FEI DUNIYA

ITS YOUR WORLD

• A PUBLICATION OF FEI CARGO LIMITED

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FROM THE CEO'S DESK

Dear Friends,

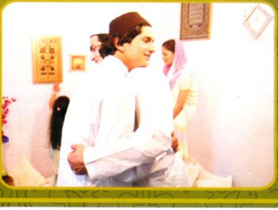
Ability is what you are capable of.

Motivation determines what you do.

Attitude determines how well you do it.

In the coming days I will be meeting each one of you individually, to see your scores of Ability, Motivation and Attitude.

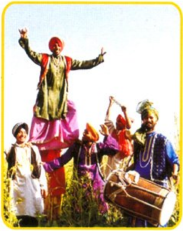
Thanks & Regards
Pratap Nair



Festival of India

India, the land of varied cultures and traditions is also a land of festivals and fairs. It is a land of festivity - religious as well as folkloristic. Whether you go to the East or the West, North or the South you would be able to enjoy every month a festival or a fair. Every day of the year there is a festival celebrated in some part of the country. Be it cultural or religious, it gives everyone an opportunity to enjoy and join the festivity. Festival is the time to rejoice and have fun.

Courtesy: www.festivalsofindia.in



A FAIRY TALE FOR MANAGERS

Many years ago in a small Indian village a farmer had the misfortune of owing a large sum of money to a village moneylender. The Moneylender, who was old and ugly, fancied the farmer's beautiful daughter, hence he proposed a bargain. He said he would forgo the farmer's debt if he could marry his daughter. Both the farmer and his daughter were horrified by the proposal. So the cunning money-lender suggested that they let providence decide the matter.

He told them that he would put a black pebble and a white pebble into an empty money bag. Then the girl would have to pick one pebble from the bag.

1) If she picked the black pebble, she would become his wife and her father's debt would be forgiven.
2) If she picked the white pebble she need not marry him and her father's debt would still be forgiven.
3) But if she refused to pick a pebble, her father would be thrown into Jail.

They were standing on a pebble strewn path in the farmer's field. As they talked, the moneylender bent over to pick up two pebbles.

As he picked them up, the sharp-eyed girl noticed that he had picked up two black pebbles and put them into the bag. He then asked the girl to pick a pebble from the bag.

Now, imagine that you were standing in the field. What would you have done if you were the girl? If you had to advise her, what would you have told her?

Careful analysis would produce three possibilities:

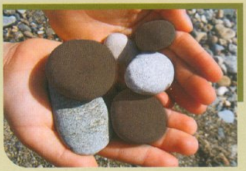
1. The girl should refuse to take a pebble.
2. The girl should show that there were two black pebbles in the bag and expose the money-lender as a cheat.
3. The girl should pick a black pebble and sacrifice herself in order to save her father from his debt and imprisonment.

Take a moment to ponder over the story. The above story is used with the hope that it will make us appreciate the difference between lateral and logical thinking. The girl's dilemma cannot be solved with traditional logical thinking. Think of the consequences if she chooses the above logical answers.

What would you recommend to the girl to do?

Well, here is what she did....

The girl put her hand into the moneybag and drew out a pebble. Without Looking at it, she fumbled and let it fall onto the pebble-strewn path where it immediately became lost among all the other pebbles.



"Oh, how clumsy of me," she said. "But never mind, if you look into the bag for the one that is left, you will be able to tell which pebble I picked."

Since the remaining pebble is black, it must be assumed that she had picked the white one and since the money-lender dared not admit his dishonesty, the girl changed what seemed an impossible situation into an extremely advantageous one.

MORAL OF THE STORY: Most complex problems do have a solution. It is only that we don't attempt to think.

Elizabeth Jacob

TUTICORIN BRANCH

Tuticorin is called the Pearl City of India.

This South Indian branch of ours is FEI's Pearl.

We handle several nominated shipments through this port under the able leadership of Mr. John and his young and dynamic team.

We do only export clearance and freight forwarding from this port.

We take care of the shipments from Karur and Tirupur also from this office.

We wish this young team all the very best.

By 2010, Gujarat aims at setting the highest standards in economic and social development. By then the state will be a strategic world-class infrastructure hub with modern ports along the 1600 kilometer long coast line, emerging as the gateway of prosperous economic activities. Come, join the growth curve by investing today and reap the benefits in the golden tomorrow.

Gujarat - The Growth Engine of India, situated at the western part of Indian subcontinent, is infused with the spirit for entrepreneurship. Under the helm of its dynamic and visionary Chief Minister Mr. Narendra Modi, it has mastered economic growth rate which is more impressive than the ASEAN countries.

Being one of the most industrialized states in India, Gujarat has a key role in driving India ahead.

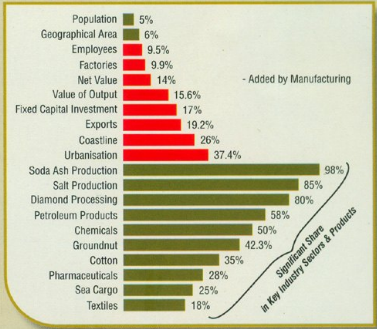
Following are some of the strong points and contribution of Gujarat

Advantage Gujarat

With 5% of India's population, Gujarat has 16% of industrial production. Gujarat had an annual average growth of 9% in the last 3 years and an average industrial growth of 15%

Longest **COASTLINE** in India	1600 Kilometers
Highest Number of **PORTS**	42
Number of **AIRPORTS**	13
SEZ Led Development	53 SEZs
FOCUSED PRODUCT Clusters	83
Integrated Statewide **GAS GRID**	2200 Kilometers
World's 3rd Largest Producer of **DENIM**	
World's Largest **IRRIGATION CANAL** (Narmada Canal)	
World's Largest Producer of **ISABGUL** (Psyllium Husk), Fennel Seeds and Castor Seeds	
World's Largest **DIAMOND PRODUCING HUB**	
World's 3rd Largest Grassroot **PETROLEUM REFINERY** at Jamnagar	

Gujarat's Contribution to the Nation



FEI is proud to have two of its branch offices in the State of Gujarat, one being at Ahmedabad and the other one at Vadodara (popularly known as Baroda) and the recent Annual Conference 2008 held at The Gateway Hotel, Baroda on the 11th & 12th of October 2008 was a memorable one.

"FEI awarded with the NATIONAL BUSINESS LEADERSHIP AWARD - 2008 WITH GOLD MEDAL by India International Council for Industries & Trade (IICIT)"

FEI started its journey strongly believing in the following saying:-

"Money making should not be the only aim of doing business. Try to do the right thing the right way with the right mind and money and fame will follow."

WARREN BUFFET THE RICHEST PERSON IN THE WORLD!!

Warren Buffet is the richest person in the world now.
This was when he was second richest.

There was a one hour interview on CNBC with Warren Buffet, the second richest man who has donated $31 billion to charity. Here are some very interesting aspects of his life:

1) He bought his first share at age 11 and he now regrets that he started too late.
2) He bought a small farm at age 14 with savings from delivering newspapers.
3) He still lives in the same small 3 bedroom house in mid-town Omaha that he bought after he got married 50 years ago. He says that he has everything he needs in that house. His house does not have a wall or a fence.
4) He drives his own car everywhere and does not have a driver or security people around him.
5) He never travels by private jet, although he owns the world's largest private jet company.
6) His company, Berkshire Hathaway, owns 63 companies. He writes only one letter each year to the CEOs of these companies, giving them goals for the year. He never holds meetings or calls them on a regular basis.
7) He has given his CEO's only two rules.
   *Rule number 1: do not lose any of your share holder's money.
   *Rule number 2: Do not forget rule number 1.
8) He does not socialize with the high society crowd. His past time after he gets home is to make himself some pop corn and watch television.
9) Bill Gates, the world's richest man met him for the first time only 5 years ago. Bill Gates did not think he had anything in common with Warren Buffet. So he had scheduled his meeting only for half hour. But when Gates met him, the meeting lasted for ten hours and Bill Gates became a devotee of Warren Buffet.
10) Warren Buffet does not carry a cell phone, nor has a computer on his desk.
11) His advice to young people: *Stay away from credit cards* and invest in yourself.

FEI held its Annual Manager's Conference on the 11th and 12th October at The Gateway Hotel, Baroda. The photos of this event will be published in the forthcoming FEI Duniya issues. The first one is given below:

NONE OF US IS AS SMART AS ALL OF US
FEI
Freight Express International Pvt.Ltd.
What A Freight Forwarder Ought To Be
Website:www.feic

Mr. Kumar & Mrs. Goradia from Jewel Consumer Care Pvt. Ltd. who was awarded the Best Customer for the Year. Accompanied by Mr. Pratap Nair, Mr. Sham Talashilkar and Mr.Rajesh Megharjani of Team FEI on the dias.

Excerpts of interview with Mr. Kishore Biyani, Founder and Group CEO, Future Group published in Outlook India October 2008.

Published with prior permission from Outlook Money.

KISHORE BIYANI BUILT NOT JUST A SUCCESSFUL BUSINESS FROM SCRATCH, BUT ALSO CHANGED THE WAY WE SHOP. HE TALKS TO MONIKA HALAN ABOUT THIS EVOLUTION AND WHAT WE NEED TO SURVIVE IN OUR BURGEONING ECONOMY

All of us who lived through the last 15 years had the same opportunity as you did. There was obviously something you saw or did which has made the difference? What has caused this change in India?

First, my generation was much less conformist than the current one, and my being a contrarian helped me immensely. Second, with liberalization, the demographics and growth story of India was emerging and we were all beneficiaries of that. Third, India being a young democracy, we were still in the first round of economic growth.

However, in 40 years, we had basic thing like the textile steel and paper industries in place. There was the opportunity to come up with the next set of industries- the consumption business was one of them. We saw an opportunity there. But, it was very difficult to enter then and I never thought I would be able to work there.

In terms of personal qualities, what is that which you can share with our readers?

I think I visualize things in their entirety on a bigger canvas. I learned the art of decision making and taking details and moving on in life. Also, there was a lower risk of losing then. Perhaps I would not be able to take those chances now.

How have you and your business affected the three part individual, who is at once a consumer, an employee and an investor?

I think the impact on the consumer is clear- around 200 million people walk in into our stores each year. The challenge for us is how to treat them, how to serve them and what products to offer them? The joy we see in the eyes of our customers makes us even more committed.

As a company, we do not discriminate among our employees. We help them develop the confidence to greet customers and serve them. This business is all about humility. Besides providing employment, I think we are making better human beings and that gives a great feeling at times.

The investor, I think, did get a chance to invest in a new category of consumerism. We were probably one of the first listed companies in this space. Through we have been able to create reasonable wealth for them, I am certain, more is possible. If India has to grow, consumption has to grow. If consumption grows, we are one of the biggest proxy players in the area.

Is the mall is manifestation of the average Indian's aspiration? Is this adding to our sense of self esteem?

We called it the democratization of shopping when we opened Big Bazaar. It is democracy of choice, freedom of selection and it is classless. I think there was not a single retail format in this country that was created with an all inclusive mandate. So, in that sense, the mall did create a sense of fulfilling aspirations in terms of shopping and spending time with the family.

How do the shopping patterns of the 20-, 40- and 60- year old differ?

It's not much different. The two emotions of greed and fear work across the age groups. Greed that a product is available now for so much and fear that it will not be available tomorrow - that is what makes people buy. This is not going to change. However, the product preferences and the relationship to a brand could be different among different age groups.

Are you seeing people more happy using credit for shopping now?

The credit card spend has definitely gone up. When we started business, about 20-22 per cent of the customers were using it. Now it is 50-55 per cent of the customer. Credit card users are spending money, especially on aspirational and lifestyle goods.

For aspiring entrepreneurs, at what point does core competency end and expansion begin?

Most theories break in 15 - 20 years. So stick to whatever you think is the best. Like our core competency is the Indian consumer and we stick to that. Act within the constraints of your personality- what suits you, or how much you can enlarge.

ON THE PERSONAL FRONT

We want to know where you go shopping and what sort of films you see

I see anything that is popular or that has a chance to get popular. Everything which is popular-from Bigg Boss to Singh is Kinng. I saw Rock On recently.

Do you use credit cards yourself?

I use lot of credit card. probably I am one of the big credit card spenders in the country.

And you pay your bills on time?

Absolutely!

What keeps you going?

I think connecting to the youth. If you can relate to what the youth does, you can see the changes in their mindset. Almost 60 per cent of India is young and if I can't relate to them today, I will get a lot of things wrong tomorrow. The litmus test is to understand the youth and their aspirations more than anything else.

BIRTHDAYS IN NOVEMBER

HIREN DESAI	AHMEDABAD	01 - Nov
SHASHIKALA A. KOTIAN	CORPORATE	05 - Nov
V. V. SALVE	MUMBAI	06 - Nov
DILAWAR INAMDAR	MUMBAI	11 - Nov
SATISH W. RANE	MUMBAI	19 - Nov
BALAJI MUDALIAR	AHMEDABAD	29 - Nov
JAYPAL SADHWANI	AHMEDABAD	29 - Nov
SMITA CASTELLINO	MUMBAI	30 - Nov

ANNIVERSARIES IN NOVEMBER

MOHD. IMRAN ALI	HYDERABAD	04 - Nov
ROMA & HARISH GIANANI	AHMEDABAD	10 - Nov
SANTOSH TAYDE	AHMEDABAD	11 - Nov
MANSI JANI	AHMEDABAD	23 - Nov
SHANE M. X.	KOCHIN	27 - Nov

HOLIDAYS IN NOVEMBER

GURUNANAK JAYANTI	13 - Nov	THURSDAY	Chennai, Delhi

NEW MEMBERS

ADINATH WAFARE	MUMBAI	FEI
ASHOK D. SHINDE	MUMBAI	FEI
DYANESHWAR BHARSINGH	MUMBAI	FEI
MAHESH MALAGI	MUMBAI	FEI
POPAT SHEDKE	MUMBAI	FEI
RAJU DHABADE	MUMBAI	FEI
SUBHASH BONTE	MUMBAI	FEI
YUVRAJ NIKAM	MUMBAI	FEI
BHAGWANDAS SHARMA	AHMEDABAD	FEI
ROMA GIANANI	AHMEDABAD	FEI
DEEPU P. JOSEPH	BANGALORE	FEI

VOYAGE TO DISCOVER THE HIDDEN PORTS

We from the international desk, under the guidance of Mr. Nair thought of making a game to be published in FEI Duniya, at this juncture when its got a new look. This will help you to enhance your knowledge about the sea ports in different parts of the world in a fun filled manner.

It's a word jumble puzzle. You need to look for ports which are listed below the puzzle table. The words are in straight lines, but may be forwards, backwards, diagonal, up or down and never skipping letters. But you can use some letters more than once. Once you find a port out, you need to cross it.

This will help us to know the names of the sea ports in different countries in the months to come. The solution for the puzzles will be published in one of the next editions. The names of the FEI family members or their family members who give all the correct answer will be published in one of the next editions. The lucky one out of them will get a prize. Members of international desk and their family members cannot participate in this. Let's start with our India.

Voyage #1 Discover the Indian Sea Ports

K	R	C	X	P	S	M	P	K	O	Z	X	K	C	V
I	J	C	H	E	N	N	A	I	L	K	N	A	B	I
L	M	F	V	K	M	T	I	E	P	R	T	N	Y	S
W	D	U	F	L	K	H	D	L	O	A	I	D	U	A
E	V	B	M	A	H	R	L	K	Q	S	V	L	G	K
C	N	O	A	B	N	V	A	A	F	W	I	A	S	H
P	Y	N	G	P	A	J	H	K	L	M	Z	N	V	A
M	I	K	O	C	H	I	C	I	F	U	H	J	N	P
U	P	D	A	R	K	O	C	N	V	N	I	T	P	A
M	I	O	A	P	E	M	A	A	U	D	N	M	K	T
B	P	A	R	R	C	H	E	D	N	R	J	I	O	N
A	K	O	L	K	A	T	T	A	G	A	A	P	C	A
C	T	U	T	I	C	P	E	N	N	E	M	E	C	M
A	H	A	L	D	N	M	U	N	D	E	S	O	I	M
T	A	R	F	J	V	T	U	T	I	C	O	R	I	N

Chennai, Ennore, Goa, Haldia, JNPT, Kandla, , Kakinada, Kochi, Kolkatta, Mumbai, Mundra, Paradip, Pipavav, Tuticorin, Visakhapatnam, Vizhinjam

BIRTHDAY GIRL

You can get her on 29204191/ 09987008060 or through email mail@feicargo.net or mumbai@feicargo.net.
She will make sure to take your calls personally or by sending a mail to her on this day.

It's not what you are in an organization that matters, but how well you do what you are supposed to do, that makes the difference.

During the interview , before she made her entry into FEI on 1st Jan 2006, she told us that she wanted to be an airline crew.

Her smiling face, never gave us a feeling that she was not liking her work in FEI.

She went on to excel in her job and if there is any kind of award for the best receptionist we are sure it goes to her only.

Her marriage to Mr. Robert Castellino on 6th of April this year has made her only more responsible in her job.

Our birthday girl Ms. Smitha celebrates her birthday on 30th November and FEI Duniya wishes her a very happy birthday in a very special way by telling her that " we are proud of you"

If you share our this feeling in encouraging quality work with total involvement and responsibility please make it a point to call her personally or by sending a mail to her on this day.

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Editor- K. S. Prathapachandran Nair (responsible for selection of news under PRB Act)

In Business World
Customer is the King
The facts about customer service
(Customers rely on suppliers they deal with to help
them conduct business efficiently.
As a result customer service is a vital part of doing business.)
It costs six times more to attract a new customer,
then it does to keep an old one.
It takes up to twelve positive service experiences,
To overcome the negative effects of a single bad one.
A typical dissatisfied customer will
tell 8 -10 people about their problem.
Seven out of ten complaining customers,
will do business with you again,
if you resolve the complaint in their favor.
If you resolve a complaint on the spot
95% will do business again.
Of those customer who quit,
68% do so, because of an attitude of indifference;
by the company or a specific individual.
Customer satisfaction or the lack of it is the difference,
between how a customer expects to be treated
and how he perceives being treated.
In summary, all the above fact say□
Customer service problem is a serious disadvantage
and customer satisfaction equals success.