



# FEI DUNIYA

IT'S YOUR WORLD

• A PUBLICATION OF FEI CARGO LIMITED

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*When many work together for a goal, great things are accomplished. Even a mighty lion can be brought down by a colony of ants.*



## CEO's Message

Dear Friends

With the ICE Awards 2010 culminating into a successful crescendo, and the winning trophies sharing the pride of place, I am getting back into my basic element that is logistics.

Although, this year I was not involved in bringing down the temperature to sub-zero, I do feel elated by the wonderful response the event received. And for this, I can only thank the 380 participants and my entire team who have made it possible.

My special thanks to my dear friend Shri Anup Jalota for being an integral part of this family event. And of course, valuable contributions by the esteemed jury members and the ardent support of friends Mr. B. B. Bansal and C. Srinivasan cannot go unmentioned.

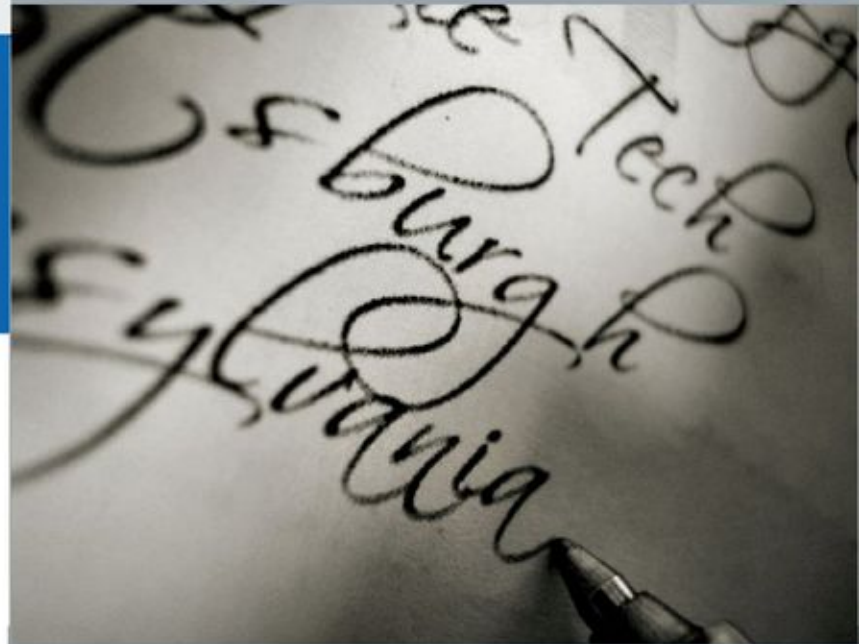
Anupji had promised to make this year's event all the more memorable, especially because it was my wife Shailaja's 50th birth anniversary. He kept up his promise and I can see Shailaja smile.

Unfortunately, this does not bring me the bliss I am so desperately searching for. For a cricketer perhaps, it would be getting into the National team and then going on to win the world cup. For a sprinter, it would be clocking the best time at the Olympics. But I am in a different race altogether. To get back to the love of my life as fast as possible, is my 'finish' line.

Quite a few of my close friends and well-wishers are upset over my unusual aspiration, but I would like to assure them that I will use no shortcuts to achieve my goal - just a small prayer to HIM to make it happen naturally and quickly.

Yes, I am in a hurry but that is the truth.

Regards  
Pratap



## Junior Speak

Dear friends

Dad said, "July onwards, you must write a column in FEI Duniya." The editorial team seconded his proposal instantly. After all, I was the next-in-line leader of the FEI family, they affirmed.

So, before I take over the mantle, I have to learn the ropes of leadership - qualities that would make me acceptable to my family. And friends, I look forward to pick up the best from each one of you.

About writing a column in FEI Duniya, well, I am not a great writer, but I will try my best with an intention to encourage the FEI family to contribute more, in terms of imperative content and employee involvement. We need to reach up to the U&I level in these categories.

It is a good feeling, and a great responsibility too which I hope I will live up to. To begin with, I would like to thank each and every member of the FEI family for making our founder's day a success. I know mom would really be very happy.

We are all working towards making FEI a world-class organization and are trying to build it brick by brick. This month we have enlisted six new sales people in Kochi. This core team would start promoting FEI with a new sales pitch, formulated specially for South India. Under the leadership of our Mr. Manu Chacko who is moving to Kochi after a successful stint in our international Division, the team is fully geared to take FEI to the next level.

As dad has always been saying, "We are changing gears" I request everyone to be prepared to get into overdrive.

Warm regards  
Abhijeet





## Learn From Ants

Take a lesson from the ants. Learn from their ways and be wise. Even though they have no prince, governor, or ruler to make them work, they labor hard all summer, gathering food for the winter. Proverbs 6:6-8

It's strange to see how God uses the foolish things to shame or challenge those who think themselves wise.

### Ant Facts:

- An ant's brain may have the same processing power as a Macintosh II computer. Thousands of years ago, King Solomon wrote: "Go to the ant, consider its ways and be wise"
- There are over 10000 known species of ants
- Some ants sleep seven hours a day
- Ants can lift 20 times their own body weight
- An ant brain has about 250 000 brain cells. A human brain has 10,000 million so a colony of 40,000 ants has collectively a brain the same size as a human
- The abdomen of the ant contains two stomachs. One stomach holds the food for itself and the second stomach is for food to be shared with other ants
- Ants are clean and tidy insects. Some worker ants are given the job of taking the rubbish from the nest and putting it outside in a special rubbish dump. Each colony of ants has its own smell. In this way, intruders can be recognized immediately
- If a man could run as fast for his size as an ant can, he could run as fast as a racehorse. The average life expectancy of an ant is 45-60 days. If a worker ant has found a good source for food, it leaves a trail of scent so that the other ants in the colony can find the food

### Things to Learn from Ants

- Ants are self motivated
- Ants are extremely organized
- Ants run away fast when something harmful is around
- Ants understand their gifts and work within their specific abilities
- Ants build together
- Ants have single focus
- Ants help and share with others
- Ants are team players
- Ants are hard workers
- Ants take rest seriously
- Ants understand timing

### Quiz Time

*I went to bed at 8 O' clock in the evening and set the alarm of my clock to 9 O' clock in the morning. How many hours sleep would I get before being awoken by the alarm?*

- a) 12 hours
- b) 10 hours
- c) 01 hour
- d) 13 hours

The least is the greatest in the Kingdom of God. Ants are pretty wise !

## Sharing the Magic of Friendship

Dear Shareholders

I would have loved to address you personally, but some prior commitments have kept me from doing so. However, I did not want to lose this lovely opportunity to connect with you, so I decided to communicate with you through Mr. Pratap Nair.

The coming decade will bring in winds of change to India. However, the competition is going to be tough - both within and outside. But at the same time, opportunities to excel are going to be tremendous. Indians will now have to pursue greater heights of professionalism in everything they do.

The time has come for Indians to focus at the demands worldwide rather than having India as their one-point agenda. Indian companies, including FEI must now begin to take calculated risks in order to persist in its upward growth. Only when you take risks will you discover newer prospects opening up. It would mean stepping out of your comfort zones. Not doing anything, is a risk in itself.

As a wise man said, "Take risks: if you win, you will be happy; if you lose, you will be wise."

My best wishes to the FEI Group.

I promise to maintain a regular correspondence with the FEI family.

Warm regards

Suhas Kulkarni

Dear Pratap

I know you are already thinking about tomorrow! Just hope you enjoy. She would not like you to be sad, so this day should be a good day of celebration, and she will see you from up there!

I did not meet her but she surely must have been a very special person!

Happy Birthday from here.

Franco Raiola  
Cargo Compass SPA  
Cenaia (Pisa) - Italy



To the Nair and FEI families

The latest issue of your in house publication, FEI DUNIYA, speaks much more than the simple language of the written word. The tribute to a memory that lingers in the very soul of your existence affirms Thomas Campbell's quote, 'To live in the hearts we leave behind is not to die.'

Life is a journey, as we are always told, but let not the pains however tough they may be appear greater than the pleasures we experience. Our today, which was tomorrow yesterday, reminds us that, weep not for that which has gone but open forth to that which comes tomorrow to be your today.

The concept of the ICE Awards, to honour the effort of inter-personal communication is commendable, that you have chosen it as a medium to commemorate a loved one makes it even more special. The journey has only just begun, your goals are just that bit ahead, with 'bright star' within you the road is that much smoother!!

ALL THE BEST!!!!!!

On a lighter note.....AAALLL IZZ WELL!!!!!!!

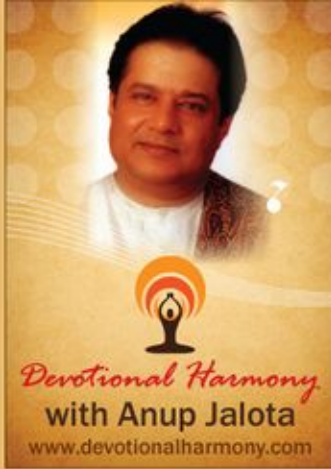
Warm regards,

Samrita Kaur Gill

It makes me proud to be a part of this event which connects people. More importantly, because it is in memory of someone who strongly believed that life is all about relationship.

Gopinath Muthukad





# ICE Awards 2010

In-house Communication Excellence

24th June 2010

## How the event unfolded . . .

**The Annual General Meeting** of FEI Cargo Limited was held at 4.30 p.m.

After welcoming the Chairman and Board of Directors, the practicing Company Secretary, Mr. Chirag Shah declared that there was sufficient quorum to begin the meeting. Mr. Pratap Nair, then introduced the company's directors Mr. Abhijeet Nair and Ms. Vidhi Nair, and the company's auditor Mr. Kamal Jain of Gandhi, Jain & Associates.

Mr. Nair's keynote address to the shareholders ended on a positive note.

After the resolutions as per the agenda were passed, a cake was cut in memory of the company's founder director, Ms. Shailaja Nair it being her 50th birth anniversary.

The meeting concluded with a vote of thanks to the Chairman and a high-tea session.

**Lighting of the Lamp**, an auspicious Indian tradition was done by dignitaries Shri Anup Jalota, Ms. Anuradha Paudwal, Brahmakumari Sister Deepa, Mala Biswas, Mr. John Sas and Apurva Shah.

**Education in India: Idealistic or Idiotic?** Sister Deepa, a close friend of Shailaja Nair, enlightened the audience with the Brahmakumari philosophy of education. She talked about the current education system, its pitfalls and the psychological effect it can have on children.

**Devotional Harmony with Anup Jalota**, a virtual fan club of the maestro was inaugurated in presence of celebrities such as Anuradha Paudwal, Talat and Beena Aziz, Richa Sharma and Poonam Dhillon. An initiative of Shailaja Nair Foundation, it's the first fan club under the genre of Bhajans. ([www.devotionalharmony.com](http://www.devotionalharmony.com))

**'Teri Yaad Mein,'** Anup Jalota accorded an exclusive name to the founder's day celebration which has now become one of the closest to his heart. With his unique ability he transformed the audience to a world of captivating spiritualism.

**FEI Duniya Mega Issue.** This year, the special founder's day issue comprised of the best articles from select non-FEI magazines. The mega issue was officially released by Shri. Anup Jalota, Mr. Gopinath Muthukad, Mr. Sudheer Joglekar and Ms. Mala Biswas. A complimentary copy of the issue was given to every guest who came to the event.

**ICE Awards 2010.** In its second year, the competition saw an astounding 380 participants from across India. A team of expert jury members spent more than 45 days scrutinizing the entries before arriving at a fair conclusion.

The curtain raiser to the awards was a dramatic prelude – a skit performed by people of the FEI family underlined the theme of ICE that would never melt.

The Chief Guest, Mr. Sudheer Joglekar – resident editor of Loksatta, Mumbai; Guest of Honor, Mr. Gopinath Muthukad – the magician with a social message from Kerala and Ms. Mala Biswas, General Manager International, DNA – Head Jury declared the winning names and handed over the glittering ICE Trophy, Cash Prize and Certificates to the winners.

**'Teri Yaad Mein'** When Anup Jalota sings, he leaves the audience asking for more. The sequel featured a grand 'jugalbandhi' and had the audience in raptures over his slick humor.

**'Valediction.'** Mr. Nair came on stage and personally thanked the participants, Mr. Anup Jalota and his team, and the lovely audience.



## Rain, ICE and Everything Nice!

FEI Duniya Mega Issue released by the dignitaries



The winners in focus



The rain Gods on 24th June granted Mumbaikars, a boon. While everything else in the city was moving at snail's pace (traffic included), the ICE Awards 2010 managed to freeze the packed audience at Bhaidas Auditorium.

From the 380 competitive entries, there were 10 winners in various categories such as the Most Creative Name – won by Bean Talkin' of Cafe Coffee Day; Best Imperative Content – won by Frontiers of Boeing International; Active Employee Participation – won by U&I of UTI AMC Ltd.; Best Layout & Presentation – won by India Links of Kuoni Group; Best In-house Magazine Gold went to Cascade from Kirloskar Ltd.; Hamara from Hindustan Unilever won the Silver and the Bronze was picked by Pegasus of the UB Group. There were 3 special jury awards which went to Let's Ketchup from McDonalds; BEST Varta from BEST Undertaking and Mahindra & Mahindra.



Chief Guest, Mr. Sudheer Joglekar (Loksatta); Guest of Honor, Mr. Gopinath Muthukad (Magician); Ms. Mala Biswas, Head Jury (DNA)



"Tansen" enacted by a FEI family member



Shri Anup Jalota, live in concert



# ICE AWARDS 2010

One of our special guests was Brahmakumari Sister Deepa . She was kind enough to enlighten us with her views on education in India. The FEI family is fortunate to have received her spiritual vibrations on 24th June for the past two years.

The highlight of the annual event was the launch of a virtual fan club 'Devotional Harmony with Anup Jalota' for the Bhajan Samrat. And the first to register as his fan was none other than Bollywood singer Anuradha Paudwal. Other celebrities present were Talat and Beena Aziz, Poonam Dhillon and Richa Sharma. Representing the corporate sector were Sudheer Joglekar, resident editor Loksatta (Chief Guest); Kerala's renowned magician Gopinath Muthukad (Guest of Honor); and Mala Biswas, DNA (Head Jury)

While Anup Jalota's soulful renditions warmed hearts, a skit on the theme "This Ice will never melt" performed in Akbar's court was the icing on the cake. This seven-minute act was a prelude to the ICE Awards and became a cool topic over a cup of hot tea during the interval. It was performed by people of the FEI family, all of whom took to a professional stage for the first time! Truly, an in-house initiative - one that Shailaja Nair would have been proud of.

The event was supported by FEI Cargo Ltd., Hitachi Home & Life Solutions India Ltd., Janakalyan Sahakari Bank Ltd., Tata McGraw Hill and Treta Communications.



Ms. Anuradha Paudwal welcomed by a FEI family member



The 'Gold' winner's prize Rs. 51,000/-



Lighting of the Traditional Lamp



Brahmakumari Sister Deepa enlightening the audience



## The Ancient Science of Holistic Healing



Native to India, Ayurveda is the ancient medicinal form, developed during the Vedic times, about 5000 years ago. The word 'Ayur' means life, while 'Veda' means science. Therefore, Ayurveda literally means the 'Science of Life'. It is not just a medicinal system, but also a way of life. Ayurveda deals with the physical, as well as spiritual health. The medicinal form is governed by the laws of nature, which suggest that life is a combination of senses, mind, body and soul. According to the Science of Life, the structural aspect of every individual comprises five elements - earth, water, fire, air and space.

While giving Ayurvedic treatment to a person to cure a particular disease, the physical, mental, emotional and spiritual well-being is taken into consideration. The best part of acquiring an Ayurvedic treatment is that if the prescribed doses of medicine are taken, the diseases can be cured in the most effect way. The Ayurvedic medicines generally come in the form of powders, tablets, decoctions, and medicated oils, that are prepared from natural herbs, plants and minerals. In addition, the diseases treated and cured by Ayurvedic medicines do not cause any side effects. Traditional techniques and processes are used to prepare the medicines at home, while certain amount of mechanization is inevitably used for large-scale production.

According to Ayurveda, the structural aspect of every individual is made up of five elements - earth, water, fire, air and space. It gives a complete look into the lifestyle of a person. The Science of Life helps us in understanding each individual at a very subtle personal level and giving a detailed description about the diet, daily routine, lifestyle, actions and activities to be followed. It teaches how to live life in a balanced way. Ayurveda aims at having a healthy and happy society, free from diseases. In short, the aim of Ayurveda is to maintain the health of healthy people and to cure the diseases of sick people.

India has gained worldwide recognition for its indigenous and extensive Ayurvedic treatment. Kerala is the hub of Ayurvedic treatments in India. Ayurvedic treatment's soothing effect on the body and soul has attracted tourists from different parts of the country as well as from across the globe. This has proved a boon for tourism in the states of India, especially Kerala, where Ayurvedic treatment is given at various health centers and tourists resorts.

### Quiz Time

*Divide 30 by half and add ten. What do you get?*

- a) 70
- b) 25
- c) 15
- d) 20



### E. T. Narayanan Mooss

While speaking of Ayurveda, Ashtavaidyan E. T. Narayanan Mooss deserves a special mention. In today's fast-paced times he continues to practice and propagate the ancient science of Ayurveda. He is the son of the late Shrimati Devaki Antharjanam and Ashtavaidyan E. T. Neelakandhan Mooss. His early education was under the supervision of the eminent Asan Rama Warriar. He completed a thorough apprenticeship under the guidance of Ashtavaidyan Neelakandhan Mooss and Shri Kuttanchery Aryan Mooss as well as other famous teachers.

He earned the title of 'Ashtavaidya' only after rigorous study and mastering the eight branches of Ayurvedic medicine. In 1941 Ashtavaidyan E. T. Neelakandhan Mooss founded a manufacturing unit called the Vaidyaratnam Oushadhasala. Here medicines are prepared in the Ashtavaidya school of thought. He has been managing this unit since 1954.

Ashtavaidyan E. T. Narayanan Mooss also established the Vaidyaratnam Nursing Home in 1955. It unites the ancient practices of Ayurveda with modern amenities. The Ministry of Health and Family Welfare, Government of India has approved this nursing home for reimbursement of medical expenses of its employees.

In 1976 he founded the Vaidyaratnam Ayurveda College at Thaikkuttassery, near Thrissur. This institute enjoys the status of an aided college under the auspices of the University of Calicut.

The increasing demand for genuine Ayurvedic products led him to establish a second manufacturing unit in 1990 in Chuvannamannu, near Thrissur. In 1992 the Ayurvedic Research Centre and Charitable Hospital was launched under his guidance. This institution offers free medical care to the financially backward. The Department of Science and Technology, Government of India has recognized the laboratory wing of this institution as a research and development unit.

His other interests include the traditional cultural arts of Kerala as well as Sanskrit literature. He takes a keen interest in fulfilling his duties to society. His various institutions provide gainful employment to six hundred people.

A number of awards have been conferred upon Ashtavaidyan E. T. Narayanan Mooss for his exceptional services in this field. The Government of India conferred upon him the Padma Bhushan in recognition of his distinguished service of a high order in the field of medicine. In 1988, he was awarded the Akshaya Puraskar for outstanding contribution to Ayurveda. In 1991, he was honoured with Chikitsak Guru, Rashtriya Ayurveda Vidyapeeth, Government of India. In 1997, he was awarded the Swadeshi Puraskar by Shri Atal Bihari Vajpayee. In 2006, the Lifetime Achievement Award was conferred upon him by the Association of Chambers of Commerce, Thrissur. In the same year, he also received the "Living Legends Award" from the Rotary Club of Thrissur Central. The Government of Kerala conferred upon him an award for the Best Acharyas in the field of Ayurveda in 2009.

## Know The Value Of Your Time

Imagine there is a bank that credits your account each morning with \$86,400. It carries over no balance from day to day. Every evening it deletes whatever part of the balance you failed to use during the day. What would you do? Draw out every cent, of course!

Each of us has such a bank. Its name is TIME.

Every morning, it credits you with 86,400 seconds  
Every night it writes off, as lost, whatever of this you have failed to invest to good purpose

It carries over no balance

It allows no overdraft

Each day it opens a new account for you

Each night it burns the remains of the day

If you fail to use the day's deposits, the loss is yours

There is no going back. There is no drawing against the "tomorrow"

You must live in the present on today's deposits

Invest it so as to get from it the utmost in health, happiness and success!

The clock is ticking. Make the most of today.



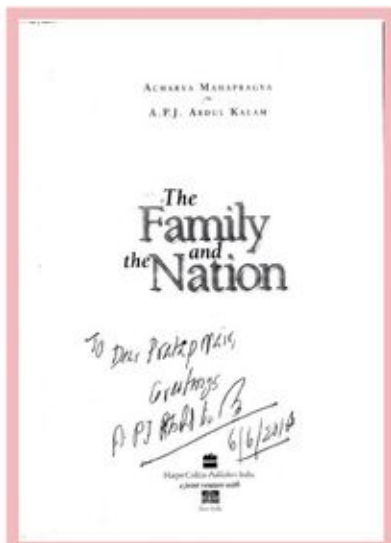
## A Shailaja Nair Foundation Initiative

Shailaja Nair Foundation is very keen on adopting a small backward village (or a part of it) in Maharashtra, preferably near Mumbai, Pune, or Satara. The main focus would be on cultivating hygiene and creating self-help groups, especially amongst the village women.

Following into the footsteps of Dr. APJ Abdul Kalam, Shailaja Nair Foundation is in the process of implementing PURA (Providing Urban Facilities in Rural Areas).

We also welcome other NGOs and like-minded people to join hands with our foundation and help us fulfill our social responsibility.

We request all our readers to help us identify villages that are in need of urgent aid and attention. Please write to [abhijeet@shailajanair.com](mailto:abhijeet@shailajanair.com)



Mr. Pratap Nair had the privilege of meeting Mr. APJ Abdul Kalam on his flight back from Cochin. While parting at the airport, Mr. Kalam handed over an autographed copy of his book, 'The Family and the Nation' to Mr. Pratap Nair. A rare gift indeed!

This is something that Mr. Nair will remember and treasure for a lifetime.

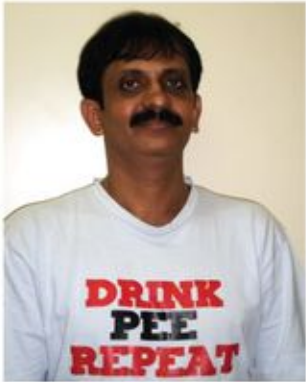
Send in your quiz answers to [feiduniya@feicargo.net](mailto:feiduniya@feicargo.net). For every correct answer, you will get 5 points. Keep collecting your points with every issue. When your score goes up to 50 points, you will receive a SURPRISE GIFT. So what are you waiting for?? Come on. Tickle your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





## Birthdays

### Birthday Boy



25 years and 11 awards later, he is still searching for creative satisfaction. His appetite for crazy, zany ideas is insatiable, and at times, can be digested by only those who have a nose for creativity. A creative writer, designer by default, script writer and director he can get into

multitasking mode. Associated with Hindi theater for some time, he is so obsessed with Mumbai's Prithvi Theater, he fears going there, lest he recoups his obsession for the stage. He is an ardent nature lover and enjoys wild life photography and jungle walks.

Behind all these qualities is a simple T-shirt and jeans personality - unseen and unheard of. The day he starts thinking big, he will be known for his worth. We wish him this realization.

Our birthday boy this month is Nishith and he heads Treta Communications, our advertising division. FEI Duniya, on behalf of the entire FEI family wishes him a very Happy Birthday and a great year ahead. To wish him, you may call 09820436046 or Email: nishith@treta.in

### Newly Weds

1. Amruta & Prasanna
2. Atul & Rohini

FEI Family wishes you a happy and blissful married life.

| Name               | Branch               | Date    |
|--------------------|----------------------|---------|
| Sonali Avhad       | Mumbai               | 04-july |
| Navnath Garje      | Mumbai               | 05-july |
| Sharmila Joshi     | Mumbai               | 07-july |
| Sandhya G Nair     | Mumbai               | 14-july |
| Renu Gurdasani     | Mumbai               | 17-july |
| Nishith Dalal      | Treta Communications | 23-july |
| Amit Shah          | Baroda               | 26-july |
| Rahul Pawar        | Pune                 | 27-july |
| Amit C Mistry      | Mumbai               | 29-july |
| Hemant R C         | Ahmedabad            | 30-july |
| Sachin M Taldeokar | Mumbai               | 31-july |

### Wedding Anniversaries

| Name          | Branch   | Date   |
|---------------|----------|--------|
| Arvind Kumar  | Delhi    | 07-jul |
| Stanly Chacko | Kolkatta | 08-jul |

### New Members

| Name           | Branch                 |
|----------------|------------------------|
| Ami Parekh     | International Division |
| Harsh Pathak   | International Division |
| Mayuresh Mekde | Mumbai                 |
| Sohil Shah     | International Division |



## Vote of Thanks

I can never stop talking about my dear wife Shilu, but every time, my emotions get the better of me. That's the reason why I had to pre-record it the last year. Not an easy task though.

People tell me that someday I will get used to my life without her. But ever since she left me, her birthday is the only occasion I celebrate. And I will continue celebrating it, as long as I am around. Because Shilu was always very ecstatic about festivals and birthdays, including her own.

I hope my FEI family will continue to celebrate it as a mark of respect to their loving madam, and to me, when I cease to exist.

I wish to thank all those who have helped make this event what it is today. But on second thoughts, I really wonder whether I should thank anyone because this is their own celebration. Even Anupji feels as much part of this as I am. The juries too have given their precious time to go through the large volumes of entries, without a whine or grumble.

Mr. Joglekar and Mr. Muthukad again are people's persons and their participation was a great honor and an extension of their respective personalities more than anything else.

However, I must thank those who have made this celebration possible. The management and staff of Bhaidas Auditorium, the Video Waves team for covering the event, all the media personnel present, and of course the most receptive and respected audience.

I take this opportunity to congratulate the FEI family, and my dear friends Mr. Bansal, Mr. Nishith and Srinivasan for their valuable time and effort in making this a grand success. And those who deserve a special mention are Rajni Sharma, Manu, Priya, Aditya and rest of their team.

My best wishes to all those who helped me celebrate the 50th birthday of Shailaja - my wife and the founder director of FEI Group.

May God bless you all.

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