



# FEI DUNIYA

IT'S YOUR WORLD

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Yeh hai Mumbai meri jaan



From the CEO's Desk ....

I came to Mumbai more than forty years back. Like the hundreds of migrants who come to Mumbai every day, I had a dream, too - a dream of growing big. With my village background, I could not have endured any place else. From good education to a decent job, and from marriage to business, Mumbai has been my survival city. And the writer-director of my small success story ...

Mumbai, an 'equal-opportunity-city' has always offered a platform of endless opportunities and rewards to all those who are willing to work hard. It will not be far-fetched to say that there are also those who survive on hope and prayers.

I am witness to the success and growth of many freight forwarding companies that have started from Mumbai.

Honored as India's Commercial Capital, Mumbai is known as the city that never sleeps. Time being the most valuable commodity for 'Mumbaikars', they are people who are there with you whenever you need them, and leave you alone when you want to enjoy your privacy.

Though Mumbai has had a big share of tough times, what with terrorist attacks, communal riots, floods, etc., but each of these has failed to deter the lively spirit of its people.

Today, as I look back in time, I realize how important Mumbai is to me. This is the city where I met the love of my life (my wife Shailaja), and the canvas on which I portrayed my dreams of success.

Mumbai now extends 80-100kms towards the North and North-east-a far cry from the 40 km just about 15 years ago!

**Mumbai is no longer a metropolis, it's a true Megapolis!**

**Pratap Nair**

# A slice of history

Lets take the road less traveled and dig out a brief history of Bombay, now known as Mumbai.

Bombay was initially a group of seven islands on the Konkan coastline, occupied by Koli fishermen. Vasco da Gama, a Portuguese traveler, was the first person to explore the sea-route to Bombay. His discovery led to repeated attacks by the Portuguese, who eventually captured the islands in 1534. They constructed a parish, several forts and churches, but couldn't realize any value out of them. In 1661, these islands were gifted to Charles II of England, in the dowry of Catherine de Braganza, the sister of the Portuguese King. Finding no use of the islands, Charles II leased them to the East India Company in 1668. This trading company took great advantage of the strategic location of the islands and built docks, trading posts and the fort that would make the switchboard of the city.

Before long, Bombay developed into an important trading center. Reclamation was started and Gerald Aungier, the Governor, persuaded businessmen from all parts of the country to come and settle in Bombay. He was titled the 'Father of Bombay' seeing that during his time, Bombay developed into a major commercial centre. The booming port attracted the capitalist communities like the Parsis, Gujaratis and Marwaris, who established trading companies and factories.

In 1708, Bombay became the headquarters of the East India Company. During the 18th century, the population considerably increased and basic amenities were introduced to the city. Bombay saw construction of various buildings, monuments, railway stations, offices, banks, etc. in the 19th century. By the year 1862, the seven islands were coupled together to figure one expanse. With the advent of the Great Indian Peninsular Railways, the city received enhanced means of communication.

As soon as the Suez Canal was opened in 1869, Bombay flourished as an international port and reinforced itself as the chief commercial and industrial center in India. It was declared the capital of Bombay state, once India became independent in 1947. In 1960, Maharashtra, the state, came into existence and Bombay state was dissolved and made Maharashtra's capital. Bombay was named as Mumbai after 'Mumbadevi', the patron goddess of Koli fisher folks in 1995.

## Mumbai - Fact File

<b>Area</b>	:	440 sq. km
<b>Latitude</b>	:	18° 58' 30" N
<b>Longitude</b>	:	72° 49' 33" E
<b>GDP</b>	:	Rs 200,483 crore (US\$ 41.3 billion)
<b>Per Capita Income</b>	:	Rs. 65,361 (US\$ 1,350)
<b>Population</b>	:	13,922,125 (2008)

# Historical Monuments in Mumbai



**Gateway of India**, Mumbai's principal landmark, is a huge archway on the ocean's edge at Apollo Bunder. This famous monument was built to commemorate the visit of the first ever British Monarch, King George V and Queen Mary in 1911. The foundation stone was laid by the then Governor of Bombay (Mumbai) on March 31st 1913. The archway is 26 meters high and joined with four turrets and intricate lattice work carved on stones. The arch alone was built at the cost of Rs 21 lakhs. It was built in Indo-Sarcenic style, though some influence of Gujarati style is also evident in its architecture. This majestic structure was designed by the Scottish architect George Wittet and is a hybrid of the Arc de Triomphe of Paris.



Chhatrapati Shivaji Terminus (Victoria Terminus / Mumbai Railway Station)

**Chhatrapati Shivaji Terminus (CST)**, a railway station, is a brilliant specimen of the Victorian Gothic style of architecture in India. Once called Victoria Terminus, the station is positioned on the suburban railway tracks of Mumbai. CST also serves as the headquarters of the Central Railways of India. Attributable to its wonderful structural design, CST was acknowledged as a 'World Heritage Site' by UNESCO in 2004. The administrative offices form three sides of a rectangle enclosing an ornamental garden, the entrance gate guarded by a massive stone Lion and Tiger. The most prominent feature of this building is the high 160 feet dome crowning the centre. On top of the giant dome is the figure of a woman with a torch held aloft to symbolize progress.



Kanheri Caves

Located in the picturesque surroundings of Borivali, **Kanheri Caves** have a distinctive aura about them. Abode of monks during the 1st to 9th century, these caves are rather simple and partially adorned. The term Kanheri has been derived from a Sanskrit term 'Krishnagiri', which means 'black in color'. And these caves have been chiseled out of a gigantic basaltic rock. Indeed, Kanheri Caves is an excellent illustration, which portrays the rise and fall of Buddhism in India. Most of them are small cells, which are cut into the ends of a hill and each of them has a stone platform to serve as a bed. There is one congregation hall that is supported by massive stone pillars.



Elephanta Caves

The 6th century old **Elephanta Cave temples** are located on an island along Mumbai's eastern shore. The temples are dedicated to Lord Shiva. The caves contain some great masterpieces of Indian sculptures. Originally the place was called Gharapuri or Fort City but was renamed as Elephanta by the Portuguese. The Elephanta Caves have been declared as a World Heritage Site by UNESCO.



Bombay High Court

Inaugurated on 14<sup>th</sup> Aug 1862, **Bombay High Court** is amongst the oldest and chartered high courts in India. The present structure of the High Court was built during the years from 1871 to 1878. Designed by Col. J.A. Fuller - a British engineer, the building of the court is a masterpiece of Gothic style of architecture. Located in the Fort area of Mumbai, the High Court has a beautiful structure in black stone, with octagonal towers. Statues representing Justice and Mercy surmount the Central structure.



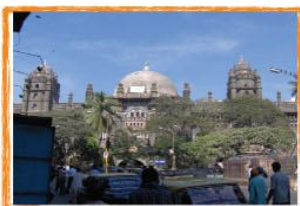
Rajabai Clock Tower

**Rajabai Clock Tower**, situated at the gardens of the Bombay University building rises above the portion of the library section. The tower was designed by Sir George Gilbert Scott, an English architect. Consisting of five elaborately decorated stories, the tower is 280 ft high. The tower is a combination of Venetian and English gothic styles that offer a magnificent look to the structure.



General Post Office (GPO)

**Flora Fountain** is the very heart of Mumbai, circumscribed by stately colonial buildings that stand like proud old sentinels of a bygone era. Flora is the Roman Goddess of Flowers, her pretty alabaster face continually assaulted by grime and pollution. It is now called Hutatma Chowk or Martyr's Square to honour those who died in the tumultuous birth of Maharashtra State.



Flora Fountain

**General Post Office** is a fine example of Indo-European architecture which was designed by John Begg and supervised by George Wittet. Its superb architecture is inspired by the Islamic domes of the Gol Gumbaj. The construction was completed in 1911. It has several arches, domes and minarets that give a fantastic look to the GPO.

## Dhobi Talao

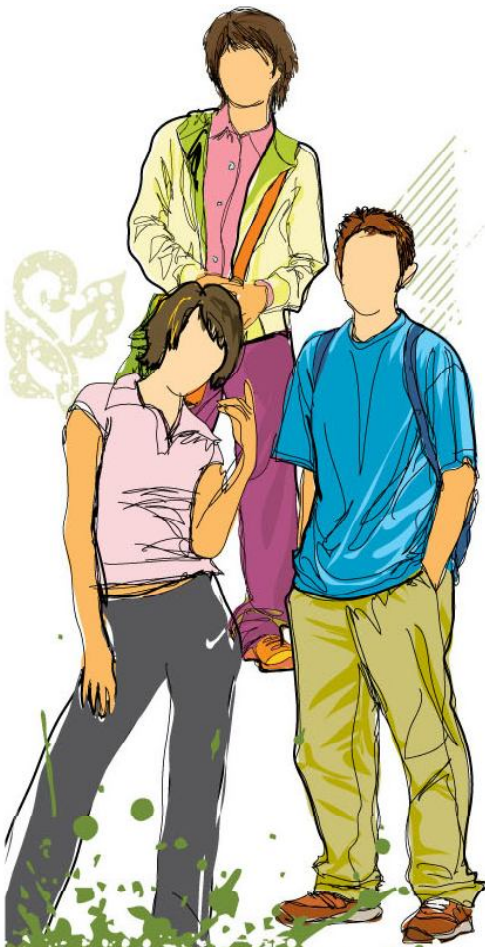
**Dhobi Talao** (Washerman's Lake), situated in the South Mumbai used to be a location where linen was washed. In British times, dhobis used to wash the British soldiers' clothes. It was filled up in the mid-17th century as the city began to expand. The lake used to be fed by a number of underground freshwater springs, which were recently uncovered while constructing a subway in the locality. A public library stands over the land that was once a lake. Located nearby is the famous Metro Cinema which is now Metro Adlabs.

# Mumbaikars

Mumbai is a city of contrast; a blend of old and new. The people who have made this city a lively place are called Mumbaikars who live a fast-paced life. The music, art, dance and lifestyle of the people are nothing, but, a symbol of love for life.

Mumbaikars have their own blend of dialect, called the 'Bambaiyaa Hindi'. The aroma of modern India can be better felt in Mumbai - Thanks to the conglomeration of Indo - western culture. People from every nook and corner of India swarm into Mumbai everyday to try their luck, jostling to make the most of the bevy of opportunities they get in the city. Along with them they bring their own cultural ingredients to make an interesting potpourri.

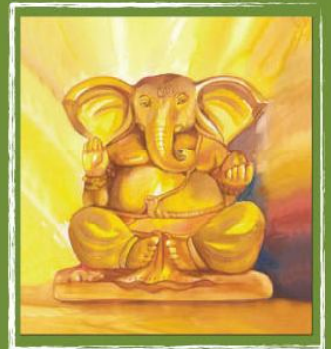
Today, for every Siddhi Vinayak Temple, there is a spectacular Haji Ali shrine or a Mount Mary Church in the city. Peaceful co-existence and religious and cultural tolerance make up the moral-fibre of the citizens of Mumbai. Little wonder then, that Mumbai is often referred to as 'Mini India'.



## Ganesh Chaturthi

**Ganesh Chaturthi** is amongst the most auspicious festivals celebrated in Maharashtra during August / September. For Mumbai, this ten-day festival is an extravaganza of devotion fused with fun and camaraderie. Streets bustle with devotees and mammoth size pandals house the imposing Lord Ganesh, the pot - bellied elephant God.

Lord Ganesh is believed to be the Lord of wisdom, prosperity and good fortune. Mumbai being the commercial capital of India, Lord Ganesh holds a special position in the hearts of Mumbaikars. Ganesh festival is observed throughout India; however, the celebration is more elaborate in Maharashtra, Gujarat, Karnataka and Andhra Pradesh.



On the festive day, the idol is placed on elevated platforms in homes or outdoor canopies, where people come to pray. On the eleventh day, the image is taken into a procession, where devotees dance and sing to their heart's content. Eventually, the idol is immersed in the sea with reverence. Throughout the procession, people yell 'Ganapati Bappa Morya, Pudhchya Varshi Lavkar ya' which means 'O Father Ganesh! Come again early next year'.

## The Wonder Link on Arabian Sea

**The Bandra Worli Sea Link** (BWSL), officially the Rajiv Gandhi Sea Link, is a cable-stayed bridge which links Bandra and the western suburbs of Mumbai with Worli and central Mumbai. It is the first phase of the proposed West Island Freeway system. It is also the first bridge in India constructed on the sea and developed completely by the Indian engineers.

The sea link was opened to the public on 30th June 2009, by Sonia Gandhi, the Chairman of United Progressive Alliance (UPA). The Rs. 1600 crore (\$ 400 million approx.) project of Maharashtra State Road Development Corporation (MSRDC) was executed by Hindustan Construction Company, with design and project management by DAR Consultants. This 5.6 kilometer (3.5 mile) long bridge reduces travel time between Bandra and Worli from 45-60 minutes to 7 minutes. The link has an average daily traffic of around 37,500 vehicles per day.

## The Oberoi Trident

The **Oberoi Trident** is a complex of two hotels at Nariman Point in Mumbai known as the The Oberoi and The Trident. Owned and managed by the Oberoi Hotels & Resorts, the two hotels are separate buildings connected by a passage.

## The Leela Kempinski

The **Leela Kempinski**, a renowned luxury hotel in Mumbai, is set amidst 11 acres of lush landscaped gardens, cascading waterfalls, lotus pools and fountains. It is located in the close proximity to the Chhatrapati Shivaji International Airport. Best-suited for all types of travelers, it is a haven of generous tranquility and warm hospitality.

## Taj Mahal Palace

The **Taj Mahal Palace** is a prestigious luxury five star hotel located in the Colaba region of Mumbai, next to the Gateway of India. Part of the Taj Group, this iconic heritage building retains its stature as the flagship property of the Tata's and contains 565 well-appointed rooms.

The Taj Mahal Palace hotel resort was commissioned in Indo-Saracenic style by Tata and first opened its doors to guests on 16 December 1903. It is widely believed that Tata decided to build the luxurious hotel after he was refused entry to one of the city's grand hotels of the time, Parke's Apollo Hotel, as it was restricted to 'whites only'. However, this story has been challenged by some commentators that suggest that Jamshedji Tata was unlikely to have been concerned with 'revenge' against his British adversaries.

During World War I, the hotel was converted into a 600-bed hospital. The dome of the hotel is made from the same steel as used in the Eiffel Tower. The hotel was the first in India to install and operate a steam elevator

# Bollywood

## Where Dreams are made real

Situated in the heart of Mumbai, the Indian movie industry is often referred to as Bollywood (derived from Bombay + Hollywood).

The first silent film 'Raja Harishchandra' made by Dada Saheb Phalke in 1913 was the turning point for Indian cinema. Within a span of 17 years 200 silent movies were produced. A feat was achieved when the talking film 'Alam Ara' was made by Ardisher Irani in 1931 which was a big hit. And from that day onwards theater came to be known as Talkies. The first film company of India, The Bombay Talkies Ltd, was set up in the year 1934 in Malad by Himanshu Rai and Devika Rani.

Bollywood is the magical place where dreams are born, reality is turned into celluloid, where ordinary people are turned into stars and movies are made to provide the audience with three hours of stress-busting time.

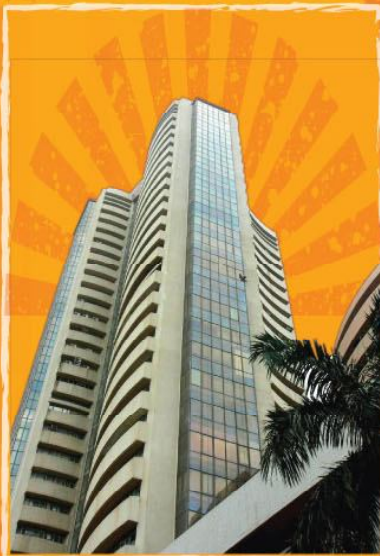


## Bombay Stock Exchange ( BSE )

**The Bombay Stock Exchange** is known as the oldest exchange in Asia. It traces its history to the 1850s, when stockbrokers would gather under banyan trees in front of Mumbai's Town Hall. The location of these meetings changed many times, as the number of brokers constantly increased. The group eventually moved to Dalal Street in 1874. In 1875 it became an official organization known as 'The Native Share & Stock Brokers Association'. In 1956, BSE became the first stock exchange to be recognized by the Indian Government under the Securities Contracts Regulation Act.

The Bombay Stock Exchange developed BSE Sensex in 1986, giving BSE a means to measure overall performance of the exchange. In 2000, BSE used this index to open its derivatives market, trading Sensex futures contracts. The development of Sensex options along with equity derivatives followed in 2001 and 2002, expanded BSE's trading platform.

Historically an open-cry floor trading exchange, the Bombay Stock Exchange switched to an electronic trading system in 1995. It took the exchange only fifty days to make this transition.





# The Commercial Hub

Mumbai has a vast array of industries and financial institutions which regulate the country's economy to a great extent. The city alone contributes 10% of factory employment, 33% of income tax collections, 60% of customs duty collections, 20% of central excise tax collections, 40% of India's foreign trade and Rs 40,000 crore (US \$9 billion) in corporate taxes. It has traditionally owed its prosperity largely to its textile mills and its seaport, up until the 1980s.

After India's independence in 1947, it experienced major growth in industry and economy that was intermeshed with the national economy. Subsequently, South Mumbai is known as the nerve centre of Indian economy as the country's major financial institutions are located in this region. The Bombay Stock Exchange, Reserve Bank of India, National Stock Exchange, the Mint, as well as numerous Indian companies such as the Tata Group and Reliance Industries Limited have their corporate offices in South Mumbai. Some other important industries in the city are: Pharmaceuticals, Construction, Metals, Silks, Glassware, Printing, Plastics and Bikes. Mumbai has a large petroleum industry. Nearly all of India's petroleum is marketed from here. Mumbai has a separate position in the economic map of the world due to its rapid industrialization and opportunities for employment.

## BKC- Mumbai's second business district

Bandra Kurla Complex (BKC), one of Mumbai's key business destinations, has gradually transformed itself from a secondary district to the city's second business district (after Nariman Point) and is set to become India's international financial centre. Currently, BKC houses a number of commercial buildings including IL&FS, Asian Heart Institute, Dow Chemicals, ICICI Bank, Bharat Diamond Bourse, Dhirubhai Ambani International School, American School of Bombay, Fortune500, etc.

## Andheri

Andheri, being the largest suburb of Mumbai, it is divided in to two sections -Andheri East and Andheri West. Both parts of Andheri are witness to a lot of industrial, commercial, cultural and social activities. The development works in Andheri started after 1915 and after the creation of Greater Bombay in 1945 it was brought under the administration of the Bombay city. Andheri is an important industrial hub and has several commercial centers like CEPZ, MIDC Andheri, Saki Naka, SEEPZ, Laxmi Industrial Estate etc.

## The Reserve Bank of India

The Reserve Bank of India (RBI) is the Central Bank of India, and was established on April 1, 1935 in accordance with the provisions of the Reserve Bank of India Act, 1934. Initially the Central Office of the RBI was in Kolkatta, which was later shifted to Mumbai in 1937. The bank creates monetary policies and assists in regulating its financial system. RBI also has a monetary museum which aims at documenting, preserving and presenting India's monetary heritage to the public. It also aims at stimulating research and study on the evolution of money around the Indian Ocean Rim and disseminating information to the Public about currency & finance

# Holy Places in Mumbai



## Mount Mary Church

Mount Mary Church is considered to be the oldest in Mumbai. It is situated in West Bandra, past Hill Road, and was first built around 1640. There are many beliefs connected with the destruction of the church, which was rebuilt in 1761.

## Mumba Devi Temple

Mumba Devi Temple is the most talked about shrine of Mumbai. It is sited at Bhuleshwar, in the southern part of the Commercial Capital of India. It is dedicated to Goddess Mumba, who is considered as the patron deity of Koli fishermen - the first inhabitants of Bombay.

## Siddhivinayak Temple

Siddhivinayak Temple is a highly revered shrine of Lord Ganesha in India. Dating back to the early nineteenth century, the temple was built by Mr. Laxman Vithu and Mrs. Deubai Patil in 1801. Sited at Prabhadevi, Siddhi Vinayak Temple is one of the most visited temples of Mumbai.

## ISKCON Temple

ISKCON Temple of Mumbai, dedicated to Lord Krishna, is one of the forty ISKCON temples across India. Built by the ISKCON Foundation, the elevated spire of this temple dominates the skyline of Juhu in Mumbai.

## Haji Ali

Haji Ali is a venerated tomb (dargah) of the Muslims. Not only from Mumbai, but people from all parts of India come to pay homage to this mosque. Located on an island off the shoreline of Worli, Haji Ali Mosque looks stunning amidst the blue waters of the Arabian sea.

## St. Michael's Church

St. Michael's Church is amongst the oldest Catholic Churches in Mumbai. Seeing the sway of two major colonial powers - the British and the Portuguese, churches were constructed throughout the country. Sited in the Upper Mahim area of Mumbai, St. Michael's Church heralds the foundation of Christianity in India.

## Nipponzan Myohoji Temple

Located in Worli, this temple is the oldest Buddhist temple of the city. The temple is spread over an area of 8,840 square feet. On all the four walls of the temple are paintings depicting scenes from Buddha's life, and right ahead is the room where a tranquil looking marble statue of Buddha stands, with beautiful lamps lit all around it.

## Some well-known Areas in Mumbai



Dalal Street

**Dalal Street** in downtown Mumbai is the address of the Bombay Stock Exchange (in the Phiroze Jeejeebhoy Towers) and several related financial firms and institutions. It is the busiest street in the city. When Bombay Stock Exchange was moved to this new location at the intersection of Bombay Samachar Marg and Hammam Street, the street next to the building was renamed as Dalal Street. Similar to Wall Street in New York City, it is often used as a metonym for the entire Indian financial establishment.



Crawford Market

**Crawford Market** (also known as Mahatma Jyoti Phule Market) is situated to the north of the Victoria Terminus. The beautiful Gothic architectural monuments present in the market makes it worth visiting the place.



Marine Drive

**Marine Drive** is an inverted 'C'-shaped six lane concrete road along the coast which is a natural bay. This 3 km long road links Nariman Point to Babulnath and Malabar Hill. The road is lovingly called the Queen's Necklace because of its beauty during night when street lights resemble a string of shining pearls.



Ballard Estate

Located in the southern part of Mumbai, near fort area. **Ballard Estate** has an old European style business centre. It is packed with head quarters of old British companies, multinationals & international shipping companies. Among the most impressive buildings of the street is the Customs House. To the east of the street is the Port Trust War Memorial honouring the port officers who died in World War I.



Lamington Road

The road was named after Lord Lamington, the Governor of Mumbai during 1903-07. **Lamington Road** has its website [www.lamingtonroad.com](http://www.lamingtonroad.com) for use by corporate enterprises as it is a haven for hardware and software goods.



Aarey Milk Colony

**Aarey Milk Colony** (established in 1949) is situated in Goregaon East, a suburb of Mumbai. It is the only green belt colony in the city. Apart from being a milk producing center, it is also known for its greenery and beautiful surroundings. It has milk plants, gardens, a nursery and a lake in the vicinity that attracts visitors and makes it a suitable location for a weekend getaway or excursion. The colony has been used a number of times as a site for film shootings.

# Public Transport in Mumbai



## Suburban Electric Trains:

- Western Railway, running between Churchgate and Virar
- Central Railway, running between Chhatrapati Shivaji Terminus (formerly known as Victoria Terminus) and Karjat - Kasara
- Harbour Line, running between Chhatrapati Shivaji Terminus and Panvel / Andheri

## Public Bus Service (BEST) :

This system is run by a government organization Brihanmumbai Electric Supply and Transport, the "B" formerly standing for "Bombay". It has a fleet of red single and double-decker buses. There are air conditioned and low floor buses as well.

## Public Taxi/Autorickshaw Services:

- Black and Yellow metered taxis
- Radio Taxis: Silver Green run by Meru, Yellow Red by Gold cabs and Black by Mega cabs
- Blue and Silver air conditioned metered taxis known as Cool Cabs

## Major Hospitals in Mumbai

- Asian Heart Hospital, Bandra (East)
- Bombay Hospital, Marine Lines
- Breach Candy Hospital, Breach Candy
- Cooper Hospital, Vile Parle
- Ghatkopar Hindu Sabha Hospital, Ghatkopar
- Hinduja Hospital, Mahim
- Jaslok Hospital & Research Centre, Bhulabai Desai Road
- Lilavati Hospital, Bandra (West)
- M G M Hospital, Parel
- Mumbai Port Trust Hospital, Wadala
- Nanavati Hospital, Vile Parle (West)
- Sion Hospital / Lokmanya Tilak Hospital, Sion
- St George's Hospital, C.S.T. Station Fort

## Mumbai Stadiums

### Brabourne Stadium :

Brabourne Stadium is a cricket ground owned by the Cricket Club of India (CCI). Located in the heart of South Mumbai, the stadium had been the host of the test matches from 1948 to 1972. Apart from the test matches, it made the venue for the Bombay Pentangular matches too.

### Wankhede Stadium :

Wankhede Stadium is one of the premier cricket stadiums in India. It was established in 1974, in a record time of 6 months. However it is currently being renovated for the 2011 Cricket World Cup. The stadium is going to have new seats, hard pitch , lightings etc. Construction and renovation started in 2008 and is expected to be completed by the end of 2010.

# Ports in Mumbai



Mumbai Port

## Mumbai Port Trust

Mumbai Port Trust has carved a niche for itself in the Indian commercial geography. The port has completed 135 years of dedicated service to the nation. For decades, Mumbai Port remained India's premier port. The Port of Mumbai has long been the principal gateway of India. It lies midway on the West coast of India and is gifted with a natural deep-water harbour of 400 sq. kms., protected by mainland of Konkan on its east and the island of Mumbai on its west. The deep waters in the harbour provide secure and ample shelter for shipping throughout the year. Mumbai Port is one of the most fortunate amongst the world ports.

## Jawaharlal Nehru Port Trust (JNPT)



Jawaharlal Nehru Port Trust

Jawaharlal Nehru Port (also known as Nhava Sheva) is named after the first Prime Minister of India, Jawaharlal Nehru. The port is run by the Jawaharlal Nehru Port Trust, an organization entrusted with the operations of the large shipping port in Navi Mumbai and controlled by the Central Government of India. It is the largest export import trading port in India. JNPT handles close to 50% of the India's port traffic. The seaport was built to mitigate pressure of the port of Mumbai and has three terminals :

- **JNPCT** (Jawaharlal Nehru Port Container Terminal)
- **NSICT** (Nhava Sheva International Container Terminal)
- **GTI** (Gateway Terminal of India)

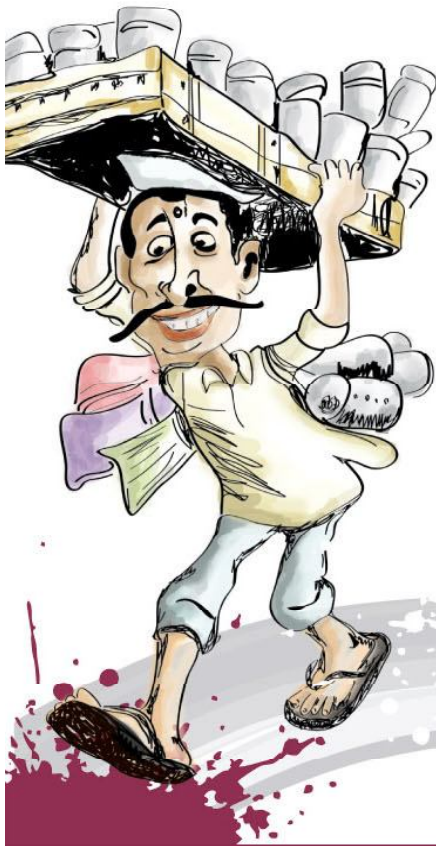
# Chhatrapati Shivaji International Airport

Aviation in the Mumbai region dates back to 1932, when mail planes used the Juhu air strip, less than 3 miles from the actual site of the city's airport today. In 1940, Mumbai decided to find an alternative site and a spot was chosen at Santa Cruz and Chhatrapati Shivaji Airport was born. Used by the military during the war years, Mumbai Airport was managed by the Directorate General of Civil Aviation from 1946 onwards and in 1958, a new terminal was opened.

In 1972, the operation of Mumbai's Chhatrapati Shivaji International Airport (BOM) was taken over by the International Airports Authority of India and expansion plans were soon implemented over the next three decades. By the turn of the new millennium, the airport had grown to become the busiest in the whole of India.

The airport along with Delhi's Indira Gandhi International Airport, handles more than half of the air traffic in South Asia. Chhatrapati Shivaji International Airport has won numerous awards including "Best Airport in India" and "Best Airport in Public-Private Partnership".

# Incredible Dabbawalas



Four thousand five hundred semi-literate dabbawalas collect and deliver 175,000 lunch tiffins within hours. What should we learn from this unique, simple and highly efficient 120-year-old logistics system?

The Dabbawalas have been featured in the "Guinness Book of World Records" and have also found a place in Ripley's "Believe It or Not". The Dabbawalas have been so successful that many top schools such as Harvard Business School and companies including Microsoft, NSE, RBI, Accenture, and SAP invite these poorly educated employees to speak on the business management process! Many business institutes across the world include the case-study as part of their curriculum.

The Dabbawala business was founded by Mahadeo Havaji Bacche who inaugurated "The Nutan Mumbai Tiffin Box Suppliers Trust" with a handful of illiterate employees and without any capital investment. "Tiffin" was a nostalgic term used by British for "light food". However, people call them Dabbawalas as they carry a "Dabba" meaning "box". Almost 5000 Dabbawalas deliver and collect more than 200,000 lunch boxes every day, across the entire Mumbai city.

The most interesting fact is that these people do not use any modern technology, yet they have never failed to deliver the lunch boxes on time with an error coefficient of one in 16,000,000 boxes. This is more than Six Sigma - a quality that most businesses strive to achieve. A study conducted by Six Sigma concludes that excellent efficiency and reliability is achieved by the Dabbawalas through competitive collaboration with team members and efficient management of logistics.

## Beaches in Mumbai

Mumbai, being the Island City of India, obviously abounds in beaches. The whole coastline of the metropolis is dotted with numerous beaches, that not only give breathing space to the citizens, but turn into fun-fair in the evenings. To name a few, **Girgaum Chowpatty, Dadar Chowpatty, Juhu Beach, Versova Beach, Madh Island, Gorai Beach** etc are the famous beaches in Mumbai. These beaches essentially breathe the soul of Mumbai and are splattered with multifarious food stalls. Weekends are the time when these beaches are agog with life and you can have a true picture of India with people coming in droves to rejuvenate and unwind. Though not intended for swimming or sunbathing, Mumbai Beaches have a charm of their own.

## The Indian Burger

Vada Pav is an Indian vegetarian fast food commonly eaten in Maharashtra. It consists of a vada, served in a pav (bun). The vada is usually potato-based. The vada pav was first made when Ashok Vaidya, a snack seller outside Dadar railway station, decided to experiment. The combination of batata vada and split pav continues to be Mumbai's sledgehammer answer to the burger. The prices range from Rs. 2.50 to Rs. 15.00, depending on the establishment. It is also known as the poor man's meal.

## Birthdays

Rajesh Meghrajani	Ahmedabad	5-Feb
<b>Omkar Mane</b>	<b>Pune</b>	<b>12-Feb</b>
Rajesh Pal	Ahmedabad	13-Feb
Girish Makwana	Ahmedabad	15-Feb
Rekha Chaudhary	Delhi	16-Feb
Maheshvarman A.S.	Chennai	21-Feb
Ajit Manjarekar	Mumbai	22-Feb

## FEI Family is Growing



### Tanuj:

The little one of Sanjay Sawant, Mumbai

## Birthday Boy

It does not take long to earn recognition in your organization if you are smart, talented and hardworking. Well, these are a few qualities our birthday boy of the month possesses. A qualified MBA from Satara, **Omkar Mane** joined FEI through a campus placement as a management trainee in June 2009. With good academic record and strong interpersonal skills, it wasn't difficult for him to get into the organization. Today, Omkar looks after the branch accounts and helps his team members in co-ordinating various financial activities. He is an ardent music lover and also enjoys playing cricket.

Omkar, FEI Duniya wishes you a very Happy Birthday. May God bless you. Wish our birthday boy on his special day. Cell No. 09975692901



## New Members

Priti Dipchandani : Ahmedabad  
Chirag Kakade : Baroda

## Engaged



**Manu** is all set to tie the knot with Jerene on April 10, 2010

Due to space constraints, we were unable to publish the book review written by Mr. Vishwanath Ghanekar.

"Mr. Ghanekar, we value your contribution and we will definitely publish the same in our forthcoming issue"

## Marriage Anniversaries

Ashok Shinde	Mumbai	4-Feb
Sachin Yadav	Satara	11-Feb
Sanjay M Sawant	Mumbai	15-Feb
Raju Kalal	Ahmedabad	20-Feb
Sachin M Taldeokar	Mumbai	22-Feb
Aditya Tewary	Ahmedabad	25-Feb
Sham Talashilkar	Mumbai	25-Feb
Sagar Gholap	Pune	25-Feb
Fahim Ahmed	Kolkatta	28-Feb



With profound grief, we regret to inform you the untimely demise of one of our FEI Family members, Hiren Desai of Ahmedabad branch on 18.01.2010. We express our sincere condolences to the bereaved family. May God give them the strength and courage to bear this irreplaceable loss.

May the departed soul rest in peace.

**FEI Family**

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Editor-K. S. Prathapchandran Nair (Responsible for selection of news under PRB Act)

# The Lost Mumbai

Churchgate Station, 1910



Once Ballard Pier was a railway station



Bullock Carts



Oval Maidan near Churchgate Station



Victoria Terminus



Queen's Road



Colaba Reclamation



The Apollo Bunder, now Gateway of India



Contributed by: Suresh Sheth

Yeh hai Mumbai meri jaan (This is Mumbai my dear) written on the cover page is a famous old Hindi song from the 1961 film CID which beautifully portrays the essence of Mumbai. What do you think of our attempt at recreating the nostalgia and the portrayal of Mumbai as a great fusion city? Write to us at: [feiduniya@feicargo.net](mailto:feiduniya@feicargo.net)

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