



FEI DUNIYA

IT'S YOUR WORLD

• A PUBLICATION OF FEI CARGO LIMITED

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Be Thankful

Be thankful that you don't already have everything you desire. If you did, what would there be to look forward to?

Be thankful when you don't know something, for it gives you the opportunity to learn.

Be thankful for the difficult times. During those times you grow.

Be thankful for your limitations, because they give you opportunities for improvement.

Be thankful for your mistakes. They teach you valuable lessons.

Be thankful when you're tired and weary, because it means you've made a difference.

It's easy to be thankful for the good things.

A life of rich fulfillment comes to those who are also thankful for the setbacks.

Find a way to be thankful for your troubles, and they can become your blessings



Am I a funambulist? An introspection of my life


Balancing the tightrope is an art of perfection achieved through painstaking devotion. While I would like to compare my life with that of a purist, I detest the mirror image because I lack the patience in spite of having the prowess.

I completely agree that the balancing act offers you a tiny morsel from all facets of life, but I'd rather relish a four course meal and the delicious desserts that come with it, at least on a typical festive day. I have disciplined myself to wait for the occasion. Otherwise on an ordinary day, I heave a satisfied 'burp' over a very simple meal.

To establish the allegory, I would like to rationalize my work culture:

Work has its own stress – even success comes with stress attached. I have been working for more than 3,00,000 man hours without even a hunch of how business is done. I am only aware of the fact that more than 200 families directly depend on a movement called FEI and I happen to be an integral part of this growing family.

It does not tire me, nor does it stop me from doing other constructive things. In fact, it helps me propel my brain, and to a certain extent, provides me with some physical work out.



This non-fastidious agenda also helps me take a step forward from my shadow of gloom, albeit for a transitory period. And I want to make the best of this interlude before time catches up with me - one reason why I am always in a hurry to make things happen.

My past is lost forever and I don't have a tomorrow. I live for today and I want to make my every moment eventful for your benefit.

I am grateful to all my well wishers for their concern and prayers. Please do not worry, I promise to take good care of myself. And though fate may have a different version in store for me, I have more than 200 reasons not to lose sleep over it. If each of my family members (FEI) takes care of me for two days every year, I will never be alone.

I am writing to you from the hospital bed. But I'm not bed-ridden. Hopefully I will never be. With your good wishes, I am confident of passing this important exam with flying colors!

Regards
Pratap Nair

Portrait of a Friend

I can't give solutions to all of life's problems, doubts, or fears
But I can listen to you and together we will search for answers

I can't change your past with all its heartache and pain, nor the future with its untold stories
But I can be there now when you need me to care

I can't keep your feet from stumbling
I can only offer my hand that you may grasp it and not fall

Your joys, triumphs, successes, and happiness are not mine
Yet I can share in your laughter

Your decisions in life are not mine to make, nor to judge
I can only support you, encourage you and help you when you ask

I can't prevent you from falling away from friendship, from your values, from me
I can only pray for you, talk to you and wait for you

I can't give you boundaries which I have determined for you
But I can give you the room to change, room to grow, room to be yourself

I can't keep your heart from breaking and hurting
But I can cry with you and help you pick up the pieces and put them back in place

I can't tell you who you are
I can only love you and be your friend

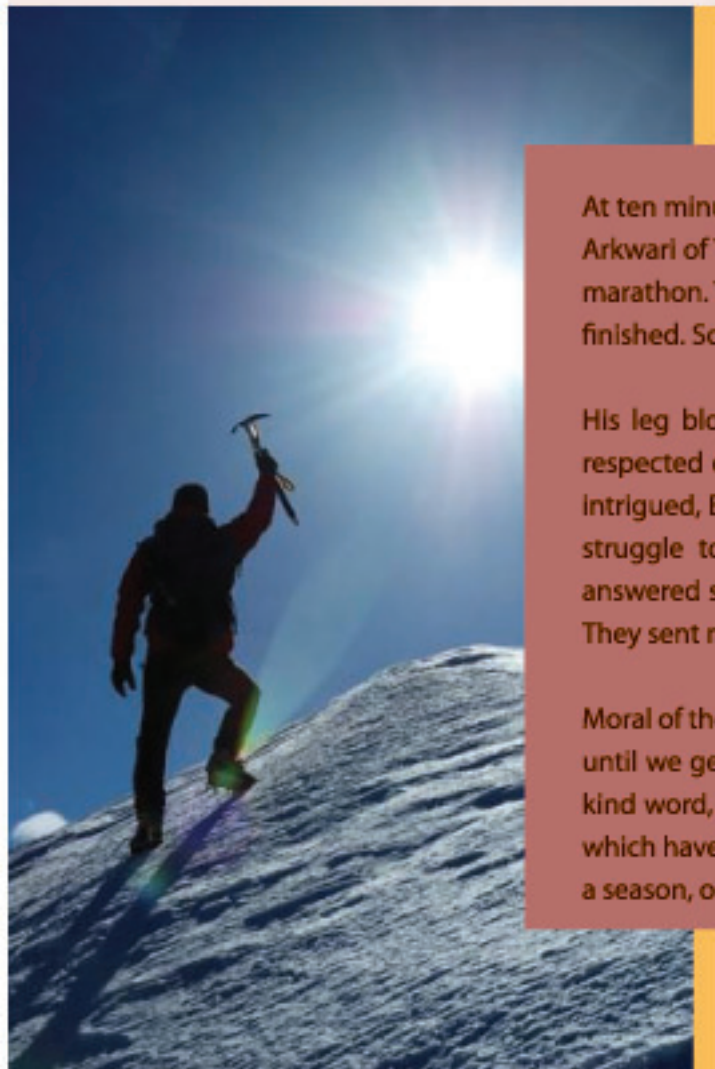


Any Day Mantra

At ten minutes to seven, on a dark cool evening in Mexico city in 1968, John Stephen Arkwari of Tanzania painfully hobbled into the Olympic stadium, the last to finish the marathon. The winner had already been crowned, and the victory ceremony was long finished. So the stadium was almost as empty as Arkwari, alone.

His leg bloody and bandaged, struggled to circle the track to the finish line. The respected documentary film maker, Bud Greenspan, watched from a distance. Then, intrigued, Bud walked over to Arkwari and asked why he had continued the grueling struggle to the finish line even after the injury. The young man from Tanzania answered softly, "my country did not send me nine thousand miles to start the race. They sent me nine thousand miles to finish the race."

Moral of the story - Effort is a commitment to seeing a task through to the end, not just until we get tired of it. "Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around. People come into our lives for a reason, a season, or a lifetime! Embrace all equally."



Footprints in the Sand

Last night I had a dream. In my dream I was walking along the beach with the Lord. Across the sky flashed scenes from my life. For each scene, I noticed two sets of footprints in the sand: one belonged to me, the other to the Lord.

After the last scene of my life flashed before me, I looked back at the footprints in the sand. I noticed that at many times along the path of my life, especially at the very lowest and most sad times, there was only one set of footprints.

This really troubled me, so I asked the Lord about it. "Lord, you said once I decided to follow you, you'd walk with me all the way. But I noticed that during the sad and most troublesome times of my life, there was only one set of footprints. I don't understand why, when I needed you the most, you would leave me."

The Lord replied, "My son, my precious child, I love you and I would never leave you. During your times of suffering, when you could see only one set of footprints, it was then that I carried you."



Devotional Harmony with Anup Jalota

'BH^AJAN' – the sacrosanct word with initials 'AJ' embedded, conjures up a wonderful synonym for the world's most soulful singer of devotional songs, Anup Jalota.

Renowned for his melodious music, Anup Jalota started performing at the juvenile age of six. Trained under his father, the legendary Purshottamdas Jalota, his talent was steered towards music of a different genre. Anup Jalota could sing film songs and ghazals too. But people (and may be Anupji himself) enjoyed his bhajans more than anything else, and devotional songs became his forte. Even today, his mesmerizing rendition 'Aisi lagi lagan, Meera ho gayi magan' creates an evangelical effect on the audience. According to this exponent of Sham Chowrasi Gharana, "music is something that uplifts – both the one who creates it and the one who experiences it." Anup Jalota has recorded over 1500 bhajans and has released more than 200 albums. He has performed over 5000 live concerts across 300 cities on all five continents

As an honor for his achievements, he has earned a record number of 100 Gold, Platinum and Multi-platinum Discs. Anup Jalota sings in 8 different languages. A philanthropist at heart, Anup Jalota regularly sings at charity concerts that fund the underprivileged in India and across the world. Little wonder then, he enjoys an incredible fan following beyond the boundaries of India right up to North America and Europe. Shailaja Nair Foundation is proud to be associated with the transcendental icon of devotional music. On 24th June 2010, at the FEI founder's day celebrations in Mumbai, Shailaja Nair Foundation, in alliance with Treta Communications will launch an exclusive Fan Club Website which will bring together, all Anup Jalota fans on a common platform. Membership to the fan club 'Devotional Harmony with Anup Jalota' is simple and quick. To register, log on to www.devotionalharmony.com any time after 9.00 p.m. (Indian time) on 24th June 2010.

As our valued reader, we welcome your suggestions or creative / administrative help in putting up the event together. Please write to us at: vidhi@treta.in

Value of happiness and time

Yesterday, I was driving, and the FM radio went off for a few seconds. I thought I should have had an iPod. Then suddenly I realized that I have not used my iPod in the last 6 months. And then few more things to add to the list: Handycam in the last 2 years, Digital Camera in the last 2 months, DVD player in the last 1 month and many more. Now I can say that I bought the Handycam just out of impulse, I have used it only twice in the last 4 years.

So, what went wrong and where? When I look at myself or my friends, I can see it everywhere. We are not happy or satisfied with what we have. You have a Santro, but you want a City. You have a City, but you want a Skoda. Just after buying a new phone, we need another one. A better laptop, a bigger TV, a faster car, a bigger house and more money. I mean, these examples are endless. The point is, is it actually worth? Do we ever think whether we actually need those things before we want them?

After this, I was forced to think what I need and what I don't. When I see my father back home, I realize that he has a simple BPL colour TV and he doesn't need a 32" Sony LCD wall mount. He has a cell phone worth Rs 2,500. Whenever I ask him to change the phone, he always says, "It's a phone; I need this just for calls." And believe me; he is much happier in life than me with those limited resources and simple gadgets. The basic reason why he is happy with so little is that he doesn't want things in life to make it luxurious, but he wants only those things which help make his life easier. It's a very fine line between these two, but after looking at my father's life style closely, I got the point. He needs a cell phone but not an iPhone. He needs a TV but not a 32" LCD. He needs a car but not an expensive one.

Initially I had a lot of questions.

I am earning good, still I am not happy. Why? I have all luxuries, still I am stressed. Why? I had a great weekend, still I am feeling tired. Why?

I met a lot of people, I thought over it again and again. I still don't know if I got the answers, but certainly figured out a few things. I realized that the one thing which is keeping me stressed is the "stay connected" syndrome. I realized that, at home I am logged in to messengers, checking mails, using social networks, and on top of that, the windows mobile is not letting me disconnect. I realized I am spending far less money than what I earn. Still I am worried about money. I realized I am saving enough money I would ever need, whenever needed. But still I am stressed about my job and salary. May be, many people will call this approach "non progressive attitude", but I want my life back. Ultimately it's a single life, a day gone is a day gone. I believe if I am not happy tonight, I'll never be happy tomorrow morning. I finally realized that meeting friends, spending quality time with your loved ones; spending time with yourself are some of the most important things. If on a Sunday you are alone & you don't have anybody to talk with, what is the use of acquiring all those luxuries in life? May be cutting down your requirements, re-calculating your future goal in the light of today's happiness are worthwhile things to do. I believe putting your happiness ahead of money is the choice we need to make.

I think, a lot can be said and done but what we need the most is re-evaluation of the value of happiness and time that we are giving to our life and people associated with it.

-Mr. Mukesh Nautiyal, a well wisher

Do you agree with the author? Send us your views (for/against) and the best ones will be published and suitably rewarded



Alphabets of Happiness

A—Accept

Accept others for who they are and for the choices they've made even if you have difficulty understanding their beliefs, motives, or actions.

B—Break Away

Break away from everything that stands in the way of what you hope to accomplish with your life.

C—Create

Create a family of friends whom you can share your hopes, dreams, sorrows, and happiness with.

D—Decide

Decide that you'll be successful and happy, come what may, and good things will find you. The roadblocks are only minor obstacles along the way.

E—Explore

Explore and experiment. The world has much to offer, and you have much to give. And every time you try something new, you'll learn more about yourself.

F—Forgive

Forgive and forget. Grudges only weigh you down and inspire unhappiness and grief. Soar above it, and remember that everyone makes mistakes

G—Grow

Grow up. Leave the childhood monsters behind. They can no longer hurt you or stand in your way.

H—Hope

Hope for the best and never forget that anything is possible as long as you remain dedicated to the task.

I—Ignore

Ignore the negative voice inside your head. Focus instead on your goals and remember your accomplishments. Your past success is only a small inkling of what the future holds.

J—Journey

Journey to new worlds, new possibilities, by remaining open-minded. Try to learn something new every day, and you'll grow.

K—Know

Know that no matter how bad things seem, they'll always get better. The warmth of spring always follows the harshest winter.

L—Love

Let love fill your heart instead of hate. When hate is in your heart, there's room for nothing else, but when love is in your heart, there's room for endless happiness.

M—Manage

Manage your time and expenses wisely, and you'll suffer less stress and worry. Then you'll be able to focus on the important things in life.





N—Notice

Never ignore the poor, infirm, helpless, weak, or suffering. Always offer your assistance, kindness and understanding.

O—Open

Open your eyes and take in all the beauty around you. Even during the worst of times, there's still much to be thankful for.

P—Play

Never forget to have fun along the way. Success means nothing without happiness.

Q—Question

Ask many questions. You're here to learn.

R—Relax

Refuse to let worry and stress rule your life, and remember that things always have a way of working out in the end.

S—Share

Share your talent, skills, knowledge, and time with others. Everything that you invest in others will return to you many times over.

T—Try

Even when your dreams seem impossible to reach, try anyway. You'll be amazed by what you can accomplish.

U—Use

Use your gifts to your best ability. Talent that's wasted has no value. Talent that's used will bring unexpected rewards.

V—Value

Value the friends and family members who've supported and encouraged you, and be there for them as well.

W—Work

Work hard every day to be the best person you can be, but never feel guilty if you fall short of your goals. Every sunrise offers a second chance.

X—X-Ray

Look deep inside the hearts of those around you and you'll see the goodness and beauty within.

Y—Yield

Yield to commitment. If you stay on track and remain dedicated, you'll find success at the end of the road.

Z—Zoom

Zoom to a happy place when bad memories or sorrow rears its ugly head. Let nothing interfere with your goals. Instead, focus on your abilities, your dreams, and a brighter tomorrow

Beat the Heat

24, 36, 40 and still rising! The mercury is soaring as India continues to be gripped in what seems like an endless heat wave. With the rising temperatures comes a host of health complaints - sunburn, headaches and rashes among others. But summer doesn't have to mean red, itchy spots and volatile tempers. Here are some easy-to-follow tips that'll make sure you beat the heat while looking good and feeling better.

SKIN CARE

There is a direct correlation between the rising temperatures and skin problems. Anyone who steps out into the sun even for a short while comes back with a litany of complaints - from dry skin to tanning and sunburn to rashes. There are ways to keep that prickly heat at bay.

- **Dress right:** An easy way to beat the heat is to dress cool. Drape your body in cool cottons, preferably in light colours. Avoid wearing synthetic or any kind of heavy fabric.
- **Ditch the make-up:** It is recommended that minimal make-up be used during hot summer months. Your skin needs to breathe and heavy make-up only hampers the process.
- **Eat right:** Eat light. Avoid heavy, oily food. A diet rich in fruit and liquids will go a long way in keeping your body cool. Drink loads of water. Splash your face with it at regular intervals to beat the heat.
- **Protect yourself:** Sunscreen and lacto-calamine lotion are great friends to have during the summer. Using sunscreen regularly helps prevent suntans and sunburn. It also helps protect your skin from harmful UV rays.

HAIR CARE :

Your skin is not the only thing that gets damaged by the intense summer heat. Exposure to the sun, combined with humidity, tends to damage hair follicles and results in dry, frizzy, unmanageable hair. While washing your hair regularly is a good practice during the summer, make sure you don't overdo it. Try to avoid shampooing your hair everyday, as excessive washing will further dry your hair. Make sure you condition regularly too. This will help keep your hair manageable and prevent the strands from becoming dry and brittle.

KEEP YOUR COOL :

When the rest of you is suffering from the summer heat, can your attitude be far behind? Summer time usually means increased irritation and heightened tempers, be it at home, on the bus or at work. Even the most saintly among us can't help but fall prey to the occasional burst of frustration. So, as you take care of your body's needs during the summer, you need to make an equal effort to take care of your attitude. Smile. Loosen up. And don't let the little things get to you. Try to relax and indulge in your hobbies as often as you can. This will help you de-stress.

Remember, while this extended hot summer has brought with it various troubles, the rains are not too far away. Adding a few simple practices to your daily routine can go a long way in helping you keep your cool until then.

FEI Duniya will publish a special issue on 'Education in India' during July 2010. We invite articles from our readers on this imperative subject which is absolutely relevant in today's scenario. Please mail your contributions to feiduniya@feicargo.net



What makes the Indian Middle Class Great?

Indian Middle Class comprising of 400 million people is the backbone of its economy. It is a unique mass of humanity not found anywhere else in the world, representative of typical Indian Values and a marketer's dream in today's consumption-driven world economies.

What makes the Indian Middle Class Great?

- It comprises of people who are survivors, though somewhat diffident, conservative and mostly conformists.
- They believe in God's grace and want to hold on to what they have. They are averse of risk. They have more bank fixed deposits than stocks and shares.
- They want secure jobs (preferably government jobs) and have learnt to manage within their means. They have learnt to 'Cut their Coat according to their Cloth'
- They are thrifty. Indian saving rate at 28% of GDP is one of the highest in the world.
- They want to give good education to their children and live their dreams through their progeny. They talk endlessly of their US and UK based children while worrying if their children are eating well and not getting corrupted by the foreign influence.
- While justifiably proud of their well-to-do children, they are uncomfortable with girls going out at night and the present lesser clad generation.
- They believe in God and are reconciled to their destiny. While they listen to the grand plans of their children, they are always apprehensive.
- They are getting accustomed to modern technology, but still keep their Fixed Deposit Receipts laminated and safe, trusting the bank and post office pass-books more than internet accounting.

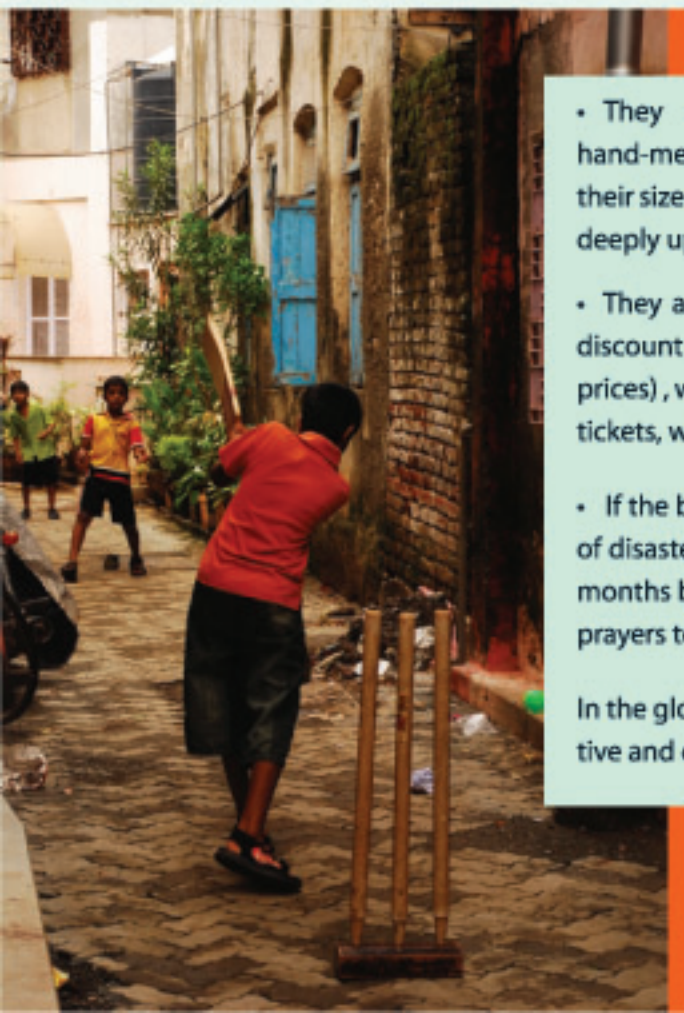
• They believe in Value-for-Money.

• They are the products of households where younger children accepted hand-me-downs and always affectionately wanted to get their father's coat altered to their size on growing up. They believe in save and re-use. Today's use and throw culture deeply upsets them.

• They are best represented by the middle-class, who buy branded apparel, but at discount sales (preferably winter clothing at the season's end, at bargain basement prices), who go to see movies at the multiplex but in the morning shows at discounted tickets, who comfortably fit in (a large family) in a small car (with a large heart).

• If the bread earner was to lose his job (which would mean depression and a feeling of disaster) the homemaker can manage to keep the kitchen fire still burning for a few months by dipping into below-the-mattress-money. In such cases they profusely offer prayers to the God of their faith and ultimately leave everything to Him.

In the global economic meltdown of today, India is relatively safe due to our conservative and cautious policies and the stoic middle class values.



Book Review

Any business starts with Money and ends with Money. What matters the most is that in an organization there are various departments which are engaged in various process of that organization & each process involves cost. And cost means Money.

This unique guide which is a 4/E now offers an insightful but basic and nuanced understanding of finance & accounting to the non-financial professionals which exist in large numbers. This book helps to interpret financial data & also provides the required understanding.

Some of the key points which this new edition touches are: Capital Budgeting, Mergers and Acquisitions and Restructuring. It also brings to light some of the vital points for non-financial professionals like International Finance, Overview of Financial Systems, Cost Accounting, Managerial Decision Making etc.

This unique book's new edition is divided into 5 major parts which covers the key areas of finance & accounting. All the previous editions have been admired & used by large numbers of professionals & they still follow the learning.

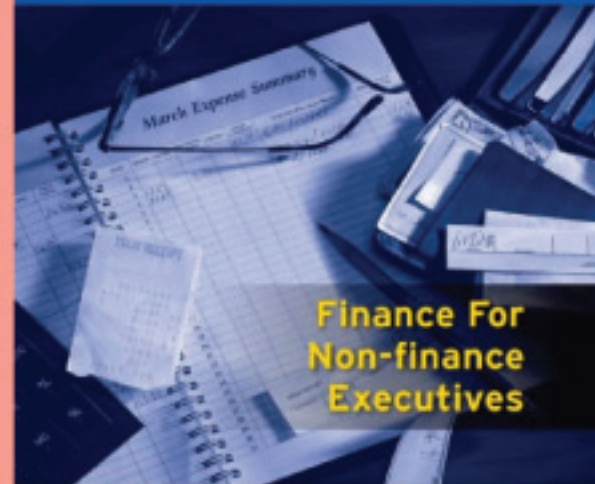
The author, Dr. Prasanna Chandra does not need any introduction. He is an ex Professor from IIM, Bangalore & currently a Director of Centre for Financial Management (CFM). He is a known figure amongst the Finance fraternity. He has been featured in various financial journals also. He has also been honored as the "Best Teacher" by AIMS.

Well, this book is an essential tool for non-financial professionals & they should grab a copy.

Happy Reading!

- Vishwanath Ghanekar

Finance Sense 4th edition



Prasanna Chandra

Prasanna Chandra : Finance Sense 4/E

Price : Rs. 425/-

Think Higher

A man saw a poor boy looking at his beautiful and expensive car; he offered the boy a drive. After the drive the boy said: "Your car is so marvelous, it might be so expensive? How much does it cost?"

Man: "I don't know; this is my brother's gift to me!"

Boy: "Wow so nice of him"

Man: "I know what you are thinking. You also want to have a brother like him!"

Boy: NO; I WANT TO BE A BROTHER LIKE HIM!!!

Moral: Always Think Act higher than people's expectations.



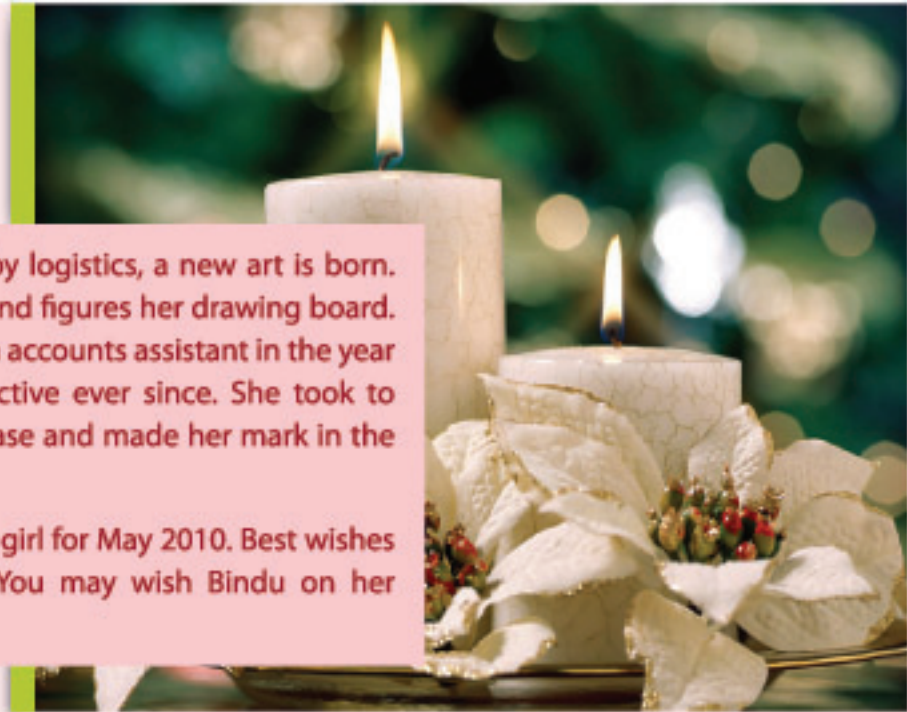
FEI Duniya is launching an Argentina Special to coincide with the country's Bicentennial Year celebrations on 25th May, 2010. Those having trade interest with Argentina, or readers who are interested in knowing more about this beautiful country, may contact us for a complimentary copy. (Tel: 022-42369911 or 09769938287. Email: feiduniya@feicargo.net)

Birthday Girl



When fashion design gets inspired by logistics, a new art is born. She made Black & White her theme and figures her drawing board. This fashion graduate joined FEI as an accounts assistant in the year 2006. Perfection has been her objective ever since. She took to accounts and invoicing with equal ease and made her mark in the Mumbai Operations.

Presenting Bindu Pillai - the birthday girl for May 2010. Best wishes for a 'fashionable' birthday Bindu! You may wish Bindu on her special day. Call 08898127447



Birthdays

NAME	BRANCH	DATE
M.Karthikeyan	Chennai	1-May
Lakshmi Venkat	Mumbai	3-May
Bindu G Pillai	Mumbai	4-May
K. Suresh	Chennai	4-May
Suhas Barge	Satara	10-May
Priya Rajagopalan	Mumbai	12-May
Priti Deepachandani	Ahmedabad	13-May
Kevin S Shukla	Baroda	13-May
Devdatta Kalamkar	Satara	15-May
Dhiren N Patel	Ahmedabad	19-May
Rajendra S Jadhav	Mumbai	28-May
Stanly Chacko	Kolkatta	30-May

New Members

NAME	BRANCH
Hemal Joshi	Ahmedabad
Srinivas Balasubramanian	Mumbai
Sarang Khade	Mumbai

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Anniversaries

NAME	BRANCH	DATE	NAME	BRANCH	DATE
Jaysingh Bande	Mumbai	1-May	Ankush Thopate	Mumbai	11-May
Lahu Muley	Mumbai	1-May	Subhash Chander	Delhi	12-May
Nashiket Pilane	Mumbai	1-May	Baban Shinde	Mumbai	12-May
Vinod Nambiar	Mumbai	2-May	Ghaininath A Pakhra	Mumbai	13-May
Dadabhau Ghule	Mumbai	4-May	Bala Ramesh	Mumbai	14-May
Dattatra K Muley	Mumbai	4-May	Subhash S Thube	Mumbai	15-May
Santosh Jadhav	Mumbai	4-May	Rekha Chaudhary	Delhi	18-May
Hemant R C	Ahmedabad	8-May	Amit Shah	Baroda	23-May
Rajendra S Jadhav	Mumbai	8-May	Raju Dhabade	Mumbai	23-May
Dharmesh J Joshi	Mumbai	9-May	Indravadan Mesariya	Baroda	25-May

The Shailaja Nair Foundation

For Shailaja Nair, everyone in her company was like a family member. As this family started expanding, it became difficult to keep in touch with them all. It was then, that the idea of an in-house communication vehicle was born.

'FEI Duniya', the company's first in-house magazine was a handwritten four-sheeter which was photocopied and circulated amongst its people. The inaugural issue was an instant success as it struck an emotional chord between its people. Soon, it became the company's official mouth-piece. Today, more than 800 people touch base every month with this informative magazine.

So strong was her attachment with people, that even after she left for her heavenly abode, Shailaja Nair remains the guardian angel of the FEI family. In her everlasting memory, the company established the Shailaja Nair Foundation which caters to education and medical aid to the underprivileged.

The ICE Awards

ICE (In-house Communication Excellence) is an award instituted by the Shailaja Nair Foundation. Launched in the year 2009, it is an attempt to keep alive, the print medium, especially the in-house communiqué which is the only medium that connects employer-employee, employee-employee, and their families.

The first awards function held at the Nehru Centre Auditorium was graced by prominent personalities from the industry. One hundred and seven companies participated in the competition, adjudged by a well-known jury. Winners across several categories received a glittering trophy, cash prize and certificate.

ICE 2010

After the over-whelming response to the first ICE Awards, the Shailaja Nair Foundation, in association with her company FEI Cargo Limited (www.feicargo.in) is taking ICE to an international level. This year, the call for entries is open to in-house magazines from any corner of the world – in any language. The various categories are: The Best Name, Best Imperative Content, Best Employee Participation, Best Design and Layout, and the Best Overall Magazine.

The awards function will be held on 24th June (Shailaja Nair's birthday) at Bhaidas Auditorium, JVPD, Vile Parle, Mumbai.

For more information, visit our website : www.iceawards.in