



FEI DUNIYA

ITS YOUR WORLD

• A PUBLICATION OF FEI CARGO LIMITED

• FEI DUNIYA • MUMBAI • VOL 12/ISSUE 2 • JULY 2009 • PRICE : FREE DISTRIBUTION

ICE Awards

In-house Communication Excellence

First In-house Communication Excellence Awards - A Shailaja Nair Foundation Initiative was held on 24th June, 2009 at Nehru Centre

Chief Guest Dr. Gita Piramal gave away the awards in a simple ceremony attended by Ms. Meenal Mohadikar, ex-president of Maharashtra Chamber of Commerce and Mr. Tamal Bandyopadhyay chief editor, Mint.

The proud recipients of the Awards were :

- | | |
|--------------------------------|--|
| Best In-house Journal (Gold) | : <i>Without Reserve</i> from Reserve Bank of India |
| Best In-house Journal (Silver) | : <i>Hamara</i> from Hindustan Unilever Ltd. |
| Best Name | : <i>Udaan</i> from Mumbai International Airport Pvt. Ltd. |
| Best Employee Participation | : <i>U & I</i> from UTI AMC LTD. |
| Best Layout & Presentation | : <i>Pegasus</i> from The UB Group. |
| Best Imperative Content | : <i>Elixir</i> from Dr. Reddy's Laboratories Ltd. |

Special Jury Award :

Umbartha - Thane Municipal Corporation
For Uniqueness - "Local Authority with an In-house Magazine"

Zinc Samachar - Hindustan Zinc
For "A Completely self reliant In-house Magazine"

Mahindra & Mahindra
For "Specialised Employee Reach"

Prizes were sponsored by *FEI Cargo Limited*

Birthdays in July

Subhash G. Bonte	Mumbai	1-Jul
Sharmila V. Gavankar	Mumbai	7-Jul
Sandhya G. Nair	Kochi	14-Jul
<i>Renu Rai</i>	<i>Mumbai</i>	17-Jul
Amit Shah	Baroda	26-Jul
Rahul Pawar	Satara	27-Jul
Amit Mistry	Mumbai	29-Jul
Hemant R C	Ahmedabad	30-Jul
Sachin Taldeokar	Mumbai	31-Jul



Marriage Anniversaries in July

Arvind kumar	Delhi	7-Jul
Stanly Chacko	Kolkatta	8-Jul

Birthday Girl



We believe FEI is the right place to start your career in the logistics field and the best example is the ever enthusiastic and ever loving girl from our Mumbai office. She is an expert in every aspect of the Logistics Field. She is Ms. Renu Rai, now known as Mrs. Aanchal Gurdasani. She joined us as a trainee and has mastered all the arts of Freight Forwarding, except probably the accounts.

We are proud of her and we talk about her at every opportunity. We need more such examples. Please do us a favour by trying to be like her and by wishing her all the very best in her new life. (Just got married on 10th May 2009).

HAPPY BIRTHDAY RENU!!

Do wish her on her special day to make it even more special for her. You may call her or sms her to 9821827753.

New Members

Dinesh Agnihotri	Baroda	Pritam Deshmukh	Satara
Charpatinath Garge	Mumbai	Rahul Pawar	Satara
Manish Kumar	Pune	Rajesh Badekar	Satara
Alok Singh Thakur	Pune	Ranjeet Kalbhor	Satara
Amar Sanjay More	Satara	Sachin Sonkamble	Satara
Amol Sakate	Satara	Sagar Amle	Satara
Amol Wagh	Satara	Sarfaraz Shaikh	Satara
Babasaheb Mande	Satara	Saurabh Choudhari	Satara
Chaitanya Panchpor	Satara	Shivraj Kalshitte	Satara
Devdatta Kalamkar	Satara	Shrikant Magar	Satara
Munir Shaikh	Satara	Sudhir Dixit	Satara
Nilesh Malekar	Satara	Suhas Barge	Satara
Nitin Chinchkar	Satara	Suhas Khambe	Satara
Nitin More	Satara	Sunil Mali	Satara
Omkar Mane	Satara	Tuljaram Keskar	Satara
Prasad Joshi	Satara	Tushar Jadhav	Satara
Pravin Ghadge	Satara	Tushar Varpe	Satara
		Vivek Shinde	Satara

Thank You...

Dear Pratap Uncle and Abhi Bhaiya,

Hope both of you remember me, I am Falak (Vijaya's daughter)

Uncle, it's been almost a year that I wrote to you but today it's something special that I have to write.

First of all:

Thanks my fairy sweet Shailu Aunty. Yes you are a fairy Aunty and as it's your birthday today.. My sweet wishes to you.

Happy birthday dear fairy Aunty..

Happy birthday to you..

May your love shower on all your loved ones..

Dear Uncle :

You started a very noble thing in sweet memory of Aunty a year ago and during those days I had asked mummy what to do with the pocket money cheque (which I even receive today - thanks to your kind gesture) .Mummy told me that Sir has done this with a noble thought so you do a noble deed and when u do so, thank him for enabling you to do so.

Uncle & Bhaiya, today on 24th June after 1 year I wish to share the noble deed with both of you - this year am in 10th and I purchased all the text books and note books for me from this very pocket money and I feel proud to use them as its been bought from my pocket money and for this I thank both of u from my heart for you were the means.

Thanks a lot to both of you. Today I pray to God that He should take care of my sweet fairy Aunty and am sure Aunty too will be looking at both of you from the sky and showering her sweet love and warmth.

Thanks again Uncle and Bhaiya.

Lots of love

Yours
Falak

We are creating a library, a collection of In-house Magazines from all over the world. Our target for the next year is 1000 magazines. We cannot achieve this without your co-operation. Please send us a copy (your own or that of any other organization) or if possible collect them while you are traveling anywhere abroad. You may send the copies to us at

Shailaja Nair Foundation
A 103 Mangalya
Marol Maroshi Road
Andheri (E)
Mumbai - 59
Tel No: 022 4236 9911

P.S. We will send you a return gift as a gesture of our appreciation for your valuable support.

Direct Dil Se...

" Dear Mr Nair ,

I am delighted to participate in your in-house magazine and I would like to share some thoughts on this occasion.

At the outset, I congratulate you for building a logistics service organization with tenfold turnover in the last 10 years of my acquaintance with FEI. I am sure lots of efforts have gone into this accomplishment. The people of FEI are behind this and I wish them very best in their career!

In my career, I find success comes to a business or an individual primarily from CUSTOMER FOCUS and CUSTOMER SATISFACTION/DELIGHT.

There are many models of visualizing that and implementing in organizations. One of them is pictorially represented below:



Customer expectation is three fold: QDC
 - QUALITY
 - DELIVERY
 - COST

The Firm's response should be: BFC

- BETTER
 - FASTER
 - CHEAPER
1. Firm develops competitive advantage
 2. At the same time Customers will be delighted

By doing things Faster, Better and Cheaper we can bring in improvements in customer satisfaction.

That is what McDonalds accomplished all over the world!

Some more QDC concepts:

QUALITY

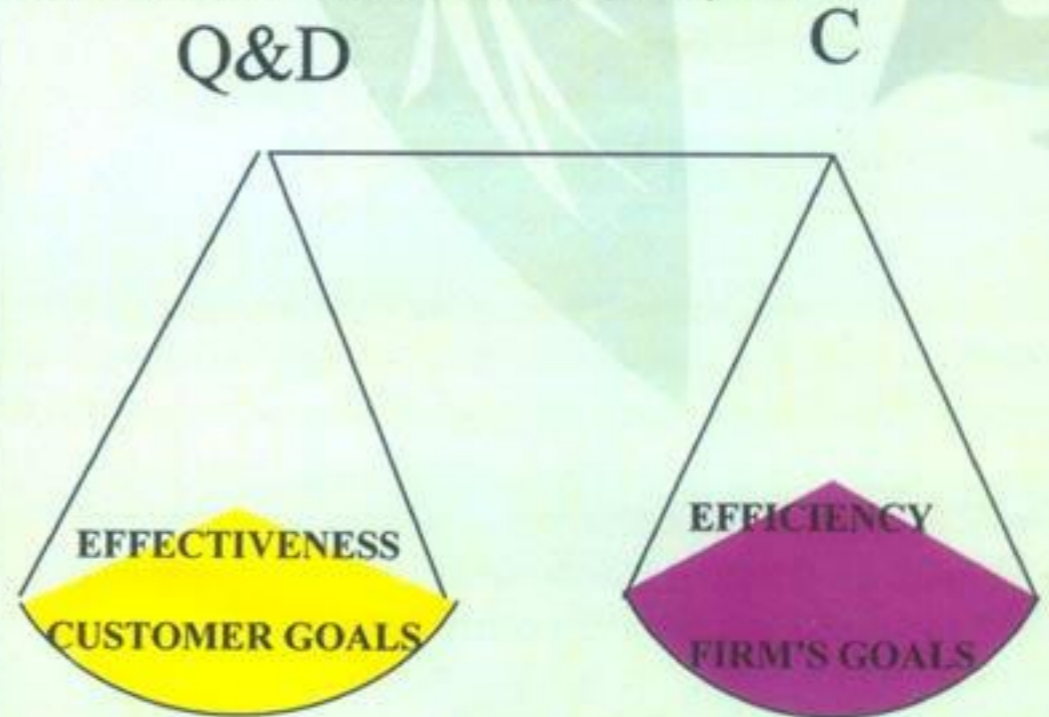
1. It is "conformance to customers requirements"
2. It's target is "zero defect"
3. It's measure is "cost of nonconformance"
4. It's system is "prevention"

DELIVERY (very important in FEI business)

1. Meeting the promised time
2. Delivering by expected time
3. Crashing leadtimes & cycle times
4. Meeting schedules

COST

1. Value derived by customer
2. Driver of Competitive advantage
3. Nonvalue adding activities(NVA)-Waste



EFFECTIVENESS-Q & D

1. Fulfillment of External purpose of the firm
2. Do the right things

EFFICIENCY-C

1. Internal purpose of the firm
2. Do things right
3. Resource deployment & utilization

We need to balance these 2 so that the bias is not tilted in one direction!

Now let us look at how operations can satisfy customer.

For this there is a Japanese simple tool called Kaizen ("Small Improvement")



4mx3mu=12 point improvement

Kaizen Philosophy brings Focused and Continuous improvements in all our activities. The picture across shows 3 types of opportunities to improve: Waste, Discrepancy, and Strain (Muda, Mura, Muri) in the way we use 4 resources, namely, Man: Machine: Material: Methods(systems).

In Makino and Hitachi I used the above tool effectively to bring in improvements and also motivate employees especially at GEMBA (Workplace). This can be tried out by FEI.

I wish you all the best!

Warm Regards,

A.N.Chandramouli”

“Thank you for your valuable comments Mr.Chandramouli... We will implement it in FEI and this will surely benefit you and all our customers.”

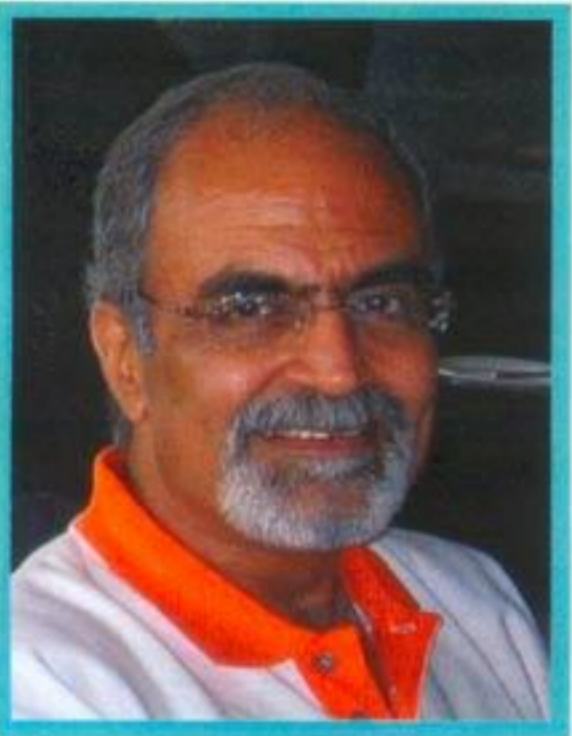
Comments From Our Esteemed Guests



“Very impressed by the professionalism and vision of FEI and with the hope to develop bonds of friendship and business with Uruguay.”

- His Excellency, Mr. Cesar Ferrer, The Ambassador of Uruguay

“Thank you Sir for the good wishes and looking forward to support more Uruguian Enterprises.”



“A great experience talking to the office staff about my marathon experience. Thanks to Abhijeet and Pratap for giving me this opportunity. A very motivated and enthusiastic staff. Keep up the good work. “

- Mr. B.B.Bansal, Commercial Advisor for the Netherlands Consulate General, Mumbai

“Thank you Mr. Bansal for you informative talk on marathon. You would positively spot most of the FEIites in Marathon 2010”

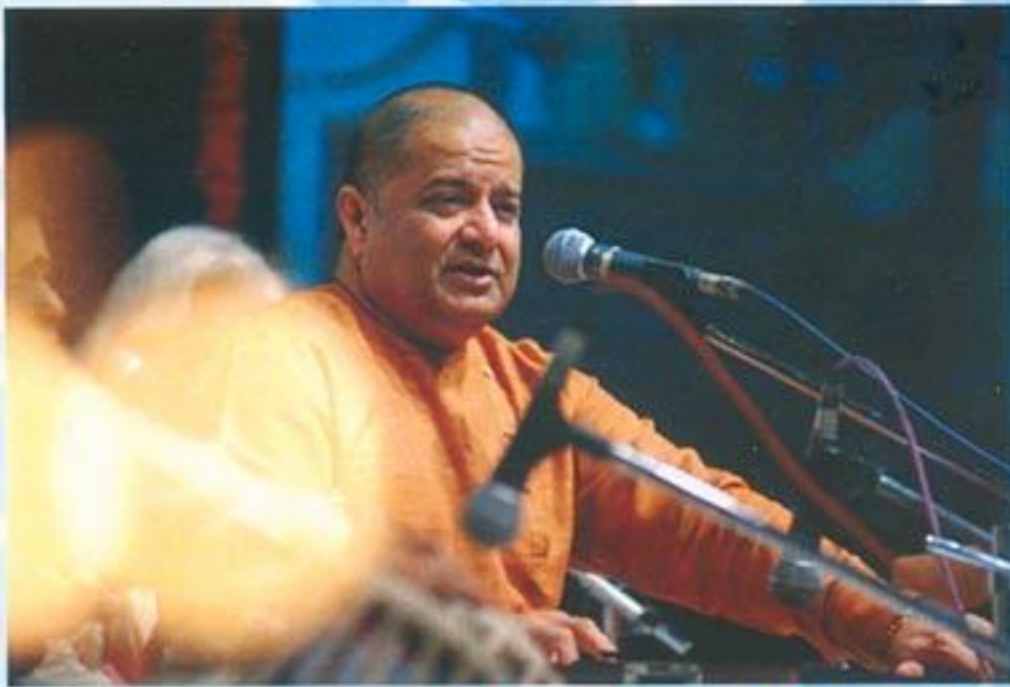


ICE AWARDS

First Governing Council meeting of ICE Awards 2010 will be held on 18th July, 2009. Those interested to know more about it and would like to be part of it may get in touch at contest@shailajanair.com / response@iceawards.net / feiduniya@feicargo.net

Please visit www.iceawards.net / www.feigargo.in to know more about this.

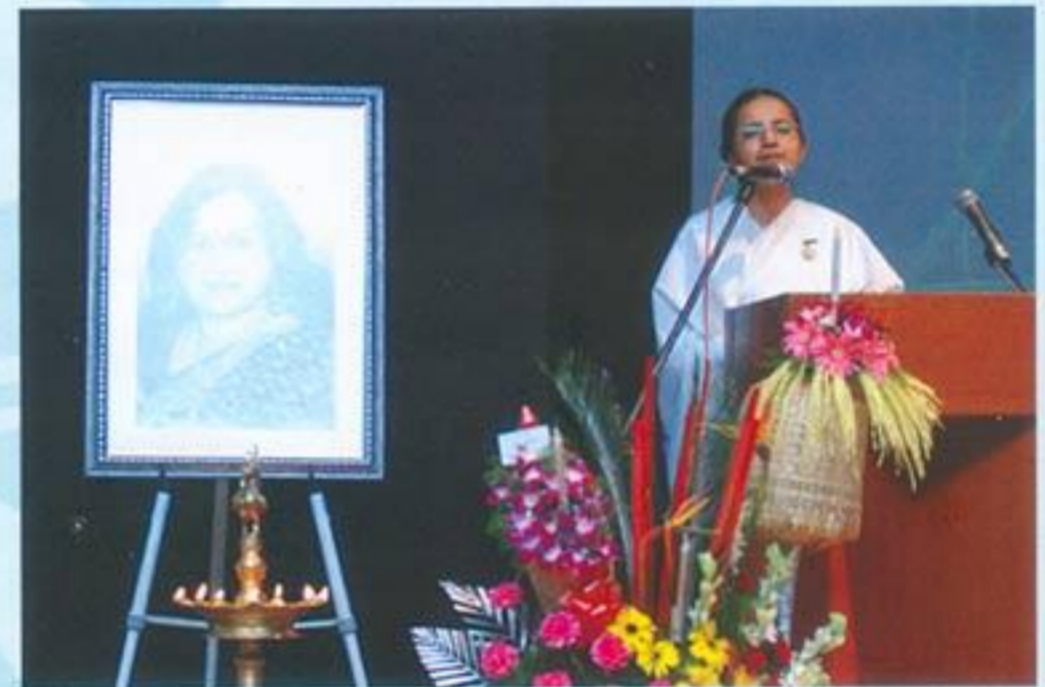
Glimpses of The Founder's Day Function



Shri Anup Jalota mesmerizes the audience with his Soulful Bhajans



A pencil sketch of our Madam by Mr. Kalpesh Panchal



Spiritual discourse by Brahmakumari Deepa.



Abhijeet welcoming the gathering



The keen listeners



Release of FEI Duniya MEGA ISSUE.

ICE Awards



Winner of ICE Awards Best In-house Journal-Gold

Best In-house Journal-Silver



Best Name



Best Employee Participation



Best Layout & Presentation



Best Imperative Content



Special Jury Award
"For Specialised Employee Reach"



Special jury Award
"For self-reliant In-house Magazine"



Special Jury Award
"For Uniqueness"



Abhishek Nayar-The Man In Blue

Abhishek Nayar, a member of the Mumbai Ranji Trophy team and Mumbai Indians team, is also a family friend and relative of the Nair family. He was in our office on a goodwill visit on 9th July 2009.

Mumbai office was too delighted by his visit. He mingled well with our staff members and posed for photographs. For some of them, merely touching him was kind of a dream come true.

FEI Mumbai Indians offered special prayers for Abhishek to make his dream come true. (To be selected for the Indian ODI Team.)

We are grateful to the Almighty God for accepting our prayers.

We wish him all the very best in his career and in life.

FEI Mumbai Indians

This was how it all began.....

Abhishek was a reluctant cricketer in his early days, but mother Lekha would drag the twelve year old to the nets on most days. During school days he found cricket too boring. He has even slept off in certain games at the junior level.

But things gradually changed and he got hooked to the game in such a way that even during the exams he would sneak out to play cricket. At 14, when he was not selected for Shatkar Trophy, he was so disappointed that he started to skip his practice section. His Shardashram Vidhyalaya School coach Mr. Naresh Suri advised him that until he scored big runs, he will not be picked for Mumbai.

Since then, he never looked back. Later he scored three consecutive centuries in Kellogs Trophy and was later picked for the Mumbai U-15 side. During the three months of IPL, Nayar had been talking to Sachin Tendulkar and Sanath Jayasuriya on his batting. His three sixes off England Andrew Flintoff, has been a high point in his career.

Thus, India's new recruit Abhishek Nayar got his first call to the national side!!

God bless you..Mom!!

It is said that "God made mothers on earth, because he could not reach everywhere." Mothers are a part of Divine Force. She is a symbol of tender love, affection and sacrifice too. She keeps a big heart to forgive, which is an attribute of the strong. She is the first school of her siblings. She is also the connecting link between generations. She inculcates the values of culture and ethics into her offspring, which goes a long way in building a civilization. She holds and reins the future generation.

From time immemorial, women have stood the test of time. There was a time, when woman never ever thought of crossing the threshold of her home, has now made a giant leap into space. The progress is, indeed, commendable. To keep career and family equally poised, she has to compromise on many issues, where her male counterpart refuses to budge. Such situations give rise to difference in opinion and brush the attitudes, may sometimes lead to break ups or rifts in the family life.

Career women face the threat of single – woman – motherhood. In such a condition she has to face manifold pressures from family and society, leaving her broken, fragile and crushed. The career women of today are real "Working Warriors", who guard their family and career at the same time. Such warriors in action are bound to be wounded – which leaves deep scars and blemishes uncared and unattended. The wonder is, she still marches ahead, inspite of them. Truly remarkable! This is one more feather to her cap.

"God Bless All Mothers and Mothers To Be."

-A contribution from Ms. Valsala, A wellwisher of FEI Family.



Remember...

- ...the moment when your parents celebrated your first birthday.
- ...the moment when your mother took you to the school for the first time.
- ...the moment when you cried in the school for not seeing your mother or father.
- ...the moment when you walked with your father and cried for a chocolate.
- ...the moment when you made your mother shout for not doing your studies.
- ...the moment when you got a scolding from your teacher for not doing your homework.
- ...the moment when you passed out of your school and entered the college days.
- ...the moment when you proposed your girlfriend and took her out for a coffee.
- ...the moment when you passed out of your college to start your career.
- ...the moment when you joined your first job.
- ...the moment when you told your parents about your wish to marry the woman of your choice.
- ...the moment when you got engaged to the lady of your choice.
- ...the moment when you married and took the oath that you will love, care and protect your lady.
- ...the moment when you heard the musical cries of your new born.
- ...the moment when you took time out from your busy schedule to take care of your wife and the new born.
- ...the moment you saw your parents enjoying the company of their grandson.
- ...the moment when you celebrated the first birthday of your child.
- ...the moment when you took time out from your busy schedule to take your wife and children to the garden atleast once in a month.
- ...the moment when you promised yourself a vacation for your wife and children at least once a year.
- ...the moment you took out your son to the market and he crying for a piece of chocolate.
- ...the moment you took out some time from your busy schedule to teach your son.
- ...the moment you decided to spend atleast an hour of the day with your family.
- ...the moment you decided to spend atleast a day of the week with your family.
- ...the moment you decided to spend sometime with your son and his friends.
- ...the moment when you told your near and dear ones "I Love You & I Care for You".
- ...the moment you decided (atleast once) to keep your career at BACK SEAT and told yourself "FAMILY COMES FIRST".

Recession is an opportunity!! That's how we at FEI Cargo see it.

Recently we recruited 31 management graduates for our corporate office which is coming up in **Satara**.



MAEER's

ESTD: 1983

MIT SCHOOL OF BUSINESS PUNE INDIA

10th June 2009

Ref: Plc/2009/133

To,
Mr. Ranjeet
FEI Cargo Ltd.
Mumbai

Sub: Acceptance of Offer Letters.

Dear Sir,

I take this opportunity to thank you for selecting our students and it's a matter of great pride in associating our self with your organization

I take immense pleasure in sending the Acceptance copies of the offer letters duly signed by the students.

With Warm Regards,

Prof. Manoj Mehrotra
Head Placement
MIT School of Business
S.No.124, Paud Road,
Kothrud, Pune 38.



S. No. 123, "Saraswati Vistwa Building" 7th Floor, Paud Road, Kothrud, Pune 411 038. INDIA. Ph.: 91-020-32516730,32914001
Fax: +91-020-25412393 E-mail : mitsomplacement@gmail.com / sgankar@mitsom.com Website: www.mitsob.com.

This Was How Human Race Appeared

A little girl asked her mother: 'How did the human race appear?'

The mother answered, 'God made Adam and Eve; they had children; and so was all mankind made.'

Two days later the girl asked her father the same question.

The father answered, 'Many years ago there were monkeys from which the human race evolved.'

The confused girl returned to her mother and said, 'Mum, how is it possible that you told me the human race was created by God, and Dad said they developed from monkeys?'

'The mother answered, 'Well, Dear, it is very simple. I told you about my side of the family, and your father told you about his.'

MANU

From The CEO's Desk

Dear Friends,

At times I wonder why do I do, what I do.

I often force my Team, otherwise happy with their routine jobs, to be a part of either a Founders day celebration or the ICE awards (for the Best In-house news letters) or any new thought or initiative. Some people advised me to give all these things to Event Managers. With due respect to the Event Managers, I insist that my Team does all these things by themselves irrespective of how it is done.

We have done many wonderful things in the past, beyond our known capacity, and I do hope the things that we did on 24th June related to Founders day was to your expectation.

I will also be very curious to know how Shailaja has taken it – my biggest critic and admirer till date.

Best Regards,
Pratap Nair

The Story Behind ICE Awards 2009

Five years back, while Mr. Nair was waiting at the L&T's reception area to meet up with a manager for business, he happened to go through their In house magazine. A thought occurred to him, that probably FEI must have its own In-house Journal.

Thus, FEI Duniya (World of FEI) was born. From its first copy being handwritten to more than 500 copies that come out today, we have come a long way!

The ongoing quest for improvement made us ponder where FEI Duniya stands in competition to other publications of its kind. And the idea of ICE (Inhouse Communication Excellence) Awards sparked.

The idea of an In House news magazine was dearer to our Founder Mrs. Shailaja Nair and so naturally the Shailaja Nair Foundation wanted to encourage the art of In-house news -letters and also realized the subtle power of print media. Such publications gave a personal touch by connecting employer- employee, employee – employee and employee- employee families.

The response from the corporate world was incredible despite the very short notice. Over hundred corporates from across India participated in the Competition.

Thanks to the active participation and the co-operation from the participants and the jury members that cemented the way for the First ICE Awards.

We will need unending encouragement and support from one and all to make this an International Award Event in the years to come.

'FEI DUNIYA' (English monthly) is edited, Printed & Published for FEI CARGO LTD., Mumbai by K. S. Prathapchandran Nair & Printed at Print Vision, 3 Sai Baug, Municipal Estate, Andheri (East), Mumbai - 400059 and published from FEI Cargo Ltd., A/103, Mangaiya, Marol-Maroshi Road Andheri (East), Mumbai-400059
Editor-K. S. Prathapchandran Nair (Responsible for selection of news under PRB Act)

From the desk of
Pratap Nair
pratapnair@feicargo.net



Friends,

Thank you so much for accepting our invitation and for being with us on our Founders Day celebrations.

I have stopped celebrating festivals since I do not and I cannot see any meaning doing so, without her. But everyone in life needs some kind of a celebration. So I thought of keeping this one festival that I have been used to celebrating since 1985 .

My job is to express our gratitude to various people who made the function a pleasant and a memorable one.

It is a difficult task, but let me at least take out some of the most relevant names.

First of all let me thank Anupji who now calls me a part of his family and doing everything that he can to make my memories of my dear one pleasant. Being a devoted husband himself, he knows the value of a wife. I shall ever be indebted to him for this wonderful feeling towards me. I also thank him and his team for their wonderful performance.

Let me also thank Anupji for coining "teri yaad mein" , the name of this concert to be repeated every year.

Allow me to thank Brahmakumari Deepa for her continued support to FEI family. Being spiritual through this wonderful humane side, makes even the non believers go closer to God. I can only request her to continue being with us for ever.

Dr. Gita Piramal , Ms.Meenal Mohadikar & Mr. Tamal Bandyopadhyay were very unreachable people, I once thought. Our personal interaction with them when we went to invite them and our subsequent dealings proved how wrong we were. The suggestions that they gave us and their constructive support made the event this good. With more time at our disposal and more support from all well wishers , we promise to make this a grand success in the years to come.

Allow me to thank each one of the jury , all very dear friends of mine , from the bottom of my heart for their support . It means a lot to me. Be there , ever for me and my team.

Mr. Sarosh from the Nehru Centre and his colleagues, the team of Treta Communications, FEI family members , SNF volunteers, all deserve special mention for their support and hardwork.

Few names that I must take to give special mention – Mr. Suresh, Mr. Aditya, Mr. Amit , Mr. Manu and Ms. Priya for their very special involvement and dedication . Mr. Srinivasan for his camping in Mumbai and giving the entire team of volunteers the right guidance without ever looking at the watch and my good friend Mr. Pinglikar who expects nothing but the best from me in whatever I take up.

Kindly accept all these comments on behalf of my wife Shailaja who must have seen all this sitting somewhere close to us.

For all those who could not make it this year, we missed your presence and we hope to see you next year. Continue with your friendly support as long as we all exist and beyond .

Thanks a million.

Pratap Nair

