



FEI DUNIYA

IT'S YOUR WORLD

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Celebrating
INDIA'S SPIRIT OF FREEDOM

ON THIS INDEPENDENCE DAY,

WE HONOUR OUR PAST, CELEBRATE OUR PRESENT,
AND LOOK AHEAD WITH HOPE AND PRIDE.

HAPPY INDEPENDENCE DAY!

'I'M DYING, BUT DON'T LET OUR TERRITORY FALL TO ENEMY'

The Pakistanis were so fearful of Brigadier Mohammad Usman, the 'Lion of Naushera', that they announced a Rs 50,000 bounty on his head.

These were the last words of Brigadier Mohammad Usman before he was killed in action during the defence of Jhangar, a strategic military location in Jammu region that he had fought and recaptured from Pakistan in March 1948.

The Indian forces had lost Jhangar three months ago after Pakistan attacked Jammu and Kashmir from all directions with 10,000 tribals led by officers from the Pakistan army. They had made substantial ingress into Indian territory.

Brigadier Usman, the commanding officer of 50 Parachute Brigade, had sworn that he would not sleep in a bed till Jhangar was reclaimed.

So for the next three months, he slept on a mat on the floor in the bitter Kashmir winter, according to an account in the book *Leadership in the Indian Army: Biography of 12 Soldiers*.

By March, Brigadier Usman and his brave men had won back Jhangar against tremendous odds and difficult terrain.

To boost their confidence he introduced 'Jai Hind' as a greeting among his troops. The practice went on to become a widely established norm in the Indian defence forces prevalent till date.

The 36-year-old officer's exploits in the battles of Naushera-Jhangar region became the stuff of military legend.

The highest ranking Indian military officer to die in battle, he was instrumental in the victory of Indian forces in the War of 1947-1948.

By the time he recaptured Jhangar in March, Brigadier Usman had already won the title of 'Lion of Naushera' for his exploits on the battlefield.



A perpetual thorn in the eye of the Pakistanis, the enemy had announced a Rs 50,000 bounty on his head. The Pakistanis circulated rumours of his death to deplete the morale of the Indian troops.

The Battle of Naushera fought on February 6, 1948 was one of the toughest battles of the war.

Brigadier Usman and his men had beaten back fierce Pakistani attacks on Naushera-Jhangar. If not for their victories, these strategic towns would have become a part of Pakistan.

Some of the bloodiest battles were fought in the towns of Kotli, Mirpur, Rajouri, Naushera and Jhangar. Pakistan had directed a large number of troops and committed largescale genocide in this area, according to Colonel A K Raina's book on the battles fought in this region.

It was due to Brigadier Usman's planning and military actions that Naushera could be defended against perilous odds and Jhangar recaptured.

ORDER OF THE DAY

By

Brigadier M Usman, Commander 50(Indep) Para Brigade

Comrades of 50(Indep) Para Brigade Gp,


Time has come when our planning and preparation for the recapture of Jhangar is to be put to test. It is not an easy task but I am confident of success-because our plan is sound and our preparations have been good. More so, because I have complete confidence in you all to do your best to recapture the ground we lost on 24th December and to retrieve the honour of our arms.

The eyes of the World are on us. The hopes and the aspirations of our countrymen are based upon our efforts. We must not falter-we must not fail them.

To everyman upon this Earth
Death cometh soon or late
And how can man die better
Than facing fearful odds,
For the ashes of his father,
And the temples of his Gods.

So forward friends, fearless we go to Jhangar.
India expects everyone to do his duty.

JAI HIND
16 Mar. 48


(M Usman)
Brig

During the defence of Naushera under his command, Indian forces inflicted around 2,000 casualties on the Pakistanis.

The Pakistan army had launched an attack on October 20, 1947, shortly after Independence.

India could only intervene after Maharaja Hari Singh signed the Instrument of Accession on October 26, 1947 and formally joined the Indian Union.

By then, Pakistan had captured Naushera, Jhangar and Rajouri in the Jammu region.

Just a few month ago -- at the time of Partition -- Brigadier Usman, the last batch of Indian officers to be trained at the Royal Military Academy in Sandhurst in England, had been invited to join the Pakistan army.

Both Mohammad Ali Jinnah and Pakistan prime minister Liaquat Ali Khan asked him to come to Pakistan, but the soldier from Azamgarh in UP refused.

His life, his heart, his soldiering was for India.

Four months later Brigadier Usman was in the heart of the battle against Pakistan as commander of the 50th Parachute Brigade in Jhangar.

'The hopes of our countrymen are upon us. We must not falter. We must not fail them,' he said to his men while preparing for the recapture of Jhangar on March 16.

'So forward friends, fearless we go to Jhangar. India expects everyone to do his duty.'

He vowed that he would win back Jhangar - and he and his brave men drove out the Pakistanis by March 1948.

In steep mountain terrain, the soldiers courageously repelled waves of attack to evict the enemy and recaptured the town.

After the victory, Pakistani forces continued to pound the town with heavy artillery fire and shelling. They made several failed attempts to recapture Jhangar.

On the evening of July 3 Brigadier Usman was killed in a shell attack. Pakistani troops rained 800 shells that night.

The Lion of Naushera died a hero's death at the young age of 36 and was awarded the Mahavir Chakra, India's second highest medal for gallantry in war.

His funeral was attended by Governor General C Rajagopalachari, Prime Minister Jawaharlal Nehru, Maulana Abul Kalam Azad, Sheikh Abdullah and others.

Every year on his death anniversary, the Indian Army pays tribute at his grave at the Jamia Milia Islamia cemetery in Delhi.

Twenty Army officers and veterans led by Lieutenant General Pushpendra Singh of the Parachute Regiment commemorated his death anniversary on July 3 this year.

The army and district administration paid tribute at the Usman Memorial Convention Centre in Jhangar.

The war hero's brother also served in the army. A bachelor, Brigadier Usman's family included his siblings and their children.

He was the first military officer to receive a State funeral in Independent India.

SAYING IT WITH A COLGATE smile



Prabha Narasimhan, MD & CEO,
Colgate-Palmolive India,
says the opportunity is huge to grow
the oral care business.

Cricket has always been an abiding passion for Prabha Narasimhan. From her childhood days, her father and elder brother, both ardent cricket buffs, would wake her up at the crack of dawn to watch India matches played abroad. However, now as MD & CEO of oral care major Colgate-Palmolive India, her cricket viewing time is curtailed.

MS Dhoni is her favourite cricketer among contemporary players and with former captain S Venkataraghavan for an uncle, she says she can claim enough bragging rights. She has strong memories too of the famous West Indies pace quartet as well. Prabha was born in Chennai, she never lived in the city before her last decade father worked in Hindustan Unilever, the family used to move every couple of years to a new city. "So, I've schooled in Tiruchi, then Bengaluru, Mumbai, Kolkata, then New Zealand and again back to Bengaluru. It's a hodgepodge of various places. So, when people ask me, where are you from, now I'm able to say Chennai, but before that, it's a longish answer to the question," she elaborates.

Dream job

Prabha joined Lakme Lever in Mumbai from campus. "So my first job was actually a dream one to work on Lakme brands in the middle of a large relaunch." A year-and-a-half as a management trainee and she asked to move to Bengaluru as she got married in 1998 and her husband, Vijay's business was based there.

In Bengaluru she worked at the erstwhile Brooke Bond office at Brookefields in consumer insights as the foods and beverages, ice creams and Dalda was handled out of there. Prabha also worked on brand Bru and the tea brands and worked on the brand development structure for HUL brands. Then HUL closed down Brookefields and the office moved to Mumbai and as Prabha couldn't move immediately to Mumbai, she quit and joined Madura Garments, only for a brief period of six months.

"I then had an opportunity to move to Unilever Dubai to work in the Middle East, Africa and Turkey for beverages, handling Lipton, an epic brand in that region" she recalls. Her husband too found a connection in Dubai which made sense for him to move there in 2007 end.

After four years of a 'fabulous job' as she describes it, it was back to HUL in Mumbai and, "it was felt that I should do a sales stint which could set me up to do other things, So I did the branch manager Delhi and Chennai job for three years." Soon, she moved to personal care working with Alan Jope, CEO of Unilever, who was then global business head of the personal care business. It was a strategic role she did for a year, with life coming full circle when she worked on the skin care business with Lakme Lever, before moving to home care, handling brands such as Surf to Rin, and rising to the role of executive director and part of HUL's leadership team.



The move to Colgate

Taking up the Colgate assignment – she took over as the MD on September 1, 2022 - was easy, she says, as, like in HUL, Colgate too has a bunch of incredible brands and “my starting point to even think about it. It’s a listed company, high integrity, values and ethics, which is really important to me, and, of course, the whole amount of learning for me; it’s one thing to run a business and another to run the whole organisation, managing a board, regulatory, external facing work you do, it’s all a value add to the work I had done earlier,” she explains.

When asked how she intends to push the envelope for a brand that enjoys probably the highest brand awareness for an FMCG product and almost 90 per cent penetration across markets. Colgate exists in nine out of ten households in this country, she explains, and the significant advantage over the next brand is 5X the awareness and perhaps 3X the penetration. “It starts you off with a great advantage, so anything that happens in oral care, Colgate will be at the centre of it,” she says. So, how do you build greater oral care consumption in the country? Prabha reels out figures: in rural india only about 45 per cent of consumers brush their teeth every day, so the challenge is to get the other 55 per cent per cent to brush every day. “The challenge of good oral health is consistency. Brushing twice a day, as advised by dentists, in urban india is only 20 per cent, moving the remaining 80 per cent to brush twice a day becomes the second opportunity... these are two obvious opportunities for us to increase volume,” she elaborates.



And applying the same logic to toothbrushes, “as your dentist will tell you, you have to change your toothbrush every three months, a fact that I got to learn only after I joined Colgate (grinning), which a consumer in urban India would change every six months and in rural India it would be every 15 months! So, once we get consumers adopting to right habits for oral care, that is our responsibility, there is significant opportunity to boost volume,” she explains. And on top of that layer the whole premiumisation journey, moving people to electric brushes, and toothpastes with targeted benefits, there’s a huge opportunity to grow, says Prabha, all gung-ho. Prabha talks about the second part of the company name, Palmolive, which is present in body wash, hand wash and face care, but says it’s underserved at the moment. “Our effort on Palmolive will be to make sure that it certainly grows faster than oral care and becomes a larger part of the portfolio. And, overall, within personal care, we’re also looking to see whether what we can bring in of the global portfolio that is relevant for India.”

The company’s performance was under par on all parameters in the third quarter of FY 23 — flat revenue growth, decline in volumes, fall in operating profit, contraction in operating margin and fall in the profit before tax. But, as Prabha says, “I’m super optimistic about the year. Like I said, it just funnels back in to do we see opportunity for growth and do we believe that we’re well-placed to take advantage of that opportunity and, I have a fresh pair of eyes, so the answer is unequivocally yes to both. Opportunity in this country remains huge, and when you have the joy of having the Colgate brand in your portfolio, you’re certainly best placed to take advantage of that opportunity.”

THE FUTURE OF LOGISTICS: FROM PORTS TO PREDICTIVE INTELLIGENCE

Dr. Anish Kumar

In the grey light before dawn, the cargo cranes at Mumbai's Nhava Sheva port begin their slow, rhythmic dance. Containers clatter like piano keys, and tugboats hum against the tide. Far away, in a village outside Jaipur, a drone buzzes low over a dusty rooftop, gently lowering a small package of life-saving medication into a grateful farmer's hands. Two worlds, one supply chain—alive, breathing, evolving. Yesterday, we chafed under rigid routes and paper manifests. Today, we juggle autonomous vehicles and hyper-local hubs. Tomorrow? We'll orchestrate delivery symphonies with AI as our conductor.

But this transformation isn't being driven by technology alone.

Global Realignment & Geopolitics

Geopolitical turbulence and economic realignment are redrawing the global logistics map in real time. Trade routes shift with every tariff adjustment, and logistics networks must constantly reconfigure in response to geopolitical tensions. For example, the Red Sea shipping crisis and the Russia-Ukraine conflict have forced companies to reroute vessels through longer, costlier passages, pressuring profit margins and demanding agile inventory management. At the same time, regional trade agreements spur investment in emerging corridors—like Southeast Asia's "Digital Silk Road"—fostering new hubs of production and distribution.

Supply chain resilience is gaining urgency as climate-related disasters and border disruptions become more frequent. In response, firms are diversifying their supplier bases and embracing "nearshoring"—relocating production closer to consumers to reduce risk and lead times. Warehousing, too, is evolving: automated dark stores and pop-up fulfillment centers spring up in urban cores, buffering against shocks and slashing last-mile delivery times.

Emerging Technologies & Data Integration

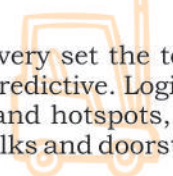
The next frontier lies in radical transparency and interconnectedness. Sensors embedded in containers relay real-time location, temperature, and humidity data, while blockchain platforms track every transaction on an immutable ledger—guarding against fraud and streamlining customs clearance. Startups are experimenting with smart shipping contracts that automatically trigger payments upon confirmed deliveries, compressing cash cycles and freeing up working capital for expansion.

Quantum computing, though nascent today, holds promise to supercharge route optimization, slashing delays from traffic snarls or bad weather within seconds. Logistics as a Service (LaaS) platforms—combining freight brokerage, warehousing, and analytics—let small businesses tap global networks previously reserved for giants.

Evolving Consumer Demands

Consumers have swapped patience for instant gratification—and logistics must sprint to keep pace. In Singapore, refrigerators now alert cloud kitchens the moment milk runs low, triggering same-day grocery delivery by autonomous carts. In New York, corner deli pop-ups have morphed into micro-warehouses, nestled inside high-rise lobbies, guaranteeing cold brew by 8 a.m. And in New Delhi, app-based "click-to-door" services promise essentials within hours—even in traffic-choked neighbourhoods.

We're no longer moving boxes. We're moving expectations. Prime Now's two-hour delivery set the tone in 2015; today, customers expect their "order moments" to feel like magic—seamless, invisible, predictive. Logistics leaders must pivot from bulk shipping to micro-fulfilment, reconfigure networks around demand hotspots, and partner with neighbourhood retailers. The battleground shifts from ports and highways to sidewalks and doorstep sensors.



Technological Revolution & AI's Role

On Texas highways, platoons of autonomous trucks roll in tight formation, drafting like cyclists in a peloton—saving fuel and time. In Europe, AI-driven routing platforms parse terabytes of traffic data, weather forecasts, and fuel prices to sculpt real-time delivery plans that outpace human dispatchers by 30%. Meanwhile in Shanghai, robotics-powered fulfilment canters operate around the clock: robotic arms zip through inventory aisles, picking and packing with millisecond precision.

Machine learning algorithms are the new logistics maestros. They learn from every hiccup—a delayed shipment, a customs hold, a sudden demand spike—and adjust future forecasts. Computer vision systems scrutinize pallets for damage before they leave the warehouse. Predictive analytics flag at-risk deliveries before they derail customer satisfaction.

But AI isn't just about efficiency; it's about resilience. During the global pandemic, data-driven platforms re-routed medical supplies through alternate corridors within minutes of a lockdown announcement. This agility, powered by neural-network decision engines, will define tomorrow's winners. Those who harness AI won't just optimize cost per mile—they'll guarantee delivery when rigidity fails.

Sustainability & Green Logistics

The future isn't green optional—it's green imperative. In Dubai's desert sun, solar-powered warehouses stretch across reclaimed land, their rooftops shimmering with photovoltaic panels that fuel onsite electric forklifts. In London, startups deploy fleets of electric vans, weaving through narrow lanes to deliver parcels with zero tailpipe emissions. Up north in Scandinavia, cargo ships slip through fjords, powered by carbon-neutral fuels and methanol engines, leaving only whispers of their passage.

Take Maersk, which has vowed net-zero emissions by 2040. It began by retrofitting older vessels with wind-assisted sails and testing biofuels on select routes. Each metric ton of CO₂ saved is logged, analyzed, and celebrated—fuelling investor confidence and customer loyalty. Lidl's green distribution canters in Germany have cut energy use by 40% through smart HVAC controls and rooftop wind turbines. Sustainability also means circularity. Packaging materials are designed to return, reuse, or biodegrade. Reverse logistics networks collect and repurpose empty containers, electronics, and textiles—closing loops that once remained painfully open. Green logistics is not a cost center; it's a brand differentiator and a license to operate in eco-conscious markets.

Workforce Transformation & Talent Technology may hum beneath the surface, but it's people who bring it to life. In Rotterdam, dockworkers slip on augmented-reality glasses that overlay loading sequences and safety checks, boosting throughput and reducing errors by 25%. In Mumbai, logistics managers enrol in AI analytics bootcamps, learning to interpret dashboard insights and tweak algorithms for peak performance.

The human-tech partnership demands new mindsets. Frontline teams evolve from manual handlers into tech-savvy orchestrators. They monitor robotic fleets on tablets, troubleshoot exceptions, and optimize schedules on the fly. Leadership roles shift from crisis firefighting to data-driven strategy. Soft skills—empathy, adaptability, collaboration—become as critical as technical prowess.

Companies that invest in reskilling will find a competitive edge. DHL's "Logistics 4.0 Academy" in Germany offers courses in IoT integration and predictive maintenance, with virtual labs simulating supply-chain disruptions. In India, startups host hackathons where coders, operators, and planners co-create AI prototypes, forging a culture of continuous learning and innovation.

Conclusion & Vision

Supply chains are no longer linear pipelines—they're living ecosystems, pulsing with data, powered by intelligent machines, and animated by human ingenuity. The future of logistics demands we think like conductors—harmonizing technology, sustainability, and talent into a seamless performance. Are you ready to drop the baton on outdated processes and raise it toward tomorrow's possibilities?

Logistics isn't about moving goods; it's about moving the world forward—one intelligent, sustainable, human-centered decision at a time.



"I HAVE NO TIME":



A twelve-hour journey has now shrunk to four hours, Yet the man says – no time. A family of twelve is now just two, Yet the man says – no time. A message that once took four weeks, now takes four seconds, Yet the man says – no time. Once it took years to see the face of a distant person, Now it appears in seconds – Yet the man says – no time.

The time and effort it took to move around the house, Now ends in seconds with a lift, Yet the man says – no time. The man who once stood in bank lines for hours, Now completes transactions in seconds on his mobile, Yet the man says – no time.

Medical tests that once took weeks, Now happen in a few hours, Yet the man says – no time. While riding an Activa, one hand on the handle, the other on the phone – Because he doesn't have time to stop and talk. While driving a car, one hand on the steering, the other on WhatsApp – Because he has no time.

When traffic jams, he jumps lanes to create a new one Because he has no time. Among company, his fingers are busy on his phone, Because he has somewhere to be – no time. When alone, he's relaxed, But becomes restless in the presence of others – Because he has no time.

***No time to read books,
No time to call parents,
No time to meet a friend,
No time to enjoy nature***

But –

He has time for IPL,
Time for Netflix,
Time for pointless reels,
Time to debate politics –
But no time for himself...

The world became simpler, faster, Technology came closer, distances disappeared, Comforts increased, Opportunities grew.. Yet man kept saying no time, and drifted away from himself.

To sit silently,

To speak with oneself,

To understand oneself,

Or to simply laugh for a few pure moments –

He says no time.

And then one day, Time itself slips away. In that final moment, he realizes – There was time... but kept saying no time and forgot to live.

So today, decide–Keep a little time for yourself,

Give a little time to relationships,

Live a little for your heart, your peace, the essence of life. Because no time is not a truth – It's just a habit... and it needs to change.

YOGESH SIDDHARTHA

Sitting next to the Prime Minister are Pune-based Yogesh Siddhartha and his wife Sumita Siddhartha. Prime Minister Modi has invited them both to his home to congratulate them. What have they done to deserve the Prime Minister's invitation to his home?



Yogesh Siddhartha is a retired Indian Air Force officer. Our soldiers in the Siachen glacier were suffering from oxygen shortage from time to time.

Wanting to find a solution to this, Yogesh Siddhartha sold all his savings and all the jewellery from his house and set up an oxygen production plant in Siachen, the highest battlefield in the world, with the total amount of ₹ 1.25 crore.



As a result, the oxygen shortage there has disappeared and now our 20,000 soldiers are getting the oxygen they need.

There are many who talk about problems. There are few who solve problems. Yogesh Siddhartha and his wife Sumeetha Siddhartha, who have remained silent after performing a rare act, are both worthy of praise.



A employee investment growth session was conducted on **26th July** by **Mr. Neeraj Sundarani – Zonal Head & Mr. Umang Gandhi – Chief Manager** from **UTI Mutual Fund**.

This insightful session was aimed to:

- ✔ Promote Financial Awareness
- ✔ Encourage Systematic Saving Habits
- ✔ Support Long-Term Financial Well-being

It was a truly engaging session with participation from all the branches, and has surely helped all of them to make smart investment decisions in the future.

Akshay Joshi



**FEI FAMILY
MEMBERS IN
INTL. DIVISION**

Ashwinkumar Vishwakarma



Carel Fernandes



Chandni Nihalani Kumar



Ganesh Mapuskar



Jayshree Rai



Kavita Chaudhari



Manisha Suryawanshi



Omkar Dhaval



Priti Patel



Puja Raha



Rutuja Nandoskar



Rama Poojary



Sagar Bhor



Sankarshwari Esakki



Sayali Savant



Sheen Ajith Thomas



Shreya Mordekar



Smitha Venugopal



Sumit Chauhan



Varada Karbhari



Vineeta Ohol



CELEBRATIONS FOR THE MONTH

BIRTHDAYS

01st	Krishnadev Atpadkar	Mumbai
02nd	Amalesh Kar	Bangalore
02nd	Mahesha. V	Bangalore
03rd	Navanath Narawade	Mumbai
04th	Essakkiappan P.	Tuticorin
05th	Mansi Jani	Mumbai
06th	Ashok Jha	Mumbai
06th	Rashmi Dhuriya	Mumbai
07th	Gayathri Kumar	Chennai
07th	G V K Hariharan	Chennai
08th	Avinash Golhar	Mumbai
08th	Hina Parmar	Ahmedabad
08th	Shweta Kumari	Delhi
13th	Ramesh Parmar	Ahmedabad
16th	Rakesh Pandey	Corporate
18th	Rashmi Shinde	Corporate
19th	Shital Gavali	Mumbai
20th	Vinod Pal	Delhi
20th	Avaneesh Rai	Mumbai
21st	V. Nelklington Wilwin	Tuticorin
22nd	Ganesh Mapuskar	Intl. Division
24th	Haridas Ikare	Mumbai
25th	Sayali Savant	Intl. Division
26th	Sruthi S.S	Chennai
27th	Abhirami.R	Chennai
30th	Ganesh Nirgun	Mumbai
31st	Nisha A. N	Corporate

WEDDING ANNIVERSARIES

07th	Sreenivas Rao Kodati	Bangalore
17th	Lijohn Davis	Kochi
26th	T. Ananda Narayanan	Tirupur
27th	Balagopal Balachandran	Delhi
31st	B. Lakshmanan	Chennai

NEW ADDITIONS TO THE FEI FAMILY

Rahul Yadav	Delhi
Shweta Kumari	Delhi
Girish Tharu	Gandhidham
Kalpna Sharma	Gandhidham
Rutuja Nandoskar	Intl. Division
Ajesh Chandran	JNPT Warehouse
Varun Bonulu	Mumbai

HOLIDAYS FOR THE MONTH

Date	Purpose
09th (Saturday)	Second Saturday
15th (Friday)	Independence Day

Date	Purpose
16th (Saturday)	Gopalkala
27th (Wednesday)	Ganesh Chaturthi

PAN INDIA CLOSED

OPTIONAL HOLIDAYS

Dear Team,

We're thrilled to share that our Kochi branch has been ranked among the **Top 5 performers for Qatar Airways Cargo for the month of June!**

This milestone is a testament to the team's dedication, hard work, and consistent pursuit of excellence. Let's take a moment to celebrate this achievement and continue to raise the bar across all locations.

Congratulations to the Kochi team!

