendulkar was presented the Wisden India Outstanding Achievement award for completing a century of 100 international hundreds.

Tiger Woods won the PGA Memorial tournament on June 3 and captured his 73rd career title.

Mahesh Bhupathi and Sania Mirza captured their second mixed doubles title together after beating Klaudia Jans-Ignacik and Santiago Gonzalez in the French Open final.

Saina Nehwal clinched her 16th title with a win over Thailand's Ratchanok Inathon in the Thailand Open Grand Prix Gold title in Bangkok. She also won the Indonesia Open Super Series title after beating world number three Xuerui Li of China.

Rafael Nadal clinched a record seventh French Open title, defeating world number one Novak Djokovic.

Indian Grandmaster Vishwanathan Anand retained the World Chess Championships title, his fifth crown and fourth in a row, after beating Israel's Boris Gelfand.

Roger Federer won a record 234th Grand Slam match, fighting his way into the third round of the French Open with a victory over Romanian Adrian Ungur.

Quiz Time

What will happen if you throw a red stone into the blue sea?

Send in your quiz answers to feiduniya@feicargo.net. For every correct answer, you will get 5 points. Keep collecting your points with every issue. When your score goes up to 50 points, you will receive a SURPRISE GIFT. So what are you waiting for?? Come on. Tickle your Brain.

Answer to last month's quiz:

Can you answer all seven of the following questions with the same word?

1. The word has seven letters.
2. Preceded God
3. Greater than God
4. More Evil than the devil
5. All poor people have it
6. Wealthy people need it
7. If you eat it, you will die

Ans: Nothing

Logistics News

The Mumbai Port Trust has decided to appoint an agency to develop facilities to combat oil spills of 700 tonnes and above, following a series of oil spills around the city coast in the last two years.

Imports of sensitive items, including fruits, vegetables and edible oils, went up by 40.9 % to Rs. 92,574 crore during last fiscal.

The Railways has increased the parcel and luggage rates by 25 % on all goods with immediate effect.

There are great opportunities for trained personnel in the port and maritime sectors, as more ports are coming up on the east and west coasts, but there are very few training institutes to meet the requirement.

The Kandla Port Trust is initiating action to take over possession of the salt land after completing the legal formalities of hearing the cases under Public Premises Act, 1971.



The Adani Hazira Container Terminal – a new gateway of opportunities to the trade - has been launched and will be commissioned on August 1st.

Vision India, which is into integrated property development and asset management, has plans to set up its first logistics park on 50 acre in Chennai.

GVK Industries would be open to evaluating the opportunity if proposed Vizhinjam port project were to go for a re-tender, thier Vice-Chairman, Mr. G.V. Sanjay Reddy, stated.

Gujarat Maritime Board is speeding ahead with its plans to develop greenfield ports and shipyards.

Did you know

Container ships have an approximate lifespan of 26 years.

A large ship engine has about 1,000 times more power than a family car.

A large fully-laden container ship can weigh the equivalent of 300 jumbo jets.

The next time you see a building six storeys high; remember that this is the size of the engine in a large container ship. When you see a double-decker bus, that's the size of the rudder.

If you think a mile is a long way, consider that it can take a container ship eight times that distance to stop.

In an average year a container ship travels three-quarters of the distance to the moon.

The gantry cranes that load and unload container ships can be 430 feet tall and weigh up to 2,000 tons.

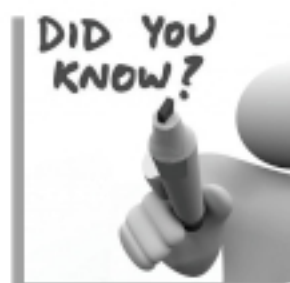
An empty TEU container weighs approximately two tons.

In 1844 Charles Goodyear invented vulcanized rubber, later used for the first tires.

On February 17, 1911 the first self starting ignition was installed in a Cadillac, invented by GM engineers Charles Kettering and Clyde Coleman.

Before 1926, a person could fly passengers or goods without obtaining a pilot's license.

Before Air Traffic Control Towers were developed, pilots avoided other aircraft by a method called "see and be seen."



Birthdays

Gajraj Singh	Delhi	1-July
Chowdappa Thimmarajappa	Bangalore	1-July
Parichay Chakraborty	Chennai	2-July
K.Prathap Raj	Hyderabad	2-July
Arvind Singh Rawat	Delhi	4-July
Sandhya Nair	Corporate	14-July
P.Mohankumar	Chennai	15-July
Renu Rai	Mumbai	17-July
Atul Kane	Mumbai	17-July
Mithun Kumar Gohlot	Mumbai	21-July
Sudam Latpate	Mumbai	25-July
Amit Shah	Baroda	26-July
Amit Mistry	Mumbai	29-July
Samir Dave	Ahmedabad	29-July
Sneha Kanitkar	Corporate	29-July
Hemant Chaudhary	Ahmedabad	30-July
Sachin Taldeokar	Bangalore	31-July
Apurva Alone	Corporate	31-July

Wedding Anniversary

Chawdappa Thimmarajappa Bangalore 1-July

New Members

Anoop K.V.	Chennai
Apurva Alone	Corporate
Charu Lawrence	Mumbai
Deepak Saini	Mumbai
Deepali Kandekar	Mumbai
George Solomon	Chennai
Himanshu Naithani	Chennai
Khuzaima Sadriwala	Mumbai
K. Prathap Raj	Hyderabad
Nikhil Parmar	Ahmedabad
Nishant Bagwe	Corporate
Parichay Chakraborty	Chennai
Ravi Kumar	Bangalore
Varsha Thube	Mumbai
Vikas Rajput	Ahmedabad

Birthday Girl



Sandhya Nair, our birthday girl for the month is a committed, honest, trustworthy and dedicated individual. With us since 2007, she has excelled in the accounts department.

While she continues to look after payments, she has also taken individual charge of accounting for PCL, independently. She is competent in whatever she does. Sandhya can handle multiple responsibilities efficiently, in the corporate accounts division. Not only that, she also makes time to train the newcomers in her department and is always ready to help and guide them. She always has a kind word to say, when her colleagues need it.

Besides this, she is also a talented dancer and enjoys unwinding with a good book.

Make our Birthday Girl's day extra-special by wishing her on 9769190406.



FEI family is growing!!!

Master Jay
Son of Mr. Amit Shah
of our Baroda branch.

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