



# **FEI DUNIYA**

**It's Your World**

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## CEO's Message

Dear Friends,

"The reasonable man adapts himself to the world. The unreasonable man adapts the world to himself. All progress depends upon the unreasonable man."

Thus spoke George Bernard Shaw.

How do you do this? It's simple.

Whatever you usually think, think the opposite. Whatever you usually do, do the opposite.

You may be happy and comfortable being a specialist in one particular thing. Now think the opposite. You should desire to become an all rounder.

Since the IPL 2012 is getting heated up, you will understand what I am trying to tell. Who are the heroes of IPL? It's always been the all-rounders. This is why I encourage you to take care of imports even if you are involved in exports. Likewise, to take care of air if you are looking after sea cargo. Similarly, I also encourage you to look after sales if you are an operational person and operations if you are a sales related person. If you are an accounts person, I urge you to try your hand at hardcore operations.

Continue doing this all through your life. You will make a mark in your specialized area but people will also remember you for that unexpected contribution in those areas, where you were not expected to score.

You could not have lived all your life just as a son or daughter. You had to become a husband or wife and later a father or mother.

I want you to challenge yourself and become an all rounder in both, your personal and professional life.

Best Personal Regards,

*Pratap Nair*

**Believe nothing,  
no matter where you read it,  
or who said it,  
no matter if I have said it,  
unless it agrees with your own  
reason and your own common sense.**

**- Gautama Buddha**

## Junior Speak

Dear Friends,

This month's Junior Speak is about something I learnt from my father, our senior colleagues and my teachers in college. I remember making a presentation, on these lines, in our first conference for Branch Managers; but I thought of passing it on to everybody in the FEI Family.

I know you have been in sales for a long time. Sometimes, we get so focused on the number of sales we are "supposed to make" that we forget the actions that get us there. The product and the price don't make the sale. It is the appointment with the customer and the relationship with the customer, which makes the sale.

While planning a sales call, I believe, the three most important things are 1) Break sales down by the numbers. 2) Give the customer a reason to work with you. 3) Be persistent.

To explain further:

1: Sales needs to be broken down by numbers, and I don't mean the bottom line. For example: One sale is made for every 10 appointments. 10 appointments are made for every 15 decision makers you talk to. 15 decision makers are found for every 30 businesses you call on.

Rather than focussing on one appointment a day, try setting a goal to talk to 30 businesses a day to make 10 appointments. The sales will then follow naturally.

2: Give the customer a reason to work with us. Simply put, even if you have a hundred reasons why they should work with us; if they are not important to the customer, they don't matter. Selling is asking, finding out what the customer needs, figuring out the problems they face and offering a solution that fixes those problems.

3: Be persistent. This means, when they say, "maybe later", you say, "ok", and then you call them back a week later. When you call back, offer a thought about their business and how you can help them. Remember a 'NO' in sales, simply means, 'you haven't given me enough information to make me say yes'. So just because they say "not now" don't give up. Keep going back with new ideas until you find the one that makes the sale. (Please don't go so far as to have them need to get a restraining order, but you get the point)

I know we have many great salesmen in the FEI Family who do all of the above. This is what helps to develop a relationship with the customer and a relationship is the only thing that gets you business.

Happy Selling!!!

Respectfully,

*Abhijeet*

## Dalai Lama on Religion



There was once a dialogue between the Brazilian theologian Leonardo Boff and the Dalai Lama. Here is what Leonardo, one of the renovators of the Theology of Freedom, recounts of this remarkable encounter:

In a round table discussion about religion and freedom in which Dalai Lama and myself were participating, I asked him: "Your holiness, what is the best religion?"

I thought he would say: "The Tibetan Buddhism" or "The oriental religions, much older than Christianity."

The Dalai Lama paused, smiled and looked me in the eye, which surprised me, because I knew of the malice contained in my question.

He answered: "The best religion is the one that gets you closest to God. It is the one that makes you a better person."

To get out of my embarrassment with such a wise answer, I asked: "What is it that makes me better?"

He responded:

"Whatever makes you more compassionate, more sensible, more detached, more loving, more humanitarian, more responsible, more ethical." "The religion that will do that for you is the best religion."

I was silent for a moment, marveling and thinking of his wise and irrefutable response:

I am not interested, my friend, about your religion or if you are religious or not. What really is important to me is your behavior in front of your peers, family, work, community, and in front of the world.

Remember, the universe is the echo of our actions and our thoughts. The law of action and reaction is not exclusively for physics. It is also of human relations. If I act with goodness, I will receive goodness, if I act with evil, I will get evil."

Finally he said:

Take care of your Thoughts because they become Words.  
Take care of your Words because they will become Actions.  
Take care of your Actions because they will become Habits.  
Take care of your Habits because they will form your Character.

Take care of your Character because it will form your Destiny, and your Destiny will be your Life.

## Life Values

### The Pleasure of working

Work is the true elixir of life. It has laid the foundation of all businesses and every fortune. Success comes to those who put work first in their life and get involved, become engrossed and love their work.

This tremendous attitude of theirs changes a job from drudgery to pure joy; and make their life sweet, purposeful and rewarding.

Someone has rightly quoted that "Happiness is always a rebound from hard-work."

### Did you know?



On April 14th, 1912, at 11.40 p.m., the Titanic hit an iceberg and sank completely, in about 2 hours and 40 minutes. By 2.20 a.m. on 15th April,

the Titanic became history by going into the depth of the Atlantic, taking down 1517 people. Only 716 people survived this tragedy, despite the creator of the ship claiming that it could never sink.

### Lol Moment

A man telephoned the airline office and asked, "How long does it take to fly to Boston?" The clerk said, "Just a minute..." The man said, "Thank you," and hung up.

### Quiz Time



How can a man go eight days without sleep?

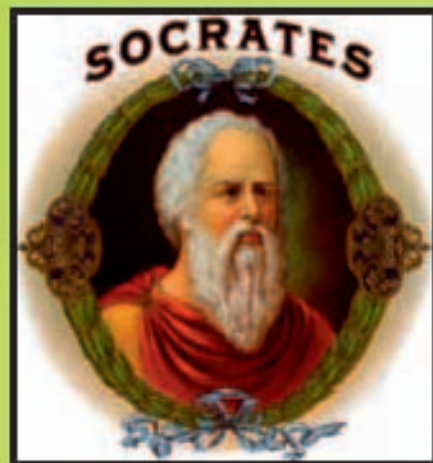
Send in your quiz answers to [febdaniya@edougo.net](mailto:febdaniya@edougo.net). For every correct answer, you will get 5 points. Keep collecting your points with every issue. When your score goes up to 50 points, you will receive a SURPRISE GIFT. So what are you waiting for?? Come on. Tickle your Brain.

Answer to last month's quiz:

Q. How can you drop a raw egg onto a concrete floor without cracking it?

Ans. Concrete floors are very hard to crack!

## Triple Filter Test



In ancient Greece, Socrates was reputed to hold knowledge in high esteem. One day an acquaintance met the great philosopher and said, "Do you know what I just heard about your friend?"

"Hold on a minute," Socrates replied. "Before telling me anything, I'd like you to pass a little test. It's called the Triple Filter Test."

"Triple filter?"

"That's right," Socrates continued. "Before you talk to me about my friend, it might be a good idea to take a moment and filter what you're going to say. That's why I call it the triple filter test. The first filter is truth. Have you made absolutely sure that what you are about to tell me is true?"

"No," the man said, "actually I just heard about it and..."

"All right," said Socrates. "So you don't really know if it's true or not. Now let's try the second filter, the filter of goodness. Is what you are about to tell me about my friend something good?"

"No, on the contrary..."

"So," Socrates continued, "you want to tell me something bad about him, but you're not certain it's true. You may still pass the test though, because there's one filter left: the filter of usefulness. Is what you want to tell me about my friend going to be useful to me?"

"No not really..."

"Well," concluded Socrates, "if what you want to tell me is neither true nor good nor even useful, why tell it to me at all?"

*This is why Socrates was a great philosopher and held in such high esteem.*

## Ten Words in Life

The most selfish one letter word...

"I" - avoid it.

The most satisfying two-letter word...

"We" - use it.

The most poisonous three letter word...

"Ego" - kill it.

The most used four-letter word...

"Love" - value it.

The most pleasing five letter word...

"Smile" - keep it.

The fastest spreading six letter word...

"Rumour" - ignore it.

The hard working seven letter word...

"Success" - achieve it.

The most enviable eight letter word...

"Jealousy" - distance it.

The most powerful nine letter word...

"Knowledge" - acquire it.

The most divine ten letter word...

"Friendship" - maintain it.

- Contributed by

Vishal Sanghani, FBI Pune



## A very sincere wife

A male driver is pulled over by a cop and the following conversation takes place:

Man: What's the problem officer?

Cop: You were going at least 75 in a 55 zone.

Man: No sir, I was going 65.

Wife: Oh Peter, you were going 80.

(Man gives his wife a dirty look.)

Cop: I'm also going to give you a ticket for your broken tail light.

Man: Broken tail light? I didn't know about a broken tail light!

Wife: Oh Peter, you've known about that tail light for weeks.

(Man gives his wife a dirty look again.)

Cop: I'm also going to give you a citation for not wearing your seat belt.

Man: Oh, I just took it off when you were walking up to the car.

Wife: Oh Peter, you never wear your seat belt.

Man: Shut your mouth, woman!

Cop: Ma'am, does your husband always talk to you this way?

Wife: No, only when he's drunk.

## TWO SIGNIFICANT PRESIDENTIAL ELECTIONS

India and the United States of America will elect new Presidents this year signifying change in the world's greatest democracies. While the American system of electing its Chief Executive is more direct than the Indian system, both conform to the best traditions of democracy.

While the American system of electing the President is more direct, the Indian pattern is more complicated and indirect, with votes being exercised by MPs and MLAs, totaling 4,896, each with varying quotas of votes. Each MP and MLA is assigned a certain value for their votes. MP's votes have a value of 708. An MLA's vote value varies from state to state.

The MLA'S vote value is computed by dividing the state's population (according to the 1971 census) by the number of Assembly seats. The quotient is further divided by 1000 to determine the MLA vote value.

The total value of 4,120 MLAs is 5,49,474. The total value of the votes of 776 MPs (Lok Sabha and Rajya Sabha) is 5,49,882. Thus, the total value of the 4,896 electors is 10,98,882.

As of now, the UPA (with the Congress and its 12 allies) hold votes to the value of 4, 59,483 (30% of the total). The NDA with the BJP and its six allies hold votes valued at 3,04,785 (28% of the total.) The other parties, numbering 12 which do not belong to the UPA or the NDA have votes valued at 2,63,824 (24% of the total). Since the alliance conditions do not rigidly apply in the case of the presidential elections, the outcome of the elections, could be highly unpredictable. Given the loose character of the NDA coalition, the Congress by itself is in no condition to have its candidate elected, unless the candidate happens to be a strong one who can have influence and support in parties across the board.

Since we have not had a Christian elected to this high office till now, an insidious campaign has been on for some time, that we could now have a President from that community. In an earlier election, there was a formidable Christian candidate-Dr .P.C. Alexander, who failed to marshal the support of the Congress party and lost the race to Dr A.P.J Abdul Kalam. The Congress was later to regret having supported Dr. Kalam's candidature and refused to support him for a second term in office. This was a tragic mistake.

With an eye on placating the Dalit and Backward Caste votes in the country in time for the next general elections, the Congress would also push the candidature of a person from this group.

Trial balloons have been floated in favour of Melra Kumar ( Dalit ) and A.K.Anthony (Christian) from the Congress while the NCP has suggested the name of P. A. Sangma (Catholic and Tribal).

In the era of inevitable coalitional governments and federalism at its peak, it would not be a surprise if a dark horse like Dr. A.P.J Abdul Kalam runs away with the presidency this time. Each group of political parties would like to outsmart their rivals by supporting a strong candidate who has none of the drawbacks of the three prominent candidates.

The present incumbent at Rashtrapati Bhavan renits her office on July 25. Our MPs and MLAs would elect the next President by June.

The American President would be elected by November.

In America, the contest is primarily between the present president, Barack Obama and the Republican candidate, Mitt Romney. Romney has several points in his favour -he is a millionaire, he is a seasoned politician, and above all, has a reputation of being a perfect politician, slick, charming and well draped.

Under the American system the President yields all power, through his four-year term in office.

If a Republican (Mitt Romney) is elected one could expect several changes in US policies that could have an impact on international affairs. It could mean changes in the economy, US stand on Afghanistan and Pakistan and its trade and commerce which could have an impact on India.

The election of the Indian President, on the other hand, would be of great significance for the two major coalitions-the UPA and the NDA. With a mid-term general election looming on the horizon, both the groups would prefer to have a friendly President in office. All the more so since the results of such an election being so unpredictable now.



- P.K. Ravindranath,  
Well-known author and journalist  
(You also know him through "She The Incredible")

## Delicate Dementia

Several days ago as I left the club, I desperately gave myself a personal pat down.

I was looking for my car keys. They were not in my pockets. A quick search in the club revealed nothing. Suddenly I realized, I must have left them in the car.

Practically, I headed for the parking lot. My wife had scolded me many times for leaving the keys in the ignition. My theory is the ignition is the best place not to lose them. Her theory is that the car will be stolen.

As I hurt through the doors of the club, I came to a terrifying conclusion. Her theory was right. The parking lot was empty.

I immediately called the police. I gave them my location, confessed that I had left my keys in the car, and that it had been stolen.

Then I made the most difficult call of all, "Honey," I stammered. I always call her "honey" in times like these. "I left my keys in the car, and it has been stolen." There was a period of silence. I thought the call had been dropped, but then I heard her voice. "Idiot", she barked, "I dropped you off!"

Now it was my time to be silent. Embarrassed, I said, "Well, come and get me."

She returned, "I will, as soon as I convince this policeman I have not stolen your car."

- Contributed by Rezvan Rasheed, Colombo

## Lessons from Cricket

With the IPL season on in full swing, its only apt that we seek inspiration from it. Here's something we can all learn from the game of cricket.

- Anger is a wide ball - leave it
- Fear is a no ball - let it go
- Sentinels are stars - hit it
- Friendship is a wicket - get it
- Failure is a bowler - forget it
- Problem is a yorker - face it
- Success is a century - make it
- Luck is a free hit - use it.

## Food to Beat the Heat



With the scorching summer upon us, a right diet can help us stay cool and enjoy a healthy summer. With a few minor dietary changes, as given below, we can surely beat the heat.

- Consume vegetables like cucumbers, carrots, mushrooms, lettuce, cabbage and tomatoes, and avoid heavy salad dressings.
- Avoid fried foods like puris, samosas, pakoras, chips and spring rolls, since these are cooked at high temperatures and will not help you at all during summers.
- Switch to whole grain. The body has a decreased insulin response to whole grain as compared to refined carbohydrates like rice and white bread.
- Indulge in almonds to provide the body with minerals like magnesium and to regulate blood sugar levels.
- Keep yourself hydrated with plenty of drinks like lassi, nimbu pani, jaljeera, panna, thandai, butter milk, fruit juices or coconut water.



- Contributed by  
Ms. Kharbho Thakkar,  
Summer Intern, FEI Mumbai

## Shiksha Se Shakti

Lodha Group of Companies has commenced 'Lodha Foundation Scholarships', to provide over 1000 scholarships each year to students from Std. V to Std. XII. This will offer financial assistance to students living in Mumbai Metropolitan Region, whose annual household income is less than Rs. 4,50,000 per annum. The Trust will pay 75 % of the school fees, subject to a maximum of Rs. 18,000 per year. Students who get 80 % or higher marks will receive an additional stipend of Rs. 3000 per year.

An online application form and further information is available on the website [www.lodha-foundation.org](http://www.lodha-foundation.org).

## The Spiritual Basis of Capitalism *A solution to the world economic crisis*

According to my observation, the American Economy, based on greed, unlimited desire and war promoting economy started collapsing in 1985; but witnessed an evolution of change of mindset in promoting globalization and market economy. Since we are witnessing today, Capitalism in its different incarnations, including market economy has failed, resulting in nations going bankrupt, nations in deep debt crisis and nations in huge trade deficits; it is time to follow the 'Spiritual basis of Capitalism', for a 'Multidirectional' development of entire humanity with ethics and moral values.

Capitalists who have led many countries to this economic meltdown by greed should follow the path of spiritualism through resources exploitation for the social uplift of the last human being in the world. Spiritualism gives strength to the soul to condition the mind towards this goal.

The year 1985 was the beginning of shift of energy utilization economics from high to low energy. This was an attempt of the National Cancer Institute, Maryland in US which began its clinical trial on 'Low fat, High Fibre' diet on 8000 women to prevent cancer. This energy economics was based on a book 'Calcium Theory of Cancer' written by the scientist Prof. Ravikant Goyal from Mumbai, who sent copies of this book to 400 cancer institutions around the globe including NCI on August 9, 1984.

Here, I would like to inform you that Prof. Ravikant was the first person to correlate the excess calcium at cellular level (cytoplasm) and contribution of animal fat at diet level to cancer effect. However, the NCI scientist Dr. Peter Greenwald who began the clinical trial on 'Low Fat, High Fibre' diet 27 years back did not acknowledge or recognize the original work of Prof. Ravikant Goyal. Nevertheless, it facilitated in flooding the international market with this diet, because of the efficacy of the propounded theory of Prof. Goyal, having found proof in the Research level at NCI.

Meanwhile, the Russian scientist V. A. Baraboy, M.D. from Kiev Roetgon Radiological and Oncological Research Institute, had said in his review of this book on October 1, 1984, "the work under review contains an original and, to certain degree, new explanation of biochemical changes developing in human cells during their malignant transformation, particularly those of mineral and, above all, calcium metabolism."

The theory shows that excess calcium at cellular level is responsible for uncontrolled formation of m-RNA, which in turn is responsible for uncontrolled protein synthesis and hence cancerous cells. The theory also has shown that the animal fat plays a crucial role in calcium metabolism in human beings. The animal fat contains cholesterol which gets converted to Vitamin D-3 in human body when exposed to sunlight which contains ultraviolet rays. Vitamin D-3 is then converted to Dihydroxy Vitamin D-3 by liver and kidney. This dihydroxy Vitamin D-3 makes the Calcium soluble, thus promoting the entry of Calcium into the cell. The theory has shown that higher the animal fat in the diet, results in excess calcium at cellular level and lowering the animal fat in the diet lowers calcium at cellular level.

For the spiritual revolution which we are witnessing today, the uplift of body, mind and soul are important. An elevated soul does not work for self, but works for the uplift of the entire humanity. Therefore, I strongly feel that Capitalists should invest for the development of a healthier world, by propagating 'Spiritual Economy'.

I see Spiritualism as the base for today's world economy for it is the only 'ism' that can see man, nature, development and economics in totality or in a holistic manner. That is the 'ism' which should be responsible today to make man feel that we are all under one roof and that we have to take care of our body, mind and spirit (soul) together, which in turn will take care of economics and environment in a most balanced manner.

Spiritualism knows no boundaries, no religion, no sex and no language as it is the true human religion working towards human evolution in harmony with nature.

Although spiritualism has a sound realistic basis to bring a very just and economically sound society, it is important to boost a moral and ethical society at the same time. It is very simple to overcome all the so called economic crisis, unemployment and uplift people from poverty and hunger if the Capitalists of the world simply follow rules of spiritualism on all their activities based - truthfulness, morality and ethics to the maximum. I am sure the Capitalists and World Leaders will work together in achieving the goal of a moral, ethical and a just world soon.

**Good health of individuals == Good health of a Nation  
Good health of all Nations == Good health of the World**

The reason for pointing out the economic downfall of USA since 1985 was that, it had definitely affected the economy in Europe and Asia because of the dominant global interconnected market economy. In other words, an imbalance in the international trade is felt since then, which is getting out of control, today even after 27 years. The fundamental root cause for today's recession in the US and hence the globe was due to shift in high energy utilization economics to low energy utilization economics.

Again it has to be emphasized that the Calcium Theory of Cancer which showed the relationship between cancer with calcium at cell level and animal fat at diet level and the introduction of clinical trial by NCI was the turning point in the energy utilization economics.

In nature, the term production refers to the process of energy input and storage in ecosystems. In the primary production, there is a direct transformation of light energy into chemical energy. Energy inputs to animals and microbes are commonly called secondary production. But the ultimate source of energy of all ecosystems is the SUN. In simple language, certain photons from the sun are used in producing energy through the process called PHOTOSYNTHESIS.

It has been shown that the upper limit of solar energy input into our ecosystem is about 7000 kcal per sq. m per day both in temperate latitude during midsummer or in tropical areas during cloudless period. About 45 per cent of the total radiant energy lies within the visible portion of the spectrum (400 -700 nm) and bulk (90 per cent) of it is absorbed by most plant leaves. Of the initial 7000 kcal per sq. m per day about 2,735 kcal may be utilized potentially by the photosynthetic process. About 70 per cent of the available energy is used in the formulation of photochemical intermediates transferring their energy to photosynthesis of the total radiant energy reaching primary producers on a very bright sunny day; only about 28 per cent is absorbed in a form that may become part of the energy input into the ecosystem.

The total energy consumed by humans, livestock, domesticated animals and pet animals in the form of food constitutes a major portion of the energy consumption. The energy consumed by vehicles like airplanes, trains, automobiles as petrol, diesel and the machineries in the industries which run on electricity generated from coal, nuclear and hydel power stations together constitute lesser portion as compared to the consumption by humans and other animals.

Moreover, it was observed that households with higher educational levels were the first to change. The change reported included decrease in consumption of beef and pork and increase in consumption of vegetables and fruits. According to a data obtained in 1987, Americans were consuming 11 per cent more vegetables and seven per cent more fruits than in early 1980s.

Solar energy converted into carbohydrate, protein and fat in a natural way becomes the largest source of energy for the humans. In the ecosystem, there is a loss of 90 to 95 per cent of energy when it gets converted to the animal kingdom from vegetable kingdom.

There was an increase in petrol consumption in USA in successive years after the World War-II (approx. 2 to 3 per cent) till 1984. Another interesting fact that has been noticed was that the petrol consumption in the US in 1985 had dropped by 0.2 per cent—for the first time after the World War II.

When consumption of vegetables and fruits was increased, consumption of animal fat and meat was reduced and a number of industries and related population were affected which included cattle industries, cattle feeders, meat industries, dairies, processing industries, cold storage and packaging industries, veterinary doctors, pharmaceuticals, chemical industries, transports, steel and iron industries, engineering workshops, paper industries, automobile industries, doctors, engineers, accountants, advocates and other workers would add to the list—a cascading effect.

To sum up, I would like to conclude that preservation of nature and exploitation of natural resources should be a balanced act for the common benefit of one and all. Spiritual Attitude and Spiritual Economics are the basis of it.

**- Ms. Lalitha Vaidyanathan, Ph.D.**

## FEI Initiatives

### BHP Exhibition

FEI was part of the BHP (Breakbulk, Heavy lift and Project forwarding) 2012 International Expo and Conference in Mumbai. This was held from 29th to 31st March and below are some of the moments captured, at this exhibition. We were also honoured to have Mr. Claudio Maffioletti of the Indo-Italian Chamber of Commerce, who was present to inaugurate our stall.



### Pilgrimage to Ashtavinayak

FEI members and their families, from Mumbai branch, went on a pilgrimage to Ashtavinayak on 14th and 15th April. All the families came together as part of a larger family and the fun and enjoyment they shared, was there for all to see.



## Book Review

Dear Friends,

THE QUEST FOR NOTHING

I just finished reading a book THE QUEST FOR NOTHING written by Mr. Anurag Anand, who is a marketing professional employed with an MNC bank in Mumbai. If you are an avid reader, you should read this book and that too in one go (my personal experience). This book is a story about a young corporate executive, Akash, who has everything going his way – a soaring career, a loving wife and an enviable life.



ANURAG ANAND  
PRICE : Rs. 188/-

But one day he finds himself entangled in a life threatening corporate scam. Will he be able to get out of it or will he become yet another casualty of this mad dash for success? Intrigued to know what will happen? Please pick up the book and read it. It's a fast-paced story and takes you through the emotional ups and downs that the character faces. You will be taken aback at the climax of this book and as Hindustan Times has rightly said "It promises to keep your brain cells working, long after you keep the book down". Happy reading...

- Contributed by

Mr. Sandesh Kharadkar, Corporate Office



## Chef's Corner



### Caramel Pudding

Indulge your sweet tooth with this yummy 'Caramel Pudding' recipe by one of our in-house chefs.

Ingredients:

Milk – 1 litre, Bread – 1 packet, Egg – 1, Sugar – 2 cups  
Vanilla essence – ½ spoon

Method:

*For the Pudding:*

Boil the milk, then add sugar and stir well. Once boiled, keep aside and let it cool.

Remove the sides of the bread as this won't be used for the pudding. Crumble the bread in a bowl. Add beaten egg and vanilla essence. Add this to the boiled milk and give it a light mix. Keep aside.

*For the Caramel:*

Take a dish that you will use for baking the pudding. Put 2-3 table spoons of sugar and heat it. Keep stirring so it won't get burnt. Once the sugar is caramelised, spread it evenly across the dish.

Then pour the pudding mix into the bowl. Bake in the oven at 350 F / 180 C for about 45 minutes or until it is cooked. Cool the pudding and then chill in the refrigerator for an hour or two.

To serve, turn the pudding over onto a plate, caramel side up!

- Contributed by

Ms. Vidhya Rao, International Division





## Viraj Mesariya – Sporting Star



8 year old Viraj, son of Mr. Indravadan Mesariya of our Baroda branch is a power-packed kid.

Studying in Gaytri Vidhyalaya, he is a popular and active child. Like all youngsters, his favorite game is cricket and he enjoys playing with his best friend Gautam. His fours and sixes are definitely worth a watch. He also has another talent and that is dance. Viraj is a very good dancer, and can give some of our movie stars a run for their money. We wish this talented young star all the best and we're sure he'll make his parents and family proud.

## Akshada Golhar – Twinkle Toes



Akshada is the six year old daughter of Mr. Avinash Golhar of our Mumbai branch. A talented little dancer, she has won the second prize in her school dance competitions, for two consecutive years.

She is very happy when she is out playing with her best friend Saloni. This young girl also has starry dreams in her eyes and she wishes to become a pilot when she grows up. We are sure one day she'll be taking her loved ones around the globe. Best of luck to our dance diva as she flies high!!!

## A History class with a twist



## Did you know?

- ✓ Venice is called the City of Bridges
- ✓ Rome is called the City of Seven Hills
- ✓ New York is called the city of Skyscrapers
- ✓ Ireland is known as the Emerald Isle
- ✓ Jaipur is known as the Pink City
- ✓ Egypt is the Gift of the Nile
- ✓ Norway is the Land of the Midnight Sun
- ✓ Japan is the Land of the Rising Sun
- ✓ Finland is the Land of the Thousand Lakes
- ✓ Chicago is known as the Windy City



- Contributed by Gina, daughter of Ms. Sheen Ajith Thomas, FEI, International Division



## LOL Moment

Why was the woman staring at the can of apple juice?  
Because it says 'Concentrate' on the side of the can.

## Logistics News

- The Parliament has been informed that container shipping freight rates are likely to rise in the coming days, due to rise in operating costs.
- The ministry of finance has extended the zero import duty on sugar for another three months, adding to manufacturers' existing worries.
- The Ministry of Shipping is planning to establish two more major ports in the country. One will come on the East Coast, possibly in Andhra Pradesh, and the other on the West Coast.
- According to railway sources, if everything proceeds as planned, the second railway route to facilitate container movement between Nepal and India should be ready for operation in the current fiscal itself. The first route between Raxaul (India) and Birganj (Nepal) has been in operation for the past several years.
- India wants to fast-track the setting up of an International North-South Transport Corridor to improve connectivity with Azerbaijan. The transport corridor will also help save time and transportation costs.

## Important RBI Notice

As per RBI guidelines, effective 1st April 2012, Cheques, Demand Drafts, Pay Orders and Bankers Cheques issued on or after 1st April 2012, will be valid for three months from the date of the instrument.

## Adi Godrej appointed as new CII President

Mr. Adi Godrej, Chairman of the Godrej Group, has been elected as the President of CII for the year 2012-13. He succeeds Mr. E. Narayanaswamy as the new President. Mr. Godrej is a Director of numerous firms and the recipient of several awards. He is also the Chairman of the Indian School of Business and will now lend his expertise to CII.

FEI, also an active member of the CII, wishes Mr. Godrej all the best for this new role.

## Direct Dil Se...

Dear Mr. Nair,

I would like to thank you for sharing a copy of the book 'You Don't Need A Godfather' by Elango R. The book made an interesting reading and is apt for today's challenging work atmosphere.

I have been receiving 'FEI Duniya' regularly and I like it for its rich content and crisp editing.

The work done by 'Shailaja Nair Foundation' from time to time is commendable.

I send my best wishes for its continued success. Keep up the good work.

Best regards,  
Preeti Javed  
Mumbai

Thank you so much, dear Ms. Preeti. We work hard to get such positive comments. We will do better - That's a promise - Editor

## Letter to the Editor

Dear Editor,

Our FEI DUNIYA is such a lovely magazine.

I appreciate the CEO's message and the 'Direct Dil Se' column.

KID ZONE Column is incredible, to boost our children and know more about our FEI's young talent.

I'm always excited to see the next issue and share it with all our valuable clients and my near and dear ones.

With Warm Regards,  
Rekha Chaudhary, FEI Delhi



## Birthdays

BINDU PILLAI	Mumbai	4 May
K. SURESH	Chennai	4 May
MEGHA PANT	Corporate	4 May
<b>VIJENDRA KUMAR</b>	<b>Mumbai</b>	<b>10 May</b>
PRITI DPCHANDANI	Ahmedabad	13 May
KUMAR GAUTAM	Jalpur	15 May
DHIREN PATEL	Ahmedabad	19 May
ANANTHAKRISHNAN, M	Kochi	20 May
RAJENDRA JADHAV	Mumbai	28 May
JITHIN C. K.	Chennai	31 May
SUPRIYA NAIR	Mumbai	31 May

## Wedding Anniversaries

JAYSINGH BANDE	Mumbai	1-May
LAHU MULEY	Mumbai	1-May
NASHIKET PLANE	Mumbai	1-May
DADABHAI GHULE	Mumbai	4-May
DATTATRA MULEY	Mumbai	4-May
SANTOSH JADHAV	Mumbai	4-May
VAISHALI JADHAV	Baroda	4-May
HEMANT CHAUDHARY	Ahmedabad	8-May
RAJENDRA JADHAV	Mumbai	8-May
DHARMESH JOSHI	Mumbai	9-May
RENJI RAJ	Mumbai	10-May
ANKUSH THOPATE	Mumbai	11-May
BABAN SHINDE	Mumbai	12-May
SLIBHASH CHANDER	Delhi	12-May
GHAININATH PAKHRA	Mumbai	13-May
REKHA CHAUDHARY	Delhi	18-May
SANDESHA S.R.	Bangalore	21-May
AMT SHAH	Baroda	23-May
ATUL KANE	Mumbai	23-May
RAJU DHABADE	Mumbai	23-May
ADINATH WAFARE	Mumbai	24-May
INDRAVADAN MESARIYA	Baroda	25-May
N. KRISHNAMA CHARY	Hyderabad	29-May

## Birthday Boy



Vijendra Kumar has been crowned Birthday Boy this month, and this is all thanks to the level of dedication he has shown towards his responsibilities. He's been with FEI for only a year now, but he already feels like a long-time member of the FEI family.

Ever since he joined us, he'd been taking initiative to get to know his work and the organization better. His enthusiastic and inquisitive approach and his keen sense to learn, is noteworthy. In a short span of time, he is now able to look after air exports exceedingly well.

Don't let his serious looks fool you, he is quite the prankster – something his colleagues will readily acknowledge.

Vijendra has also recently tied the knot and we are sure he will fit into this new role with equal ease.

To wish our Birthday Boy on his special day, dial 8108027017.

## New Member

VIJITHA AGARWAL	Corporate
VISHAKHA MADAV	Mumbai

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(Responsible for selection of news under PRAAct)

Do take time to visit these websites:

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[www.divertionalharmony.com](http://www.divertionalharmony.com), [www.thejulyclub.com](http://www.thejulyclub.com),  
[www.shethaincredible.com](http://www.shethaincredible.com)

The views and opinions expressed in FEI Dunya 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 2012

[www.iceawards.in](http://www.iceawards.in)



## *No Charge*

With Mother's Day being celebrated this month, here's a story that will warm your hearts.

My little boy came into the kitchen this evening while I was making dinner. And he handed me a piece of paper he'd been writing on. This is what it said:

For making my own bed this week, Rs.30.

For going to the store Rs. 50.

For playing with my baby brother while you went shopping, Rs. 100.

For cleaning my room, Rs. 80.

For getting a good report card, Rs. 150.

Well, I looked at him standing there expectantly, and a thousand memories flashed through my mind. So, I picked up the paper, and turning it over, this is what I wrote:

For the nine months I carried you, growing inside me, No Charge.

For the nights I sat up with you, looked after you and prayed for you, No Charge.

For the time and the tears, and the cost through the years, No Charge.

For the nights filled with dread, and the worries ahead, No Charge.

For advice and the knowledge, and the cost of your college, No Charge.

For the toys, food and clothes, and for wiping your nose, No Charge.

Son, when you add it all up, the full cost of my love is No Charge.

Well, when he finished reading, he had great big tears in his eyes. And he looked up at me and he said, "Mama, I sure do love you." Then he took the pen and in great big letters he wrote, PAID IN FULL.

## *Fun Facts on Summer*

The word summer comes from the Old English word 'sumor'. It is derived from the Indo-European root 'sem'- which also produced the Sanskrit 'sama', meaning 'half year'.

The month of May was named after the Greek goddess Maia, the goddess of spring and growth.

Maharashtra attained statehood on 1st of May, 1960 and this day is celebrated as Maharashtra Day.

The Eiffel Tower grows in summer. On a hot day the iron from which it is constructed expands so much that the tower can rise by 17 cm.

The watermelon, which is popularly eaten during summer, is composed of 92 percent water and early explorers often used hollowed out watermelons as a fridge.

Mother's Day became a public holiday on May 9th, 1914. It is now celebrated every second Sunday in May.