



FEI DUNIYA

IT'S YOUR WORLD

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We celebrate not just India's freedom,
but the courage, unity, and resilience
that define our nation.

Let us move forward with pride in our
heritage and confidence in our future.

Happy Independence Day!



SOME LIFE CAN NEVER BE *Forgotten*

Anup Kumar Bedi recently shared a touching experience from a flight between Delhi and Pune that left a lasting impact on him. After settling into his window seat, a young boy, around seven years old, politely asked if he could have the window seat. Before he could respond, the boy's father apologized and assured him that he shouldn't feel obligated to give it up, explaining that his son had been asking for a window seat ever since they arrived at the airport. Smiling, Anup happily offered the seat to the little boy, whose face immediately lit up with joy. The child eagerly looked out of the window for a few moments, but shortly after take-off, he rested his head on his father's shoulder and fell asleep, remaining asleep for most of the journey.

About twenty minutes before landing, the boy's father smiled and remarked that his son hadn't really made much use of the window seat. Anup replied that the child must have been exhausted. After a brief pause, the father quietly revealed the reason. They had spent the previous eight months in Delhi, where the boy had been undergoing treatment for severe aplastic anemia at Rajiv Gandhi Cancer Institute and Research Centre. There had been many days when they weren't sure if they would ever make the journey home. That day marked the first time the doctors felt he was healthy enough to travel.

Hearing this, Anup looked at the sleeping child with new eyes. Just moments earlier, he had seen a little boy excited about sitting by the window. Now, he saw a brave young warrior who had spent months fighting for his life. The father then shared the real reason his son had wanted the window seat so badly. The boy had told him, "Papa, when we're above the clouds, I'll be a little closer to God... and I can say thank you for making me better." Overwhelmed with emotion, Anup quietly wiped away a tear, unable to find the right words.

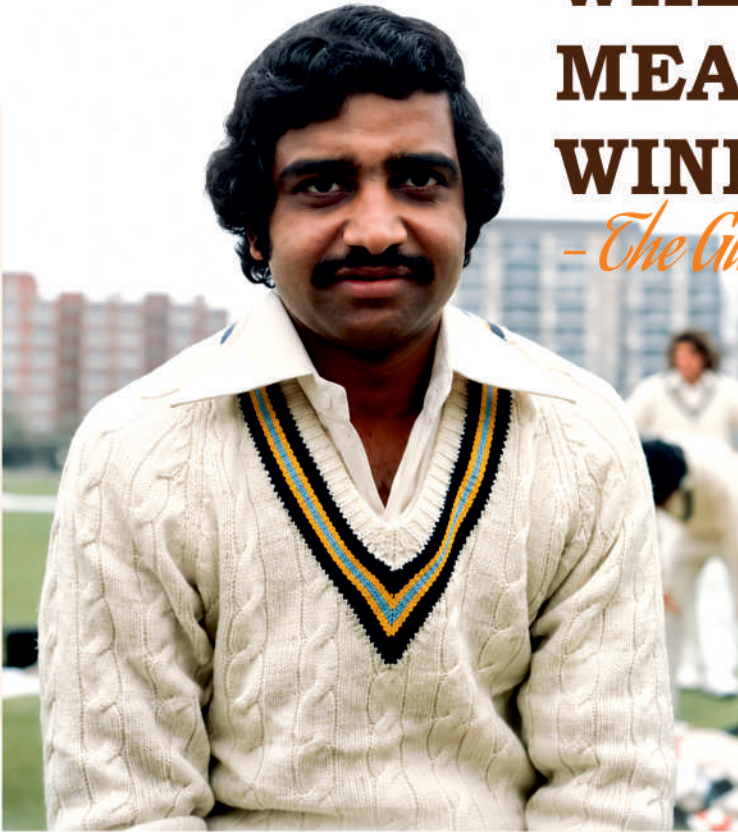
As they walked toward the terminal after landing, the father turned back, smiled, and thanked Anup for making his son's day. But in reality, Anup felt it was the little boy who had made his day. The experience reminded him that we often encounter people for only a few moments, unaware of the battles they may have been fighting for months or even years. Whether it's an impatient customer, a distracted colleague, an exhausted parent, or a quiet child asking for a window seat, we usually notice only their behavior, not the struggles hidden beneath the surface.



The story is a powerful reminder that empathy begins not with grand gestures, but with choosing compassion over judgment. Everyone we meet is carrying a story we cannot see. A simple act of kindness can become someone else's lifelong memory, and sometimes the most beautiful view isn't from the window seat—it is the new perspective that changes our hearts. By giving away his window seat, Anup received something far more valuable: a life lesson he will never forget.

WHEN BEING RIGHT MEANT MORE THAN WINNING

- The Gundappa Viswanath Story



Some stories never grow old not because they changed the outcome of a match, but because they changed the meaning of the game itself. Every generation inherits a few such stories, and this is one of cricket's finest. It was a warm January afternoon in Bombay during a Test match between India and England. England's wicketkeeper, Bob Taylor, was declared out caught behind after the umpire raised his finger. The appeal was successful, the crowd accepted the decision, the Indian fielders began celebrating, and the scorebook had already recorded another wicket.

Yet one man remained unconvinced India's captain, Gundappa Viswanath. He had heard something that no one else seemed to notice, or perhaps more importantly, he had not heard the sound of the ball touching the bat. In that moment, the laws of cricket

had spoken, but Viswanath's conscience spoke louder. After consulting his teammates, he made the extraordinary decision to withdraw the appeal, allowing Bob Taylor to return to the crease. There was no television replay, no technology to confirm the truth, and no third umpire to intervene. There was only a captain guided by integrity, convinced that some wickets were simply too costly to keep.

India surrendered a valuable advantage, and the match was eventually lost. Many believed Viswanath's decision had cost India the game. Perhaps it did. But cricket has always been about more than just victories. Scoreboards faithfully record every run, wicket, and over, yet they rarely preserve the moments that truly define the spirit of the sport. Those moments live on in memory, not statistics. That is why this story continues to be told decades later.

Gundappa Viswanath is rightly remembered for his elegant batting his graceful wrists, his exquisite late cuts, his square cuts, and his impeccable timing. Those strokes showcased his extraordinary skill, but they do not fully explain why he remains so deeply respected. His enduring legacy lies in a single act of sportsmanship: a withdrawn appeal by a captain who believed that winning a match was never worth compromising the spirit of the game.

Today, technology can correct mistakes and ensure fairer decisions on the field, but it can never replace character. Statistics measure achievements, while character defines legacy. Some players are remembered not merely because they scored more runs or won more matches, but because they left the game richer in values than when they found it. Gundappa Viswanath is one such name a cricketer whose integrity became as memorable as his batting.

As the renowned historian C. L. R. James famously wrote, "What do they know of cricket who only cricket know?" The story of Gundappa Viswanath reminds us that cricket is not only about competition; it is also about honesty, courage, and respect. That is why, somewhere, someone still remembers.

At FEI Group, this mantra has always been a guiding principle, one that we reaffirm each day through our morning prayer.



Jamun

(Java Plum)



The abundance of Jamun (Java plum) fruits this year has caught the attention of many. In fact, many people have observed that they have never seen so many Jamun fruits in the market in the last three decades. The ground beneath Jamun trees is literally carpeted with fallen fruits, and even trees that produced only a sparse crop last year are now heavily laden with berries. Everywhere there are Jamun trees, thick layers of fallen fruit can be seen, prompting many to wonder what has caused this extraordinary phenomenon.

Traditional wisdom offers an interesting explanation. Many elders, including grandmothers, believed that a summer with an unusually heavy fall of Jamun fruits was a sign of an approaching drought. Surprisingly, this age-old observation closely aligns with a well-known concept in botany called "**masting**" or "**stress fruiting**." Scientists describe this as a natural survival strategy in which trees produce an exceptionally large number of fruits and seeds when they experience environmental stress. This process is also sometimes referred to as "**suicide fruiting**" or a "**bumper crop**," as the tree expends enormous amounts of energy in a final effort to ensure the survival of its species.

The science behind this phenomenon is based on the tree's instinct for survival. When a Jamun tree senses severe water scarcity, declining groundwater levels, or other major climatic changes, it shifts into a defensive mode. Instead of investing energy in its own growth and survival, the tree directs almost all of its available resources toward producing as many seeds as possible. In doing so, it increases the chances that its offspring will survive, even if the parent tree itself struggles under harsh environmental conditions.

During such years, the tree also significantly reduces or even stops the growth of new leaves and branches. Producing fresh foliage requires large amounts of water and nutrients, which become scarce during periods of stress. By conserving these resources, the tree is able to channel its energy into producing an abundant fruit crop. This explains why trees that bore very little fruit in previous years may suddenly produce an exceptionally heavy harvest.

The connection between this phenomenon and drought lies in the Jamun tree's deep taproot system. These roots extend far into the ground and are among the first to detect falling groundwater levels. When the roots experience prolonged water stress, the tree receives an early warning of increasingly dry conditions. As a result, it responds by producing a bumper crop of fruit before conditions become even more challenging. This is why an unusually heavy fruiting season has traditionally been regarded as nature's signal of an approaching drought or an exceptionally harsh summer.

In essence, the Jamun tree is not committing suicide but making an extraordinary sacrifice to ensure the continuation of its species. It prioritizes the survival of future generations over its own well-being, demonstrating one of nature's remarkable survival strategies. The fascinating aspect of this phenomenon is how generations of traditional observations passed down by elders closely match modern scientific understanding.

So, while enjoying the abundance of delicious Jamun fruits this season, it is also worth reflecting on the message nature may be sending. Whether viewed through the lens of traditional wisdom or scientific research, an exceptional Jamun harvest reminds us of the importance of conserving water, using natural resources responsibly, and paying close attention to the subtle signals our environment provides.



WHAT KRISHNA SAW IN ARJUN THAT OTHERS MISSED



Same battlefield. Same moment. Same Krishna. Yet only one person received the wisdom of the Bhagavad Gita. Have you ever wondered why? Why not Duryodhana a powerful king, standing right there? Why only Arjuna? The answer isn't about strength, status, or intelligence. It's about something deeper something invisible. One was ready to question, to surrender, to listen. The other was full of certainty, ego, and resistance. Because in the end, wisdom doesn't go to the strongest person It goes to the one who is truly ready to receive it.

The Moment That Changed Everything

The battlefield of Kurukshetra was not just a war zone it was a moment of inner collapse. Arjuna stood confused, his bow slipping, his mind overwhelmed. He wasn't weak he was honest. He admitted his fear, his doubt, his inability to decide. This moment of vulnerability became the doorway to wisdom. While others prepared for war, Arjun paused to understand life itself. And that pause changed everything. Because sometimes, the biggest transformation begins when you accept that you don't have all the answers.

Arjun Didn't Ask for Victory He Asked for Truth

Arjun didn't ask Krishna how to win. He asked, "What is right?" That question changed the entire conversation. Krishna didn't give him a strategy he gave him the Gita. Why? Because Arjun wasn't seeking success; he was seeking clarity. He placed his ego aside and said, "I am your student." That single act of surrender opened the doors of divine knowledge. When the desire for truth becomes stronger than the desire to win, real wisdom begins to flow.



Duryodhan Knew the Truth But Rejected It

Duryodhana was not ignorant. In fact, he once admitted, "I know what is right, but I cannot follow it." This is where everything changes. Knowledge without acceptance becomes useless. Duryodhan's problem wasn't lack of guidance it was lack of willingness. His ego was stronger than his understanding. He didn't want to learn; he wanted to win at any cost. And when the mind is closed, even the greatest wisdom cannot enter. That's why Krishna didn't teach him because he wasn't ready to receive.



RAGHUNATH ANANT MASHELKAR TOOK ON GLOBAL PATENT GIANTS AND WON: *the untold story of how India saved Turmeric and Basmati from being stolen*

Through courage, science, and vision, Raghunath Anant Mashelkar protected India's traditional knowledge from global exploitation and redefined how a nation safeguards its intellectual heritage.

At a time when India was still finding its footing in a rapidly globalising world, a silent battle was unfolding, one that did not involve weapons but ideas, ownership, and identity. In the 1990s, as global corporations began staking claims over age-old Indian knowledge, the threat of what many called “biological colonisation” loomed large. It was in this critical moment that Raghunath Anant Mashelkar stepped forward not just as a scientist but as a guardian of India's intellectual and cultural legacy.

A Scientist with a National Mission

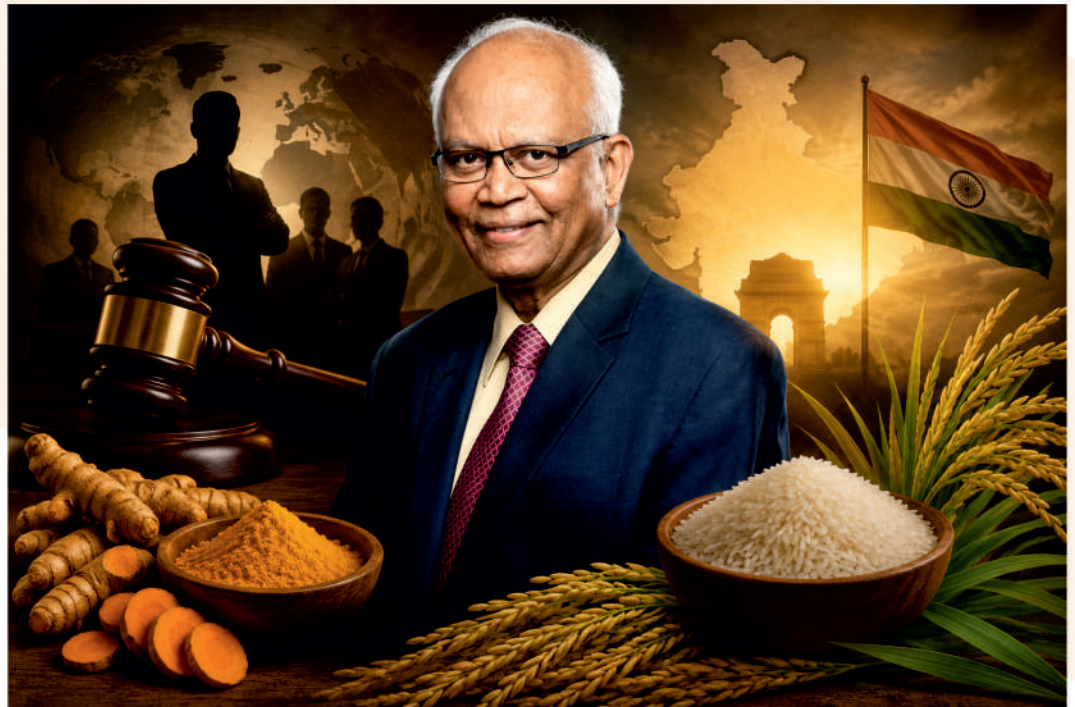
Born in Goa and raised in Mumbai, Mashelkar's journey was shaped by an unrelenting pursuit of excellence. From earning his degrees at the Institute of Chemical Technology to leading some of India's most prestigious scientific institutions, his career was defined by both academic brilliance and visionary leadership. As Director General of the Council of Scientific and Industrial Research, he transformed the organisation into a globally competitive research powerhouse, placing India firmly on the international innovation map. But beyond laboratories and research papers, Mashelkar's most defining contribution came in defending India's traditional knowledge from being wrongly claimed by foreign entities.

The Battle Over Basmati Rice

In 1997, a Texas-based company, RiceTec, was granted a patent by the United States Patent and Trademark Office for what it described as a new variety of Basmati rice. On the surface, it appeared to be a standard scientific claim. But for India, it was far more serious. If upheld, this patent could have prevented Indian farmers from exporting their own centuries-old Basmati rice under its rightful name in key international markets.

Mashelkar recognised the gravity of the situation. This was not just about rice; it was about ownership of heritage. Instead of reacting emotionally, he took a scientific approach. He assembled a team that meticulously traced the genetic origins of the rice. Their findings revealed that the so-called “new” variety was derived from traditional Indian germplasm that had existed for generations.

Armed with evidence, Mashelkar and his team challenged the patent. The result was historic. The majority of RiceTec's claims were struck down, protecting not only India's farmers but also its agricultural identity.



Turmeric: A Household Remedy, A Global Lesson

Researchers at the University of Mississippi were granted a patent for the use of turmeric in wound healing. To many in the West, this seemed like a novel discovery. To Indians, it was a practice as old as time, something passed down through generations.

Mashelkar understood that the challenge lay not in proving the truth but in proving it in a language the global system understood. He and his team presented evidence from ancient Ayurvedic texts along with documented research from the Journal of the Indian Medical Association dating back to 1953. This established turmeric's medicinal use as "prior art," meaning it could not be patented as a new invention.

The patent was revoked, marking the first time a US patent was successfully challenged using traditional knowledge from a developing country. It was a landmark moment, not just for India, but for the global understanding of intellectual property.

The Vision of a Scalable Solution

While these victories were significant, Mashelkar knew that India could not afford to fight such battles one by one. The problem was systemic.



Patent examiners around the world simply did not have access to knowledge recorded in Sanskrit, Tamil, Persian, and other Indian languages. If it wasn't documented in globally accessible formats, it was effectively invisible.

This insight led to one of Mashelkar's most visionary initiatives: the creation of the Traditional Knowledge Digital Library (TKDL). This massive project involved hundreds of experts, including scientists, linguists, IT professionals, and legal experts. Together, they digitised over 500,000 traditional formulations, converting ancient texts into structured, searchable

data in multiple international languages. Today, patent offices worldwide, including the USPTO and the European Patent Office, use the TKDL as a reference.

Before granting patents, examiners can now check whether a claim already exists in traditional knowledge. What once required lengthy legal battles can now be resolved instantly with a simple database search.

A Legacy That Continues to Inspire

Over the years, Mashelkar has received some of India's highest civilian honours, including the Padma Vibhushan, Padma Bhushan, and Padma Shri. Yet, his true legacy lies not in awards but in the systems he built and the mindset he inspired. He championed the idea of "inclusive innovation," often described as getting more from less for more people. His work continues to influence how India approaches research, intellectual property, and innovation in a globalised world.

Raghunath Anant Mashelkar's journey is a powerful reminder that progress is not just about creating new knowledge but also about protecting what already exists. In standing up against powerful global interests, he ensured that India's heritage remained in its rightful hands. His story is not just about patents or policies; it is about a nation finding its voice in the world of science. And in that voice, there is confidence, clarity, and an enduring sense of pride.



TYPES OF HIDDEN MESSAGES IN LOGOS



Hidden number "31"
Baskin Robbins represents
31 flavors.



Amazon - Arrow from "A" to "Z"
means everything is sold.



TOYOTA

Overlapping ovals form
all letters of TOYOTA.



Adidas -
Three stripes symbolize
a mountain.



Hyundai -
Two people shaking hands.



Pinterest Hidden pin
inside the letter "P".



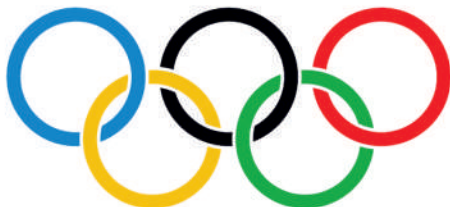
Peacock represents 1.5k
colorful broadcasting.



Toblerone Hidden bear
inside the mountain.



Letters "L" and "G"
form a smiling face.



Olympic Rings -
Five rings represent the five continents
united in sport.



Beats -
Letter "b" forms a person
wearing headphones.



CISCO -
Vertical lines represent
the Golden Gate Bridge.

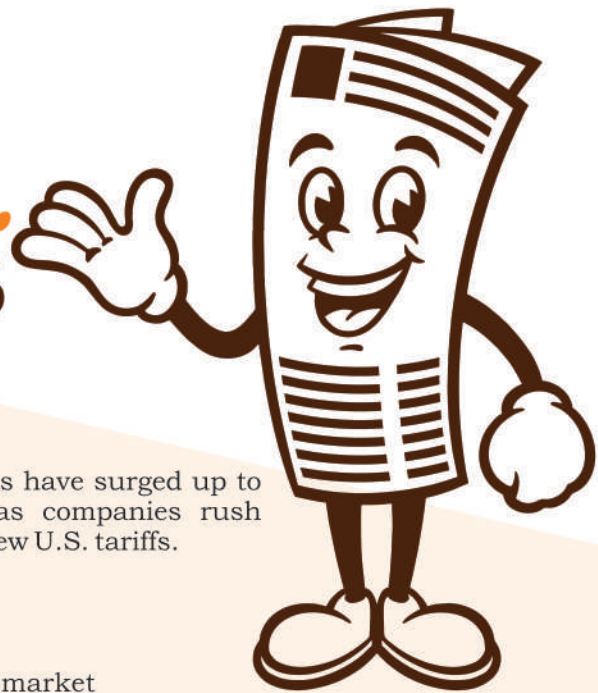
We are considering a redesign of our company logo and would love to hear your ideas.
We welcome your creative suggestions and look forward to your contributions.



We grieve the passing away of
Shubham Chaudhary
son of **Mrs. Rekha Chaudhary**
(Delhi) on 17/07/2026

All of us at FEI, stand with Rekha & her family,
sharing our deepest sympathy during this heartbreaking time.

THE MONTH *that was....* JULY 2026



Hero MotoCorp is set to invest Rs 3,200 crore in Andhra Pradesh over the next three to five years.

Germany could reintroduce compulsory military service by mid-2027 if voluntary recruitment fails to meet ambitious troop targets.

Nine European countries and Ukraine have announced the formation of a coalition to develop "purely defensive" anti-ballistic capabilities in Europe.

The domestic pharmaceutical retail market is showing its strongest signs yet of a shift from price-led to demand-led growth, as volume growth crossed 3%, for the first time in 24 months.

Global container rates have surged up to 60%+ in a month as companies rush shipments ahead of new U.S. tariffs.

India's passenger vehicle market clocked its strongest-ever first quarter in April-June, with domestic sales rising 25.9% year-on-year to a record 12.7 lakh units.

HCLTech has announced plans to invest up to Rs 3,500 crore to establish AI data centers, with the potential to scale to 50 MW of capacity.

Ahmedabad airport recorded a 35% YoY growth in international air cargo, driven by pharma and engineering exports.

A new airport will be constructed in Andhra Pradesh's Srikakulam district under the central government's UDAN regional connectivity scheme.

The Maharashtra government is working towards creating a complete ecosystem for the textile sector, including initiatives for recycling and reusing textile waste.

The Tower of London will open 25000 architectural drawings to the public for the first time in a 1000 years.

As the govt is exploring further decriminalisation of the Companies Act, the corporate sector has proposed changes to the amendment bill moved by the Centre, including those related to auditors.

Vizhinjam International Seaport will begin full export-import (EXIM) operations from August 18, transforming from a transshipment hub into a full-fledged cargo gateway

India's expanded core sector grew at the fastest pace in five months to touch 5% in June, compared with 1.1% a year ago.



TOP PERFORMERS FOR THE MONTH OF JUNE 2026



Siyad PS

★ **Siyad PS** as the Top Salesperson of the month.

★ **Delhi branch**, that has added the maximum number of customers in the month.



Delhi

CELEBRATING A LEGACY. DRIVING A GREENER FUTURE.



On the special occasion of our Chairman's Birthday, FEI Cargo proudly welcomes its first Electric Vehicle Truck -a symbol of our commitment to innovation, sustainability, and responsible logistics.

P. Essakkiappan



**FEI Family
members in
Tuticorin Office**

S. Pon Selvam



S. Thanga Mari



V. Nelkington Wilwin



V. Prasanna Kumar



V. Velkumar



**FEI Family
members in
Tirupur Office**

T. Ananda Narayanan



R. Murugesan



CELEBRATIONS FOR THE MONTH

BIRTHDAYS

01st	Krishnadev Atpadkar	Mumbai
02nd	Amalesh Kar	Delhi
02nd	Mahesha. V	Bangalore
03rd	Navanath Narawade	Mumbai
04th	Essakkiappan P.	Tuticorin
05th	Mansi Jani	Mumbai
06th	Rashmi Dhuriya	Mumbai
06th	Ashok Jha	Mumbai
07th	Gayathri Kumar	Chennai
07th	Nikhil Sai V D	Bangalore
08th	Avinash Golhar	Mumbai
08th	Komal Parab	Mumbai
08th	Shweta Kumari	Delhi
10th	Mrunmayee Paradkar	Mumbai
11th	Priyanshu Chandel	Delhi (Warehouse)
13th	Ramesh Parmar	Ahmedabad
14th	Athisankar V	Chennai
18th	Rashmi Shinde	Corporate
19th	Shital Gavali	Mumbai
20th	Vinod Pal	Delhi
20th	Jeeva P	Chennai
21st	V. Nelklington Wilwin	Tuticorin
21st	Tarun Gaur	Delhi
22nd	Ganesh Mapuskar	Intl. Division
26th	Sruthi S.S	Chennai
27th	Abhirami.R	Chennai
31st	Nisha A. N	Mumbai

WEDDING ANNIVERSARIES

07th	Sreenivas Rao Kodati	Bangalore
17th	Lijohn Davis	Kochi
24th	Velkumar V.	Tuticorin
26th	T. Ananda Narayanan	Tirupur
27th	Balagopal Balachandran	Delhi
31st	B. Lakshmanan	Chennai

NEW ADDITIONS TO THE FEI FAMILY

Vishal Mehta	Baroda
G Dharshan	Chennai
Nanduram B R	Chennai
Aakash Dalvi	Corporate
Vishal Dobariya	Hazira
Nikhil Muthathan	Intl. Division

HOLIDAYS FOR THE MONTH

Date	Purpose
08th (Saturday)	Second Saturday
15th (Saturday)	Independence Day

Date	Purpose
26th (Wednesday)	Onam
28th (Friday)	Rakshabandhan

PAN INDIA CLOSED

OPTIONAL HOLIDAYS

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