



# FEI DUNIYA

IT'S YOUR WORLD

• A PUBLICATION OF FEI CARGO LIMITED

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O! youth of independent India,  
Rise before the sun loses its fire,  
Fight corruption before it unleashes its ire  
Relinquish your 'ok' attitude before it makes you tire  
Let your courage, compassion and dedication never retire  
Take your India higher, higher, higher . . .





## CEO's Message

Dear Friends

I have always loved answering 'multiple choice' questions – every one in his / her student days has, I'm sure. But if I am asked the same question many times over, it puts me off. I am tired of answering this one "Why do you do this, and what do you get by doing it?"

Now for the last time, I would like to answer this as follows . . .

"Nothing in nature is for itself,

The rivers don't drink water,

The trees don't eat fruits,

The sun doesn't bask in its own heat."

Living for others has become a way of life for me. I am trying to touch as many lives as possible. In the words of Abraham Lincoln, "I feel good when I do something good. I feel bad when I do something bad."

The confidence in doing these things, comes not from being right always, but from not fearing that they would go wrong. Motivation determines what one does and attitude determines how well one does it.

So, as my friend, family member and well-wisher, please hold my hand – be my inspiration, my guiding light, and help me in my journey forward.

I have miles to go before I sleep . . .

Best Regards

Pratap Nair

## Junior Speak

Dear Friends

The months of June and July were good for FEI, but not quite close to where we wish to reach.

I have started visiting FEI branch offices and I am enjoying the experience. I am really looking forward to meeting all FEI family members. It was a great feeling last month when in a particular week, I had the opportunity of visiting five branch offices.

As you all know, from this month we have relocated our corporate office to the elegant FEI House at Satara, close to Pune. Satara is a beautiful place. I urge each one of you to visit this picturesque town to experience the feeling. We have our own accommodation.

From the month of August, we begin our quarterly conference of Branch Managers and HODs. The first one being in Satara on 14th August - I look forward to seeing you all there.

This financial year, we are aiming for a turnover of Rs. 200 crores and a profit of five percent. And to achieve this, each one of us will have to contribute. This ambitious goal is the topic of our discussion at the conference meet.

Do write to me with your suggestions. Let's exchange our ideas and start brainstorming right away!

Wish you a great Independence Day. Jai Hind!

Regards

Abhijeet

## Graffiti in Advertising

Graffiti: graf•fi•ti [gra feetee] drawings or words that are scratched, painted, or sprayed on walls or other surfaces in public places.

*"In a cultural landscape of hyper reality, branded lifestyles and 15-minute fame, one's subconscious receives thousands of advertisements a day. It is through this daily diet of propaganda that we shape our minds as we grow up. The desire we feel to make a mark on this world leads us to exciting new innovations on many fields, particularly in art and design."*

- Alex Kataras (Master's thesis 2006)

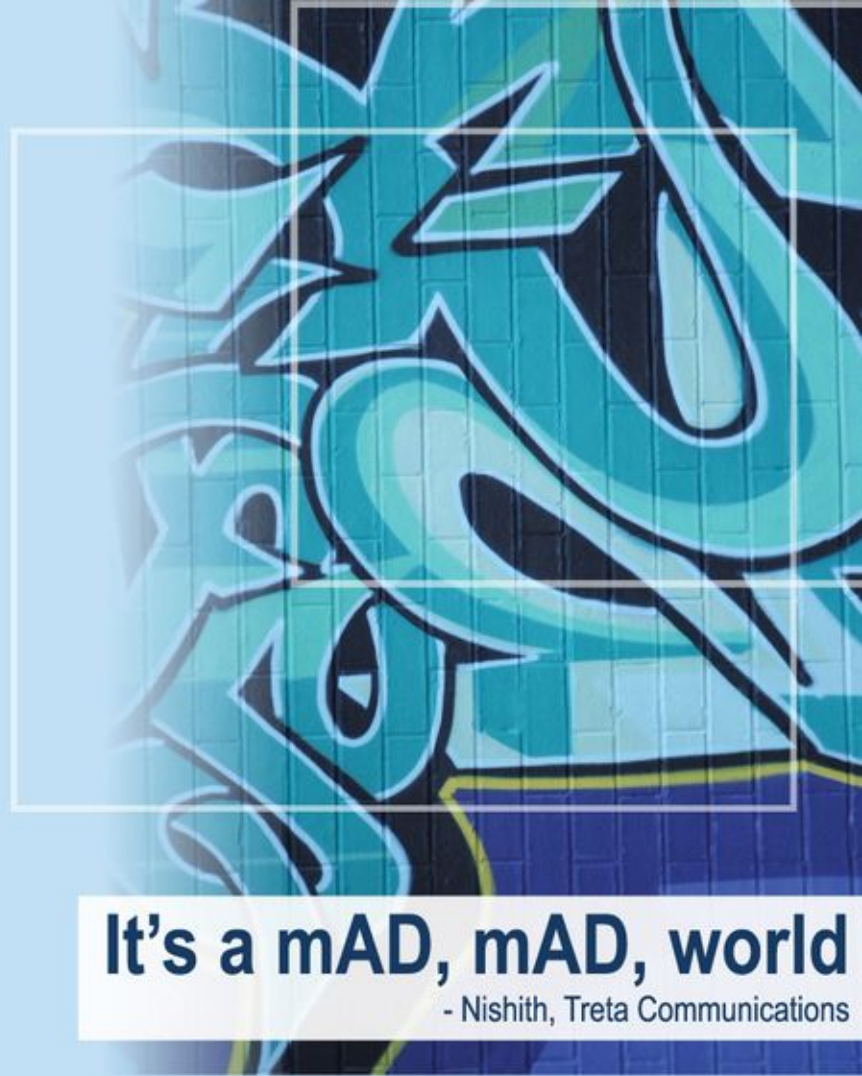
Graffiti has existed since ancient times, with examples dating back to Ancient Greece and the Roman Empire. In modern times, spray paint, has become the most commonly used material. To some, graffiti is an art form; to others it is merely vandalism. I would like to cite two classic examples of Graffiti in advertising.

1. **Juliet Bras and Panties:** It was perhaps the first brand to resort to graffiti. Normal wall paint was used to color small houses, mostly along highways, railway tracks, and in small towns across the country. For more than a decade the wandering eye could catch a Juliet in its sight. Next in line were a host of other followers who hammered their brands through graffiti. Lingerie, Mixer-Grinders, etc., even political messages – 'Chalo Dilli' being the hall of fame

2. **Bean Bags:** While usually Juliet resorted to free graffiti (painting carried out at night), Bean Bags is one brand that approached 'under construction' sites across many metros. Most of them would not mind the spray on their make-shift tin shutters and gates. Others were paid a nominal fee to allow the name being spray painted (see picture). Bean Bags had found a truly economical branding vehicle and quite successful at that. However, I don't recommend this medium for high profile brands for obvious reasons.

Recently, a cult brand of yuppies from Mumbai's elite Juhu scheme resorted to spray painting their clan "J Boyz" on private vehicles and buses. They would gather late in the night and get their job done in pitch darkness. The victims would get the shock of their life when they saw the graffiti in the morning. J Boyz used automobile paint to spray their message. The squad comprising of young boys hailing from decent families, was later busted by the police and let off after calling the parents and issuing a stern warning.

Done in the right spirit, Graffiti could be fun. Once while traveling on the Flying Rani from Mumbai to Surat, I found the toilet seat missing. Above was a notice that said, "Gentlemen may please lift the seat." I got really tempted. I took out my pen and scribbled next to the sign, "... and take it home."



**It's a mAD, mAD, world**  
- Nishith, Treta Communications

### QUIZ TIME 1

A farmer had 17 sheep. All but 9 died. How many live sheep were left?

- a) 8
- b) 7
- c) 9
- d) 0

I've learned that, no matter what happens,  
 how bad it seems today, life does go on, and it will be better tomorrow.

I've learned that you can tell a lot about a person by the way he/she handles four things:  
 A rainy day, the elderly, lost luggage, and tangled Christmas tree lights.

I've learned that, regardless of your relationship with your parents,  
 you'll miss them when they're gone from your life.

I've learned that making a 'living' is not the same thing as making a 'life.'

I've learned that life sometimes gives you a second chance.

I've learned that you shouldn't go through life with a catcher's mitt on both hands.  
 You need to be able to throw something back

I've learned that if you pursue happiness, it will elude you  
 But, if you focus on your family, your friends, the needs of others,  
 your work and doing the very best you can, happiness will find you.

I've learned that whenever I decide something with an open heart,  
 I usually make the right decision.

I've learned that even when I have pains, I don't have to be one.

I've learned that every day, you should reach out and touch someone.  
 People love that human touch -- holding hands, a warm hug,  
 or just a friendly pat on the back.

And finally, I've learned that I still have a lot to learn.



## Lessons from Life...



## Power of compounding...

There was once a poet who fell upon such hard times that he was no longer able to feed his family. Hearing that the king greatly encouraged talent and was famed for his generosity, the poet set off for the Royal Palace. When brought before the king, he bowed low and asked that he may recite a poem. On hearing his recitation, the king, well pleased, asked him to name his reward.

The poet, pointing to a finely wrought chess board before the king said "Your highness, if you place just one grain of rice on the first square of this chess board, and double it for every square, I will consider myself well rewarded." "Are you sure?" asked the king, greatly surprised. "Just grains of rice, not gold?" "Yes, your highness" affirmed the humble poet.

"So it shall be" ordered the king and his courtiers started placing the grains on the chess board. One grain on the first square, 2 on the second, 4 on the third, 8 on the fourth and so on. By the time they came to the 10th square they had to place 512 grains of rice.

The number swelled to 5, 24,288 grains on the 20th square. When they came to the halfway mark, the 32nd square, the grain count was 214,74,83,648 - that is over 214 crores! Soon the count increased to lakhs of crores and eventually the hapless king had to hand over his entire kingdom to the clever poet. And it all began with just one grain of rice!

Moral of the story: Never underestimate the power of compounding. If you stay invested long enough, it'll work for you. A small sum invested every month from the beginning of your work-life can lead to a very impressive amount at the time of your retirement.

Welcome to the magical land called India. Its history and culture are so diverse, you don't have to dive deep to get some pearls of wisdom.

Here are some lesser-known facts that would make you say it with pride, "I am an Indian."



## Did you know...

- India is the largest democracy in the world, the 6th largest Country in the world, and one of the most ancient civilizations.
- The Indian election in 1984 was the largest election of any country.
- The four religions born in India - Hinduism, Buddhism, Jainism, and Sikhism, are followed by 25% of the world's population.
- The Tawang Monastery located in the Tawang district of Arunachal Pradesh in India is the second largest monastery in Asia.
- The World's First Granite Temple is the Brihadeswara Temple at Tanjavur, Tamil Nadu. The shikhara of the temple is made from a single 80-tonne piece of granite. This magnificent temple was built in just five years, (between 1004 AD and 1009 AD) during the reign of Rajaraja Chola.
- Usage of anesthesia was well known in ancient Indian medicine. Detailed knowledge of anatomy, embryology, digestion, metabolism, physiology, etiology, genetics and immunity is also found in many ancient Indian texts.
- Bhaskaracharya rightly calculated the time taken by the earth to orbit the Sun hundreds of years before the astronomer Smart. According to his calculation, the time taken by the Earth to orbit the Sun was 365.258756484 days.
- India has the largest number of post offices in the world.
- India is the second largest producer of wheat and rice.
- The largest employer in the world is the Indian Railways, employing over a million people.
- India exports software to 90 countries.
- The world's highest cricket ground is in Chail, Himachal Pradesh. Built in 1893 after leveling a hilltop, this cricket pitch is 2444 meters above sea level.
- Majuli, situated on the river Brahmaputra in Assam boasts of being the largest river island in the entire world.
- The Baily Bridge is the highest bridge in the world. It is located in the Ladakh valley between the Dras and Suru rivers in the Himalayan mountains. It was built by the Indian Army in August 1982.
- The game of Snakes & Ladders was created by the 13th century poet saint Gyandev. It was originally called 'Mokshapat'. The ladders in the game represented virtues and the snakes indicated vices.

### QUIZ TIME 2

If you had only one match and entered a COLD and DARK room, where there was an oil heater, an oil lamp and a candle, which would you light first?

- a) oil heater
- b) candle
- c) match
- d) oil lamp

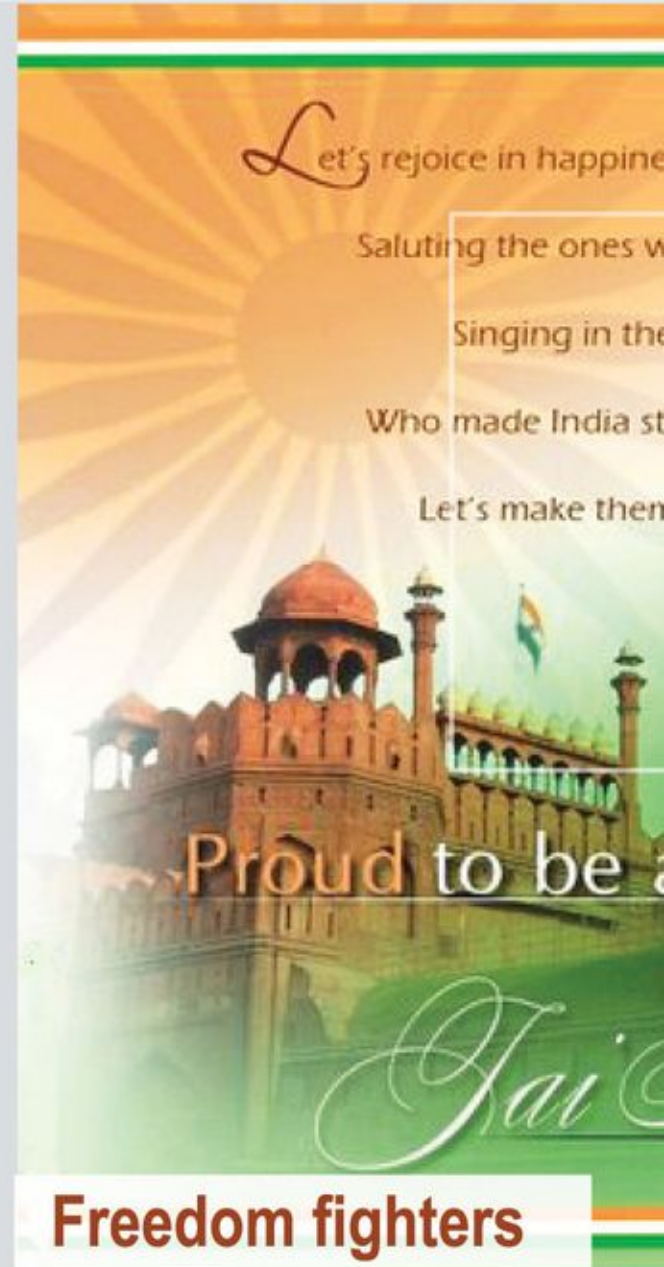
On the occasion of India's 63rd year of Independence, we bring into the limelight a few people who've made incredible contributions to India's freedom struggle. While they may not be as widely known as the likes of Gandhi and Nehru, they deserve to be rescued from oblivion for the role they've played in liberating our country from the British.

**Sardar Ajit Singh :** Legend has it that this unsung hero, an uncle of martyr Bhagat Singh, managed to ward off death, till he heard the news of India's independence. He was born in a military family from Punjab in India. His open dislike and criticism of the British rule caused him to be declared a political rebel and to spend most of his life in prison. He was initially a law student, but then, discontinued his studies to participate in the Freedom Movement. Ajit Singh has many admirable feats to his credit. Two of them being, preparing the outline of the Indian Constitution and discovering a secret code of communication to write letters to likeminded people in India and abroad.

While attending the Congress session in Calcutta under the chairmanship of Dadabhai Naoroji, he got the idea of launching a mass campaign in Punjab to stir up the masses about the freedom movement. He and Sufi Amba Prasad formed the Bharat Mata Society, one of the first revolutionary groups in India. He was arrested in 1907, but after his release, he fled to Iran and formed various groups for revolutionary activities. They even had their own publication, the *Hayat*, and recruited many young nationalists for the cause. Ajit Singh persisted in his fight for freedom even during World War I. He came in close contact with the Ghadar Party in San Francisco, in 1918. Later, he also helped Netaji Subhash Chandra Bose in his mission in Italy. This revolutionary breathed his last on Aug 15, 1947 with the words, "Thank God, my mission is fulfilled." His memorial is located at Panjpula in Dalhousie.

**Rani Velu Nachiyar:** This 18th century Indian Queen from Sivaganga was the first Queen of Tamil Origin to successfully fight against the British. She lived 77 years before the Rani of Jhansi. After the death of her husband, at the hands of the British, she escaped from Sivaganga and took refuge in Verupachi. She and her daughter lived under the protection of Hyder Ali for eight years. Here, she formed an army and sought an alliance with Gopala Nayaker and Hyder Ali with the aim of attacking the British. In her 1780 battle against the British she received military assistance from Gopala Nayaker and Hyder Ali. Later, an agreement was reached where by Rani Velu Nachiar was permitted to govern Sivaganga and she ruled the country for about ten years.

**Madan Lal Dhingra:** He was an Indian freedom fighter. He was born in Punjab in 1883. Many of his family members were British loyalists and they disowned him after he was expelled from college for getting involved in political activities. He was supported by his elder brother and some nationalist activists when he went to England. Dhingra came in contact with well-known Indian political activists like Vinayak Damodar Savarkar and Shyamji Krishnavarma, who were impressed by Dhingra's devotion to his country. They drew his attention to the freedom struggle. It is believed that Savarkar gave Dhingra arms training as well as membership to the secret society, the Abhinav Bharat Mandal. He was also a member of India House, the base for Indian student political activity. During this period, the execution of freedom fighters in India caused outrage amongst Savarkar, Dhingra and other student activists. Historians say that this triggered off their decision to find a way to settle scores with the British. Dhingra went on to assassinate a British official, Sir William Hutt Curzon Wylie on the evening of July 1, 1909. This was hailed as one of the first acts of revolution in the Indian independence movement in the 20th century. During his trial, he stated that he did not regret the killing of Curzon Wylie as he had played his part in freeing India from the clutches of the tyrannical British rule. He was sentenced to death and his last words, before his death at the gallows, on August 17, 1909 were, "My only prayer to God is that I may be re-born of the same mother and I may re-die for the same sacred cause till the cause is successful." Madan Lal Dhingra is said to have been an inspiration to Bhagat Singh and Chandrashekhar Azad.



... & indulge in celebration.

... who made it possible

... their admiration,

... and high & mighty,

... in our inspiration

an INDIAN!

Hind

**Padmavatibai Burli:** She was the wife of freedom fighter, Bindacharya Burli. For Bindacharya, the cause of the nation was always above his domestic obligations. Padmavatibai stood by her husband and also led a silent agitation herself by feeding the tired and hungry freedom fighters, especially those in hiding. She did this despite the fact that they didn't know where their own next meal would come from. Once she was caught serving food to Shakuntala Dabade and Shantabai Karmarkar, who were on a satyagraha. The three of them were arrested and sentenced to three months' imprisonment. She is one of the many women who've been lost in the pages of history, but whose contribution to India's freedom struggle is no less commendable.

**Maaveeran Dheeran Chinnamalai:** He was born as Theerthagiri Gounder on April 17, 1756 was a Kongu chieftain from Tamil Nadu. He rose up in revolt against the British East India Company in the Kongu Nadu, Southern India. He had a Kongu army under him consisting of almost one thousand men. They underwent French Military training in modern warfare alongside Tipu Sultan's Mysore forces to fight against the British East India Company. They assisted Tipu Sultan in many battles against the British and were instrumental in many victories. After Tipu's death, Chinnamalai settled down at Odanilai in Kongu Nadu and constructed a fort there. He managed his kingdom independently without giving in to the demands of the British East India Company even though most of his contemporaries had sided with the British. He vanquished all the infiltrators sent out time and again by the British into his Kingdom. He defeated the British in battles at Cauvery in 1801, Odanilai in 1802 and Arachalur in 1804. Chinnamalai also engaged in guerrilla warfare while he was stationed at Karumalai in the Palani region. All of his conquests angered the British and they were continuously on a lookout to capture him. He was finally arrested by the British and was asked to accept the British rule over his kingdom and pay them taxes. They also offered him amnesty on the condition that he would accept all their terms and apologize to them. Chinnamalai refused to bow down to their wishes and accepted death at the

gallows on July 31, 1805. His role in India's freedom struggle is worthy of respect and admiration.

**Captain Lakshmi Swaminathan Sahgal:** Captain Lakshmi Swaminathan Sahgal, also known as Captain Lakshmi was born on October 24, 1914. She was a doctor by profession but became an activist of the Indian independence movement. She served her country both in the military as well as with her medical skills. She attended to the prisoners of war injured in the battles. She became the commander of the Rani of Jhansi Regiment, the Women's Wing of the Indian National Army founded by Subhash Chandra Bose. This women's army unit was the first of its kind in Asia. They fought on the side of the Axis powers against the British. Captain Lakshmi was a member of the INA that fought and defeated the British Army at Rangoon in Burma. Later, she was also a minister in Bose's Azad Hind Government. She played an active role in the India Independence League and contributed greatly to the freedom movement in India. Captain Lakshmi was captured on March 4, 1946 but was later released. She also became involved in politics in independent India. She was awarded the Padma Vibhushan by the President of India, in 1998. She is truly another remarkable woman who played an important role in India's fight for Independence.

### QUIZ TIME 3

Take 2 apples from 3 apples. What do you have?

- a) 2
- b) 1
- c) 3
- d) none



## India through the world's eyes...

*Here's a look at what scholars, historians and authors, from around the world, have to say about India.*

"If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has most deeply pondered on the greatest problems of life, and has found solutions, I should point to India" - *Max Mueller, German Scholar*

"So far as I am able to judge, nothing has been left undone, either by man or nature, to make India the most extraordinary country that the sun visits on his rounds. Nothing seems to have been forgotten, nothing overlooked." - *Mark Twain, American Author*

"In the great books of India, an empire spoke to us, nothing small or unworthy, but large, serene, consistent, the voice of an old intelligence, which in another age and climate had pondered and thus disposed of the questions that exercise us" - *R.W. Emerson, American Author*

"The Sanskrit language, whatever be its antiquity is of wonderful structure, more perfect than the Greek, more copious than the Latin and more exquisitely refined than either." - *Sir William Jones, British Orientalist*

"India will teach us the tolerance and gentleness of a mature mind, understanding spirit and unifying love for all human beings." - *Will Durant, American Historian*

## India on Screen & in Print



Here are a few books and movies that will inspire and enlighten you this Independence Day. While some are about India and her freedom fighters, others are set in the post Independence era and bubble with patriotic fervor.

### Movies :

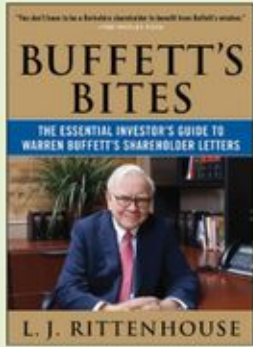
- Shaheed (1948) - Ramesh Sehgal • Mother India (1957) - Mehboob Khan. ( This movie was nominated in the "Best Foreign Film" category of the Oscars )
- Border (1997) - J. P. Dutta • Lagaan (2001) - Ashutosh Gowariker • The Legend of Bhagat Singh (2002) - Rajkumar Santoshi • Swades (2004) - Ashutosh Gowariker
- Lakshya (2004) - Farhan Akhtar • Mangal Pandey: The Rising (2005) - Ketan Mehta • Rang De Basanti (2006) - Rakeysh Omprakash Mehra

### Books:

- "Discovery of India" by Jawaharlal Nehru • "Freedom at Midnight" by Larry Collins and Dominique Lapierre • "A two volume history of India" by Romila Thapar and Percival Spear • "History of the freedom movement in India" by R C Majumdar • "Civil Disobedience Movements in India & India's Case for Freedom" by C. V. H. Rao • "India after Gandhi" by Ramachandra Guha • "The Burdens of Democracy" by Pratap Bhanu Mehta. • "The Devil's Wind" by Manohar Malgaonkar
- "India Unbound" by Gurucharan Das. • And of course, "The Best of R K Laxman" by R. K. Laxman. Need one say more!!!



When anybody talks about investment tips, the first name that springs to mind is 'Warren Buffett'. In the new path breaking book 'Buffett's Bites' by L.J. Rittenhouse, the author takes us on a journey of this visionary's letters to the shareholders. This book has a collection of 25 tantalizing nuggets of wisdom from the letters that this great living legend wrote to his share-



holders. These bites afford an inside look into Buffett's unconventional ways that have created Berkshire Hathaway's unrivaled success. Millions of people worldwide download Warren Buffett's shareholder letters searching for tips by this world's greatest investor. But many of them miss out on the crux of these letters and his principles. This book is definitive guide to each of them.

Using these very principles Buffett turned Berkshire Hathaway, a struggling textile manufacturer, into one of the most respected companies in the world. This book highlights what the pundits aren't telling you and what you can learn about creating long lasting wealth. Do grab a copy soon.

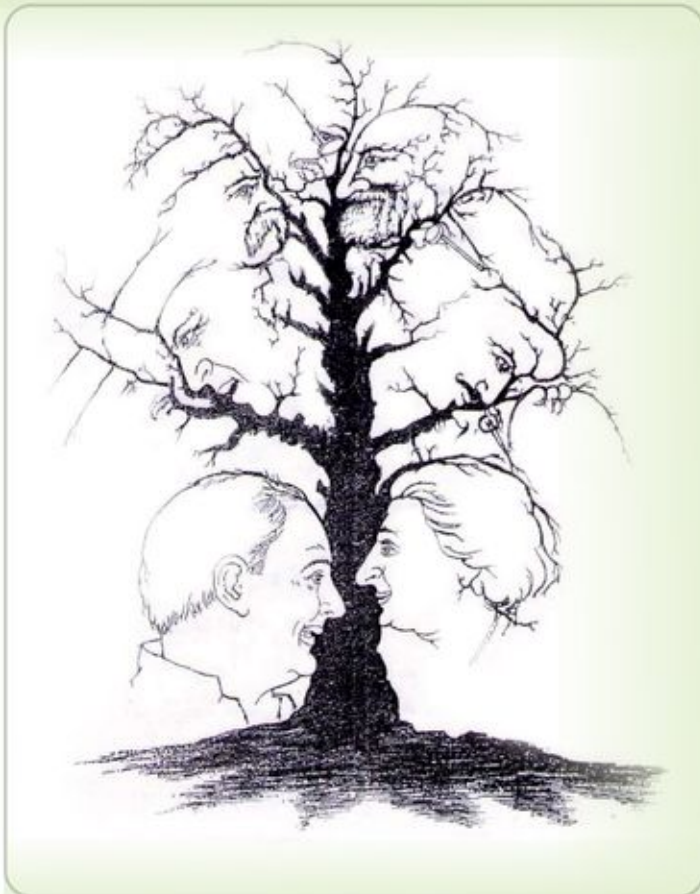
Happy reading!!

- Vishwanath Ghanekar



## Book Review

Title	:	Buffett's Bites
Author	:	L. J. Rittenhouse
Price	:	Rs. 250/-



## National Leaders Tree

Here's a unique piece of art that will certainly tickle your brain. How well do you know your country's leaders? See if you can identify ten national leaders within this tree. Send in your answers to [feiduniya@feicargo.net](mailto:feiduniya@feicargo.net)

### QUIZ TIME 4

A man wanted to enter an exclusive club but did not know the password that was required. He waited by the door and listened. A club member knocked on the door and the doorman said, "twelve." The member replied, "six" and was let in. A second member came to the door and the doorman said, "six." The member replied, "three" and was let in. The man thought he had heard enough and walked up to the door. The doorman said "ten" and the man replied, "five." But he was not let in. What should have he said?

- a) 6
- b) 3
- c) 9
- d) 2

## Answer's to last month's Quiz Time

1. 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?

Ans. 01 hour. It is a wind up alarm clock which cannot discriminate between a.m. and p.m.

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

Ans. 70. Dividing by half is the same as multiplying by 2.



## Logistics News

- Gujarat ports brace to handle **40% of the nation's cargo**. The state government, through its regulatory board, Gujarat Maritime Board (GMB), proposes to double port capacity in the state in a few years, to increase its share in the country's cargo handled from the current 33% to over 40%. The state has 41 non-major ports and currently handles 205 million tonnes of cargo annually. This would increase to over **500 million tonnes** in two to three years.
- An **international deepwater multipurpose seaport** is going to be set up at **Vizhinjam**. It aims to be a multipurpose hub gateway and transshipment of container handling, bulk cargo and cruise operations. The Government of Kerala is dedicated to this project and has committed to arrange funding for base infrastructure. The project will be implemented through partnership with leading operators, by its nodal agency, Vizhinjam International Seaport Limited.
- Tuticorin port has handled a **record single day cargo traffic of 1,20,953 tonnes on June 26**. The major cargoes that contributed to the achievement are industrial coal, coal for Tuticorin Thermal Power Station and containerised cargoes.
- **Kolkata Port Trust will set up two container terminals** ~ one at Diamond Harbour and another at Shalukhali, Haldia port (II) to increase the business of both the ports. Railway connectivity will also be set up with the two container terminals.
- **India and Poland signed a shipping agreement replacing the one signed in 1956**. Under the new agreement a scheduled shipping service will operate between the two countries. It is proposed to have twelve sailings each per year. The two governments have undertaken to give to the ship, crew and cargoes of either country the same treatment as it gives to the most favored countries.
- **Container traffic at major ports in India for the first quarter of fiscal 2010-11 increased by an impressive 17 pc** over the same period last year, according to the latest traffic data released by the Indian Ports Association Total throughput for the April-June period.
- **JNPT**, one of the most modern ports in the country, has added a feather to its cap by getting the prestigious **ISO 27001:2005 certification**.
- The countdown to the opening of **India's first dedicated international container transshipment terminal (ICTT) at Vallarpadam** has begun with the arrival of four state-of-the-art post-Panamax ship-to-shore cranes.
- As per a notification issued by the International Air Transport Association (IATA), **the amended Air Waybill (AWB) Conditions of Contract (Resolution 600b)**, that **harmonizes the application of the Montreal Convention liability limit for the transportation of air cargo across all routes worldwide**, has become effective from July 1 after receiving the necessary regulatory approval.
- The Customs is in the process of granting **approval for international traffic of air cargo from Lohegaon airport in Pune**.

***The much-awaited symbol for the rupee is here. The Cabinet has selected the one which is an amalgamation of the Devanagiri 'Ra' and the Roman 'R' without the stem.***

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

Name	Branch	Date
Thomas Varghese	Bangalore	01-Aug
Essakkiappan P.	Tuticorin	04-Aug
Mansi Jani	Ahmedabad	05-Aug
Ashok Jha	Mumbai	06-Aug
<b>Avinash Golhar</b>	<b>Mumbai</b>	<b>08-Aug</b>
Deepak Chirke	Mumbai	09-Aug
Prasad Joshi	Satara	10-Aug
Roma Gianani	Ahmedabad	12-Aug
Mayuresh Mekde	Mumbai	16-Aug
Hemal Joshi	Pune	16-Aug
Atul Kane	Mumbai	18-Aug
Sham Talashilkar	Mumbai	19-Aug
Vinod Pal	Delhi	20-Aug
Avneesh Rai	Mumbai	20-Aug
Abhijeet Hinge	Pune	25-Aug



## Anniversaries

Name	Branch	Date
T. Ananda Narayanan	Tirupur	26-Aug

## Birthday boy



Our Birthday Boy of the month joined the FEI family in Mumbai more than a decade ago. **Mr. Avinash Golhar** certainly lives up to his name which means 'indestructible' as he never buckles under pressure.

He is a team player; a fact his colleagues will readily

concur. His steely grit shines through as he carries out his tasks with the shipping and transport companies. Avinash manages to leave his distinct mark on everything he does. He is constantly motivating himself to achieve the best. FEI Duniya wishes him lots of happiness and a successful year ahead. You may reach him with your best wishes at 09867498159

Ms. Smita Pillai of our Mumbai branch represented FEI at the Confederation of Indian Industry meeting on 6th July 2010.

## Direct Dil Se..

Issue 2, July 2010 of FEI was very heart touching. Many best wishes to all family members of FEI.

CG CHAVAN

## New Members

Name	Branch
Nikhil Oswal	Pune
Bharatsinh Zala	Ahmedabad
P. Mohankumar	Chennai
Bansi Gandhi	Mumbai
Abhijeet Hinge	Pune
Rahul Das	Pune
Amiteshsingh Thakur	Pune
Sreejith V S	Cochin
D. Chandrasekaran	Chennai

'Devotional Harmony' Anup Jalota's virtual club has opened its doors to all his die-hard fans across the world. Some lucky members will soon receive a surprise invitation to one of his live concerts! Register free

[www.devotionalharmony.com](http://www.devotionalharmony.com)

***Freedom is the right to choose what you do, where you do and how you do. However, this autonomy comes with a built-in firewall. Moral and legal values determine the extent of liberty you should (or should not) take. Do enjoy your freedom, as long as it does not put your, or someone else's life at stake.***

***Drunken driving today is one of the major issues we are facing, especially from the youth. With the following poem we received by e-mail, we implore you, to never mix drinking with driving . . .***

I went to a party Mom, I remembered what you said.  
You told me not to drink, Mom, So I drank soda instead.

I really felt proud inside, Mom, The way you said I would.  
I didn't drink and drive, Mom, Even though the others said I should.

As I got into my car, Mom, I knew I'd get home in one piece.  
Because of the way you raised me, So responsible and sweet.

I started to drive away, Mom, But as I pulled out into the road,  
The other car didn't see me, Mom, And hit me like a load.

As I lay there on the pavement, Mom, I hear the policeman say,  
"The other guy is drunk," Mom, And now I'm the one who will pay.

I'm lying here dying, Mom.....I wish you'd get here soon.  
How could this happen to me, Mom? My life just burst like a balloon.

There is blood all around me, Mom, And most of it is mine.  
I hear the medic say, Mom, I'll die in a short time.

I just wanted to tell you, Mom, I swear I didn't drink.  
It was the others, Mom. The others didn't think.

He was probably at the same party as I.  
The only difference is, he drank  
And I will die.

The guy who hit me is walking, Mom, And I don't think it's fair.  
I'm lying here dying, And all he can do is stare.

Tell my brother not to cry, Mom. Tell Daddy to be brave.  
And when I go to heaven, Mom, Put "Daddy's Girl" on my grave.

Someone should have told him, Mom, Not to drink and drive.  
If only they had told him, Mom, I would still be alive.

I have one last question, Mom, Before I say good bye.  
I didn't drink and drive, So why am I the one to die?

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