



# FEI DUNIYA

IT'S YOUR WORLD



• A PUBLICATION OF FEI CARGO LIMITED

• FEI DUNIYA • MUMBAI • VOL 2 / ISSUE 11 • APRIL 2010 • PRICE : FREE DISTRIBUTION

Promise yourself to be so strong that nothing can  
disturb your peace of mind

To talk health, happiness, and prosperity to  
every person you meet

To make all your friends feel like there is  
something in them

To look at the sunny side of everything and make your  
optimism come true

To think only of the best, to work only for the best,  
and expect only the best

To be just as enthusiastic about the success of others  
as you are about your own

To forget the mistakes of the past and press on the  
greater achievements of the future

To wear a cheerful countenance at all times and give  
every living person you meet a smile

To give so much time to the improvement of yourself  
that you have no time to criticize others

To be too large for worry, too noble for anger, too  
strong for fear, and too happy to permit the  
presence of trouble



# CEO's Message

Dear Friends,

People may come and people may go. But those who stay back in your heart are known to make a beautiful difference, irrespective of the physical distance. I have been a host to many such 'guests' who have visited my life and left behind an immortal impression.

One of these important people who have contributed positively towards enhancing my life is A. G. Krishnamurthy, founder of Mudra Communications.

Allow me to take you back in time to the journey of India's biggest dream merchant, Dhirubhai Ambani – easily the greatest inspiration for anyone who wants to achieve the impossible without knocking at the doors of a Godfather. I always looked upon Dhirubhai as one man who built an entire army. Dhirubhai had conceived his own blueprints for success, much beyond Harvard's management lessons.

A. G. Krishnamurthy packaged these recipes in the simplest ever book titled DHIRUBHAISM. And it is this book which connected me to AGK. (I have not had the opportunity of meeting him in person) Dhirubhaism is a great influence on my life and I thank A. G. Krishnamurthy for letting the world know of the simple secrets of India's most successful dream.

Recently, I happened to read AGK's new book titled "Ten Much" which outlines life's ten most ordinary processes for achieving extra-ordinary success. I can never claim that I have achieved extra-ordinary success (I have miles to go), but the Ten Commandments mentioned in the book have always been dear to me. People close to me will vouch for this. The similarities in our thinking give me a gut feeling that A. G. Krishnamurthy will certainly have a bigger role to play in my life – directly or indirectly.

I take this opportunity to thank him for validating my thoughts and for his efforts in bringing such thoughts to life - from time to time - with the sole aim to substantiate his one point philosophy: "Every one should progress."

Now let me disclose the other nine value points in his book: Dream . . . Dream Big; Become the Master of your Trade; Be Positive; I Can Do It; Money is a By-product; Hold on to your Dreams; Bet on your Team; Welcome Challenges, and It's just one Life.

All my friends who enjoy good reading will soon receive a copy of the book, 'Ten Much' with my compliments. It's my humble way of spreading goodness and prosperity.

Warm regards  
Pratap Nair





# Salary Theorem

Everyone knows the salary theorem establishes that engineers and scientists can NEVER EVER earn as much money as businessmen, salesmen, politicians, and actors make. This theorem can be demonstrated by reducing it to a simple mathematical equation.

The equation rests on two postulates:

Postulate No. 1: Knowledge is power

Postulate No. 2: Time is money

Given that:

Power = Work/Time

And because:

Knowledge = Power

Time = Money

Therefore we have:

Knowledge = Work/ Money

We can now easily obtain:

Money = Work/Knowledge

So when knowledge goes towards zero, money goes towards infinity, regardless of the value attributed to work, even if the value of work is very small.

On the contrary, when knowledge goes towards infinity, money goes towards zero, even if the value of work is high.

The evident conclusion:

The less you know, the more money you definitely make.

Those of you who have had difficulty in understanding this must make a lot of money!



## The Living Legend

When Sachin Tendulkar travelled to Pakistan to face one of the finest bowling attacks ever assembled in cricket, Michael Schumacher was yet to race a F1 car, Lance Armstrong had never been to the Tour de France, Diego Maradona was still the captain of the world champion Argentina team and Pete Sampras had never won a Grand Slam.

When Tendulkar embarked on a glorious career taming Imran and company, Roger Federer was a name unheard of, Lionel Messi was in his nappies, Usain Bolt was an unknown kid in the Jamaican backwaters, The Berlin Wall was still intact, USSR was one big, big country, Dr Manmohan Singh was yet to 'open' the Nehruvian economy.

It seems while Time was taking its toll on every individual on the face of this planet, it excused one man.

Time stands frozen for Sachin Tendulkar.

We have had champions,

We have had legends,

But we have never had and will never have a SACHIN TENDULKAR.

- B. B. Bansal, Commercial Advisor for Netherlands Consulate General, Mumbai

# The Sage of Omaha

**WARREN BUFFETT IS BORN :** Warren Edward Buffett was born on August 30, 1930 to his father Howard, a stockbroker-turned-Congressman. The only boy, he was the second of three children, and displayed an amazing aptitude for both money and business at a very early age. At just the tender age of six, Buffett purchased 6-packs of Coca Cola from his grandfather's grocery store for twenty five cents and resold each of the bottles for a nickel, pocketing a five cent profit. While other children of his age were playing hopscotch and jacks, Warren was making money. Five years later, Buffett took his step into the world of high finance. At the age of eleven, he purchased three shares of Cities Service Preferred at \$38 per share for both himself and his older sister, Doris. Shortly after buying the stock, it fell to just over \$27 per share. A frightened but resilient Warren held his shares until they rebounded to \$40. He promptly sold them - a mistake that he soon came to regret. Cities Service shot up to \$200. The experience taught him one of the basic lessons of investing: patience is a virtue.

**WARREN BUFFETT'S EDUCATION :** In 1947, Warren Buffett graduated from High School. It was never his intention to go to the college; he had already made \$5,000 delivering newspapers. His father had other plans and urged his son to attend the Wharton Business School at the University of Pennsylvania. Buffett stayed there for two years, complaining that he knew more than his professors. When Howard was defeated in the 1948 Congressional race, Warren returned home to Omaha and was transferred to the University of Nebraska-Lincoln.

He was finally persuaded to apply to Harvard Business School, which, in the worst admission decision in history, rejected him as "too young". Slighted, Warren applied to Columbia where famed investors Ben Graham and David Dodd taught - an experience that would forever change his life.

**BEN GRAHAM - BUFFETT'S MENTOR :** Ben Graham had become well known during the 1920's. At a time when the rest of the world was approaching the investment arena as a giant game of roulette, he searched for stocks that were so inexpensive that they were almost completely devoid of risk. One of his best known calls was the Northern Pipe Line, an oil transportation company managed by the Rockefellers.

The stock was trading at \$65 a share, but after studying the Balance Sheet, Graham realized that the Company had bond holdings worth \$95 for every share. The value investor tried to convince Management to sell the portfolio, but they refused. Shortly thereafter, he waged a proxy war and secured a spot on the Board of Directors. The Company sold its bonds and paid a dividend in the amount of \$70 per share.

When he was 40 years old, Ben Graham published 'Security Analysis', one of the greatest works ever penned on the Stock Market. At that time, it was risky and investing in equities had become a joke (the Dow Jones had fallen from 381.17 to 41.22 over the course of three to four short years following the crash of 1929). It was around this time that Graham came up with the principle of 'intrinsic' business value - a measure of a business' true worth that was completely and totally independent of the stock price. Using intrinsic value, investors could decide what a company was worth and made investment decisions accordingly. His subsequent book, The Intelligent Investor, which Warren celebrates as "the greatest book on investing ever written", introduced the world to 'Mr. Market' - the best investment analogy in history.

Through his simple yet profound investment principles, Ben Graham became an idyllic figure to the twenty-one year old Warren Buffett. Reading an old edition of 'Who's Who', Warren discovered that his mentor was the Chairman of a small, unknown insurance company named GEICO. He hopped on a train to Washington D.C. one Saturday morning to find the headquarters. When he got there, the doors were locked. Not to be stopped, Buffett relentlessly pounded on the door until a janitor came to open it for him. He asked if there was anyone in the building. As luck (or fate) would have it, there was. It turned out that there was a man still working on the sixth floor. Warren was escorted up to meet him and immediately began asking him questions about the Company and its business practices; a conversation that stretched on for four hours. The man was none other than Lorimer Davidson, the Financial Vice President. This experience stayed with Buffett for the rest of his life. He eventually acquired the entire GEICO company through his corporation, Berkshire Hathaway.



- Suresh Babu, Synthite Industries Ltd.



# Interesting Facts

MOPED is the short term for 'Motorized Pedaling'

POP MUSIC is 'Popular Music' shortened

BUS is the short term for 'Omnibus' that means everybody

FORTNIGHT comes from 'Fourteen Nights' (Two Weeks)

DRAWING ROOM was actually a 'withdrawing room' where people withdrew after Dinner. Later the prefix 'with' was dropped

NEWS refers to information from Four directions N, E, W and S

AGMARK, which some products bear, stems from 'Agricultural Marketing'

JOURNAL is a diary that tells about 'Journey for a day' during each day's business

QUEUE comes from 'Queen's Quest'. Long back, a long row of people were waiting to see the Queen. Someone made the comment Queen's Quest

TIPS come from 'To Insure Prompt Service'. In olden days to get prompt service from servants in an inn, travelers used to drop coins in a box on which was written 'To Insure Prompt Service'. This gave rise to the custom of Tips

JEEP is a vehicle with a unique Gear system. It was invented during World War II (1939-1945). It was named 'General Purpose Vehicle (GP)'. GP was changed into JEEP later

BOOK WITHOUT LETTER 'e': GADFY, written by Earnest Wright in 1939 is a 50,000+ word book, which doesn't contain a single word with 'e' in it



## Maths Magic

$13837 \times \text{your age} \times 73 = ?$

Try it. You will get an interesting result.

# Dream Big

Begin now to do something that has long been a dream, something that makes you approach each new day as a journey to accomplish what you want and desire. Your days are numbered, you won't live forever so now is the time to grab hold of that dream and shake it for all it's worth. Time is a fleeting commodity that can never be retrieved again. So do it now, not tomorrow or the next day.

Don't just dream.

Dig for it.

Put your desires into motion not just thought.

Act.

Be bold and courageous.

Will it be easy? Not likely. Will it be worth the work, the risk, the frustration? Absolutely. Trust yourself to be able to learn what you need to learn, to take risks to accomplish what others may think is foolhardy or impossible. Trust your own resolve to meet each and every challenge along the way.

Remember that YOU are the instrument of change. Anything is possible.

# Manage Your Stress

Today we have more stress in our lives than ever before. No matter what kind of stress it is, a real crisis or an imagined one, stress is incredibly harmful to our body, mind and soul. Here are a few self-care habits for dealing with stress

- **Get Into The Habit Of Noticing:** Take an inventory of all the things that just don't feel right in your life or that you know are causing you stress. Once you have your list in place, look at what you can change yourself, and do it.
- **Get Into The Habit Of Asking For Help:** For something you can't change yourself, you need a team. Build a team of experts to handle your list. A coach, at the top of the list, will help with the 'big picture' and will keep you honest about your efforts.
- **Get Into The Habit Of Bouncing Back:** Think of 'Plan A' as your basic self-care plan while stress is under control. Now imagine something happens and you are under stress. Instead of abandoning all self-care because you can't do it all, have a 'Plan B' ready beforehand.
- **Get Into The Habit Of Relaxing:** If you practice relaxation techniques (breathing, meditation, imagery, music) every day, then when stressful situations come up you'll have the tools at your fingertips.
- **Get Into The Habit Of Gratitude:** Our attitude comes from our emotions and our emotions come from our thoughts. Thinking about what we're grateful for and what we're good at can keep things positive. It's not about shying away from what's challenging you - it's about approaching life from a place of strength and not as a victim.
- **Get Into The Habit Of Creating:** Experiment with a new recipe in the kitchen, write a poem, bang a drum, do a craft, take a dance class or do something else that feels creative to you.
- **Get Into The Habit Of Putting Your Stuff Away:** Physical clutter can really impact mental, emotional and physical health. Get rid of things that don't make you happy when you look at them. Organize your stuff. Find a place for everything and keep it there.
- **Get Into The Habit Of Breathing:** This is the simplest and quickest way to relax yourself in a stressful situation. The minute you focus on your breathing, it automatically gets slower and deeper.
- **Get Into The Habit Of Daydreaming:** Take yourself away on an imaginary holiday. Just close your eyes & go! Picture somewhere you've been or somewhere you've dreamed of.
- **Get Into The Habit Of Giggling:** Laugh out loud every day. Don't let your stress get the better of you!



Which one of these strategies can you apply this week to manage your stress?

## Direct Dil Se

Dear Sir,

Greetings from FEI Cargo Ltd. We are proud to be associated with a wonderful organization like Sparco Multiplast Pvt. Ltd. Customer satisfaction is always our prime focus. Giving the best and timely services to all our customers is our motto. It has been a great team effort from our side right from the moment you had asked us to handle this shipment. This appreciation from your side will surely go a long way in boosting the morale of our team further. We will work on your next enquiry and revert back at the earliest. We sincerely thank you from the bottom of our hearts for appreciating our work. Assuring you of our best services always.

With Best Regards,

On behalf of the entire FEI Family  
Aditya Tewary



# Grandma's Home Remedies

- Cold: Mix a gram of cinnamon (dalchini) powder with a teaspoon of honey to cure cold. Prepare a cup of tea to which you should add ginger, clove, bay leaf and black pepper. This should be consumed twice a day. Reduce the intake as the cold disappears. Ginger tea is also very good to cure cold.
- Dry Cough :Add a gram of turmeric (haldi) powder to a teaspoon of honey for curing dry cough. Also chew cardamom( elaichi) which would be helpful.
- Blocked Nose: For curing a blocked nose or to relieve congestion, take a tablespoon of crushed carom seeds (ajwain), tie them in a cloth and inhale.
- Sore Throat : Add a teaspoon of cumin seeds (jeera) and a few small pieces of dry ginger to a glass of boiling water. Simmer it for a few minutes, and then let it cool. Drink it twice daily.
- Asthma :Boil carom seeds (ajwain) in water and inhale the steam.
- Backache : Rub ginger paste on your back to get relief.
- High Blood Pressure: Have 1-2 pods garlic (lasan) first thing in the morning with water.



- Injuries: For any cuts or wounds, apply turmeric powder to the injured portion to stop the bleeding. It also works as an antiseptic. You can tie a bandage after applying turmeric powder.
- Headaches: If you have a regular migraine problem, include five almonds (badam) along with hot milk in your daily diet. You could also have a gram of black pepper along with honey or milk, twice or thrice a day. Make an almond paste by rubbing wet almonds against a stone. This can be applied to the forehead. Eat an apple with a little salt on an empty stomach everyday and see its wonderful effects. When headache is caused by cold winds, cinnamon works best in curing headaches. Make a paste of cinnamon by mixing in water and apply it all over your forehead
- Arthritis: Turmeric (haldi) can be used in treating arthritis due to its anti-inflammatory properties. Turmeric can also be taken as a drink. Use one teaspoon of turmeric powder in a cup of warm milk every day.
- Hiccups : Take a warm slice of lemon and sprinkle salt, sugar and black pepper on it. The lemon should be eaten until the hiccups stop.

## Learn To Pay Attention

The 1st year students of Medicine were attending their 1st anatomy class. They all gathered around the surgery table with a real dead dog. The Professor started the class by telling two important qualities of a Doctor.

The 1st is that NEVER BE DISGUSTED FOR ANYTHING ABOUT BODY, e.g. He inserted his finger in dog's mouth & on drawing back tasted it. Then he asked them to do the same. The students hesitated for several minutes. But eventually everyone inserted their fingers in the dog's mouth & then tasted it. When everyone finished, the Professor looked at them and said: The most important 2nd quality is OBSERVATION; I inserted my middle finger but tasted my index finger.

Moral: Life is tough but it's a lot tougher when you are not paying attention

-Renu



# Stepping Up

MYTH: Authority • REALITY: Interdependency

You think you will have more authority and freedom, but find yourself constrained by relationships with peers, subordinates and others, all making relentless & conflicting demands. The daily routine is pressured, hectic & fragmented, and you don't feel in control. Accept the role of a network builder & the reality of negotiating interdependencies.

MYTH: Power from position • REALITY: Building influence

Most new managers think power comes with the job, and are surprised to find how difficult it is to earn peoples' respect & trust. Authority comes only as you establish credibility with subordinates, peers & superiors. You have to demonstrate your character (intention to do the right thing), competence (knowing how to do the right thing) & influence (ability to deliver).

MYTH: Control • REALITY: Commitment

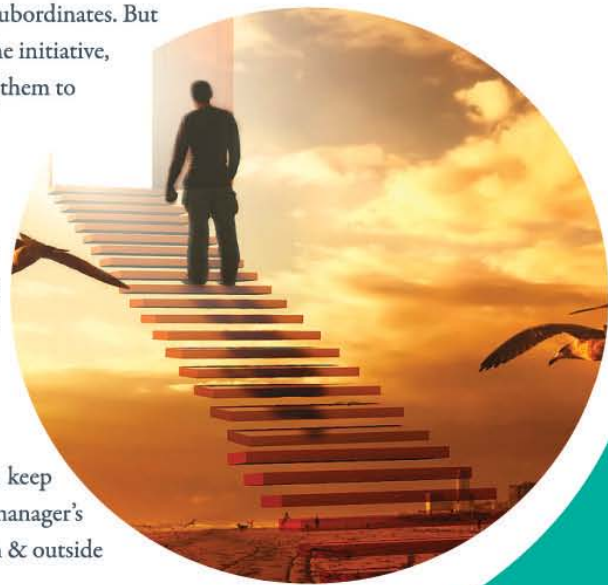
Partly because of insecurity in an unfamiliar role, new managers want compliance from subordinates. But compliance does not equal commitment. If people are not committed, they won't take the initiative, and delegating becomes difficult. The more power you share with subordinates, allowing them to take the initiative, the more influence you will command.

MYTH: One-on-one is vital • REALITY: Team power

Most new managers spend too much time with a small number of trusted subordinates, but you have to figure out how to harness the power of a team. While establishing productive personal relationships can be rewarding, focusing solely on one-on-one relationships means neglecting the diverse talents and collective power of the group.

MYTH: Ensuring status quo • REALITY: Making changes

Making sure an organization runs smoothly is a difficult task, where managers need to keep countless balls in the air at the same time. Keeping the status quo can take up all of a manager's time and energy, but you have to realize you are responsible for initiating changes, within & outside your areas of responsibility, to enhance the team's performance.



## Enjoy Tangling Your Tongue

Walter Witter called a waiter: "Waiter, over here! I want some water, waiter. Water, waiter! Is that clear?"

The waiter brought some water. Walter Witter shouted: "WRONG! This water's really watered-down! I like my water strong"

The waiter brought more water. Walter Witter was upset. "This water's dry!" said Walter. "I like my water wet. Bring me wetter water, waiter!"

Walter Witter said.

The waiter brought a pitcherful and poured it on his head.

When a doctor falls ill another doctor doctors the doctor. Does the doctor doctoring the doctor doctor the doctor in his own way or does the doctor doctoring the doctor doctor the doctor in the doctor's way.

I thought a thought. But the thought I thought wasn't the thought I thought I thought. If the thought I thought I thought had been the thought I thought, I wouldn't have thought so much.

Now, is your tongue numb??



# The Fern and the Bamboo

One day I decided to quit. I quit my job, my relationship, my spirituality. I wanted to quit my life. I went to the woods to have one last talk with God. "God", I said. "Can you give me one good reason not to quit?" His answer surprised me.

"Look around", He said. "Do you see the fern and the bamboo?"  
"Yes", I replied

"When I planted the fern and the bamboo seeds, I took very good care of them. I gave them light. I gave them water. The fern quickly grew from the earth. It brilliantly covered the floor. Yet nothing came from the bamboo seed. But I did not quit on the bamboo. In the second year the fern grew more vibrant and plentiful. And again, nothing came from the bamboo seed. But I did not quit on the bamboo". He said. "In the third year, there was still nothing from the bamboo seed. But I would not quit. In the fourth year, again, there was nothing from the bamboo seed. I would not quit." He said. "Then in the fifth year a tiny sprout emerged from the earth. Compared to the fern it was seemingly small and insignificant. But just 6 months later the bamboo rose to over 100 feet tall. It had spent the five years growing roots. Those roots made it strong and gave it what it needed to survive. I would not give any of my creations a challenge it could not handle."

He said to me. "Did you know, my child, that all this time you have been struggling, you have actually been growing roots. I would not quit on the bamboo. I will never quit on you. Don't compare yourself to others." He said. "The bamboo had a different purpose than the fern, yet, they both make the forest beautiful."

"Your time will come," God said to me "You will rise high!"

"How high should I rise?" I asked.

"How high will the bamboo rise?" He asked in return.

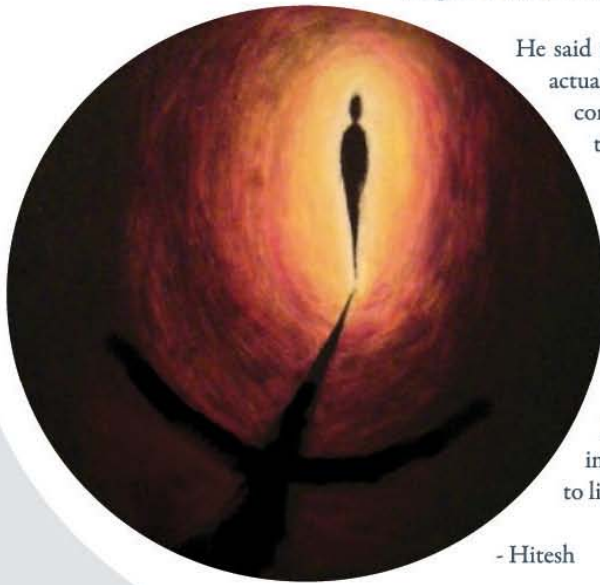
"As high as it can?" I questioned.

"Yes." He said, "Give me glory by rising as high as you can"

I left the forest and brought back this story.

I hope these words can help you see that God will never give up on you. Never regret a day in your life. Good days give you happiness. Bad days give you experiences. Both are essential to life. Keep going.

- Hitesh



## Book Review

It's time to welcome another masterpiece from the one and only AGK. 'Ten Much', his new book, elaborates on 10 ordinary processes for extra-ordinary success. To unveil this process, he touches upon some of the most important personalities who have influenced him over a period of time.

The very introduction of the book will get you engrossed because of the author's excellent writing style. AGK enlightens the readers by describing the success journey of some of the famous Indian Leaders/ Entrepreneurs.

To name a few, he has shared the insights of personalities such as Mr. Karsanbhai Patel, Dr. Verghese Kurien, Mr. Dhirubhai Ambani and many more such famous & not so famous people. These ten processes have been carved from the life of these dignitaries.

The moral of the book is "While 'luck' is a happening or an event and is accidental, 'success' is intended and acquired by a rigorous application of certain time-tested processes" The people who are described in this book are successful because they simply followed a few basic processes.

Happy Reading!

Vishwanath Ghanekar

A G KRISHNAMURTHY

**TEN  
MUCH**

From the author of *Obstacles & Beyond* & *AT OMS*

A. G. Krishnamurthy

Price : Rs. 195/-

# Go Green

Over decades together, the depletion of the ozone layer and its preservation has been a high priority of environmentalists and developed nations. It is high time we start saving clean air, fuel sources, water and soil for the future generations along with saving money and assets for them. How many of us agree with this thought? So why throw away things that could be recycled?

- It is believed that a ton of paper that is recycled, saves 7000 gallons of water, 380 gallons of oil and as much electricity to electrify an average household for 6 months.
- Recycling a glass bottle saves as much electricity as to power a 100-watts bulb for 4 hours. So calculate the amount of energy one would save by using an energy saving bulb.

On one hand, the effects of throwing away leads to wastage of energy and resources, and on the other hand, the emission of carbon products into the atmosphere increases global warming. Have a look at what the consequences could be:

1. Increase in sea level as a result of melting of ice caps hence making coastal plains uninhabitable
2. Agricultural productivity could be majorly affected due to global warming
3. Depletion of ozone layer
4. Change in weather systems could occur due to warmer climate resulting in more droughts and floods and stronger storms and extremes of weather
5. Spread of diseases on a bigger scale due to increasing temperatures which would have otherwise been contained due to cold weather conditions
6. A major change to ecosystem could occur with most organisms moving towards the North and South pole

It is not impossible to reduce these carbon dioxide emissions. Developed countries have started taking various measures to reduce their emissions at all levels right from schools, universities and colleges to houses, supermarkets, industries, production units etc. Hence remember, even a small effort to reduce household emissions could help the future generations to a great extent. So what's the wait for. Let's GO GREEN, let's get hand in hand, strive to reduce emissions and wastage, encourage recycling and pave way for pure and clean surroundings for our future generations.



## A Few Tips

There are little things you can do every day to help reduce greenhouse gases and make a less harmful impact on the environment.

1. Pay attention to how you use water. The little things can make a big difference. Every time you turn off the water while you're brushing your teeth, you're doing something good.
2. Leave your car at home. If you can stay off the road just two days a week, you'll reduce greenhouse gas emissions to a great extent. Combine your errands - hit the post office, grocery store and shoe repair place in one trip. It will save you gas and time.
3. Walk or ride your bicycle to work, school and anywhere you can. You can reduce greenhouse gases while burning some calories and improving your health. Every car not on the road makes a difference.
4. "Reduce, reuse, and recycle" are the "3 R's", in order of priority. First, use less to begin with, then if you must purchase something, reuse it, and lastly, recycle it. Use long lasting rather than single-use items, such as cameras, shaving razors, dishes, and napkins. Use old towels torn up into cleaning rags, instead of paper towels, and use glass jars instead of plastic to store leftovers.

Let's do our bit and keep our earth green. Let's save our earth from global warming. Taking care of the Earth is not just a responsibility - it's a privilege



# Birthday Boy

He brought in his experience of a Professor at Tark's College, Tirupur. His M. Phil and MIB qualifications gave him an edge when he began his journey with FEI. From a Management Trainee in the year 2007, he is today a Senior Team Member of FEI's International Imports division. Some people have a natural flair to make things happen. Give them a task and consider it done with perfection and dedication.

Our birthday boy is one of the few. Manu Mathew Chacko celebrates his birthday on 4th April.

Manu is not confined to his routine. His sense and simplicity have contributed towards many ideas that have helped bring about a good change. It will not be an exaggeration to say that his contribution to the organization has been significant.

This year is very special for him. After tying any a loose ends, he is tying the knot with Jerene on 10th April 2010.

Manu, FEI Duniya wishes you a very Happy Birthday and a blissful married life.

May God bless you and be with you always in this new voyage!

Do make it a point to wish our birthday boy on his special day(s)  
His mobile: 09821035382



## New Members

Sarita Nair : Jaipur  
Umesh Mahur : Jaipur

## Birthdays & Marriage Anniversaries

NAME	BRANCH	DATE	NAME	BRANCH	DATE
Ankush Thopate	Mumbai	1-Apr	Bhimaji G Deshmane	Mumbai	5-Apr
<b>Manu Mathew Chacko</b>	<b>Intl. Division</b>	<b>4-Apr</b>	Smitha Castellino	Mumbai	6-Apr
Dharmesh J Joshi	Mumbai	5-Apr	Sarita Nair	Jaipur	7-Apr
Vinu Pillai	Corporate	6-Apr	Dilawar Inamdar	Mumbai	14-Apr
Imran Shaikh	Mumbai	8-Apr	Ganesh Vichare	Mumbai	14-Apr
Sunil Mali	Pune	8-Apr	Rasik Vaghela	Ahmedabad	14-Apr
Amol Wagh	Pune	9-Apr	Muhammed Ameen	Kochi	15-Apr
J. John Abraham	Tuticorin	11-Apr	Sandesh Jadhav	Mumbai	16-Apr
Savita Kadam	Mumbai	11-Apr	Vaibhav Malap	Mumbai	19-Apr
K.B. Radhakrishnan	Chennai	14-Apr	Satish W Rane	Mumbai	19-Apr
Ganesh Khobrekar	Mumbai	15-Apr	Girish Makwana	Ahmedabad	25-Apr
T. Ananda Narayanan	Tirupur	23-Apr	Avinash Golhar	Mumbai	29-Apr
Umesh Mahur	Jaipur	25-Apr	Sopan Rambhau Chaudhary	Mumbai	30-Apr
S.Ajaya Kumar	Delhi	29-Apr			
Kalyan H. Pawar	Mumbai	30-Apr			
Vinod Nambiar	Mumbai	30-Apr			

FEI DUNIYA (English monthly) is edited, Printed & Published for FEI CARGO LTD., Mumbai by K. S. Prathapchandran Nair & Printed at Print Vision, 3 Sai Baug, Municipal Estate, Andheri (East), Mumbai - 400059 and published from FEI Cargo Ltd., A/103, Mangalya, Marol-Maroshi Road Andheri (East), Mumbai-400059 Editor-K. S. Prathapchandran Nair (Responsible for selection of news under PRB Act)



“An in-house journal is the tiniest cork in a vast organization where everything else is more important. But in the end, it is the house journal which creates self respect, gives an identity, and makes an individual feel that he is important to the organization. And because it is printed, people take it home; show it to their families - 'I did this'. It is such an important feeling. The kind of warmth and loyalty it brings to an organization, the cost of printing such a magazine doesn't even quantify at all.”

- Dr. Gita Piramal, Chief Guest at the ICE Awards 2009

## AWARD FOR THE BEST IN-HOUSE JOURNAL: AN INVITATION TO PARTICIPATE

**ICE**  
Awards 2010

In-house Communication Excellence



FEI Cargo Limited is a leading Indian logistics company ([www.feicargo.in](http://www.feicargo.in)) Every year on 24th June, the company observes its Founder's Day. This year, the celebrations will be held at Bhaidas Auditorium, Juhu Scheme, Vile Parle, Mumbai. A highlight of the evening is the ICE Awards (In-house Communication Excellence) - a glittering function in association with Shailaja Nair Foundation where we honor the Best In-house Journal - in various categories ([www.iceawards.in](http://www.iceawards.in))

In its second year, the ICE Awards invite participation from Indian and international corporates. The entries are adjudged by an eminent jury. Every winner receives a trophy, certificate and cash prize. The winning entry 'Gold': Rs. 51,000/-; the first runner-up 'Silver': Rs.25,000/-; the second runner-up 'Bronze': Rs.15,000/- In addition, there are four cash prizes of Rs.11,000/- each for the Best Name; Imperative Content; Active Employee Participation and Best Layout & Presentation.

We have always valued the art of written communication and we believe that in-house communication is one of the best media that keeps alive, the spirit of the people - it brings them close in spite of long distances. As one of the like-minded corporates, your participation in the ICE Awards 2010 would be our privilege.

Freeze your best entries. Send us any two issues of your **in-house magazine** published between July 2009 and March 2010. (It could be a fortnightly, monthly, or quarterly in any language from any part of the world). Last date for receiving entries and completed entry form: April 30, 2010. Abhijeet Nair, Shailaja Nair Foundation, A-103 Mangalya, Near Marol Fire Brigade, Marol Maroshi Road, Andheri East, Mumbai - 400 059 by post, courier, or hand delivery. There is no entry fee. Any company - public, private, Government-owned, or NGO publishing an in-house magazine is eligible to enter.

Your presence will help us make the event a literary success!

**Details and Entry forms on [www.iceawards.in](http://www.iceawards.in)**

Tel: 09769938287 Email: [contest@shailajanair.com](mailto:contest@shailajanair.com)

The ICE Awards are presented by FEI Cargo Limited ([www.feicargo.in](http://www.feicargo.in))  
in association with NGO - Shailaja Nair Foundation ([www.shailajanair.com](http://www.shailajanair.com))

**CO-SPONSORSHIP WELCOME**