



FEI DUNIYA



Casts a spell this October

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CEO Speak

Dear Friends

Some relations are silent and unseen like the Extra Sensory Perception (ESP) which involves reception of information not gained through the recognized physical senses, but sensed with the mind. My relationship with Gopinath Muthukad, one of the world's most acclaimed magicians, is founded at that level - sometimes referred to as the 'sixth sense'.

To quote Woodrow Wilson, "We grow great by dreams. All men are dreamers. They see things in the soft haze of a spring day or in the red fire of a long winter's evening. Some of us let these great dreams die, but others nourish and protect them, nurse them through bad days till they bring them to the sunshine and light which come always to those who sincerely hope that their dreams will come true."

Not wishing to get into a long Q&A session, I would like to reiterate that my wife Shailaja was a great dreamer, and so am I. My friend Gopinath Muthukad is a dreamer. Woodrow Wilson, who I have quoted, was America's erstwhile President and leader of the progressive era. He was a dreamer. And I would like to see my son Abhijeet grow as a dreamer. My dear readers, I want each one of you to dream – dream really big. Come, experience the world of dreams. I assure you, there's no better **magic** on earth. Gopinath Muthukad will endorse this without waving a wand!

Regards

Pratap Nair



Junior Speak

Dear Friends

I still attend the **magic** school and I look forward to doing my masters in **magic**. No, I don't take the Hogwart's Express because my 'Professor Dumbledore' is right at home, always beside me.

Yes friends, I am talking about Pratap Nair – the head of my family and of the FEI family. I was always in awe of his friendly nature – how well he could get along with his employees, customers and friends. Even as I took my first steps into the professional world, I started discovering the simple trick of his trade: 'Relationship.' I could sense the great camaraderie between him and the people he knew; the people he communicated with; the people who inspired him, and of course, the people who loved him. FEI Duniya is built on that relationship.

Recently, I have been traveling with him a lot. This has given me an opportunity to discover his **magic** with our international partners. They all treat him like a brother and are willing to stand beside him in all situations. Back home I can name Mr. Anup Jalota and Mr. Gopinath Muthukad, from several of his great friends who will go out of their way to help him whenever required.

I feel proud of them all - they have taken care of us and supported us during our worst time when my mom passed away. I will always remain grateful to them. The one important part of FEI's success is the **magic** called relationship. I don't think I can ever be associated with any other **magic**. Not with the great magician by my side. I promise to continue in his footsteps and wave the wand to preserve the aura he has so well conjured.

Regards

Abhijeet

World of Magic

Magic has different definitions. It holds different meaning for different people. For those who believe in the **paranormal**, it refers to the manipulation of events, people, and objects through supernatural means to create a desired outcome. This type of **magic** may involve spells, rituals, charms, and other tools to alter the practitioner's environment.

Magic also refers to **tricks, sleight of hand or illusions** which make it seem like things are appearing and disappearing. It is a discipline in which people learn to physically manipulate their environment to create illusions. This practice of **magic** does not involve supernatural forces but requires focused work and years of study to be successful.



Magic: Over the years . . .

Paranormal Magic has an ancient history. The concept of **magic** has been present in human history for thousands of years. Many cultures had their own versions of doctors, witches, wizards, etc. It was believed that magicians or sorcerers were able to gain control over natural forces or their surroundings, using supernatural powers. It also gave cause for people to fear them.

Most tribes across all countries have their own beliefs concerning **magic**. Kings had magicians working in their courts. In many customs **magic** was aligned with religious practices. In India, the Vedas discuss both white and black **magic**. The Atharva Veda deals with mantras that can be used for both good and evil. Thus, historians claim that **magic** is as old as man and was practiced by people for different reasons.

THE HISTORY OF MAGIC



Magic as a performing art dates back to the 17th century and was employed as a means to frighten the gullible public. It was only around the 18th century that the profession of a magician/illusionist gained fame. In 1584, Reginald Scot published *The Discoverie of Witchcraft* and it exposed how apparently miraculous tricks were actually performed. The book is often considered the first textbook about conjuring. Some of the earlier magicians were Jean Eugène Robert-Houdin, J. N. Maskelyne, Alexander Herrmann, etc. In India, magicians like K. Lal, P.C. Sorcar,

Professor K. Bhagyanath, etc are some of the forerunners. Famous tricks like the Great Indian Rope Trick are also a part of India's magical history.

Types of Magic

Magicians can perform seemingly impossible feats. These feats are called **magic** tricks, effects or illusions. There are amazing illusions or effects that a magician can create, a few of which are given below:

Street Magic has been performed all over the world for years. In India, the magicians are seen blowing a flute, while a snake rises and dances in the air and then turns into a rope. Some magicians have perfected the "**art of magic**" with feats of levitation and escapes, while others amaze with sleight-of-hand tricks and the Illusion of floating objects. David Blaine and Criss Angel are two such magicians.

Escape: The magician is placed in a restraining device like handcuffs or a straitjacket or a death trap, and he manages to escape safely.

Crystal Ball Gazing: Crystal balls are popular props used in mentalism acts by stage magicians. The performer/ magician answers audience questions by using various tricks. These are called crystal gazing (C.G) acts. One of the most famous C. G. performers of the 20th century, Claude Alexander, was known as "Alexander the Crystal Seer."

Hypnosis (on stage): Stage hypnotists are performers who employ a variety of sleight-of-hand strategies to mislead their audience to create a dramatic effect. In some forms of stage hypnosis, the performer prepares a few members of the audience well in advance just to make it appear to the others that they have been hypnotized.

Sleight of hand: The magician uses a set of techniques used by a magician to manipulate objects such as cards and coins secretly.

Production: The magician produces something out of thin air like a rabbit from an empty hat, a shower of coins from an empty bucket, or the magician appearing in a puff of smoke on an empty stage.

Vanish: The magician makes something disappear—a coin, a cage of doves, milk from a newspaper, an assistant from a cabinet, or even the Statue of Liberty or the Taj Mahal. Vanish, being the reverse of a production, may use a similar technique, in reverse.

Restoration: The magician destroys an object and then restores it back to its original state. A newspaper is torn, a woman is sawn in half, a borrowed watch is smashed to pieces, then they are all restored to their original state.

Levitation: The magician defies gravity; either by making objects float in the air, or making an assistant float in mid-air. The magician may also create the illusion that he or she is floating in mid-air.



“Double, double toil and trouble, fire burn, and cauldron bubble.”

Spells, chants, potions, incantations... Two words for all this: paranormal **magic**... the way of altering or controlling nature or one's surroundings through supernatural means. A few forms of paranormal **magic** are given below.

Black Magic is the belief or practice of using powers to cause others harm. It is alleged that spells, potions, etc are used in a ritualistic setting.

Witchcraft is the use of supernatural or magical powers usually to cause harm or damage to members of a community or their property. In some cultures, it is distinguished between bad witchcraft and good witchcraft. Good witchcraft is where one uses their knowledge of the magical arts to heal or bless someone.

Wicca is a pagan religion and a modern form of witchcraft. People practicing this form are known as Wiccans. They worship a Goddess and a God, who are traditionally viewed as the Triple Goddess and Horned God. It is a cult form that involves rituals and ceremonial forms of **magic**.

Voodoo is a West African word which means 'spirit'. Voodoo is, in fact, one of the world's most ancient religions. The basis of the religion came from Africa, but the Voodoo as we now know it, was structured in Haiti. The basic philosophy of the religion is that everything in the universe is connected. Voodoo ceremonies involve prayers, dancing and rituals.



Magic of September's quiz revealed !

1. There are sixty cups on a table. If one falls down, then how many remain?

Ans. a) 5

On being verbally asked, you will think that the answer is 59! But read or 'hear' the question once more and carefully! There are 'sixty cups' (six-tea-cups) on the table. So if one falls down then 5 tea cups will remain!

2. Complete the series. $9 = 4, 21 = 9, 22 = 9, 24 = 10, 8 = 5, 7 = 5, 99 = 10, 100 = 7, 16 = ?$

Ans. b) 7

The number of letters in the spelling of 16 (sixteen) is 7

Quiz No. 1

If there is a Yellow house on a Bluebird lane, a Green house on a Orange street, a Pink house on Kitten Road, a Black house on Whitehorse pike and a Purple house on Firebird hill, where's the White house?

Send in your quiz answers to 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.

Jadoo

The **Great Indian Rope trick** is said to have been performed in and around India in the 1800s. Sometimes described as "the world's greatest illusion", it involved a magician, a length of rope, and one or more assistants. Though this trick has undergone changes and variation, the basic idea continues to remain the same. The magician would hurl a rope into the air. The rope would stand erect. His assistant would climb the rope and then descend. This trick is still considered the greatest Indian **magic** trick and is immensely popular worldwide.

The **cups and balls** is a classic **magic** trick with countless adaptations. This was performed by Roman conjurers more than two thousand years ago. The most common and widely performed version of this trick uses three cups and three small balls. The magician makes the balls pass through the solid bottoms of the cups, jump from cup to cup, disappear from the cup and appear in other places, etc. Mastering this trick is considered a litmus test for a good magician.



Sawing a woman into half is a **magic** trick/illusion in which a person (generally a female assistant) is divided into two or more parts by a magician. There are



many variations of the sawing illusion but the basic idea is the same: an illusion that a blade / saw is passing through the assistant's body.

The **flying illusion** is considered to be one of the most difficult, most wanted but also most dangerous illusions of all. Peter Marvey, a world leader in magical flying created seven different flying systems so far to achieve this wonderful illusion. In addition, he created the legendary Flying Coach, Levitating Spectators, Haunted Balloon Basket, Flying Screen and other levitations.

Dreams: Wings for a universal man

I used to see dreams

Know, dear doctor, that is my disease

On one occasion I had written about the ability of human beings to overcome their woes of life through the power of dreams.

In the summer, about the winter;

About the full-moon, during the moonless nights;

In the tranquil, of the music;

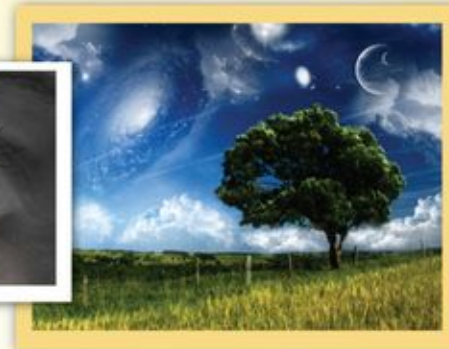
In the hunger, about the Onam feast;

About a core of kindness inside a rock,

We dream!

Dreams lead us to infinite destinations!

Dreams ornate our walking sticks and we continue our voyages . . .



The role of dreams in defending ourselves against the adversities of life is not mere poetic imagination; rather, psychology has proved it true. Plants dream of flowers. Fruits are realization of these dreams. In a way, we are led by the forces of dreams and expectations. Our strength to transform dreams into reality changes our lives positively. Fresh hope keeps us ever optimistic and helps us overcome debacles in life. The Charles Dickens' character, Micawber, holds on to the hope of 'a better tomorrow', even as he deals with moneylenders at his doorstep. Without the hope of a good future, one's will to live would come crashing down. Dreams inspire us to live. A country and its citizens should possess dreams. In their sacrifice for their Motherland, our freedom fighters got their strength and inspiration from nothing but their dreams about our Nation's future. An independent nation cannot exist without a dream – a dream of holding one's head high and standing shoulder to shoulder with other nations. Such dreams usher in a new dawn of development. India always cherishes the dream of standing equal to other nations. At the same time, She respects and supports nations that share the same dream. Our ultimate aim is to create a Universal Man. For India, it is not a new dream. Our history is a long journey towards the realization of that very dream.

[As quoted on the occasion of Magician Muthukad's Wings of Illusion, a magic show based on Wings of Fire, Dr. A.P.J. Abdul Kalam's autobiography.]

~ Padmashree Professor O.N.V. Kurup, Patron, Magic Academy

Setting a Noble Aim

Mahatma Gandhi's finding that India lives in villages, continues to be a guiding principle for our development endeavors. Even as the governments change, we find this principle unchanged during planning and policy making. Villages should be self-reliant and this can be achieved through formulating and executing developmental initiatives feasible for the local environs. One of the best things that any Nation can have is foresighted rulers. The mighty weapon power of the colonialists was forced to surrender to the non-violent determination of our valiant freedom fighters led by Mahatma Gandhi. I consider Dr. A.P.J. Abdul Kalam as one of the contemporary links to this legion of national luminaries. Dr. Kalam's hands, while shaping rockets and missiles, took ample care to sustain kindness and compassion for humanity. Thanks to such truly humanitarian visionaries, our achievements in the defence sector have never been a cause for concern among peace lovers. Voyages sans an aim would not be constructive for individuals, institutions and countries. Being a propagator of the power, Dr. Kalam has set a clear goal for all Indians in the form of 'Vision 2020'. His dream is people's action in all areas to establish an egalitarian nation with ten dazzling qualities. In the minds of multitudes of Indians, he has ignited a bright and realistic dream of building a bold nation within a span of a decade and more. The shining ideals of Vision 2020 should reflect in our deeds and provide light in our lives.

~ A K Antony, Minister of Defence, India

Renowned magician Gopinath Muthukad hails from Nilambur, Kerala. He made his debut in the world of **magic** at the young age of 10. He graduated in Mathematics from N.S.S. College, Manjeri but he chose to follow his passion for **magic** and has now completed three magical decades. His motto has always been 'Magic with a Mission' as he uses **magic** to spread virtuous messages to society, thereby becoming a role model for his contemporaries. This has also earned him the unique title: 'Man of **Magic**'. His way of celebrating the 30th anniversary of his **magical** career was to involve himself in even more philanthropic activities, a quality that makes him even more endearing. He is always willing to pass on his knowledge on the subject of **magic** to deserving candidates. In an effort to popularize the age-old art of **magic**, Muthukad established a **Magic Academy** in Thiruvananthapuram in 1996. This academy is the first of its kind in Asia that follows scientific and systematic methods in teaching the art of **magic**. He has earned the admiration of national leaders of India, including the (ex) President Dr. A.P.J. Abdul Kalam and the Prime Minister Dr. Manmohan Singh. Thanks to his new magical entertainment, 'Muthukad's World of **Magic**', he has become an entertainer of global repute. His innovation and showmanship have made him an icon of imaginative **magic**.

Muthukad has a plethora of awards to his credit. Some of the prominent ones being, the first Sangeetha Nataka Academy Award for **Magic** from Kerala Government in 1995, International **Magic Star Award** from Monte Carlo, France 1999, Prathibha Pranaam honour from Kerala Government 2001, Rotary Vocational Excellence Award 2002-2003, Entry into the LIMCA Book of Records 2003, Humanity Service Award from Anti Smoking Society, Doha, Qatar 2004, Lions Excellence Award 2005, IMA State Award for contributions in the health sector 2006 and Icon of Illusions Award by the Press Club of Nagercoil 2007. In keeping with his motto 'Magic with A Mission', Muthukad has traveled all over the country with his message of peace, love and unity. He has undertaken three national voyages, Vismaya Bharatha Yathra (15th Aug. to 31st Oct. 2002), Gandhi Mantra (2nd Oct. to 26th Jan. 2005) and Vismay Swaraj Yatra (2nd Oct. to 30th Nov. 2007).

The Vismay Bharat Yatra was to foster a sense of national integration and communal harmony from Kanyakumari to Kashmir.

The second journey, **Gandhi Mantra** was to bring seven prominent messages of Mahatma Gandhi to the masses. These include truth, peace, non-violence, abstinence from alcohol, communal harmony, self-purification and women literacy which Muthukad conveyed through the language of magic. Besides India, Gandhi's message was also taken to countries like UK, France, U.A.E., Qatar, Oman, Nepal, Sri Lanka and Maldives.

Muthulad also successfully undertook the **Vismay Swaraj Yatra**, a journey from Kashmir to Kanyakumari with **magic** shows in honour of India's freedom fighters and to relive the stories of India's freedom struggle from 1857 to 1947 and the teachings of the freedom fighters/martyrs like Bhagat Singh, Mangal Pandey, Tantia Tope and Birsa Munda. This Yatra was supported by Nehru Yuva Kendra Sangathan and the Ministry of Defence.

On 5th November 2007, Muthukad and his team set a world record by performing the Indo-China friendship **magic** show at Nathu La, a historic trade corridor 14400 feet atop Sikkim in the Himalayas. The **magic** team set this record after battling low pressure, deficient Oxygen and minus temperatures. A major attraction is his stage magical extravaganza titled, Muthukad's World of Illusions. It is said to be an Indian **magic** show with international dimension. It is a blend of **magic**, music, dance, drama and cinema. Muthukad manages to transform an ordinary presentation into an extraordinary affair with his skill and grace.



Growing up, Magically !

As I stood outside my house in my native Nilambur, I witnessed a performance by a traveling street magician that left me awe-struck. I was barely six when I got allured to the world of **magic**. The one incident inspired me so much; I would make it a point to attend the annual temple festival where magicians, mainly in the guise of snake charmers conjured up unbelievable tricks.

After completing my degree in Mathematics, my father, an assiduous farmer, wanted me to pursue law in Bangalore. But the call of **magic** was irrefutable because by that time, I had already mastered some of the best magic. Nature took its own course and it was a curtain call for the law degree. This was a curtain raiser in my pursuit of **magic** as a profession.

Soon, I moved to Thiruvananthapuram in Kerala where my creativity in **magic** found a receptive audience. In the year 1996, the late Malayattoor Ramakrishnan gifted me the reigns of a **Magic Academy**. My thoughts went back to the street magicians who inspired me into the world of wonders. An open-to-sky stage without curtains or lights and sound – without modern equipment, and surrounded by the prying eyes of pedestrian audience . . . their ability to perform several acts was just so incredible!

In stark contrast, as an illusionist I have the liberty of keeping my audience at a specific distance away from the stage. My heart goes out to the gypsy magicians who are still at the mercy of the local police and authorities who will not grant them permission for their wayside performances. Their natural venues simply seem to have washed away by the tsunami of modern development.

The **Magic Academy** hosted the country's first festival of street **magic** in 2005 to support these immensely-talented artistes and help them regain their lost dignity. Appropriately titled, 'Mazma', it has given the Academy enough gratification. Every time it organizes an international fair of magicians, the Academy reserves a slot for India's traditional street magicians.

The magical essence of 'unity in diversity' is never unveiled till you travel incessantly across the majestically diverse topographies, cultures and customs of India. Our endeavors in **magic**, 'Vismay Bharat Yatra' for National Integration in 2002; 'Gandhi Mantra' based on the Mahatma's philosophies in 2005 and 'Vismay Swaraj Yatra' in 2007, based on the story of India's Independence were chapters in inestimable education.

As an artiste, I hate to live inside glass seals and atop towers of stardom. "For art to be art, it should soothe one's heart," said Bapuji. Whenever I see an aching heart, I try to soothe it, and the only tool I possess is **magic**.

Magic is one of the best forms of art that can provide a healing touch to suffering souls. In this direction, 'Mission India' is my humble but very sincere offering for Mother India.

Each travel is a sublime experience. I can proudly say that it was one train journey that gifted me with the friendship of Pratap Nair who decided to come out with this special edition on **Magic**. Thank you beloved Pratapettan - your esteemed publication is a shining prequel to my Mission India!

- Gopinath Muthukad

Mission India

Shailaja Nair Foundation (www.shailajanair.com) in association with Magic Academy, Kerala presents Magician Muthukad's **Mission India - Magic against Terrorism**, a 60-day journey from 2nd October to 30th November 2010



Magic Academy

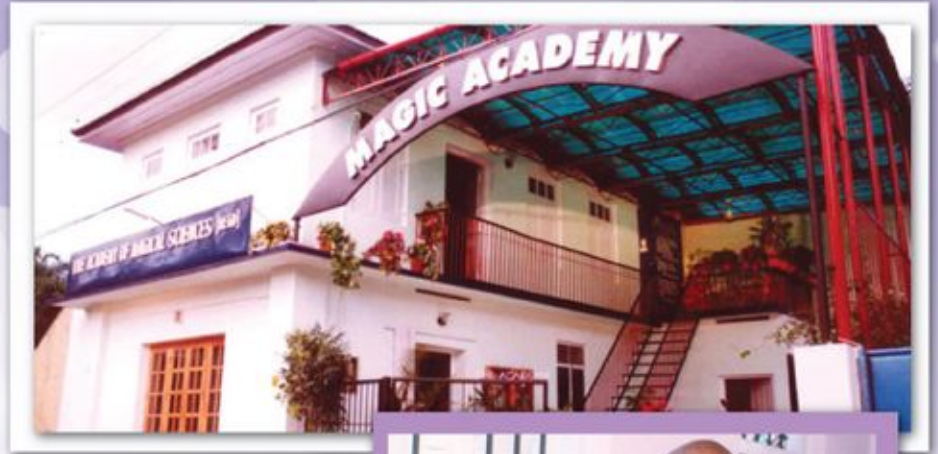
Muthukad is the founder of the **Magic Academy**, the 1st of its kind in Asia. This Academy was founded in 1996, in Thiruvananthapuram, Kerala. It was established for the promotion of **magic** and magicians in the country. The distinguished writer Malayattur Ramakrishnan has been a constant guide to the founding of this academy. Padmasree Professor. O.N.V. Kurup a celebrated Malayalam poet, is its current patron. The aim of the **Magic Academy** has been to promote and elevate **magic** as an exciting form of performing art.

Anyone truly interested in **magic** is welcome here. The Academy provides solutions for every problem pertaining to the art of **magic**. Their constant endeavor is to serve the society through the medium of **magic**. **Magic Academy** offers many courses in the art of **magic**, right from a beginner's course to a continuing education in the field.

The Academy boasts of a world-class stage and set, as well as a huge library that houses a collection of books on the art of **magic**. A few of the Academy's accomplishments are as follows:

They organize International festivals of **magic**. Vismayam, a series of **magic** conferences were organized in 1998, 2000, 2006 and 2008. Globally renowned magicians participate in such events.

The Academy organizes Street **magic** festivals for traditional Indian street magicians. The Academy is now in the process of building a center for the permanent rehabilitation of traditional street magicians in the country. **Magic Festivals** are held all over Kerala to raise funds for this very aim. The **Magic Academy**, in a pioneering move has brought all active magicians of the country under an accident insurance. The Academy has published a data bank of Indian magicians.



To know more about the Academy, please contact: Magic Academy, Poojappura, Thiruvananthapuram 695012, Kerala, INDIA
Tel: 0471 2358910 Fax: 0471 2355920. Email: magicacademyindia@gmail.com

Significant dates in the world of **magic** are celebrated in the Academy, like Houdini Day on 31st of October, Vazhakunnam Day on 9th of Feb., etc. Both senior as well as talented young magicians are given due recognition. The Academy plays a role in environmental conservation as well. Muthukad **Magics** has a vast array of magic equipments at their **Magic Shop** attached to the Academy. They boast of a collection of conjuring as well as close-up equipments.

The **Magic Academy** will host '**INDIAJaal**', the country's first national integration **magic** convention on 25, 26 of January 2011 in Thiruvananthapuram. This convention is committed to promoting national integration through various programmes. '**INDIAJaal**' comprises of six types of **magic** competitions, two lecture classes, dealers malls and some other exciting surprises as well as activities towards furthering national integration, patriotism and social amity.

For those who would like to get the registration form and terms and conditions by email, please write to magicforindia@gmail.com. Last date for accepting registration forms is 30th November 2010.

Magic Academy Research Centre (MARC), is a magical laboratory, the only centre of excellence in the art of **magic**. It is located in the government owned, KINFRA Film and Video Park [3] and is open to both magicians

as well as **magic** enthusiasts. This experimentation centre is Asia's first research centre in **magic**. MARC is home to heritage **magic** of India including Great Indian Rope Trick, Green Mango Trick, Cups and Balls, Indian Basket and several other unexposed street **magic** routines. The core values of this institution are integrity, creativity and professionalism to the fullest. One can be assured of prompt services, and durable and elegant products at MARC.

MARC's objective is to help native **magic** withstand any challenge. This is the only place where an aspiring magician can study technically updated and viable means of **magic**. It offers them a chance to hone their skills. MARC offers a Resident Course of Excellence for active magicians. They have quality illusion props to match the modern styles of **magical** entertainment.



A message for Humanity

Only when the last tree is cut and the last river is polluted and poisoned, humans will realize that they can't eat money!!

One cannot have a special on **magic** without mentioning a few greats from the world of **magic**. These magicians from India and abroad have won the hearts of millions worldwide- thanks to their skill and finesse in this art. Famous magicians include K. Lal, K. Lal Jr., P.C. Sorcar, P.C. Sorcar Jr., Gopinath Muthukad, Prof. K. Bhagyanath, Ganapati Chakraborty, Vazhakunnam Neelakandan Namboothiri, Suhani Shah, P.R. Akash, the Shankar family (Shankar's World of **Magic**), David Copperfield, Harry Houdini, Doug Henning, Penn and Teller, Criss Angel, Harry Blackstone Sr., David Blaine, Jean Eugène Robert-Houdin, Lance Burton,....the list is endless... Here we touch upon just a few of their lives and acts.

Famous Magicians



K. Lal : "If you examined his blood, you would find nothing but **magic** in it.", Raj Kapoor once said about K. Lal. K.Lal's full name is Kantilal Vora and he was born in Bagasra, a tiny village near Rajkot, in Gujarat. A turning point in his life was when he attended Ganapati Chakraborty's **magic** show in Kolkatta. Little did he know that this man would soon become his Guru. Ganapati took K .Lal under his wing and soon K. Lal began his career as a magician at the young age of 15. He and his troupe have toured around the globe and have thousands of shows to their credit. Their shows are famous for the latest technologies, illusions, props and costumes. Many awards and honors have been bestowed on this world-famous magician. K. Lal Jr. has also followed in his father's footsteps and has the distinct honour of being the first magician in Asia to introduce animals in his shows.

P.C. Sorcar: P.C. Sorcar or Protul Chandra Sorcar was born on February 23, 1913, in the town Tangail in Mymensing, which is now in Bangladesh.. He is known as the Father of Modern Indian **Magic**. He once said, "When asleep I breathe **Magic**; when awake I work **Magic**," He performed his famous show Indrajal for live audiences as well as on television. His acts included the Rope Trick, the Flying Carpet, the X-Ray Eyes, etc. All his acts were a combination of modern science and well designed art. He is also the author of many books on the topic of **magic**. P. C. Sorcar, Jr. whose full name is Prodip Chandra Sorcar is considered the most prominent magician in India today. He is famous for his 'vanishing' acts. He made the Taj Mahal, the Amritsar Express and the Victoria Museum disappear. He is the recipient of the Merlin Award in **Magic**. Maneka Sorcar, daughter of P.C. Sorcar Jr. has taken the family's legacy forward and is ranked amongst the top women magicians of the world.



Her shows are well scripted and have carefully hand-picked **magic** tricks and illusions to cater to a large audience.

Suhani Shah made her debut in the world of **magic** at the young age of seven. Her acts include illusions, dance, drama, music and lighting. She currently has 12 years of experience in this field and has more than 5000 shows to her credit in India and abroad. She is skilled as a Magician, Speaker, Hypnotist & Psycho-Counselor. She is the only magician to drive any car blindfolded. She always propagates the idea that the magic is based on science, so as to get rid of superstitions regarding this art.

Vazhakunnam Neelakandan Namboothiri (February 8, 1903 - February 9, 1983) is known as the Grand Father of Kerala's **Magic**. His acts were an epitome of simplicity without an elaborate stage & costumes. But he still managed to enthrall his audience

He was famous for Kayyothukkam but he also performed tricks like 'cups and balls', technology-oriented tricks like the bullet trick and his disappearing act. After 1940, he started holding stage shows with a troupe and his acts included dance and comedy. He was a true Gandhian and would always open his shows with a prayer and a Gandhi Stuti.

Harry Houdini is probably one of the most famous magicians of them all. His birth name is Erik Weisz and he was born in Hungary, on March 24, 1874. He is an escapologist well known for escaping chains, ropes, handcuffs and straitjackets. He has performed three variations of the Buried Alive stunt, where he had to escape from a casket. He was also a stunt performer and a film producer. Harry Houdini received a star on the famous Hollywood Walk of Fame after his death.

David Copperfield, born on September 16, 1956 is a renowned American illusionist. His acts are a combination of story-telling and illusion. He is most famous for making the Statue of Liberty disappear, levitating over the Grand Canyon, and walking through the Great Wall of China. He is credited with being the first living magician to have a star on the famous Hollywood Walk of Fame. Forbes magazine in 2006 declared him, the most commercially successful magician in history. He holds 11 Guinness World Records and has many more awards to his credit.

Jean Eugène Robert-Houdin : (December 7, 1805 – June 13, 1871) was a French magician, widely considered the father of the modern style of conjuring. He is the inspiration behind Harry Houdini's decision to become a magician. Robert-Houdin is often credited as being "the father of modern magic." He was one of the first magician to perform for the public in theaters, as opposed to at country fairs, on street marketplace. He continued to contribute and enhance predecessors. He gained fame for his innovative tricks and illusions which included the light and heavy chest, second sight, etc.

David Blaine born on April 4, 1973 is an American illusionist and endurance artist. He is best known for his high-profile feats of endurance namely Buried Alive, Vertigo, Drowned Alive , etc. He is famous as a performer of street and close-up magic and has appeared on various TV shows. He has set and broken several world records. Blaine has lived in a

transparent case suspended 30 feet in the air on the south bank of the River Thames for 44 days without any food or sleep. The above is just one example of his various Herculean feats. Blaine has been referred to as a modern day Houdini.

For more information on magicians in India and abroad, please visit the websites:

www.magiciansindia.org

www.magician-directory.com



Magic on screen



Here are some TV shows, books & movies that will take you on a magical ride.

TV Shows

- **Magic Secrets Revealed** on AXN • India's **Magic Star** on Star One
- **Criss Angel Mindfreak** on AXN • **Bewitched** • **I Dream of Jeanie**
- **Aladdin** (you can watch these on You tube).

Movies

- **The Illusionist** • **The Prestige** • **Practical Magic** • **The Wizard of Gore**
- **The Wizard of Oz** • **Jaadu Tona** • **Chota Chetan** • **Ajooba** • **The Man From Beyond** • **Magicians** • **The Witches of Eastwick**

Books

- **Mandrake the Magician** by Lee Falk • **The Chronicles of Narnia** by C.S. Lewis. • **A Wizard of Earthsea** by Ursula K. Le Guin (Earthsea series) • **Mark Wilson's Complete Course in Magic** by Mark Wilson
- **Now You See It, Now You Don't Lessons in Sleight of Hand** by Bill Tarr
- **Magic for Dummies** by David Pogue • **History Of Magic** by P.C. Sorcar • **Aladdin (The Book of One Thousand and One Nights)**

Discover the magician in you!!!

Here are some easy to do tricks that you can perform and leave your friends and family impressed!!

• Pepper Trick

Effect: Magician has cup with pepper and water. Volunteer puts fingers in water trying to separate the pepper. This will not work. Magician puts fingers in water and the water and pepper separate.

Supplies: Water, Soap, Pepper, Cup

Secret: Put water in a cup, then add regular pepper. Before the show, rub soap on your fingers and then dip your fingers in the cup (this will separate the pepper).

• Find the Card

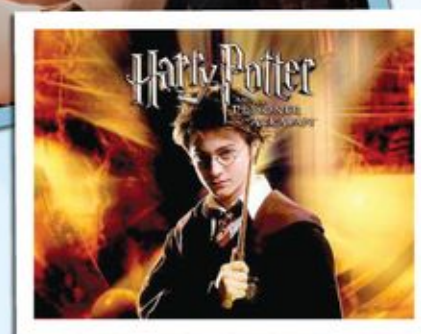
Supplies: Use a normal deck of 52 cards for this trick.

Trick and Secret: Before starting this trick, quickly see what the bottom card of the deck is. For example, let's say the card is an ace of spades. Fan the cards out and ask an audience member to pick one of the cards. Let them take it from the deck and memorize it. Place the deck face down on the table and tell the audience member to place his/her picked card on top and to cut the deck. Pick up the deck of cards and look for the ace of spades card that was originally on the bottom of the deck. The card immediately to its left will be the card that the audience member picked!



Potter Mania

When one says **Magic**, the first name that springs to mind today is....you guessed it....Harry Potter. Potter's fictitious world has captured the hearts of millions and every youngster wishes he/ she could be a part of Hogwarts. For the uninitiated, Hogwarts is the school of **magic** that Harry and his friends attend. The 7-book series revolve around teen wizard Potter and his friends and their fight against the evil wizard Voldemort, who killed Harry's parents. The Harry Potter series by J. K. Rowling and the movie adaptations are the most successful series today both in print as well as at the box office. Its got the cash registers of many ringing, a loud and clear testament to the fact that Harry Potter has taken the world by storm and is the latest craze in the world of **magic** and movies. Of course, it has not been bereft of controversy. Many people claim that the series promote black **magic** and witchcraft. But die hard fans always have a counter argument, that it shows the fight between good and evil wizards & always ends with good triumphing over evil. Whatever side of the argument you support, you'll have to admit that Potter and gang have cast a spell on everyone. This series is definitely worth a read as you can journey to a new **magical** land from the comfort of your home and get a welcome break from life's monotony. As a character from the Potter series says, "Happiness can be found, even in the darkest of times, if one only remembers to turn on the light."



Magic, Dil Se ...

Dear Mr. Nair

At the outset, I take this opportunity to heartily congratulate you and your devoted team behind the Monthly "FEI Duniya". I am sure this mail will come as a surprise, as I am a stranger to you and there has not been any past communication between us. I have a habit of reading anything I can lay my hands on, and on one such occasion, I happened to read your FEI Duniya few months back from my company, where we subscribe the same. From there on, I was very particular not to miss reading the same for the last four to five months. Undoubtedly, FEI Duniya - though not bulky - has everything that is needed for today's world, which can be enjoyed by one and all, irrespective of age. As a person, though I have no close connection with your organization, I can understand while reading the magazine as to how particular you are about your company and its family members while maintaining a personal relation and inculcating a professional attitude at the same time. This mail comes to you since I could not keep mum without expressing my views on the monthly publication. I would be grateful if you could enlist my name in your mailing list of "FEI Duniya" and ensure reaching copies to me, to enable my family and children also to read and educate themselves. Best of luck for all your future endeavors.

Regards

M.S. Viswanathan, Pune

Reversible Magic

A bolt of lightning, the clasp of thunder, a blessing called earth and a boon called life. When the Supreme Magician decided to use His prowess, He performed the most fascinating magic, woven around the vision of eternity. Unlike illusionists, He created something very, very special and lovable. But, He decided He would never reveal the art of his passion.

Lorenzo Monnetti was, like us, a creation of the Supreme Being. Lorenzo was not only affectionate; he was a messenger of love and goodness. In my very first meeting with him, he came across as a genuine friend. Thanks to him, I could team up with two good international partners and make quite a few 'true' friends.

During my last visit to Italy, I lost time and missed seeing him. But I was confident of meeting him again soon. Little did I realize, the Great Magician above had another trick up his sleeve.

The news of his sudden departure came as a shock to me. I felt miserable. Why did I not insist on meeting Lorenzo when I was there? I also have many questions lined up for our Supreme Magician up there.

Lorenzo was a zealous 'Viola' fan, and an anti-Juventus. When it came to his favorite football team, Fiorentina., he would happily jeer the Torinos. On the professional front, he was known to be a great colleague at Cargo Compass, the company he loved working for, especially in his homeland Florence.

From 1966 to 2010 is a journey, sadly cut short by the much dreaded Cancer. My heart goes out to his two young children and his wife. May God give them courage and help them overcome their grief.

The FEI family and I pray for Lorenzo's dear departed soul and will remember him forever.

But the one question will always elude me: "Why does the Supreme Magician reverse His magic, He so beautifully decided to create?"

- Pratap Nair

Lorenzo with friends



Michhami Dukaddam

On the auspicious occasion of SAMVATSARI, on behalf of my FEI family, I join my hands and ask for your forgiveness if I have hurt or upset you knowingly or unknowingly.

~ Pratap Nair

The Wizards of Yore

Today, the creative world of advertising boasts of 'e-magicians.' But every time I put the industry in flashback mode, I relive the nostalgia of original creativity that rocked. This was the era when advertising was known as advertising. Not branding.

Back then, the temple of creativity had quite a few Gods. Some of the most revered names that quickly come to my mind are Alyque Padamsee, Bharat Dabholkar, Gopi Kukde, Avinash Godbole, Mohammed Khan, Sanjay Khare, Gangadhran Menon, Nalesh Patil . . .

I discreetly remember **Alyque Padamsee** (AL) talking for two long hours on a communications topic. The Nehru Centre Auditorium was packed to capacity. Not a soul moved during those 120 gripping minutes. His most memorable campaign was the Liril Girl frolicking under a Kodaikanal waterfall. Karen Lunel, the first Liril girl reigned for a long time and was succeeded by Anoocha Dalal and many more including Preity Zinta.

That cute little Amul Baby on the hoarding always reminded me of **Bharat Dabholkar**, but when I actually saw him, I couldn't believe this strong and burly personality was full of such lovely baby humor. His 'Hinglish' political satires (the Bottoms Up series) were a laugh riot. They still inspire my funny side.

Every time you heard the TV screen smashed by a neighbor's envy, you were sure it was **Gopi Kukde's** 'Devil' in the most successful Onida TV commercial. Behind the unassuming personality, you found a man down-to-earth. Every time he worked on an ad campaign, or on his passion for pottery (he named it Useless Ceramics) he would think beyond the skies. My greatest privilege was when he asked me if he could come and see one of my calendar shoots with real lions. Gopi eventually directed that shot!

Once on a train from Churchgate, I was engrossed in writing some copy. The person sitting opposite watched intensely till he could no longer control his patience and asked me, "Are you a copy writer . . . hi, I am **Sanjay Khare**, an art director with Trikaya." Today Sanjay is one of South Asia's most acclaimed designers and art directors, with over 25 years of experience across many top brands.

Such was the magnetism these creative wizards possessed, I wonder why at all did the 'we' world change into 'e' world?
~Nishith Dalal

The Lifeline of a Miracle

An SNF Initiative

The Shailaja Nair Foundation has always been committed to the welfare of the under-privileged. Taking this noble cause further, the Foundation organized a **Blood Donation** camp on 9th September 2010. This camp surely proved the adage true, "We make a living by what we get. We make a life by what we give." A lot of people came forward to 'give', thereby making this camp a success. We thank all our friends and well-wishers for their ardent support.



Alyque Padamsee



Sanjay Khare



Gopi Kukde



Bharat Dabholkar

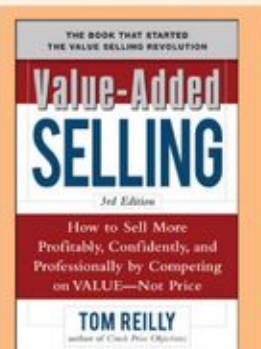


MagiCargo: News you can use

- The Gulf of Cambay (Khambhat) is emerging as a new shipping and security hub in India. The country's biggest vessel traffic and port management and surveillance system set up in record time of less than two years became officially operational last month in Gujarat.
- India's premier container port, Jawaharlal Nehru Port maintains a 25th ranking among the world's busy container ports, according to the latest listing of top world container ports by Journal of Commerce.
- According to a top commerce ministry official, the government has set aside a contingency fund of approximately Rs. 400-500 crore that will be doled out to exporters in the beginning of the next calendar year once the sectoral reviews are completed in December.
- Tata-DIESL (Drive India Enterprise Solutions Ltd), the logistics company of the Tata group, is entering the business of 'project cargo' logistics and 'bulk cargo' transportation, according to its CEO Ajay Chopra.
- Apeejay Infralogistics has announced the launch of two logistics parks at Haldia (West Bengal) and Kalinganagar (Orissa).
- Dedicated Freight Corridor Corporation of India has planned to form a special purpose vehicle for setting up four mega multimodal logistic parks in Gujarat and Haryana. The parks will be established along the proposed western dedicated freight corridor from Jawaharlal Nehru Port in Mumbai to Dadri near Delhi.
- Arshiya International Ltd., an Indian supply chain and logistics infrastructure solutions company announced the operational launch of India's first and the first of five strategically located Free Trade and Warehousing Zone (FTWZ) in Panvel, Mumbai just 24 kms away from the Jawaharlal Nehru Port Trust.
- Shippers claim AP Møller-Maersk's container shipping divisions, Safmarine Container Lines and Maersk Line, have agreed to only provide shipping services in Gujarat state via Gujarat Pipavav Port(GPPL) facilities operated and part-owned by APM Terminals, also part of the AP Møller-Maersk group. The shippers claim the lines have signed-up to a two-year exclusivity deal, which will run until 31 March 2012. AP Møller-Maersk and local regulators are investigating these allegations.



Selling Tricks



Title: Value Added Selling

Author : Tom Reilly

Price: Rs. 375/-

Tom Reilly is the creator of the "Value-Added Selling" methods. He is the founder of "Tom Reilly Training" and conducts workshops in many fortune 500 companies across the world. Even in today's market place, one can still be a solid competitor without being the cheapest. One must compete in the marketplace with value and not price. Many sales professionals always talks about price sensitivity and drop of sales due to competitors having an edge over them, because the prices offered by the competitors are more affordable. What they need to do is understand the value of the product and present it to the customer. For a quarter century, Value-Added Selling has been putting sales professionals on the path to excellence. This new edition of the book touches upon important aspects of selling. Sales professionals from AT&T, Volvo, Harley-Davidson, etc have already benefited from this book. This book is a must-have sales resource for beginner and mid-level sales professionals, competing in the buyers market. Happy Reading!

~ Vishwanath Ghanekar

God's Own Magic Happy Birthday ...

NAME	BRANCH	DATE
Baban Shinde	Mumbai	06 Oct
Vaibhav Keshav Malap	Mumbai	12 Oct
Jagdish Maurya	Mumbai	12 Oct
Devarajulu Naidu	Ahmedabad	14 Oct
Harish V. Gianani	Ahmedabad	14 Oct
Vidhya S. Suvarna	International	15 Oct
Jyotendra Pandya	Baroda	21 Oct
Rasik Vaghela	Ahmedabad	23 Oct
Santosh Kumar Tayde	Ahmedabad	23 Oct
Sudhir Dixit	Satara	23 Oct
Vipul M. Sampat	Ahmedabad	24 Oct
Rahul Das	Pune	24 Oct
Sampad Kumar Padhi	Pune	24 Oct
Sohil Shah	Mumbai	24 Oct
Amar Sanjay More	Satara	25 Oct
Ashok D. Shinde	Mumbai	26 Oct
Santosh Mhaske	Mumbai	26 Oct
Subhash Chander	Delhi	27 Oct
Amruta Ghate- Deshpande	Treta Communications	28 Oct

New Tricks for the Trade We Welcome ...

NAME	BRANCH
Vipul Sampath	Ahmedabad
Devarajulu Sampath Naidu	Ahmedabad
Prasanna Kumar	Coimbatore
Alwin Brook A.	Coimbatore
S. Thandayudhapani	Chennai
N. Sekhar Reddy	Chennai
K. Jayaprakash	Coimbatore
Harish Verma	Delhi
P. B. Manikantan	Kolkatta
Aditya Kumar	Pune
Hariom Singh Chauhan	Pune
Rajnee Raman	Pune
Rajneesh Srivastava	Pune
Murali Khatri	Pune
Bal Shatri	Pune
Sampad Kumar Padhi	Pune
Sambhu Kumar Singh	Pune
Abhishek Jain	Mumbai
Swapnil Chandrakumar	Satara

Star Power Birthday Boy



His name may mean 'ruler of the world' but he certainly rules the hearts of the FEI family. One of the senior most members, he joined FEI more than 18 years ago when the company was still taking its baby steps. He is well-versed with air and sea imports & exports, and is discerning in the modus operandi of the Mumbai ports. His colleagues swear by his polite and well-mannered personality. He is an ever-ready mentor to newcomers in the department. He adapts to every situation, thus earning him the nickname 'all-rounder'. Our birthday boy for the month is Jagdish Maurya (Mumbai branch). We appreciate his contribution to the FEI family and wish him more success in the coming years. To wish our hard-working and dedicated family member on his birthday, reach him at 9820663981

The 2 = 1 Formula Wedding Anniversaries

NAME	BRANCH	DATE
Vinod Pal	Delhi	2 Oct
Smita Pillai	Corporate	24 Oct
Dipak Bhavsar	Ahmedabad	26 Oct
KB Radhakrishnan	Chennai	28 Oct
Abhijeet Nair	International	31 Oct



Just Hypnotized

Rajesh Menon married Preetha

E-Magic

Vidhya Suvarna got engaged to Amit Rao

We wish them all the best in this new journey.

Magic has always been a topic of much fascination with everyone trying to get some inside scoop. Here are some interesting nuggets from the enchanting world of magic.

Indian magician **P.C. Sorcar** (Protul Chandra Sorcar) was most prominent during the 1950's and 1960's and was known worldwide as Jadusamrat or Emperor of Magic.

The Magic Castle, a private club for magicians in Hollywood, California, features Irma, an invisible ghostly piano player who can play almost any song suggested by visitors.

Harry Blackstone was famous for performing the following acts: "The Jungle Mystery," "The Vanishing Donkey," "The India Rope Trick," and "The Dream of Princess Karmac".

The word **Abracadabra** comes from the Hebrew expression 'I create as I speak.'

The word '**illusion**' is derived from a Latin word '**illusio**', meaning the action of mocking.

The only known footage of the magician **Cardini** at work is from the television show The Festival of Magic.

The author of the 14 most recent James Bond thrillers is a magician. **John Gardner**, retained by the estate of **Ian Fleming**, the creator of the Bond character, was a professional magician before he became an author. One of his novels, The Confessor, is a thriller about a master spy who is also a secret master magician.

Several magicians have contributed important inventions to the world. **Jasper Maskelyne** invented the typewriter keyboard, another anticipated the telephone relay system, yet another invented the Microwriter, a pocket-sized typewriter with five keys and a computerized personal organizer.

Magicians also played an important role in the movie industry. **Harry Houdini** made several silent films and was the creator of many special effects; magician George Melies bought the **Robert-Houdin** Theatre and exhibited the first motion picture seen in Paris.

During World War II, the magician **Jasper Maskelyne** hid the **Suez Canal** and Alexandria Harbour from the Germans and helped the Allied Forces win the war in Africa. Few people actually realized that the performance was a front for the British intelligence service.

Harry Kellar passed his magician's wand to **Howard Thurston** in 1908, thus extending the Royal Dynasty of Magicians.



'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