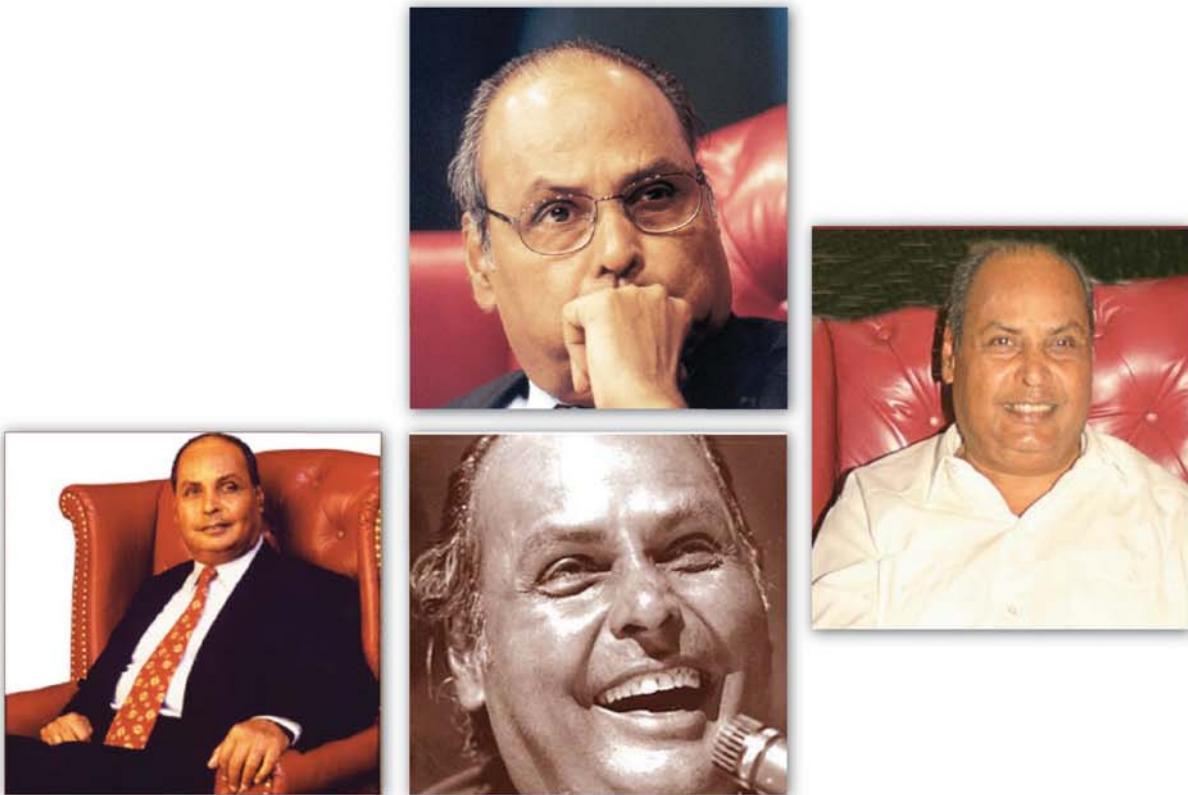




*FEJ Cargo pays tribute to
Dhirubhai Hirachand Ambani*

Rely-on-us / Reli-an-ce:
The Heteronyms of Dhirubhai's Success



“We must learn to trust. For several centuries, Indians have been brainwashed to distrust other Indians. This saps national energy. Distrust kills initiative. Distrust compels people to maneuver and manipulate. Trust and transparency stimulates entrepreneurship.”

- Dhirubhai Ambani

Dhirubhai Ambani's quotes are reproduced from the book 'DHIRUBHAISM' after obtaining the necessary permission from its author, Shri A. G. Krishnamurthy while Dhirubhai Ambani's photographs are taken from the internet



FEI DUNIYA

IT'S YOUR WORLD

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DHIRUBHAI AMBANI - THE LEGEND

Dhirajlal Hirachand Ambani, popularly known as Dhirubhai Ambani, was one of the leading Indian businessmen, who created history in the corporate world. He was born on December 28, 1932 in Chorwad, Gujarat. His life, a typical rag-to-riches story, was transformed from a being humble villageboy to the owner of a business conglomerate backed by his revolutionary ideas. After learning the tricks of the trade in Aden, he tried his forte in India with minimum capital from his sparse savings.

As he first landed in India, he had a successful stint in commodity trading. But his visions were high and he went on to establish his textile company along with his cousin, Champaklal Damani. He met with several hazards on the way. But his daunting spirit went on without looking back and he took whatever criticism came in his stride. He was ready to face each obstacle in the eye. His Reliance Industries has become India's largest private sector company. Dhirubhai has been one among the select Forbes billionaires. Dhirubhai Ambani was conferred a whole lot of awards and recognitions. He made considerable contributions to the downtrodden as well. His life is an example of how an ordinary man can achieve extraordinary heights.

He believed in his dreams and he lived his dreams. Hats off to Dhirubhai !



Anyone who has ever met Dhirubhai remembers their first meeting with him, vividly. It's difficult not to - he was such an incredible life-force. I remember my first meeting with him like it was yesterday, and mostly, because it was quite an eventful one.

The year was 1975 and Vimal Sarees had just begun making waves. The advertising for it was sporadic and was handled by a small shop, but Vimal's nylon sarees were creating quite a buzz with housewives who were recommending them highly, as nylon was the rage at the time. At that time, I was an Account Executive working with Shilpi Advertising and like all eager ad executives we too at Shilpi began making cold calls to Reliance for their business. We met various officials both in Ahmedabad and Bombay, but didn't get the opportunity to meet Dhirubhai. One fine day, when we called his office we were given an appointment to meet him at 11:30 a.m., at Reliance Textile Industries Private Limited, as the company was known then, at Court House, Dhobhi Talao, Bombay. Dutifully, Shilpi's Chief Executive, Creative Chief, Branch Head and I were there at the appointed hour. We waited for the meeting to commence. And waited... And waited..... Minutes ticked by as did the hours. Two of my colleagues shook their heads disapprovingly and left stating that it was the strangest thing that had ever happened to them. Finally at 6:30 p.m., the Chief Executive and I were summoned. By this time, we were really exhausted and tired to the bone and all that we wanted to do was to wrap the meeting up as quickly as possible and head back.

Dhirubhai started talking. Suddenly, the room was charged with a kind of buzz that was hypnotic. Though not a good elocutionist, when he spoke, you listened with rapt attention, because of the passion with which he expressed himself. He had the ability to carry you along with him and it was very difficult to tear your mind away. There we sat, the two of us listening mesmerized to his dreams and plans for Vimal, as our fatigue slipped away. We did not get the account. But after a few weeks Dhirubhai asked me to join him. And the rest is history. Unlike other bosses, Dhirubhai respected and appreciated frankness and openness from his employees, a great deal. It takes a big man to do that - not everyone likes a frank employee! I remember a time when during my early days at Reliance, I was told by a few colleagues that Dhirubhai was unhappy with my work. Naturally this feedback upset me quite a bit, but instead of internalizing it and feeling hurt, I decided to ask Dhirubhai about it. I am grateful to this day that I did, simply because of what he told me during that meeting. He looked me straight in the eye and informed me that there was no truth in what I was told. And more importantly he added something that I will never forget: 'if I want to say something to you, I will tell you.'

That set the tone of our relationship. He knew that if something upset me he could depend on me to be open and frank about it, and I on my part always knew that he would be equally open and honest with me. And so began an eventful relationship that spanned over 28 years. There was another incident that I remember vividly which made a deep impact on me and was probably the reason why the creative department at Mudra was mortally terrified of stray errors. I was in Bangalore on a business trip when I got a call from Dhirubhai. He was driving to Reliance Patalganga and had stopped his journey to get me on line. He told me there was a mistake on one of our advertising billboards that he had driven past and would I rectify it immediately? I flew back on the next flight and got it done. But that was the intensity of his eye for details. And my first exposure to it. Even if he was whizzing past a billboard his sharp eye could pick out a mistake and his impatience would want it rectified on the spot! I on my part vowed that that would be the last time I gave him an occasion to do so.

Even though he was a perfectionist and an impatient one at that, he was extremely an informal boss. It might be difficult to believe this, but I've never made an appointment for a meeting with him however big and important he became. Anytime I wanted to meet him, all I had to do was to knock on his door and walk in, regardless with whom he was meeting. I would walk around his desk to where he was seated and he would handle the issue then and there - if it was really important he took me aside for a couple of minutes. The only details I've had to plan were to check with his secretaries if he was in town and that he was not in any sensitive meeting with his visitors. He had this open - door policy for most of his people. He knew he could trust us not to waste his time and he definitely didn't want us to waste ours, waiting to meet him!

Dhirubhai was a university all by himself and with every interaction with him one came away always learning something new. Dhirubhai began Reliance Naroda with a very small team. He built a formidable empire in a blisteringly short span of time - just three decades - but more importantly he built a strong team of leaders. He did it all with no degrees in management or psychology. But yet he mobilized ordinary men in to performing extraordinary feats.

He was truly a one in a million human being and I was extremely blessed to have had him as my boss. He taught me many things that have transformed an ordinary executive that I was, to be the founder, and CMD (Chairman and Managing Director) of Mudra, an advertising agency that grew from nothing to one of India's largest. I would have never achieved it without him. It would be a shame if I let his extraordinary teachings gather dust. Which is why, I have decided to continue sharing what I've learned from him with any one who is interested to be like him.

I hope my book, Dhirubhaism, will act as a guide or a manual for the thousands who deeply admire Dhirubhai and are eager to know more about his remarkable work philosophy. I'm sure even if a couple of Dhirubhaisms are incorporated and faithfully adhered to in our lives, we'll start witnessing a remarkable change. Success is a definite outcome. So here's wishing you all the best and God Bless.

"If you continue to do what you've always done, you will continue to get what you've always got" Yogi Berra

It is easy to become a loser. All you have to do after you failed at something is to continue the patterns and thoughts that created your personal conditions of failure and lack of achievement. It is really that simple. Most people are scared of the challenges that being successful would bring, or they just lack the willpower to do what it takes to be successful. Losers say: "Don't dream! Dreaming is impractical. Only fools dream. One should stay in the real world." Winners on the other hand dream and dream big. The great King Solomon said over 3000 years ago, "Unless people dream, they perish." Did he mean dream when you sleep? No! He meant one should have a firm goal or objective to achieve.

It is very easy to find out the difference between a Winner and a Loser

A winner says: "Let's find out"

A loser says: "Nobody knows"

When a winner makes a mistake, he says: "I was wrong"

When a loser makes a mistake, he says: "It wasn't my fault"

A winner goes through a problem and deals with it

A loser goes around a problem and never gets past it

A winner makes commitments

A loser makes promises

A winner says: "I am good, but not as good as I ought to be"

A loser says: "I am not as bad as a lot of other people"

A winner says: "There ought to be a better way to do it"

A loser says: "That's the way it has always been done"

A winner says: "I will find the right people who can help me"

A loser says: "I will do it myself"

A winner looks for an answer in every problem

A loser looks for a problem in every answer

A winner says: "I will do it now"

A loser says: "I will do it later"

A winner says: "I will create my own luck"

A loser says: "I might get lucky"

A winner makes things happen

A loser lets things happen.

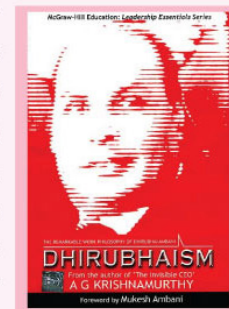
Now you have the choice to look at these attitudes and decide what you want to be a winner or a loser. The choice is yours



Book Review – Dhirubhaism

Title - Dhirubhaism • Author: A. G. Krishnamurthy • Price : Rs. 175/-

Are Entrepreneurs Born or Made?? Well there is no concrete answer for this. Our country is blessed with visionaries & their contribution to the nation is not only honored but they are the face of our country. Why am I saying all this? Because I am overwhelmed to write about a visionary Business Legend - Shri Dhirubhai Ambani. Though he was not a product of the formal education system, yet he was known for his astute business acumen and entrepreneurial prowess. No wonder Dhirubhai's business philosophy was quite different from his contemporaries. This book is not about Dhirubhai's life or how Dhirubhai went about building his business empire. "Dhirubhaism" is an attempt to capture those unique insights that Dhirubhai shared with the author in several interactions during their long association. The book is a compilation of 15 Dhirubhaisms put together to bring out the work philosophy of Dhirubhai and practices of one of India's most successful entrepreneur. One thing which everybody says about this great human being is that he always believed in his dreams & he inculcated this habit within his team. Dhirubhaism is a 96 pages book and will not take you more than an hour to read it. Dhirubhai once said, 'If one Dhirubhai can do so much, just think what a thousand Dhirubhais can do for the country. There are easily a thousand Dhirubhais, if not more. I firmly and sincerely believe in this'. This book will certainly be instrumental in discovering the Dhirubhai in you. Let the search begin. Happy Reading!!



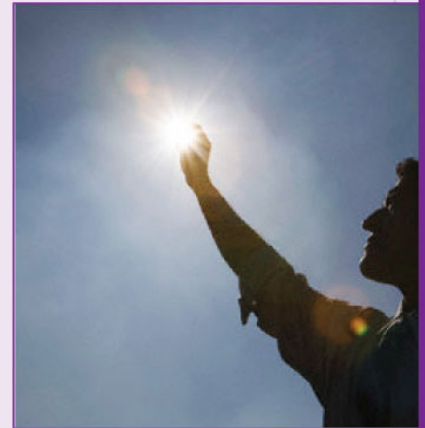
- Vishwanath Ghanekar, McGrawHill Education

“We Bet On People”

- Dhirubhai Ambani

From his humble beginnings to India's largest industrial empire – a long way indeed. Truly, men like Shri Dhirubhai Ambani are rare. They come gifted with the power and the vision to change the destiny of nations, to alter the course of corporate history. They are the empire builders, the stuff that legends are made of.

1. Voted as India's 'Top Businessman' in the 'Best of India' poll conducted by Zee News, August 2003
2. Petrotech Society conferred posthumously the 'Lifetime Achievement Award' for his outstanding contribution to Downstream Petroleum Industry in India, January 2003
3. Rated as one of 'India's Most Admired CEOs' for the fourth consecutive year in the Business Barons Taylor Nelson Sofres - Mode Survey, July 2002
4. Conferred the 'Lifetime Achievement Award' by India HRD Congress, February 2002
5. Conferred 'The Economic Times Award for Corporate Excellence for Lifetime Achievement', August 2001
6. Felicitated by the Municipal Corporation of Greater Mumbai with a citation at a civic reception, December 2000
7. Conferred the 'Man of the Century' award by Chemtech Foundation and Chemical Engineering World in recognition of his outstanding contribution to the growth and development of the chemical industry in India, November 2000
8. Conferred the 'Indian Entrepreneur of the 20th Century' award by FICCI (Federation of Indian Chambers of Commerce and Industries), for his meticulous scripting of one of the most remarkable stories of business endeavor of the 20th century, March 2000
9. Thrice (in the years 2000, 1998 and 1996) nominated as one of the 'Power 50 - the most powerful people in Asia' by Asiaweek magazine.
10. Voted as the most admired Indian of the millennium in the field of Business & Economics in 'Legends - A Celebration of Excellence' poll audited by Ernst & Young for Zee Network, January 2000.
11. Voted as 'Creator of Wealth' of the Century in The Times of India poll, January 2000. Chosen as one of the three 'makers of equity' by India Today in their special millennium issue entitled '100 People Who Shaped India in the 20th Century', January 2000
12. Chosen by the Indian Merchants' Chamber as "An Outstanding Visionary of the 20th Century" in recognition of his unique achievements and contribution in the development of industry and capital markets in India, December 1999
13. Voted as 'Indian Businessman of the Century' in Business Barons Global Multimedia Poll, December 1999
14. Named amongst 'The Power 50 - India's 50 most powerful decision-makers in Politics, Business & Finance', Business Barons, August 1999
15. Declared 'Most Admired Indian Business Leader' by The Times of India, Indiatimes.com poll, July 1999
16. The only Indian industrialist in 'Business Hall of Fame' in Asiaweek, October 1998
17. Awarded the Dean's Medal by The Wharton School, University of Pennsylvania, for setting an outstanding example of leadership, June 1998
18. Chosen as 'Star of Asia' by Business Week, USA, June 1998
19. Leading business magazine Business Barons placed him in its list of 'India's 25 Most Influential Business and Financial Leaders', June 1998
20. Awarded the Companion Membership of the Textile Institute, UK, an award which is limited to 50 living members who have "substantially advanced the general interests of the industries based on fibres", 1994
21. Chosen 'Businessman of the Year 1993', Business India, January 1994



The legend called Shri Dhirubhai Ambani will never die. His spirit will live on forever.

“If you work with determination and with perfection,
success will follow.”

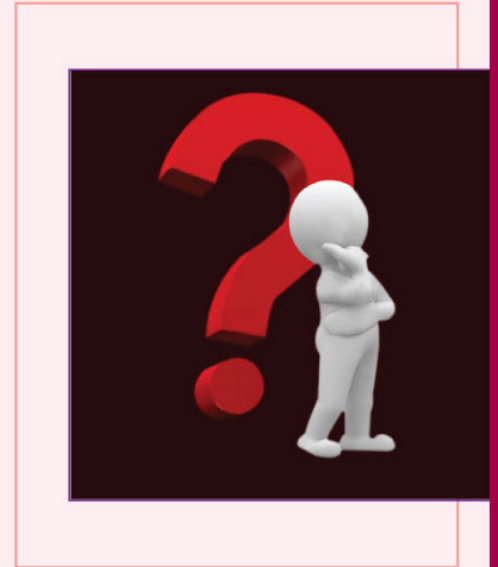
- Dhirubhai Ambani

EASY

Easy to judge the mistakes of others
 Easy to talk without thinking
 Easy to hurt someone who loves us
 Easy to forgive others
 Easy to set rules
 Easy to dream every night
 Easy to show victory
 Easy to admire a full moon
 Easy to stumble with a stone
 Easy to enjoy life every day
 Easy to promise something to someone
 Easy to say we love
 Easy to criticize others
 Easy to make mistakes
 Easy to weep for a lost love
 Easy to think about improving
 Easy to think bad of others
 Easy to receive
 Easy to keep the friendship with words
 Easy to read this

DIFFICULT

Difficult to recognize our own mistakes
 Difficult to refrain the tongue
 Difficult to heal the wound
 Difficult to ask for forgiveness
 Difficult to follow them
 Difficult to fight for a dream
 Difficult to assume defeat with dignity
 Difficult to see the other side
 Difficult to get up
 Difficult to give its real value
 Difficult to fulfill that promise
 Difficult to show it every day
 Difficult to improve oneself
 Difficult to learn from them
 Difficult to take care of it so not to lose it
 Difficult to stop thinking it and put it into action
 Difficult to give them the benefit of the doubt
 Difficult to give
 Difficult to keep it with meanings
 Difficult to follow



Coffee or Cup

A group of alumni, highly established in their careers, got together to visit their old university professor. Conversation soon turned into complaints about stress in work and life. Offering his guests coffee, the professor went to the kitchen and returned with a large pot of coffee and an assortment of cups - porcelain, plastic, glass, crystal, some plain looking, some expensive, some exquisite - telling them to help themselves to hot coffee.

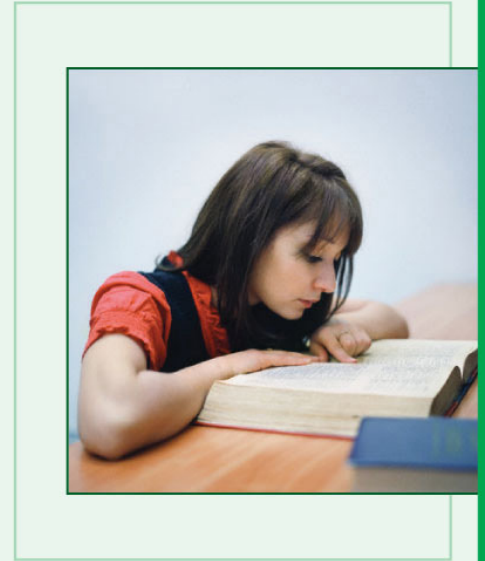
When all the students had a cup of coffee in hand, the professor said: "If you noticed, all the nice looking expensive cups were taken up, leaving behind the plain and cheap ones. It is normal for you to want only the best for yourselves and that is the source of your problems and stress. What all of you really wanted was coffee, not the cup, but you consciously went for the best cups and were eyeing each other's cups. Now if life is coffee, then the jobs, money and position in society are the cups. They are just tools to hold and contain life, but the quality of life doesn't change. Some times, by concentrating only on the cup, we fail to enjoy the coffee in it."

Don't let the cups drive you. Enjoy the coffee instead

“A vision has to be within reach not in the air.
 It has to be achievable.”

- Dhirubhai Ambani

1. The longest one-syllable word in the English language is "screeeched"
2. "Dreamt" is the only English word that ends with the letters "mt"
3. The dot over the letter 'i' is called a tittle
4. The word "set" has more definitions than any other word in the English language
5. "Underground" is the only word in the English language that begins and ends with the letters "und"
6. There are only four words in the English language which end in "-dous": tremendous, horrendous, stupendous, and hazardous.
7. The longest word in the English language, according to the Oxford English Dictionary, is Pneumonoultramicroscopicsilicovolcanokoniosis
8. There is a seven-letter word in the English language that contains ten words without rearranging any of its letters, "therein": the, there, he, in, rein, her, here, ere, therein, herein
9. The letters KGB stand for Komitet Gosudarstvennoy Bezopasnosti
10. 'Stewardesses' is the longest English word that is typed with only the left hand
11. The combination "ough" can be pronounced in nine different ways; the following sentence contains them all: "A rough- coated, dough-faced, thoughtful ploughman strode through the streets of Scarborough; after falling into a slough, he coughed and hiccoughed"
12. The only 15 letter word that can be spelled without repeating a letter is uncopyrightable
13. Facetious and abstemious contain all the vowels in the correct order, as does arsenious, meaning "containing arsenic"
14. The word "Checkmate" in chess comes from the Persian phrase "Shah Mat," which means "the king is dead"



Top 10 of Everything

**The Largest Countries in the World
(In million square kilometers)**

1. Russia	: 17.1
2. Canada	: 10.0
3. China	: 9.3
4. US	: 9.2
5. Brazil	: 8.5
6. Australia	: 7.6
7. India	: 3.0
8. Argentina	: 2.7
9. Kazakhstan	: 2.7
10. Algeria	: 2.4

**Deepest Oceans and Seas
(Average depth in meters)**

1. Pacific Ocean	: 3,939
2. Indian Ocean	: 3,840
3. Atlantic Ocean	: 3,575
4. Caribbean Sea	: 2,575
5. Sea of Japan	: 1,666
6. Gulf of Mexico	: 1,614
7. Mediterranean Sea	: 1,501
8. Bering Sea	: 1,491
9. South China Sea	: 1,463
10. Black sea	: 1,190

**The Longest Rivers in the World
(Length in kilometers)**

1. Nile	: 6,693
2. Amazon	: 6,436
3. Yangtze	: 6,378
4. Huang He	: 5,463
5. Ob-Irtysh	: 5,410
6. Amur	: 4,415
7. Lena	: 4,399
8. Congo	: 4,373
9. Mackenzie	: 4,241
10. Mekong	: 4,183

**The World's Largest Lakes
(Estimated Areas in Square kilometers)**

1. Caspian Sea	: 17.1
2. Michigan & Huron	: 10.0
3. Superior	: 9.3
4. Victoria	: 9.2
5. Aral Sea	: 8.5
6. Tanganyika	: 7.6
7. Baikal	: 3.0
8. Great Bear	: 2.7
9. Malawi	: 2.7
10. Great Slave	: 2.4



Spain is a country of stone castles, snowcapped mountains, vast monuments, and sophisticated cities, all of which have made it a favored travel destination. We bring before you some interesting facts about Spain.

SPORTS

- Bullfighting is considered to be an art as well as a popular sporting event. Although steeped in controversy, it is an integral part of Spanish history and culture with bull rings in all major cities
- Cycling is a very popular sport in Spain. The Vuelta a Espana (Tour of Spain) is a three-week road bicycle race that is one of the three "Grand Tours" of Europe, the other two being Le Tour de France (Tour of France) and Il Giro di Italia (Tour of Italy)
- Spain holds the current FIBA Basketball World Championship, French Open Championship and Tour de France Championship

HISTORY

- Christopher Columbus set sail from Spain under the patronage of King Fernando and Queen Isabel in order to find the New World in 1492
- Under the reign of Philip II (1556-1598), and until 1640, Spain ruled over an empire comprising Spain, the Spanish Netherlands (most of present Belgium and northern France), Southern Italy, most of South and Central America (including Brazil), about half of the present USA, the Philippines (named after Philip II), as well as various smaller colonies in Asia and Africa such as Malacca, Goa, Daman and Diu
- Spain did not participate in either the First World War (1914-1918) or Second World War (1939-1945)

FOOD

- Tomatoes, Potatoes, Avocados, Tobacco and Cacao were all brought to Europe (then spread around the world) by the Spaniards from their American colonies. All these words were imported from Spanish language into English, which explains why they end in "-o"
- Paella is an internationally known Spanish rice dish which originated in Spain's Valencian region. Most Spaniards consider paella to be their country's national dish
- Serrano Ham has Traditional Speciality Guaranteed (TSG) status by order of the European Union. This means the ham has a certain feature of a set of features, setting it clearly apart from other hams belonging to the same category

CULTURE

- Flamenco is not just a dance, but an art form that includes guitar, singing, dancing and 'plamas' (handclaps)
- Despite the beret being associated with France, the Basques in north-east Spain invented the beret
- Spanish author Miguel de Cervantes Saavedra's Don Quixote (1605) is widely viewed as the first modern novel

SOCIETY

- Spain was one of the first European countries to ban smoking in all workplaces, and Norway two years earlier
- Spain observes its national day on 12th October, because significantly, on the same date in 1492 Columbus set foot in the Americas
- Spain is famous for its festivals. A few of them include the running of the bulls in Pamplona, the tomato fight of Bunol, the fireworks of Las Fallas in Valencia and the mystique of Semana Santa in Andalucla



“Pursue your goals even in the face of difficulties, and
convert adversities into opportunities.”

- Dhirubhai Ambani

In life, you will never forget the lesson learnt in your past. When I was in elementary school, I got into a major argument with a boy in my class. I have forgotten what the argument was about, but I have never forgotten the lesson learned that day. I was convinced that "I" was right and "he" was wrong - and he was just as convinced that "I" was wrong and "he" was right. The teacher decided to teach us a very important lesson. She brought us up to the front of the class and placed him on one side of her desk and me on the other. In the middle of her desk was a large, round object. I could clearly see that it was black. She asked the boy what color the object was. "White" he answered.

I couldn't believe he said the object was white, when it was obviously black! Another argument started between my classmate and me, this time about the color of the object.

The teacher told me to go and stand where the boy was standing and told him to stand where I had been. We changed places, and now she asked me what the color of the object was. I had to answer, "White." It was an object with two differently colored sides, and from his viewpoint it was white. Only from my side was it black. My teacher taught me a very important lesson that day: You must stand in the other person's shoes and look at the situation through their eyes in order to truly understand their perspective.

- Vidhya



Simple Solution

One of the most memorable case studies on Japanese management was the case of the empty soapbox, which happened in one of Japan's biggest cosmetics companies. The company received a complaint that a consumer had bought a soapbox that was empty. Immediately the authorities isolated the problem to the assembly line, which transported all the packaged boxes of soap to the delivery department. For some reason, one soapbox went through the assembly line empty. Management asked its engineers to solve the problem.

Post-haste, the engineers worked hard to devise an X-ray machine with high-resolution monitors manned by two people to watch all the soapboxes that passed through the line to make sure they were not empty. No doubt, they worked hard and they worked fast but they spent a whoopee amount to do so. But when a rank-and-file employee in a small company was posed with the same problem, he did not get into complications of X-rays, etc., but instead came out with another solution.

He bought a strong industrial electric fan and pointed it at the assembly line. He switched the fan on, and as each soapbox passed the fan, it simply blew the empty boxes out of the line.



“Think big, think fast, and think ahead. Ideas are no one's monopoly.”

- Dhirubhai Ambani

France & Denmark have banned it from the country. Do not drink this drink anymore!! Pay attention; read it all. As a public health safety, please share this message with everyone especially with teenage children. This drink is sold in all supermarkets in our country and our children are consuming it on a trial basis. It can be mortal. RED BULL was created to stimulate the brains in people who are subject to great physical force and in stress coma and never to be consumed like an innocent drink or soda pop. RED BULL is the energizer DRINK that is commercialized world-wide with its slogan: "It increases endurance; awakens the concentration capacity and the speed of reaction, offers more energy and improves the mood". All this can be found in a can of RED BULL, the power drink of the millennium. RED BULL has managed to arrive at almost 100 countries worldwide. The RED BULL logo is targeted at young people and sportsmen, two attractive segments that have been captivated by the stimulus that the drink provides.

It was created by Dietrich Mateschitz, an industrialist of Austrian origin who discovered the drink by chance. It happened during a business trip to Hong Kong, when he was working at a factory that manufactured toothbrushes. The liquid, based on a formula that contained caffeine and taurine, caused a rage in that country. Imagine the grand success of this drink in Europe where the product still did not exist, besides it was a superb opportunity to become an entrepreneur. FRANCE & DENMARK have just prohibited it as a cocktail of death, due to its vitamin components mixed with GLUCURONOLACTONE, a highly dangerous chemical, which was developed by the United States Department of Defense during the sixties to stimulate the moral of the troops based in VIETNAM. It acted like a hallucinogenic drug that calmed the stress of the war. But their effects in the organism were so devastating that it was discontinued because of the high index of cases of migraines, cerebral tumors and diseases of the liver that was evident in the soldiers who consumed it. And in spite of it, in the can of RED BULL you can still find as one of its components: GLUCURONOLACTONE, categorized medically as a stimulant. But what it does not say on the can of RED BULL are the consequences of its consumption, and that has forced us to place a series of WARNINGS:

1. It is dangerous to take it if you do not engage in physical exercise afterwards, since its energizing function accelerates the heart rate and can cause a sudden attack
2. You run the risk of undergoing a cerebral hemorrhage, because RED BULL, contains components that dilute the blood so that the heart utilizes less energy to pump the blood, and thus be able to deliver physical force with less effort being exerted
3. It is prohibited to mix RED BULL with alcohol, because the mixture turns the drink into a "Deadly Bomb" that attacks the liver directly, causing the affected area never to regenerate anymore
4. One of the main components of RED BULL is the B12 vitamin, used in medicine to recover patients who are in coma
5. The regular consumption of RED BULL triggers off symptoms in the form of a series of irreversible nervous and neuronal diseases

CONCLUSION: It is a drink that should be prohibited in the entire world as when it is mixed with alcohol it creates a TIME BOMB for the human body, mainly between innocent adolescents and adults with little experience.

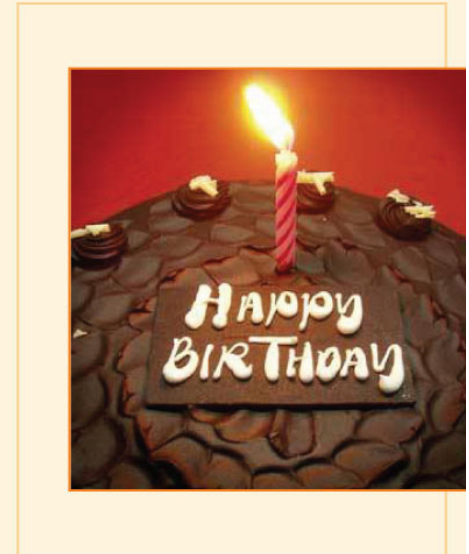
We do not guarantee the authenticity of this article as we received it through an e-mail. Nevertheless, prevention is better than cure



“For those who dare to dream, there is a whole world to win... Dream and dare..”

- Dhirubhai Ambani

NAME	BRANCH	DATE
Sandesh V. Jadhav	Mumbai	1-Dec
Manisha Tayade	Mumbai	1-Dec
Sheen Ajith Thomas	Mumbai	2-Dec
Hemant Shelar	Mumbai	7-Dec
Sanjay Sawant	Mumbai	16-Dec
Gangadhar Chakote	Satara	17-Dec
Tuljaram Keskar	Satara	21-Dec
Elizabeth Jacob	International	24-Dec
Kanipnath Sanap	Mumbai	26-Dec
Hitesh Patni	Baroda	28-Dec
Joy N Das	Delhi	30-Dec



Birthday Girl

Elizabeth Jacob (popularly known as Elzu) shares her birth month with none other than Dhirubhai Ambani! Our birthday girl for December, is a simple young lady from Gods own country. She began her journey with FEI in the year 2007 through a campus placement. Initially, she was posted in FEI's Cochin office, but her enthusiasm for learning, brought her to India's Commercial Capital. A qualified MIB (Masters in International Business), she holds an important position in the International Division. With supportive superiors who help her satiate her hunger for more knowledge, Elizabeth is surely and steadily moving ahead in life. We are sure she's going to have a blast on her birthday! Happy Birthday Elizabeth! God bless you. Wish Elizabeth on 24th December, her special day. Her mobile: 9769928082 Her email: intlexports@feicargo.net



New Members

Kiran Ghosalkar	:	Satara
Sanket Satish Badhe	:	Pune

Marriage Anniversaries

NAME	BRANCH	DATE
Manoj Kumar	Delhi	2-Dec
Bindu G Pillai	Mumbai	3-Dec
Samsudeen	Colombo	7-Dec
Hiren Desai	Ahmedabad	8-Dec
Dhiren Patel	Ahmedabad	13-Dec
Yuvraj Nikam	Mumbai	17-Dec
Sandesh Khaladkar	Mumbai	29-Dec

FEI Family is growing..



Siya
Little one of Sachin M.T., Mumbai



The Newly Wed Couple
Abhijeet and Vidhi
"We wish you both a Happy Married life"



My Timeless Encounters with Dhirubhai Ambani

Circa 1984-85. Five minutes with Dhirubhai was a great privilege I enjoyed, on almost every day that I was at the Reliance office, at Tulsiani Chambers, Nariman Point. I also had the opportunity to meet Mukeshji and Anilji then, although it was always a casual hello.

It is twenty five years since, but I have treasured those precious moments that inspired me to dream beyond working as a CHA and forwarder during those days.

Today, as I sit back and look at the past, I revere Dhirubhai's magnetic personality. "*Capable of persisting for as long as is necessary to accomplish a goal they have set for themselves,*" claims his zodiac, Capricorn.

Starting with this issue, FEI Duniya profiles some of the great personalities who have made a big difference to India Inc. Dhirubhai Ambani was born in the month of December. What better way than to begin with a Dhirubhai special!

I take this opportunity to reproduce a few of Dhirubhai's quotes from the book 'DHIRUBHAISM', written by Shri A. G. Krishnamurthy. I strongly recommend this book to every one who wants to succeed in life – not only commercially, but also as a great human being.

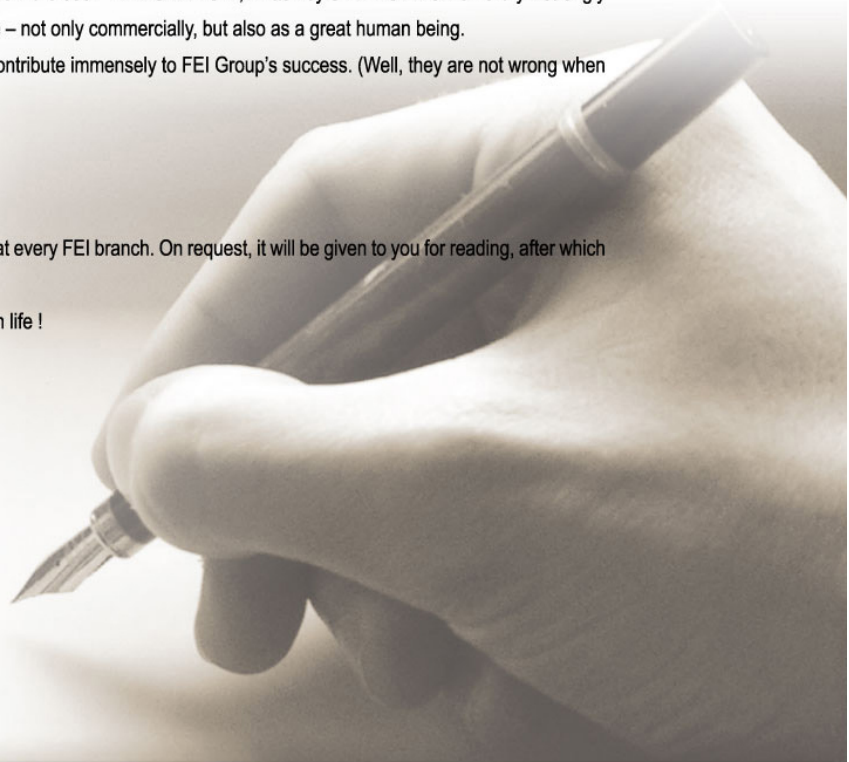
I am proud that Dhirubhai's five-minute anecdotes helped me contribute immensely to FEI Group's success. (Well, they are not wrong when they say, 'time is money.')

Warm regards

Pratap Nair

P.S.: A copy of the book DHIRUBHAISM will be made available at every FEI branch. On request, it will be given to you for reading, after which you must return it to your branch head, in good condition.

Wish you inspirational reading and a successful journey through life !



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

“Give (your people) the youth a proper environment. Motivate them. Extend them the support they need. Each one of them has infinite source of energy. They will deliver.”

- Dhirubhai Ambani

**If 2009 was one of “those” years which you began with optimism
And ended a little disappointed, Feeling all alone in the world
And have a couple of extra wrinkles
And added a few extra kilos
If during the year you forgot more than one important commitments
Not to mention differences of opinion with the boss
And more than one goal remained out of reach
If 2009 wasn't as great as it could have been
2010 will be here soon
Celebrate it the best possible way
With hugs, And kisses, And lots of humour
Have a Merry Christmas and a Fantastic Year in 2010 !!**

“My advice to young entrepreneurs is not to accept defeat in the face of odds, and challenge negative forces with hope, self confidence and conviction. I believe that ambition and initiative will ultimately triumph. The success of the young entrepreneur will be the key to India's transformation in the new millennium.”

- Dhirubhai Ambani



The Shailaja Nair Foundation (SNF) was set up by FEI Cargo Limited in fond memory of its founder director Mrs. Shailaja Nair who was born in Mumbai on June 24, 1960.

Shailaja grew up in an environment, based on the values of humanity. Religion to her was universal. Faith in a common God and the ethos of service to mankind were imbibed from a very young age. She was truly a people's person and was loved by all.

SNF is an NGO committed towards the welfare of the underprivileged, especially in the rural areas. The foundation provides a free ambulance service and runs a reference library in several villages of Kerala. Following in to the footsteps of Dr. APJ Abdul Kalam, SNF is in the process of implementing PURA (Providing Urban Facilities in Rural Areas)

Apart from holding blood donation camps, SNF plans to adopt an entire village, by taking the onus of its overall development including Education, Health Care, Employment, etc.

Shailaja Nair is the 'living' inspiration behind FEI's corporate social responsibility. Because those we love never go away; they walk beside us everyday. Unseen and Unheard.



An artist's impression of our proud Indian values



Lead with humility – our core values teach us to be aggressively efficient, and remain sensitively human at the same time. Quite naturally then, our passion for logistics is an art. A medium that goes beyond the austerity of commerce. A canvas that portrays relationship above anything else.

Our work has impressed our customers and critics alike. And we have regaled in the beautiful colors of trust, like a true Indian.

FEI Cargo Limited

• **freight management unlimited**

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Aiming Higher