

# GOODREACH

THE VOICE OF GOODRICH

## NEWS LETTER

MARCH 2015

VOLUME 5



15TH MARCH '14  
THE BIRTH OF  
GOODREACH -  
LAUNCHED ON  
CAMARADERIE DAY.



24TH JUNE '14  
SECOND EDITION



24TH SEPTEMBER '14  
THIRD EDITION



24 TH DECEMBER '14  
FOURTH EDITION



THE FIRST ANNIVERSARY  
EDITION ON 13TH MARCH '15  
CAMARADERIE DAY.



## FROM A MANAGEMENT PERSPECTIVE



Dear colleagues,

It gives us immense pleasure to send greetings to one and all of you on the eve of not only the 1st anniversary of GOODREACH (our newsletter) but also on the momentous occasion of Goodrich' 18th anniversary.

We have come a long way since the company got incorporated on 12th March 1997. A Pan India as well as global growth makes our hearts swell with pride. More so, as of now we have a 437 strong workforce. That is you our dear staff members !

All through this journey we have had huge contributions made by all of you, at all times conducting yourselves in a very dignified manner, giving all that you have towards the expansion of the company! A growth when measured by any unit of measurement exceeded all our expectations. What more can a Management ask for ??

Thanks a lot for all this.

Both of us belonged to an institution where we were educated and trained and then imbibed a methodology of management which primarily was people oriented and we adopted the same method at Goodrich too.

This has held Goodrich in good stead. And now we can proudly say Goodrich is an **"Institution"** of repute.

Many years before we had a tag line "Good Intentions ! Rich Experience !"

There, we were talking about ourselves but today this tag line is intricately dependent on all your cumulative experiences !

To join hands and build further !

As we go along, turbulence as akin to any long journey is bound to be there, it can come in various forms. But we learn from each of these incidents, manage to steer clear of their bad effects and resume our journey with RENEWED VIGOUR and COHESIVENESS. Let us resolve to never ever be affected by any such happening !

In the past one year we embarked on many new projects some of which have been completed and others on the way towards successful completion ! We expect these projects to do well and not only make the company's bottom line stronger but also lend more solidity towards our goal to be the most versatile, fastest growing, and most customer friendly company not only in India but march towards a truly globally recognised company.

We feel that any kind of mistrust, inhibitions, scare, lethargy are ingredients that not only impair a company's growth but also regress it towards a failure.

We exhort that none of these should exist in our midst !!

Remember we do have a target of reaching \$ 500 million turnover by 2020 !!

So let us take fresh guard and march towards that attainable target !

More than anything else please feel rest assured the management's avowed goal apart from the above is also to convert Goodrich into a Alma Mater to remember for years to come.

Godspeed wishes for all that you and your beloved families' desire !

Finally let us make our Camaraderie Day a great success.

Warm Regards

**VENKAT & GOPAL**



1997



2015



COMMENDABLE PERFORMANCE  
DURING THE YEAR 2014

**RAJESH DADHWAL**  
Ludhiana Office

*We are what we repeatedly do. Excellence then, is not an act but a habit - Aristotle*



## A WORD FROM OUR CUSTOMER

### IN CONVERSATION WITH FORSTAR FROZEN FOODS PVT. LTD.



At Goodrich, we focus on providing our customers excellent services and products with the highest desire to gain total customer satisfaction, confidence, and enthusiasm. In view of which we decided to interview one of our valued customers Mr. Natrajan, Assistant Manager Export of Forstar Frozen Foods

Pvt. Ltd. to gauge his feedback on the services being provided by Goodrich. We greatly appreciate the time taken out by Mr. Natrajan to provide us his valuable views.

#### 1. Describe the nature of your Business?

The company was set up in 1995 and is today one of the largest exporter of seafood in the country. Our most widespread products are prawns and ribbon fish. The products are mainly exported to European Countries, Japan and the Gulf region. Locally we also distribute ready-to-eat food items and pickles under the brand name Secret of Sea.

#### 2. How long have you been associated with Goodrich Maritime Pvt. Ltd.

We have recently established a relationship with Goodrich, about 6 months to be precise.

#### 3. What is the single most important benefit that you get from our Services?

The rates are competitive and the service is very good. In future we will be looking into doing more shipments subject to the importers acceptance.

#### 4. As you look ahead into 2015, what are you personally most excited about in terms of your company's growth?

We are anticipating a growth rate of about 20-25% this financial year subject to market favorability. Currently we do about 300-350 containers annually. South America and Middle east are the areas that we are looking into in the future.

#### 5. In the future, how do you seek to benefit from your association with our Company?

As of now we have not done too many shipments with Goodrich as we are dealing with the Liners (MOL, Mitsui etc) on a yearly contract. But the shipments so far have been hassle free, compelling us to do more shipments with your company subject to favorable terms.

#### 6. Do you have any suggestions for improvement both in products and services?

Suggest to match the free days and the plug-in charges as per the market offerings.



## WHERE DOES YOUR SEAFOOD COME FROM?



THAILAND EXPORTS  
**\$2.5 BILLION**  
WORTH OF SEAFOOD TO



**BUT** PORTIONS OF THAILAND'S WILD-CAUGHT SEAFOOD INDUSTRY ARE TAINTED BY FORCED LABOR.

### LAUNDERING SLAVE-CAUGHT SEAFOOD

#### 1. THAI GHOST SHIPS

Unregistered deep-sea fishing boats that seldom come ashore. Typical crew consists of captain, mechanic, crew boss and 7 to 20 slaves from Cambodia/Myanmar. Beatings and killings are common. Quitting is not an option.



#### 2. THE MOTHERSHIPS

Floating markets that collect and transport seafood to brokers on land from both legitimate and ghost ships alike every month. Seafood caught by paid fishermen and slaves intermingles.



#### 3. THE BROKERS

Middlemen purchasing the seafood from motherships. Brokers tend to mix the catch of multiple boats, making legal and slave-caught fish even harder to distinguish.



#### 4. THE FACTORIES

High-value seafood products such as mackerel, squid and anchovies are cleaned and processed in Thai factories. The plants are staffed largely by migrant workers receiving low wages.



#### 5. THE SUPERMARKET

Seafood goes to markets worldwide. An inquisitive consumer or retailer attempting to trace a product's origins via barcode will discover, at best, its processing plant. But most of the supply chain leading to deep-sea ships is concealed.



## FISHY BUSINESS

### WHAT PERCENTAGE OF US SEAFOOD IMPORTS ARE THAI?



Sardines

10% (55.5M kilos)



Cuttlefish

10% (10.5M kilos)



Mackerel

17% (4.1M kilos)

Processed fish balls, puddings and cakes



20% (4.5M kilos)

Fish sauce (from trawler trash fish)



78% (12.7M kilos)

SOURCES:  
United Nations  
National Marine Fisheries Service  
Labor Rights Promotion Network  
Mirror Foundation

DESIGNED BY KYLE KIM  
@kylekim







### THE IDEALIST

A psychologist walked around the room while teaching stress management to an audience. As she raised a glass of water, everyone expected they would be asked the "half empty half full" question. Instead, with a smile on her face, she enquired, "How heavy is this glass of water?"

Answers called out ranged from 08 oz. to 20 oz.

She replied "the absolute weight doesn't matter. It depends on how long I hold it. If I hold it for a minute, it's not a problem. If I hold it for an hour, I'll have an ache in my arm. If I hold it for a day, my arm will feel numb and paralyzed. In each case, the weight of the glass doesn't change, but the longer I hold it, the heavier it becomes."

She continued, "the stress and worries in life are like the glass of water. Think about them for a while nothing happens. Think about them a bit longer and they begin to hurt. And if you think about them all day long, you will feel paralyzed-incapable of doing anything."

REMEMBER TO PUT THE GLASS DOWN.

**MAHESH KRISHNAN**  
**MUMBAI**



### SMALL ACTS OF KINDNESS

This story is about a person working with a freezer plant. It was almost the day end. Everyone had packed up to check out. A technical snag developed in the plant and he went to check. By the time he finished it was late. The doors were sealed and the lights were off. Trapped inside the ice plant for the night without air and light, an icy grave was almost sure for him. Hours passed thus. Suddenly he found someone opening the door.

Was it a miracle?

The security guard entered there with a torch and helped him to come out.

On the way back the person asked the security guard, "How did you know that I was inside? Who informed you?" the guard said, "No one sir; this unit has about 50 people. But you are the only one who says Hello to me in the morning and Bye in the evening. You had reported in morning. But did not go out. That made me suspicious."

He never knew a small gesture of greeting someone would prove to be a lifesaver for him. Remember to greet when you meet someone, of course, with a warm smile.

You never know - it may work a miracle in your life too. Education is not a degree or certificate that can be shown to others as proof. It is our attitude, actions, language and behavior with others in real life...!!

**NITHYA VENKATRAMAN**  
**MUMBAI**



### THE FLIP SIDE

An old man told his grandson, "My son, there is a battle between two wolves inside us all."

"One is Evil. It is anger, jealousy, greed, resentment, inferiority, lies and ego. The other is GOOD. It is joy, peace, love, hope, humility, kindness, empathy and truth."

The boy thought about it and asked, "Grandfather, which wolf wins?"

The old man quietly replied, "The one you feed."

**MANISSHA**  
**VASCO, DUBAI**



### BANK ACCOUNT

Imagine there is a bank, which credits your account each morning with Rs 86,400, carries over no balance from day to day, allows you to keep no cash balance, and every evening cancels whatever part of the amount you had failed to use during the day. What would you do? Draw out every pence, of course!

Well, everyone has such a bank. Its name is Time.

Every morning, it credits you with 86,400 seconds. Every night it writes off, as lost, whatever of this you have failed to invest to good purpose. It carries over no balance. It allows no overdraft. Each day it opens a new account for you. Each night it burns the records of the day. If you fail to use the day's deposits, the loss is yours. There is no going back. There is no drawing against the "tomorrow."

Therefore, there is never enough time or too much time. Time management is decided by us alone and nobody else. It is never the case of us not having enough time to do things, but the case of whether we want to do it.

**KETAN RANA**  
**AHMEDABAD**



## THE PAINFUL BEAUTY OF IMPERTENANCE

The cherry blossom falls after its short beautiful bloom. It floats gently down to earth. Its life is over, but the limitedness of its existence is one of the biggest reasons the blossom is so gorgeous. If we knew that the blossom would last forever, it wouldn't have the same poignant beauty, and we'd take it for granted.

The blossom's impermanence, its fleetingness, its transience — this is why we appreciate it. Our lives are similarly short. We have but a moment on this rock, but we forget that impermanence and take our days for granted. We fritter away those days with the wasted activities of TV, social media, computer games.

If we remember the impermanence of life, perhaps we could appreciate its gentle passing with as much appreciation as a cherry blossom.

### Impermanence and Suffering

Our struggle with impermanence causes much, if not all, of our suffering. We don't want things to change, we want things to be the way we want them. And when they aren't, we are stressed out, frustrated, disappointed, grieving, mourning, wishing things were different. But what if we could accept this impermanence, accept the reality of this moment, and embrace it as we do the cherry blossom?

We might be a bit more at peace with reality:

My wife's father has dementia, and this means the painful decline of his life. This is understandably hard for those of us who love him, but what if we could appreciate the beauty of his life, and who he is at this moment, instead of struggling against the loss of what he was?

My father has diabetes and is suffering declining health, and that's hard for me and my siblings to watch. But what if we found the beauty in the moments we still have with him, and appreciate what he's given us already?

- There is some fat on my stomach, and when I look at it I sometimes wish for the leanness of my youth. What if, instead, I could see the aging as a reminder of life's impermanence, and realize that I have less time now than I did at 19, and set out to make the most of the moments I have left?
- We have a son moving on to adulthood, which is difficult for us because it's like we're losing a child, and he'll be going out into the world without our protection, exposed to the world's many daggers and insults. What if instead we appreciate the moments we have with him in our home, and embrace the new son we have, grown and ready to experience a new life?
- I have some work I've been resisting for various reasons, probably because I'm afraid I don't know what I'm doing and think it will disappoint people. But I don't know what life will bring, and can't control what will come. All I can do is appreciate this moment, and endeavor to do my best with this work, and not squander the precious time I've been given to do this work.
- There are times I get frustrated with not sticking to a plan, because yes, I fail at sticking to things like everyone else. But this is life — unexpected, uncontrollable, not according to plan. We want to control things by planning and sticking to a plan, but life changes and fails to conform. We can embrace this uncontrollable reality by accepting what happens, adjusting, figuring out a new plan in the moment and accepting that this might not turn out as we expect either.
- Often unexpected changes come up to our day that causes frustration. A crisis, an unexpected visitor, an unplanned event. We can resist these changes and be angry, or accept that life is unpredictable, full of changes, and appreciate this ever-changing nature of life as part of its wonder.

In each of these situations, the impermanent, ever-changing nature of life can cause stress, frustration, sadness and anger. But when we embrace the impermanence and work with it, life can be a joy, and we can appreciate the painful beauty of this temporary existence.

As we watch the blossom falling, we see ourselves in it, and we feel the gravity of the moment.

**JAYSHREE KAMAT**  
**MUMBAI**

## WORDS OF WISDOM

### NAPOLEON

The world suffers a lot not because of the violence of the bad people, but because of the silence of the good people.

### EINSTEIN

I'm thankful to all those people who said no to me, it's because of them I did it myself.

### ABRAHAM LINCOLN

If friendship is your weakest point then you are the strongest person in the world.

### SHAKESPEARE

Laughing faces do not mean there is absence of sorrow. But it means that they have the ability to deal with it.

### WILLIAM ARTHUR

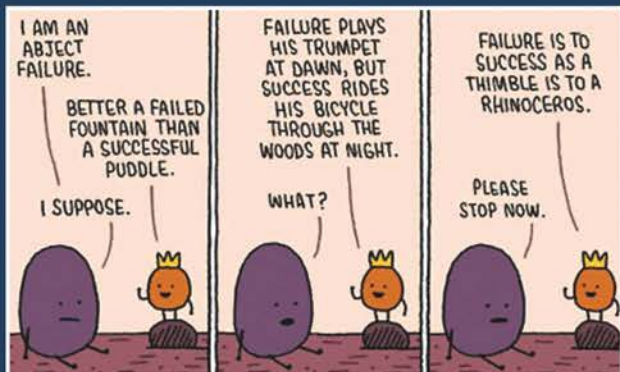
Opportunities are like sun rises, if you wait too long, you can miss them.

### HITLER

When you are in the light, everything follows you. But when you enter into the dark, even your shadow doesn't follow you.

### MANSOUR THAHA VASCO, DUBAI





### INSPIRATION THAT REALLY WORKS!

"Go confidently in the direction of your dreams! Live the life you've imagined." — Henry David Thoreau

There are moments in life we never forget. About three years ago, I experienced one of those moments. I was attending a conference and it was later in the morning. I had listened to two speakers who had shared some of their keys to success. They were both good and both made some excellent points. And then it happened, they introduced the third speaker. Her name was Gloria Mayfield Banks. Thirty minutes later, after giving her speech, I turned to my friend sitting next to me and said, "I've heard a lot of speakers in my life but she was the best....ever!" Gloria's passion, her humor, her life story were all

UNFORGETTABLE! Here is a brief excerpt from one of Gloria's 10 Steps, a chapter titled "Lead off the Fence of Indecision."

The first step to making a quantum leap is making a decision. Many times, the freedom of having so many choices stops us from choosing one. We often find ourselves on the fence of indecision, thinking, "What should I do? What do others think I should do?" We start evaluating abilities, becoming discouraged about the possibilities before we even commit to a certain goal, or outcome.

In my experience, a clear, specific definition of your intended direction is critical. If you do not know the destination, how will you know if you are off course? You can't reach your goal without clarity of vision.

It was clarity of purpose that helped me break the first of many records in my Mary Kay business – but my path, as so many times before, was not a straight one, I failed early and often. Then I did something that changed my life. I went to a retreat and placed myself in an environment that causes change. The speakers and stories made me feel as though it was "my time." I said to myself, "Enough is enough. I am tired of having the attitude of 'I'll try.'" Shortly after that, I prevailed, and my dreams became a reality. Nothing has changed except the clarity of my vision. The company didn't change, the products didn't change and my approach didn't change. What did change was my clarity about where I was going. I became committed to making the change happen now. With the decision, obstacles started to move out of my way.

To create a quantum leap, you have to really want it. I call it moving from the "Want to Lane" to the "Got To Lane." When you have chosen to take action, you have crossed into Decision Zone.

### PULLING TOGETHER

Peter Drucker, the legendary management consultant and author says this about teamwork: "The leaders who work most effectively, it seems to me, never say 'I.' And that's not because they have trained themselves not to say 'I.' They don't think 'I.' They think 'we,' they think 'team.' They understand their job to be to make the team function. They accept responsibility and don't sidestep it, but 'we' gets the credit... This is what creates trust, what enables you to get the task done." The bottom line is that it's easy for any organisation to say...."We value teamwork." However, saying it versus committing to the principles to grow it can be two different things. And that's what Pulling Together is all about! Here is an excerpt from John's #1... Put the team first. At the center of every high performance team is a common purpose – a mission that rises above and beyond each of the individual team members. To be successful, the team's interests and needs come first. This requires "we-opic" vision ("What's in it for we?"), a challenging step up from the common "me-opic" mindset. Effective team players understand that personal issues and personality differences are secondary to team demands. This does not mean abandoning who you are or giving up your individuality. On the contrary, it means sharing your unique strengths and differences to move the team forward. It is this "we-opic" focus and vision – this cooperation of collective capability – that empowers a team and generates synergy. Cooperation means working together for mutual gain – sharing responsibility for success and failure and covering for one another on a moment's notice. It does not mean competing with one another at the team's expense, withholding important data or information to "one up" your peers or submitting to groupthink by going along so as to make waves. These are rule breakers that are direct contradictions to the team-first mindset. High performance teams recognize that it takes a joint effort to synergize, generating power above and beyond the collected individuals. It is with this spirit of cooperation that effective teams learn to capitalize on individual strengths and offset individual weaknesses, using diversity as an advantage. Effective teams also understand the importance of establishing cooperative systems, structures, incentives and rewards. We get what we inspect, not what we expect. Think about it. Do you have team job descriptions, team performance reviews and team reward systems? Do you recognize people by pitting them against standards of excellence, or one another? What are you doing to cultivate a team-first, cooperative environment in this competitive, "me-opic" world?

To embrace the team-first rule, make sure your team purpose and priorities are clear. What is your overall mission? What is your game plan? What is expected of each team member? What constants will hold the team together?

**VENKATARAMAN**  
MANAGING DIRECTOR



## DON'T BE A SILENT APPRECIATOR/ HAVE YOU MADE APPRECIATION A HABIT?

As individuals, we often fail to recognize the small things in the life – how others are contributing towards our life and making things easier for us. Organizations are often reluctant to recognize people and believe that they are being paid for their work; they think that recognizing them regularly will make them complacent or they may ask for monetary benefits. This is a misconception. Employees are more enthusiastic when you say kind words or when you highlight their work to senior management.

### DIFFERENT WAYS OF COMMUNICATING APPRECIATION

To be effective, appreciation needs to be timely, specific, public and fair. However, what is more effective is informal appreciation, which is more personal. Informal recognition can be very simple. Employees feel good when their CEO appreciates them; this is especially true when you are operating in a big firm.

Appreciation has the power to engage employee's heads, hearts and hands. Following are a few ways through which appreciation can help-

#### • CONTRIBUTING

Contributing to employee's efforts through rewards and providing feedback are vital. This way, the employee will feel that the organization is keeping a track of even the smallest of their achievements and this will motivate them to enhance performance;

#### • COLLABORATION

Knowing about another person's achievement through a public appreciation mail will help the employees gain a whole new perspective about the other person's work and will foster stronger intra-organizational relationship;

#### • GIVING CREDIT

To give credit where it is due is one of the most vital aspects of appreciation. This gives the employee a personal identity and develops a stronger relationship between the employee and the organization.

**"By taking the time to stop and appreciate who you are and what you've achieved – and perhaps learned through a few mistakes, stumbles and losses- you actually can enhance everything about you. Self acknowledgement and appreciation are what give you the insights and awareness to move forward towards higher goals and accomplishment."**

**RESHMA NAIR  
KANDLA**

Mr. J. Saravanan of Chennai Branch for his extra efforts put in the smooth handling of Pipe shipment during the call of **m.v.'JASMINE C'** at Chennai on 13/12/2014. The same has been appreciated by the Principals M/s. Braidco, Glasgow as well.

**SETHUMADHAVAN  
MUMBAI**

Just a word of GRATITUDE to two people who showed me the vast world that lies beyond the "S" of Shipping. A Big Thank you to Gopal Sir and Ajay from Accounts.

They have patiently answered all my questions, doubts, queries on Shipping and I still have a lot to ask them.

**JAYSHREE KAMAT  
MUMBAI**

Self has no specific or particular situation to emphasize or quote. It mainly relates to the official work related interactions like need for any report, feedback, emails, after office hour calls and even calls on holidays. The purpose of calling them has always solved the problem in the first attempt itself. The colleagues who I would like to mention are Mr. Ketana Rana, Mr. Padam Jain, Mr. Vikas Choure and Mr. M. Saravanan.

Thanks to the Management and the Newsletter for giving me a chance to praise my colleagues who have always been sharing/assisting/helping me all these years.

**JANKI KUDKAR  
MUMBAI**





# GOOD



Ahmedabad



Kandla



Singapore



Tuticorin



Mumbai



Hyderabad



Jaipur



GLPL



Vasco Dubai



GMLLC Dubai



America

# ANNIVE





# REACH



Ludhiana

Bangalore

Indore

Malaysia

Kolkata



JNPT

Nagpur

Vizag

Chennai

Pune

Delhi

# RSARY!



## INDIA IN 2015

INDIA WILL BE BIGGER, MORE HETEROGENEOUS, AND GLOBALIZED BY 2025

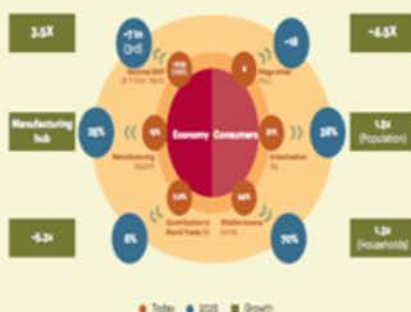
The India of 2025 will be very different from that of today.

The country will have experienced another decades of economic growth, with nominal GDP estimated to be around \$7 trillion (up from the current approximately \$2 trillion), catapulting India into third place among the world's economies. Much of that growth will be rooted in the growth of middle-income households and of the working population, with rapidly rising income levels. The growth is likely to be accompanied by a stronger manufacturing sector, which may account for one fourth of economic output. And India's economy will be significantly more integrated into the world economy, potentially contributing to about 6 percent of world trade.

As more citizens move to large urban centers, Consumerism will rise, as will the preference for new products, Services, and retail formats. This mammoth economy, with its shifting demographics, will ask for more from its supply chain.

**JAYDEEP MUNGALPARA**  
AHMEDABAD

## India today and in 2025



## "BUFFALO RACE" KAMBALA, MIYAR, NEAR MANGALORE, KARNATAKA, INDIA

Kambala is an annual Buffalo Race (he-buffalo) held traditionally under the auspices of local landlords and households or Patel of village, in coastal Karnataka, India.

The Kambala season generally starts in November and lasts until March.

Since the last two decades nearly 18 Kambalas are held under the banner of Kambala Samithi.

As of now, more than 45 he-buffalo races are held annually in Coastal Karnataka, even in smaller remote villages like Vandaru, Gulvadi etc.

Kambala is traditionally a simple sport which provides much needed entertainment to the rural people.

The 'track' used for Kambala is a paddy field filled with slush and mud.

The contest generally takes place between two pairs of buffaloes, each pair raced in wet rice fields, controlled by a whip-lashing farmer.

**CHIRAG SHAH**  
AHMEDABAD



## GREETINGS

This story is about a person working with a freezer plant. It was almost the day end. Everyone had packed up to check out.

A technical snag developed the plant and he went to check. By the time he finished it was late. The doors were sealed and the lights were off. Trapped inside the ice plant whole night without air and light, an icy grave was almost sure for him. Hours passed thus. Suddenly he found someone opening the door.

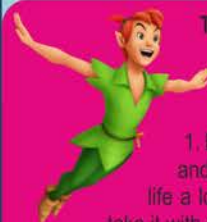
Was it a miracle?

The security guard entered there with a torch light and helped him to come out. On the way back the person asked the security guard, "How did you know that I am inside?" "Who informed you?" the guard said, "None sir; this unit has about 50 people. But you are the only one who says Hello to me in the morning and bye in the evening. You had reported in morning. But did not go out. That made me suspicious."

Never did the person know that a small gesture of greeting someone would prove to be a lifesaver for him. So do us.

Remember to greet when you meet someone, of course with a warm smile.

**PRIYANKA ASHITKAR**  
AHMEDABAD



## TAKE LIFE WITH ENTHUSIASM!!!!

There are two ways of looking at life:

1. Either you take it as a burden and a drag and make your whole life a long drawn misery, or 2. You take it with enthusiasm, thinking, 'I have all these responsibilities and challenges, and I can do it'. And you move on with celebration.

When you are tired that is when you feel that all this is too much for you to handle. When this happens, I would say, sit back and relax. Think that you have no responsibility whatsoever. Find the deepest of the rest within you, and then you will get the strength you need to move on.

Just say one thing to yourself, 'I want nothing!' This wanting nothing gives you the deepest of the rests.

Rest is not just physically lying in bed, it is the mode of the mind which says, 'I am satisfied, I am content'. Its only contentment which can give you rest and this contentment is not going to come to you by doing something or by engaging in any activity. It will come to you only through knowledge. And the knowledge is:

1. Everything is impermanent
2. I am satisfied
3. I want nothing

This is the essence of the knowledge.

**JYOTI RAMESH**  
MUMBAI



# राग रंग

**The colours of Indian classical music**  
Music of India is said to be one of the oldest urbanised musical traditions in the world. The origins of the system go back to the Vedic Age. Many different legends have grown concerning the origins and development of Indian classical music. Such legends go a long way in showing the importance that music has in defining Indian culture.

# स्वर

**Swara** Those strokes which are pleasing to the ear. There are 7 natural swaras (Sa, Re, Ga, Ma, Pa, Dha, Ni) and 12, each swara has its own personality based on its colour, mood, season, age and origin.

# नाद श्रुति

**Naad** It is pure sound. All swaras are said to originate from the Brahma Naad or Om (ॐ).  
**Shruti** Those sounds which we can't clearly hear, but distinguishable. There are 22 shruti.

१२ noon

पूर्वाह्न first half

The first octave illustrates the 2nd half of the day

१२ midnight

उत्तराह्न second half

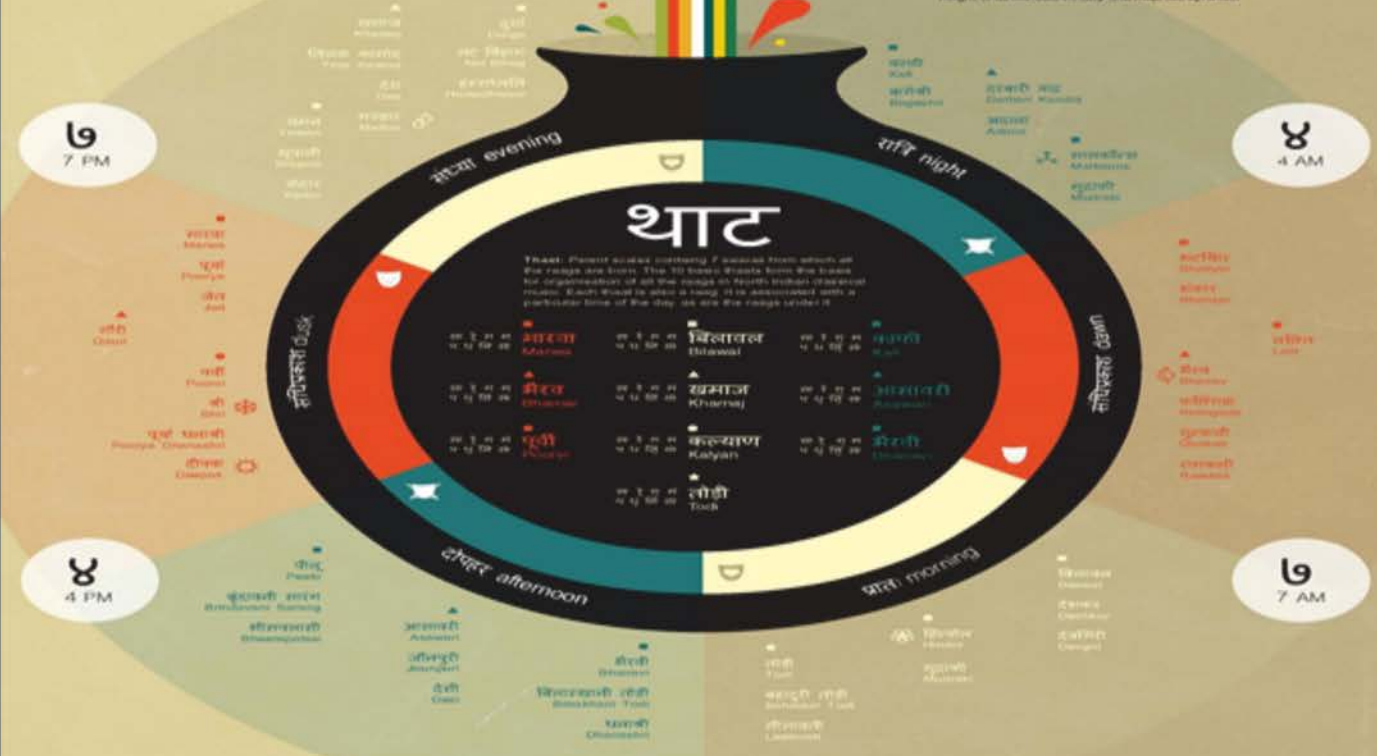
The second octave illustrates the 1st half of the day

१२ noon



# राग

**Raga** A musical composition built from 5-7 swaras. There are more than a thousand ragas, each derived from the 10 basic swaras. Ragas are associated with specific times of the day depending upon the mood that specific notes of compositions evoke. It is believed that only in this period the Raga appears to be at the height of its melodic beauty and majestic splendor.



# ऋतु

**Ritu (Season)** Some ragas are associated with a particular season. During this season the Raga can be sung at any time of the day.

- असवरी (Asavari)
- बिलावल (Bilawal)
- खमाज (Khamaj)
- कल्याण (Kalyan)
- मोहिनी (Mohini)
- पूरी (Puri)
- तोड़ी (Todi)
- यमन (Yaman)
- झिक्करी (Zikr)
- भैरवी (Bhairavi)

# रस

**Rasa (Emotion)** Ragas can evoke different emotions in the listener as well as the singer. Some change only produce many emotions.

- असवरी (Asavari)
- बिलावल (Bilawal)
- खमाज (Khamaj)
- कल्याण (Kalyan)
- मोहिनी (Mohini)
- पूरी (Puri)
- तोड़ी (Todi)
- यमन (Yaman)
- झिक्करी (Zikr)
- भैरवी (Bhairavi)

One good thing about Music, when it hits you, you feel no pain – Bob Marley



# Comedy Central

Santa class me haans raha tha,  
Ek ladka bola : Stand UP, kaun ho tum?

Santa : Tum kaun ho?

Ladka : Mein monitor hu

Santa : Te phir mein CPU hu!!!

Sardar ne makhi ke legs tod kar  
kaha, Ja udd ja..  
Lekin Makkhi nahi udi, Sardar ne  
kaha..  
"Aab to saabit ho gaya ki agar  
makhi ke legs tod di jaye  
to makkhi sun nahi sakti!!!"

Santa: Abe Banta tu yaha baitha  
hai...  
Tere dost ki death ho gai hai... Tu  
gaya Kyu Nahi????  
Banta:- Uss saale ne mujhe  
bulaya hi nahi

Santa: Yaar jaldi jao tumare ghar me  
samundar ka pani ghus gaya hai  
Banta: Kyun jhoot bolte ho Ghar ki  
chabi to mere paas hai



Ek din Santa jungle se gujar raha  
tha  
Chudail ne use roka aur kaha : Ho  
ho ho Ha ha ha...Mein Chudail hu.  
Sardar : Menu pata hai...kyunki  
teri ek behen meri biwi hai!

Ek chor Sardar jee ka mobile ko  
lekar bhag raha tha.  
Sardar hasne laga  
Banta : Wo tumhare mobile ko  
lekar bhag raha hai aur tum hans  
rahe ho.  
Sardar : Bhagne do, charger to  
mere paas hai!



Ek sardar ne air-hostess se kaha,  
"Aapki shakal meri biwi  
se bahut milti hai".  
Air-hostess ne ye sunte hi zordaar  
thappad uske muh pe mara...  
Sardar foran bola : "Aadat bhi  
bahut milti hai"

Santa ko rota dekh kar Banta ne  
pucha kya hua?  
Santa : Meine 2 ton ka AC kharida,  
ghar aakar tola to sir 35 kilo ka  
nikla!

Sardar ke radio me kuch problem  
ho gayi to aur kharab ho gaya.  
Usne radio khol kar dekha to ek  
mara hua chuha mila. Ye dekh kar  
sardar gussa ho gaya aur bola : Ye  
chalega kaise?  
Sala singer hi mara pada hai

Santa : Tumhari biwi ka kya naam  
hai?  
Banta : Google Kaur.  
Santa : Ye kaisa naam hai?  
Banta : Yaar mein jaha bhi hota  
hoon, wo mujhe dhoondh hi leti  
hai!

BURA NA MANO  
HOLI HAI



HEMANG MEHTA  
KANDLA

I asked God for a bike, but I know God doesn't work that way. So I stole a bike and asked for forgiveness – Emo Philips



## THE MANAGING DIRECTORS RECEIVING AN AWARD FROM DORF KETAL PVT. LTD.



### CONTAINER FACTS

If you do not already know them, the following nuggets of information will help put the scale of our industry in perspective.

1. The carrying capacity of today's largest container vessels is equivalent to no less than a 44 miles long freight train.
2. A large container ship engine has about 1,250 times more power than a family car and is similar in size to a typical six-story building.
3. The simple 'dry van' container is estimated to account for about 90% of all containers, but there are various types catering for particular kinds of cargo. 'High cube' containers offer greater height, while other designs include open top, refrigerated, tank, open rack, gondola and flatrack. Most container ships can carry containers of mixed heights and types.
4. The humble 20 ft (TEU) container weighs about 2 tonnes when empty.
5. A standard container can hold about 24, 900 tin cans or about 48,000 bananas. A 40 ft container may hold more than 12,000 shoeboxes.
6. Between 1982 and 2005 containerised cargo trade grew three and a half times faster than world GDP and 40% faster than international trade overall.
7. Well over 1 billion tonnes is carried internationally in containers. By volume this accounts for about a quarter of all seaborne dry cargo. However, container ships transport half of the total value of global goods moved by sea.
8. The typical cost of transporting a 20 ft container from Asia to Europe carrying over 20 tonnes of cargo is about the same as the economy airfare for a single passenger on the same journey.

**VIDHI CHANDAN**  
**MUMBAI**

*People say that Motivation doesn't last. Well neither does bathing – that's why we recommend it daily – Zig Ziglar*



# ANNUAL SALES CONFERENCE HELD AT FARIYAS HOTEL, LONAVALA 13-15 DECEMBER 2014



**GOODRICH MARITIME PRIVATE LIMITED**  
**ANNUAL SALES CONFERENCE**  
13th - 15th DECEMBER, 2014, FARIYAS RESORT, LONAVALA.

THE SALES DATING GAME HAS FOREVER CHANGED. — **Customers are just not that into you.**

**Only 46% of forecasted deals close:**  
73% of sales opportunities generate more than 10% of sales revenue.

**Customers can be extraordinarily fickle.**  
Take more than 100 days to close a deal.

**To get an engaged customer, you must delight & inspire them.**

**1st Date: Content**

**It's complicated:**  
Rep's are not trained with the right content to win. Monthly forecasted commitments and product sales.

**Marketers who actively use rich media in their campaigns have twice the impact on sales pipeline than those who didn't.**

**41% of reps say that the product skills & marketing decks are the least valuable content produced.**

**In Closed Won deals, thought leadership content is consumed by customers, 65% more of the time.**

**CUSTOMERS LOVE ENGAGING CONTENT**

**73%** of 928 customers prefer "thought leadership" content.

**73%** of 928 customers prefer "thought leadership" content.

**Use videos, polls, infographics and 3rd party thought leadership content to inspire customers.**

**2nd Date: Tools**

**It's complicated:**  
Email still isn't set up with the right tools to effectively manage the customer's experience.

**The average sales email response rate is less than 30%.**

**The average sales email response rate is less than 25%.**

**50% of reps use Twitter & Facebook for business connectivity.**

**72% of reps say that LinkedIn is more essential to their success than Salesforce.com.**

**After \$75 Billion of CRM spend, companies have mechanized the customer relationship rather than enabled it.**

**Email has no social obligation anymore.**

**Customers are drowning in up to 400 emails/week & spend 28% of their time sorting through them.**

**Instead of "managing" customers sales reps should be engaging them in public & private communities.**

**3rd Date: Process**

**It's complicated:**  
Reps continue to think about their sales process when they should be focused on the buying process.

**80% of reps say their best leads come from their own efforts (networking, LinkedIn, cold calling).**

**Only 13% of reps say they need more training.**

**Which may explain why 60% say that the CMO should leave the company before the CEO.**

**Closed Won deals have 33% more customers as part of the process.**

**57% of customer research occurs before the sales team shows up.**

**Utility of information available has caused a highly informed customer.**

**Build a big tent and invite as many influencers into it as possible.**

**90% of CEOs claim engagement as their #1 priority.**

**A 1% improvement in engagement can yield tens of millions of dollars of profit.**

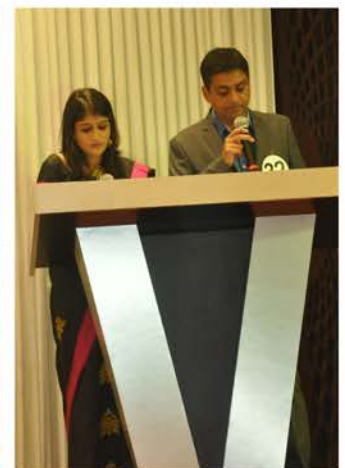
**Engagement is nothing short of the new currency of B2B.**

The pessimist says the glass is half empty. The optimist says the glass is half full. The Sales rep says "Let's talk about the benefits of ice".





## ANNUAL DAY FUNCTION HELD AT NATRAJ GARDENS, MUMBAI 27 FEBRUARY 2015



*Don't wait for the perfect moment, take the moment and make it perfect – Anonymous*



## NEW ENTRANTS TO GOODRICH FAMILY



Sriram Swaminathan  
Corporate Office



Alexander Rathinasamy  
Chennai



Ashis Goswami  
Kolkatta



Dhaval Pandaya  
Pipavav



Biju Joseph  
Gurgaon



Vaibhav Kharkan  
Corporate Office



Prema Kumari  
Vizag



Abhilash  
Gurgaon



Mathew Thomas Muthumackal  
Corporate Office



Karthikeyan  
Chennai



Akhil Nambiar  
Corporate Office



Emeren D'Souza  
Dubai



Sarath Prayil  
Dubai

## THE EAST INDIA COMPANY: THE ORIGINAL CORPORATE RAIDERS

One of the very first Indian words to enter the English language was the Hindustani slang for plunder: 'loot'. According to the Oxford English Dictionary, this word was rarely heard outside the plains of north India until the late 18th century, when it suddenly became a common term across Britain. To understand how and why it took root and flourished in so distant a landscape, one need only visit Powis Castle.

The last hereditary Welsh prince, Owain Gruffydd ap Gwenwynwyn, built Powis castle as a craggy fort in the 13th century; the estate was his reward for abandoning Wales to the rule of the English monarchy. But its most spectacular treasures date from a much later period of English conquest and appropriation: Powis is simply awash with loot from India, room after room of imperial plunder, extracted by the **East India Company** in the 18th century.

There are more Mughal artefacts stacked in this private house in the Welsh countryside than are on display at any one place in India – even the National Museum in Delhi. The riches include hookahs of burnished gold inlaid with empurpled ebony; superbly inscribed spinels and jewelled daggers; gleaming rubies the colour of pigeon's blood and scatterings of lizard-green emeralds. There are talwars set with yellow topaz, ornaments of jade and ivory; silken hangings, statues of Hindu gods and coats of elephant armour.

Such is the dazzle of these treasures that, as a visitor last summer, I nearly missed the huge framed canvas that explains how they came to be here. The picture hangs in the shadows at the top of a dark, oak-panelled staircase. It is not a masterpiece, but it does repay close study. An effete Indian prince, wearing cloth of gold, sits high on his throne under a silken canopy. On his left stand scimitar and spear carrying officers from his own army; to his right, a group of powdered and periwigged Georgian gentlemen. The prince is eagerly thrusting a scroll into the hands of a statesmanlike, slightly overweight Englishman in a red frock coat.

The painting shows a scene from August 1765, when the young Mughal emperor Shah Alam, exiled from Delhi and defeated by East India Company troops, was forced into what we would now call an act of involuntary privatisation. The scroll is an order to dismiss his own Mughal revenue officials in Bengal, Bihar and Orissa, and replace them with a set of English traders appointed by **Robert Clive** – the new governor of Bengal – and the directors of the EIC, who the document describes as 'the high and mighty, the noblest of exalted nobles, the chief of illustrious warriors, our faithful servants and sincere well-wishers, worthy of our royal favours, the English Company'. The collecting of Mughal taxes was henceforth subcontracted to a powerful multinational corporation – whose revenue-collecting operations were protected by its own private army.

It was at this moment that the East India Company (EIC) ceased to be a conventional corporation, trading and silks and spices, and became something

much more unusual. Within a few years, 250 company clerks backed by the military force of 20,000 locally recruited Indian soldiers had become the effective rulers of Bengal. An international corporation was transforming itself into an aggressive colonial power.

Using its rapidly growing security force – its army had grown to 260,000 men by 1803 – it swiftly subdued and seized an entire subcontinent. Astonishingly, this took less than half a century. The first serious territorial conquests began in Bengal in 1756; 47 years later, the company's reach extended as far north as the Mughal capital of Delhi, and almost all of India south of that city was by then effectively ruled from a boardroom in the City of London. 'What honour is left to us?' asked a Mughal official named Narayan Singh, shortly after 1765, 'when we have to take orders from a handful of traders who have not yet learned to wash their bottoms?'

We still talk about the British conquering India, but that phrase disguises a more sinister reality. It was not the British government that seized India at the end of the 18th century, but a dangerously unregulated private company headquartered in one small office, five windows wide, in London, and managed in India by an unstable sociopath? Clive.



In many ways the EIC was a model of corporate efficiency: 100 years into its history, it had only 35 permanent employees in its head office. Nevertheless, that skeleton staff executed a corporate coup unparalleled in history: the military conquest, subjugation and plunder of vast tracts of southern Asia. It almost certainly remains the supreme act of corporate violence in world history. For all the power wielded today by the world's largest corporations – whether ExxonMobil, Walmart or Google – they are tame beasts compared with the ravaging territorial appetites of the militarised East India Company. Yet if history shows anything, it is that in the intimate dance between the power of the state and that of the corporation, while the latter can be

regulated, it will use all the resources in its power to resist.

When it suited, the EIC made much of its legal separation from the government. It argued forcefully, and successfully, that the document signed by Shah Alam – known as the Diwani – was the legal property of the company, not the Crown, even though the government had spent a massive sum on naval and military operations protecting the EIC's Indian acquisitions. But the MPs who voted to uphold this legal distinction were not exactly neutral: nearly a quarter of them held company stock, which would have plummeted in value had the Crown taken over. For the same reason, the need to protect the company from foreign competition became a major aim of British foreign policy.

SOURCE : THE GUARDIAN