



# FEI DUNIYA

It's Your World

• A PUBLICATION OF FEI CARGO LIMITED

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*All  
across the world,  
March 8th is celebrated as  
'Women's Day'*

*So our message to all our women readers, is  
"just be proud of being a woman"*

*and*

*to all men,  
"value the women in your life"*

## *CEO's Message*

Dear friends,

Yesterday is history and tomorrow is a mystery. Living in the present, we have to plan for the future.

This is what took me to IIM Kozhikode, to look out for some new talent. The reason is to bring in new people and new ideas, in order to prevent staleness from setting in. We definitely have to create more hunger, passion and energy, amongst ourselves, to make that 'difference' that I keep talking about.

We are not the biggest. We are not the strongest. But by trying to be the best, we try to be different. I hope we all get ready to bring about a change within ourselves, to take up this new responsibility. We have to..... (our Silver Jubilee year is fast approaching).

Best regards,

**Pratap Nair**



## *Junior Speak*

Dear friends,

I would first like to take this opportunity to wish all our female colleagues "Happy Women's Day" and everyone a very Happy Holi.

I request each of you to wish your mothers, sisters, aunts, wives on 8th March, to thank them for all that they have done and for being such a good influence in your lives.

Holi has always been a festival of colours, but there are certain aspects of this festival, besides the obvious ones, which are so significant for our lives. It might not be so apparent, at first glance, but a closer look will reveal that there is more to Holi, than what meets the eye. Ranging from socio-cultural (everyone celebrates together), religious (winning over evil) to biological factors (giving your winter skin a farewell and preparing for your summer skin), there is every reason for us to heartily enjoy this festival and cherish the reasons for its celebrations.

Holi heralds the end of winter and the onset of spring. It also signifies the triumph over man's base instincts. It is also the perfect example of the victory of good over evil.

So when, it is time for Holi, please don't hold yourself back. Enjoy the festival to the hilt, by participating with full enthusiasm, even in the smallest traditions.

Please remember to use eco-friendly colours and try to save water, while enjoying the festival to the fullest.

Wish you a Happy and Safe Holi.

Respectfully,

**Abhijeet**

## *Your success and happiness lie in you*

Always.....Unconditionally.....follow you heart.

External conditions are the accidents of life, its outer accessories. The great enduring reality is love of service.

Joy is the holy fire that keeps our purpose warm and our intelligence aglow. Resolve to keep happy, and your joy and you shall form an invincible shield against difficulty.

If you give a part of yourself to life, the part you receive back will be so much greater. Never lose sight of your dreams because a person who dreams always has hope. You have the ability to accomplish anything, but never do it at anyone else's expense. If you can go through life loving others, you will have achieved the greatest success of all.

## *Strength*

Strength of character means the ability to overcome resentment against others, to hide hurt feelings, and to forgive quickly.

A powerful idea communicates some of its strength to him who challenges it.

You really have to look inside yourself and find your own inner strength. Say to yourself, "I'm proud of what I am and who I am, and I'm just going to be myself."

If we are strong, our strength will speak for itself.

In the words of the Father of our Nation, Mahatma Gandhi, "Strength does not come from physical capacity. It comes from an indomitable will."



## *Lol moment*

Reaching the end of a job interview, the HR person asked the young engineer, fresh out of IIM, "and what starting salary were you looking for?"

The engineer replied, "around 30 lakhs per annum, depending on the benefits package."

The HR person said, "well, what would you say to a package of 5 weeks vacation, 14 paid holidays, full medical and dental, company matching retirement fund to 50% of salary, and a company car leased every 2 years, say, a black Mercedes?"

The engineer sat up straight and said, "Wow!!! Are you kidding?"

The HR person replied, "Yes, but you started it."



## Telephone etiquette Tips for the FEI family

- Answer the calls within 2 to 3 rings. This gives a professional look to the organization.
- While answering a call, turn away from your computer, desk or any other work that you are doing.
- Smile as you answer a call and speak in a polite tone.
- Start the call by greeting the caller and identifying yourself i.e "Good morning / afternoon / evening FEI".
- Speak at a neutral pace and volume.
- Acknowledge the caller.
- Do not eat, chew or drink while talking on the phone.
- Follow hold procedures i.e. While putting the caller on hold, ask "May I place you on hold while I ....." or while transferring say, "Would you be on line while I connect you to ....."
- Thank the caller for being on hold.



- Contributed by Ms. Renu Gurdasani, FEI Mumbai

## Exercise to live longer and healthier

**With exercise, weight-loss, diets, etc., being the buzzwords this year, here are a few tips to help you stick to your New Year resolution, of leading a healthier lifestyle.**

"For every inch your waistline exceeds your chest size, you lose two years of your life", says fitness expert J K Francis.

Physical fitness is the ability to perform daily tasks efficiently and alertly. It also means having enough energy left over to enjoy leisure time activities and meet emergency demands. It involves the performance of the heart, lungs and muscles. Fitness also affects our mental alertness and emotional stability. Exercise must become one of those things that you do every day without thinking, like brushing your teeth. Unless you are convinced of the benefits of exercise and the risks of being unfit, you will not succeed.



### An FEI Initiative



### Quiz time

**Answer to last month's quiz:**

What occurs once in every minute, twice in every moment, yet never in a thousand years?

Ans. The letter M.

### Quiz Time

I am a seven letter word, but if you remove four of my letters, I will have one left. What word am I?

Send in your quiz answers to [feiduniya@feicargo.net](mailto:feiduniya@feicargo.net). For every correct answer, you will get 5 points. Keep collecting your points with every issue. When your score goes up to 50 points, you will receive a SURPRISE GIFT. So what are you waiting for?? Come on. Tickle your Brain

## *Basking in the Festive Spirit...*

*This month has two major Indian festivals to boast of. Both are celebrated with equal zeal, by communities all across India.*

### *Gudi Padwa*

The first festival which marks the beginning of the Hindu New Year, falls on Chaitra Shukla Pratipada. It is known as Gudi Padwa (in Maharashtra).

This festival is celebrated with a lot of reverence. The day begins with an auspicious bath, followed by decorating the doorway with a 'toran'. Rangoli designs are drawn at the entrance of the houses and everyone dresses in new clothes, to welcome the New Year. People then take part in worship to the Almighty, before hoisting the Gudi.

It consists of a bright colored cloth, with a rich border, tied to the tip of a long bamboo. Along with this, sugar crystals, neem leaves, a twig of mango leaves and a garland of red flowers are tied. A silver or copper pot is then inverted over it. This gudi is then hoisted outside the house, so that everybody can see it. The Gudi plays an integral part in this festival and is a symbol of victory. It is also used to ward off evil and to welcome prosperity into the household.



### *Holi*

Another major festival is the 'Festival of Colours', Holi. It is a spring festival which also symbolizes the victory of good over evil. Bonfires are lit on the eve of the festival, in memory of the miraculous escape of young Prahlad, when Holika, sister of Hiranyakashipu, carried him into the fire. Holika was burnt but Prahlad, a staunch devotee of god Vishnu, escaped without any injuries due to his unshakable devotion.



On the day of Holi, people indulge in celebrations and smear colour on each other and enjoy with much fanfare.

The festival also holds further significance. A transition in weather, is believed to cause viral fever and cold. Natural coloured powders have a medicinal value, as these powders are traditionally made of Neem, Kumkum, Haldi, etc.

Now-a-days, using of synthetic colours has become predominant. However, it would be great to revisit the old times and enjoy this festival in the right spirit.

# Chef's corner

We present you two delightful treats to enjoy during the festivals this month. Puran Poli is considered a speciality during Gudi Padwa; and Malpua is a delicacy prepared during Holi.

## Puran Poli

### Ingredients:

1 cup Chana Dal  
1 cup Jaggery, grated  
½ grated Nutmeg (Jaiphal)  
50 gms powdered Cardamom (Elaichi)  
1 cup Maida  
½ cup Whole wheat flour (gehun ka atta)  
7 to 8 tbsp Oil



### Method

- Wash the chana dal and cook with a little or just enough water.
- Once cooked, drain out the extra water.
- Add jaggery to the cooked dal and cook on low heat until the mixture becomes thick.
- Remove from heat and add grated nutmeg and cardamom powder.
- Keep aside to cool. Once cooled, grind the mixture. The Puran is ready
- Mix the flour, oil and enough water to knead into a smooth dough.
- Keep it aside for an hour.
- Divide the Puran mixture into small sized balls.
- As if making parathas, stuff the mixture into each portion of the dough. Roll it out and fry on both sides.
- Serve hot with pure ghee.

*- contributed by Manisha Tayade, FEI Mumbai*

## Malpua Kheer

### For the Pua

1 cup Maida  
¼ cup grated coconut  
2-3 elaichi grounded  
Few almonds grounded  
Sugar to taste  
Milk – enough to make a mixture  
Oil for deep frying

### For the sugar syrup

4 cups water  
2 cups sugar  
Rose water  
Kesar  
2 spoons milk

### For the Kheer

1 ltr Milk  
½ cup Grated dry fruits  
kesar  
Sugar to taste



### Method

Mix the Maida, grated coconut, elaichi, almonds and sugar, adding milk to make a thick mixture. Beat well and store overnight.

To prepare the sugar syrup, boil the water, sugar and rose water. When it is boiling, add the milk. Once ready, remove from fire, add kesar and keep aside.

To make the kheer, mix the milk, dry fruits, kesar and sugar and boil. Reduce it to half the quantity stirring continuously. Keep aside when ready.

Deep fry small portions of the pua mixture, until golden brown. Ensure it does not become crisp or hard. Place the warm pua in a bowl of sugar syrup for 5-10 seconds. Then remove it into another bowl, adding the kheer, before serving.

*- contributed by Niharika Tripathi, FEI Corporate Office*

## Women of Strength

It's time to salute our unsung heroes. The women in our life who stand by us through any situation. Our mothers, wives, sisters, friends, daughters, nieces, aunts, grandmothers. They stand rock solid, inspiring us to do our best.

A mother will turn a blind eye to the world and encourage her child's dreams. She will be the wind beneath their wings, gently pushing them to achieve their best.

A wife will be your partner who will support you through thick and thin. Throughout history, this phrase will always stand true, that, 'behind every successful man, there is a woman'.

A sister is your first best friend who is always by your side. Even when the years go by and you are old and gray, she is someone who'll keep you rooted to your family. As they say, blood runs thicker than water.

A daughter will think her father is her hero. She will keep you grounded and will make you feel like the ruler of the world, even on days when you feel low. She will love you and care for you long after she's flown the nest.

A grandmother passes on her pearls of wisdom to you – the kind of wisdom that only age and experience can bring. And you know, she got this from her grandmother. You would do well to follow her advice because, after all, she's the one who's raised your parents too.

**So here's to woman power!!!**



## Prayer To Your Feminine Spirit



I summon your soul to sing its great song,  
For, to do otherwise would surely be wrong.  
Come live in the beauty of who you are  
From here you look like a shining star.  
You have one life to live this time round  
Please, don't live it underground.  
The world cries and creates a demand for your stand.  
We're on the verge of balance but the world needs your hands.  
So summon your spirit and sing its great song,  
For to do otherwise would surely be wrong.

- Author unknown

## Direct Dil se...

Dear Abhijeet Sir,

Thanks a lot for visiting our campus!  
The whole experience was amazing and the students have given a very good response, starting from the presentation to the whole process. We want you and Pratap sir back soon for a guest talk and to learn more about the logistics industry and your experiences. Please send the offer letters to me and Arjun. We will share the same with the students and complete all the formalities from our end.  
Our students are looking forward to join you and start their career with FEI.  
Hope to build a very strong and fruitful partnership between FEI and IIM Kozhikode.

Regards  
Akash Deep  
Placements Committee  
IIM Kozhikode

Dear Mr. Pratap Nair,

Sub: In-house Communication Excellence

Thank you very much for your mail and for the article on ICE Awards. This gives a perspective on the Awards and I will look at your website to learn more about the Awards. I look forward to staying in touch.

Warm regards,  
C. Sarat Chandran  
Director  
Indo-Australian Chamber of Commerce

## Book review

### YOU DON'T NEED A GODFATHER - ELANGO R.

The minute you pick this book up, the title gets you thinking about what the author has to say. The reader would be curious to dive into it.

This book is not based on dated research or work done during back-seat driving. The characters are real and actually exist. The book is based on real-life examples which will keep you engrossed from the first page till the end. It is practical, conversational, free of jargon and packed with interesting stories and humor.

The book is based on the author's several years of interaction with over a few thousand colleagues and chronicles his journey from the cubicle to the corner office.

To add to the charm, Agastya, a seven year old guru and son of the author, gives us his uncluttered perspective.

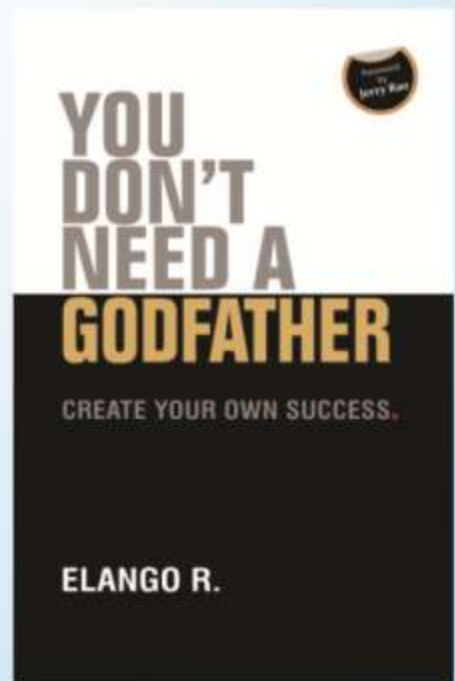
The book begins with a section stating "I make Me" and to elaborate this there is a story which Agastya has presented "I hate Ireland". Elango explains how this actually relates to our day-to-day working.

Read it for yourself and spread the word across all generations, particularly to the youth of this new age India, who are at the starting line of their career. I am sure this book will be something you treasure in the years to come.

Grab a copy now.

Happy Reading!!!

Vishwanath Ghanekar  
Tata McGraw-Hill



Title : You don't need a Godfather  
Author : Elango R.  
Price : Rs. 250 /-



## Shraddha Muley – Reaching for the Stars



14 year old, Shraddha Muley is the charming daughter of Mr. Lahu Muley of our Mumbai branch. A student of Parle Tilak Vidyalaya, she is a multi-talented young girl. She is a pet of all her teachers in school as well as the elders and children, in the society she lives. Shraddha likes reading and travelling to different places, to witness the sights and sounds there. She is fascinated by different cultures and countries and has a keen desire to learn more about it. She is also musically inclined and loves to play the Casio. She enjoys the company of her best friends Suketi and Siddhi and also has a blast playing with children. Shraddha aspires to be an astronaut when she grows up and we wish her all the best for her flight into space.

## Sports Star – Dhruv Patni



Dhruv Patni is the six year old son of Mr. Hitesh Patni of our Baroda branch. Studying at ONGC Baroda High School, he is an active child who is happiest when he is outdoors. He loves cycling and skating and is very good in sports. He enjoys watching cartoons and action films on television. Dhruv is a fan of all kinds of cars and bike races. He also likes to play indoor games. Our wish for this budding sports champ is that he shines in whatever he chooses in his life.

## Tips to beat Exam Stress

**Hey kids, it's that time of the year again. Time to pull up your socks and dig into those books. Its time for the Final Exams – One hurdle you need to cross before you enjoy a nice, long summer break. But before you start making vacation plans, here are some handy tips to help you through this crucial time of the year.**

- ➡ Manage time wisely. Set up a study schedule and break up your studies into smaller bits. Set aside a specific amount of time for each subject.
- ➡ Monitor your progress by taking mock tests. Sit for a three-hour test, preferably as per the timings of the board. Writing under exam conditions will help your body clock adjust to the board time and conditions.
- ➡ Take a short break, as soon as you notice you are losing concentration. Go for a walk, talk to a friend or just listen to some music. Then you will feel refreshed and able to concentrate again.
- ➡ Have a balanced diet. Food rich in vitamins and proteins, such as green leafy vegetables and fresh fruits, are a must. This will help your brain stay sharp.
- ➡ Do not compromise on sleep. Adequate rest is important so you can wake up bright and early and concentrate better.
- ➡ And finally, stay calm and happy!

**All the best and hope you succeed with flying colors.**

## The Fox and the Stork

Once upon a time, there was a selfish fox who invited a stork to dinner at his home. He poured some soup for her in a very shallow dish. The fox could easily drink the soup from the dish. But the stork could not, because she had a very long beak. So, she remained hungry.

"I am sorry that the soup is not to your liking," said the fox with a sly smile.

"Oh, please do not apologize," said the stork. "I hope you will come and dine with me too sometime." So a day was selected when the fox should visit the stork.

Finally, when they were seated at the table, the stork served them both some soup in a very long necked jar with a narrow mouth. The stork drank the soup easily but the fox could not drink from the tall jar. This time it was the fox's turn to go hungry.

**Moral : Whatever you do unto others, will come back to you.**

## Logistics News

- ➡ The Union Shipping Minister, Mr. G.K. Vasan has strongly advocated Public Private Partnership mode in port investment opportunities in India.
- ➡ The Minister for ports and infrastructure, Mr. Ganta Srinivasa Rao, said that Andhra Pradesh has a very long coastline. He, therefore, stressed the need for more ports, as business through ports would increase in the coming days.
- ➡ The Indian Railways will construct an industrial rail corridor to improve transportation from the tracks in the mineral rich states of Chhattisgarh and Jharkhand. The industrial rail corridor would be built with an estimated cost of Rs. 40,000 crore.
- ➡ Mr. M.P. Pinto, former Shipping Secretary has stated that, Kochi has the potential to become a transshipment hub. The basic requirement of a hub port is a good location, competent container terminal operator, reasonable draft for handling large container ships and efficiency to make reasonable moves per-hour. At present, Kochi Port has all these parameters to become a hub port in the region.
- ➡ With the Indian Railways unable to provide adequate capacity to move coal, the Government is now shifting focus to inland waterways. The Shipping Ministry has requested a higher allocation of funds for the same.



## Letter to the editor

Dear editor,

"FEI Duniya"

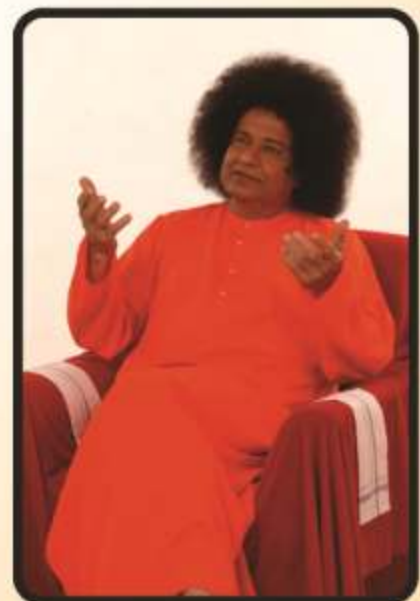
This name is such an apt one for our in-house magazine. It resonates the aim that we had in mind, when we created it - to hold a special place in people's worlds. Right from its humble beginnings, as a handwritten copy, to a full colour 12 -16 page issue, our FEI Duniya has come a long way. It is now touching so many people's duniyas.

I wish the magazine all the best as it reaches out to more and more people.

Warm regards,

**Sandesh Khaladkar, FEI Corporate office**

## Guess who this is?



**Here's your Clue :**

He has been a well wisher of the FEI Group over the years.

Send in your answers to  
[feiduniya@feicargo.net](mailto:feiduniya@feicargo.net)

# Celebrations



## Birthdays

Ramdas Gete	Mumbai	01 March
Adinath Wafare	Mumbai	02 March
Ajith G	Bangalore	05 March
Imran Khan	Delhi	09 March
Sandeep Jagtap	Pune	16 March
Bal Shastri	Bangalore	17 March
Supriya Ghanekar	Corporate	18 March
Tejashree A Shirke	Mumbai	23 March
Vilas Chikane	Mumbai	23 March
Nitin B. Mulay	Mumbai	26 March

## Wedding Anniversaries

Pankaj M Vaghela	Ahmedabad	02- March
Ashok Jha	Mumbai	13- March
K. Suresh	Chennai	13- March
P Mohankumar	Chennai	15- March

## New Members

Ananthkrishnan. M	FEI Global
Afsal P. A.	Kochi
Sandeep Jagtap	Pune

## Form IV

Statement About Ownership & Particulars about: FEI DUNIYA

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I, K.S.P. Nair, hereby declare that the Particulars given above are true to the best of my knowledge & belief.

Date : 01.03.2012

sd/-

*FEI family is growing...*



*Raj  
(Son of Mr. Vaibhav Malap)  
FEI Mumbai*

## Birthday Boy



Our Birthday Boy for the month is Delhi's 'Shining Star' Imran Khan. He joined FEI in March 2011 and weaved his magic at Mumbai, in the Import section.

Right from day 1 in FEI, he showed that he is different from the ordinary. He is efficient and committed towards his work and career.

His dedication and active involvement soon won him, the respect of many. His enthusiasm took him to our Delhi branch in August, where he expertly looks after the Sea and Air import profiles.

His seniors unanimously agree that he never gives anyone a chance to complain about his work. Imran is a good-natured and hardworking young man, who is always ready to extend a helping hand to his colleagues. In his spare time, he enjoys cricket and also dabbles in the kitchen. To wish our team-mate, on his birthday, call him on 8010006599.



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Welcome to "The July Club"

Where the Common, the Not So Common and the Uncommon meet. If you're born in the month of July or are curious to know more about those born in July, then do visit:

The views and opinions expressed in FEI Duniya are not necessarily those of the editor, publisher or the organization. Any health tips given in the magazine should not be substituted for the advice of a medical professional.

# ICE Awards

## In-house Communication Excellence

Calling all those who support communication and creativity!!! If you are involved in the thankless job of creating an in-house magazine, here's your chance to get recognized for your efforts. If you know someone that falls in this category, then do let us know.

It's your chance to step into the spotlight, and get your share of glory. You are the glue that binds the people in your organization. You make sure people are up-to-date with the latest news and happenings, be it a birthday, a wedding or a new development in business. Now its time to step out of the shadows. Let your magazine be applauded and compete with the rest.

ICE Awards has been through fire and has emerged better than before. It's now too good to ignore!!!

ICE Awards 2012 presents the following award categories, to recognize your efforts on a wider platform. The special frosting this year is the addition of more categories.

### Award Category

Most Creative name  
Imperative Content  
Active Employee Participation  
Best Design and Layout  
Best Overall Magazine

### Organizational Category

Corporate  
Banks  
Educational Institutions  
NGO

Send in your in-house magazines or journals and you stand a chance to walk away with the coolest awards of the year. There's no entry fee. You have time till **April 30th** to send us your creations. But why wait till the last day. Send in your entries now. An esteemed panel of jury is eagerly waiting to see your work.

Send in your entries along with the entry form (can be downloaded from [www.iceawards.in](http://www.iceawards.in)) to:

Vidhi Nair  
**Shailaja Nair Foundation**  
A- 103, Mangaiya, Marol Maroshi Road,  
Andheri - East,  
Mumbai - 400 059  
Tel: 022 - 4236 9988  
E-mail: [contest@shailajanair.com](mailto:contest@shailajanair.com) / [response@iceawards.in](mailto:response@iceawards.in)



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

*we have miles to go . . .*