

GOODREACH

THE VOICE OF GOODRICH

NEWS
LETTER

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VOLUME 7



Happy New Year!



From the Editorial Desk

Hello Friends,

Yet another edition and we've created this cracker of a theme to bring in that extra seasonal cheer.

This quarter always brings in festivals and events like no other. From the uniformity displayed during Onam to the splash of colours through the 9 days of Navratri, we've adorned it all. So here's a glimpse of how the high spirited employees of Goodrich celebrated Independence Day and Onam across the branches with gaiety and fervor. The pictures of Navratri and Diwali will be covered in the next edition only to save the best for the last (edition of this year). The contributions for this edition have been immense and we take this opportunity to thank everyone for keeping GOODREACH well fed.

In a very encouraging response our Principal Company Braid Logistics Managing Director Mr. Allan Leddra has evinced keen desire to contribute an article in the next edition. This after he read various editions during his recent visit to Mumbai. Also the Managing Director of Tushehbar Shipping and International Freight Forwarders, Mr. Mohammad Nikpay has expressed keen interest in adding value to our subsequent editions.

The sun is now shining bright like never before leaving the gloomy days behind. So let's make hay while the sun shines. If you have a story so dear, or a problem you fear; a poem to share or a fact so rare; a masterpiece at hand and a movie so grand, just share your thoughts, your views and your take and leave the rest for us to make.

We've introduced several new reads, including the Book Review and a Movie Review to deliver content covering topics that matter the most to our readers. So stay tuned to read up on all the new interesting additions as we look forward to more contributions.

Warm Regards
The Editorial Team



FROM A MANAGEMENT PERSPECTIVE

Dear Colleagues,

Greetings on the eve of a quarter full of festivals. While Lord Ganesha has already bid adieu and Eid, Navaratri, Vijaya Dashami has filled our hearts with love and mirth, we still have, Diwali, Bhaubeej and of course Christmas. All of them full of colour, music, gaiety, new clothes and more than anything else an assortment of sweets.

While all these await us, the gloom that has engulfed the business arena especially in the freight market will and should pale into insignificance. Austerity has always been a loathsome word for us since childhood. If austerity has to be practiced every time there is a fall in the business scene then the pall of gloom will take a permanent shape.

The vagaries in business should serve more as a challenge and spur us on to "put on our thinking caps" and be innovative, explore new areas and forever commit ourselves to the task of not only protecting the rupee that we are earning but to also look at all those wasteful expenditure and save them to earn that extra ₹.

During the last quarter, the highlights at Goodrich have been in no way diminishing. We won three awards, one at the CONCOR event in Ahmedabad where Goodrich secured the **Best Shipping Line for Exports at Mundra Port**, the other as the **Best Liquid Logistics Provider** in the unitized segment at MALA 2015 held in Mumbai and also the **Most Diversified Logistics Company of the Year** at the Gujarat Star Awards 2015 held in Ahmedabad.

16 of our Liquid Logistics personnel went through an enhanced DG Training Course conducted by

the internationally renowned Mr. Roy Boneham from UK. Some of our seniors were going through this for refreshing what they had learnt during the earlier training session too. These 16 BLD personnel were drawn from various locations in India.

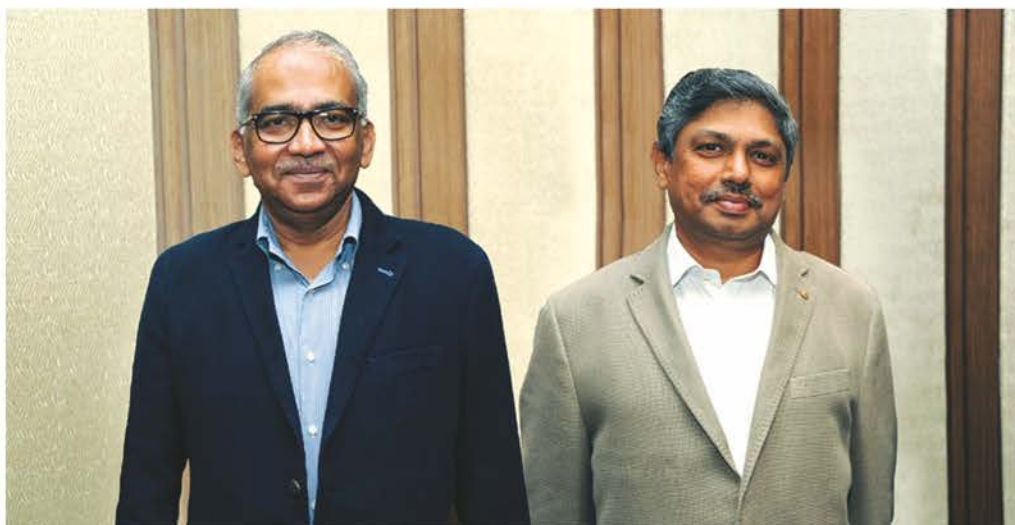
Goodrich also successfully participated at the Cargo Scope event at Chennai in the second week of July 2015. An attractive display of various business activities at the stall put up by Goodrich was a runaway success and also the invitation to deliver a keynote address during the inaugural session was well utilised,

Goodrich Central Asia LLC was formally opened on 10th of August 2015 at Almaty in Kazakhstan. The formation of this company in a geographically strategic location is expected to take Goodrich into a different league in the logistics firmament.

Even from a Goodrich perspective, we the management are expecting an eventful next quarter with the fortifying of USA office by adding Chicago office to the existing NJ one. Goodrich Thailand Co Limited will go on stream next quarter. Same with the Vasco Global Office at Abu Dhabi.

The half yearly appraisals will commence soon and we expect these to be meaningful and result oriented.

So friends let us join hands and make the forthcoming quarter an eventful one in all respects. And from the management desk Seasons' Greetings to one and all of you and to your beloved families.



VENKAT & GOPAL

IF YOU ARE PERSISTENT YOU WILL GET IT, IF YOU ARE CONSISTENT YOU WILL KEEP IT – ANONYMOUS

IN CONVERSATION WITH MR. N. M. KUMBHAR, GENERAL MANAGER OF BHUSHAN STEEL LTD.

1. Can you give us a brief on your company?

We are basically a primary steel manufacturing company. We manufacture primary steel as well as secondary steel. Primary steel is known as HR Steel which is the basic raw material for all secondary steel. The secondary products are finished products like colour coating coils, colour coating sheets, corrugated sheets, GP coils etc. We are one of the largest producers of both primary and secondary steel throughout pan India. We export from pan India basis and the region wise export per month on an average is as follows:

Gulf – 31%

Africa – 40%

Europe - 10%

Far East – 3%

Latin America – 13%

In export, we have two major categories – the break-bulk category and the other is containerized cargo. One of our major products i.e. API pipes which is produced in the Khopoli plant, Mumbai is exported in break-bulk from the Mumbai port. HR (Hot Rolled) coils which is produced in the Meramandali plant, Orissa is also exported in break-bulk from the Paradip port.



2. Do you have any sister concern or have you diversified into a whole new vertical?

Only STEEL, STEEL and STEEL!!!! We anticipate the steel market to be growing since there is a lot of demand in the market. We are however planning to enter into the Energy Sector for which we have already set up Bhushan Energy which is solely for self-consumption of our established plants.

Otherwise we are not looking into diversifying into any other commodity.

3. You've been associated with the Logistics industry for about 36 years now, was there a turning point/high point in your career that you always recollect and cherish?

Initially when the company was set up, for the first few years we were exporting our products only through 20 ft containers. We then explored and suggested that the same commodity can be exported through break-bulk which will work out to be more cost effective. So, we started exporting to China and Antwerp through break-bulk.

Currently we are exporting through containers as well as break-bulk. The drawback involved with break-bulk is the inventory cost. We have to keep a minimum of 10,000 MT of cargo in stock which calls for high inventory cost in comparison to freight that is being offered to us today and the rejection rate is moderately high for break-bulk cargo. Customers tend to reject about 10% of the commodity on account of unsatisfactory quality or damages etc. So, we try to

keep a balance between break-bulk and the containerized cargo.

There was also a turning point of exporting HR coil from the "dead port" called Paradip. About 3 years back we have started exporting HR coils from the Paradip port where we were interviewed for being the first steel exporter from Paradip.

4. How do you ensure you meet the requirements of your customer? Do you have a dedicated R&D team in place?

Ours is a tailor-made product. We produce the coils or the finished products based on the specifications provided by our customers like the thickness, colour coating, size, design etc.

On an average, we export about 24000 containers annually on a pan India basis where a major chunk is exported from the Khopoli plant.

5. What percentage of your customers would you rate as loyal customers?

The steel industry as a whole is cyclical due to numerous factors that are beyond our control, including general domestic and international economic conditions, labour costs, competition, levels of inventory etc. and it becomes difficult to pass-on the cost to the customers as the market is very price sensitive.

There are too many commission agents and sales agents and the maximum sales goes via commission agents. But in our case we have a 50:50 ratio. 50% of our customers are direct customers e.g. in Europe and Gulf sector we have direct customers.

6. We are aware that you are well spread out across the globe; however are there any specific regions/countries that you are looking to foray into?

As a company we are looking at establishing our own Distribution Centre at Nigeria which will later be converted into a plant. We already have our own Distribution Centre at UAE & Djibouti.

7. What is your idea of an Ideal logistics company?

Rank the below parameters based on what you value the most?

RATES, FREE DAYS, CREDIT TERMS, LONG TERM RELATIONSHIP

An ideal logistics company is one that maintains consistency in its services and provides competitive prices.

1. RATES / FREIGHT
2. LONG TERM RELATIONSHIP
3. FREE DAYS
4. CREDIT TERMS



8. What is the single most important benefit that you get from our service and how do you suggest we get / maintain our fair share of attention from your company?

For a long time now we have and continue to share a very good relationship with Goodrich. As far as the service and competitive freight is concerned we have always been getting priority. The multiple locations, wherever we require your services, Goodrich has always provided. For e.g. very recently some cargo has been delivered to Vizag & Kolkata.



9. Can you give us your insight on the current market trends particularly pertaining to your industry?

As far as the steel industry is concerned, the steel consumption is less in India as compared to other countries so there is a vast scope of increasing the production capacity domestically and internationally.



The present scenario is such that, there are volumes but the margins are very low and because of the low margins people are reluctant to produce and export.

10. How do you differentiate Bhushan Steel from other steel manufacturers?

Bhushan Steel's Management policy is to only work on LC basis whereas other steel manufacturers work on



advance basis. The moment the LC is opened, we process the goods. Our delivery period is 33 days. Within 33 days we deliver the commodity irrespective of the

quantity. Most of the steel manufacturers take orders in 1000s, we even take orders for 25 MT. Our aim is to satisfy the needs of our customer.



Congratulations !



Ganesh Ramamoorthi will be the first one to be featured as the Achiever of this Quarter. With sincerity and hard work he has successfully cleared his Graduation, B.Com.

Right from the time he joined as an Operations Assistant not very much endowed with qualifications or experience.

Today apart from this degree through dint of his efforts in flexi, Braid has certified him as a Master Trainer.

Stand out example of what sincerity and hard work can get for you.
Keep it up Ganesh !!

Carrying The Goodrich Banner On One's Shoulder



In an incident where there was difference of opinion between Goodrich Maritime & Goodrich Logistics on whose account the customer should be credited to, **Gaurav Kumar** from GMPL Jaipur voiced out his thoughts and thus set an example to the Goodrich fraternity by emphasizing on unity and the common goal of the company. We all, after all fall under ONE BANNER.

SO LONG, FAREWELL, AUF WIEDERSEHEN, GOOD BYE !!



Mankodi in Harness

An illustrious career spanning almost 4 decades came to a very interesting phase as he retired from the Goodrich Group last month. Friends I am talking about very own Mankodi Sir.

During his tenure in shipping starting from 1977, Mr. Mankodi has adorned innumerable caps across

various shipping and logistics segments.

Commencing his career with India's premier shipping company Scindia he later reached a pinnacle while he rose from strength to strength at the famed Transworld Group.

His presence there in Gujarat lent the Group an exposure and stature of an impressive and leadership kind. His high level of integrity was something he always draped around his shoulders for any of the institutions that he was involved !!!

Then ofcourse he joined Goodrich as a Shareholder and Executive Director.

Under his stewardship Tricon Logistics gave Goodrich the much needed variety in its service profile.

The Projects Division that he headed did extremely well and was recognised by the industry as a leading light in the Projects Logistics sector.

After this success he laid the foundation for the Group's American venture in a very impressive manner.

Well known for his contacts in the industry, Mankodi was a ready reckoner of the happenings in the industry

As successful in his career, he is even more successful at home. Having reared two highly intelligent and successful, daughter and son.

As he retires from Goodrich, BHM as we love to call him has the entire Goodrich Family's love, affection and best wishes for an even more contented and exciting future.

Personally I as Venkat have very fond memories as our lives spanning an entire lifetime was very proximal and memorable.

BHM Farewell !!! We will always continue to bank upon your rich advice.



Farewell from Staff



At Retirement

Goodrich Snap of the Quarter



Fondness for Ice Cream - Shourabh in America

EVERY NEW BEGINNING COMES FROM SOME OTHER NEW BEGINNINGS END – ANONYMOUS

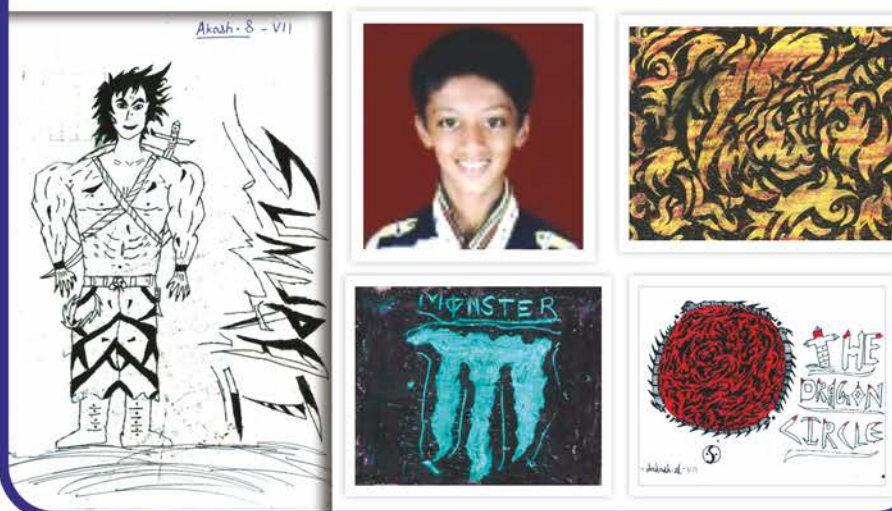


Kiddie

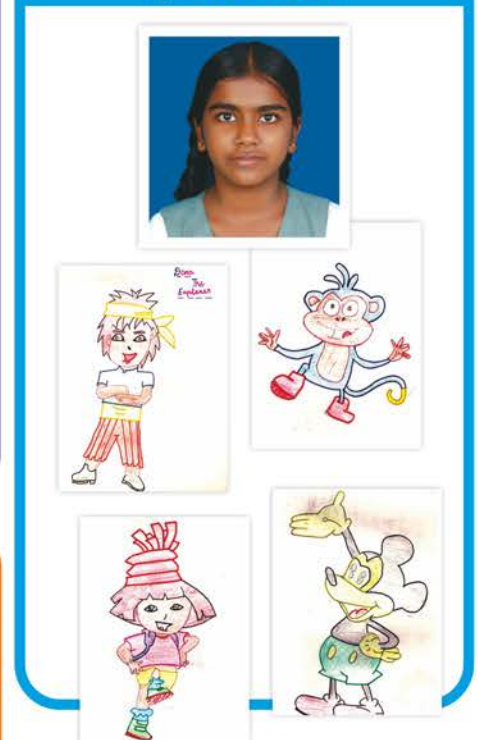
PALETTE & BRUSH

CONTRIBUTIONS FROM OUR YOUNG MICHAELANGELOS

MADE BY AKASH S S/O KANCHAN



MADE BY SHINY GEORGE
D/O GEORGE T.



MADE BY ARADHYA PANGE
S/O VARSHA PANGE



MADE BY P S MANIKANDAN
S/O J SARVANAN



MADE BY DYLAN D'MELLO
S/O SHIRLEY D'MELLO



... AND FROM
OUR EMPLOYEE(S)
TOO

MADE BY AVNISH KUMAR VAJPAYEE



CHILDREN CLOSE THEIR EARS TO ADVICE BUT OPEN THEIR EYES TO EXAMPLE - ANONYMOUS

Corner

SMART Achievers



Kevin Jacob
(S/o Nissy Jacob)
Scored CGPA – 9.6
in Std. X
from Our Own
High School, Dubai



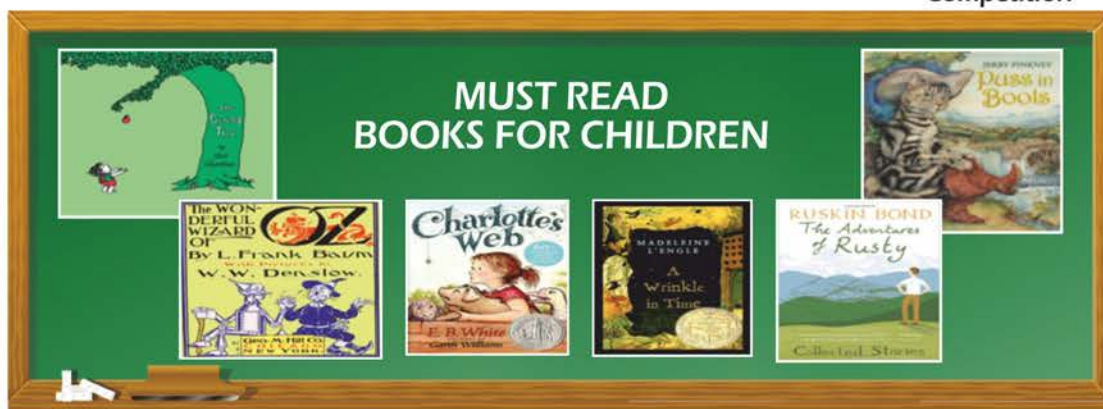
Aadit Unni
(S/o Unni)
Scored CGPA – 10.0
in Std. X
from Our Own
High School, Dubai



Suraj Venkatraman (S/o Nithya Venkatraman)
Secured First Runner-up Position
in Under 10 Years Category
Table Tennis Competition held
at Chembur Gymkhana on 8th August 2015



Adith Pillai (S/o Santosh Pillai)
Secured First Position in Best Out Of Waste
Competition



EVERYONE TALKS OF LEAVING A BETTER PLANET FOR OUR CHILDREN
WHY NOT LEAVE BETTER CHILDREN OF OUR PLANET INSTEAD? - ANONYMOUS

PARENTAL TIPS SECTION

OVERTAKE

by **MANISHA A.**

VASCO DUBAI

A boy was travelling with his parents in the car. The father was driving and the son was sitting right beside him. The father drove the car very carefully since the car was very dear to him.

A few minutes later, a modern car overtook them. Seeing this, the son asked the father to go faster and overtake the car. The father replied with a smile, "Son, it is not possible, our car is not capable of going that fast".

Within a few seconds, another car went ahead of them. The son started to get agitated looking at this and once again told his dad to go faster and overtake the car.

The dad finally replied to his son in anger saying "You are only observing the cars that are overtaking us without noticing the ones that are far behind".

The son replied saying, "Dad, very often you compare me to other smart kids and constantly ask me to be like them. But if I try to be like them, I might end up hurting myself right? You only notice the kids that are smarter than me, without noticing the ones that are far behind me".



TAKE HOME LESSON

I'm going to enjoy every second, and I'm going to know I'm enjoying it while I'm enjoying it. Most people don't live; they just race. They are trying to reach some goal far away on the horizon, and in the heat of the going they get so breathless and panting that they lose sight of the beautiful, tranquil country they are passing through; and then the first thing they know, they are old and worn out, and it doesn't make any difference whether they've reached the goal or not.

AFTER HOURS

by **R. NARAYANAN**

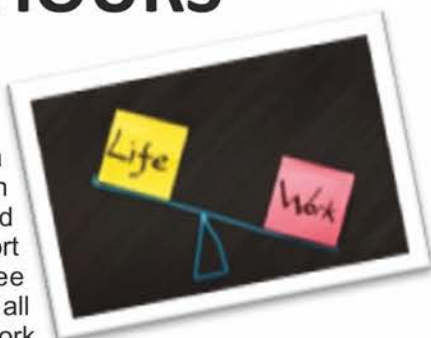
GMPL CHENNAI

There once lived a father who was a hardworking man who delivered bread as a living to support his wife and three children. He spent all his evenings after work attending classes, hoping to improve himself so that he could one day find a better paying job. Except for Sundays, father hardly ate a meal together with his family.

Whenever the family complained that he was not spending enough time with them, he reasoned that he was doing all this for them.

The day came when the examination results were announced. To his joy, father passed, and with distinction too! Soon after, he was offered a good job as a senior supervisor which paid handsomely. Like a dream come true, father could now afford to provide his family with life's little luxuries like nice clothing, fine food and vacation abroad.

However, the family still did not get to see father for most of the week. He continued to work very hard, hoping to be promoted to the position of Manager. In fact, to make himself a worthy candidate for the promotion, he enrolled



for another course in the Open University. Again, whenever the family complained that he was not spending enough time with them, he reasoned that he was doing all this for them.

Father's hard work paid off and he was promoted. Jubilantly, he decided to hire a maid to relieve his wife from her domestic tasks. He also felt that their three-room flat was no longer big enough; it would be nice for his family to be able to enjoy the facilities and comfort of a condominium.

Having experienced the rewards of his hard work many times before, father resolved to further his studies and work at being promoted again. The family still did not get to see much of him. In fact, sometimes father had to work on Sundays entertaining clients.

As expected, father's hard work paid off again and he bought a beautiful condominium overlooking the coast of Singapore. On the first Sunday evening at their new home, father declared to his family that he decided not to take any more courses or pursue any more promotions. From then on he was going to devote more time to his family. Father did not wake up the next day.

MORAL

Do what you can with what you have and where you are. God knows how much to give, so don't try to spend all time earning money instead experience some love with family and friends which is very essential for your long term happiness.

TODAY IS THE OLDEST YOU HAVE EVER BEEN AND THE YOUNGEST YOU'LL EVER BE AGAIN - ANONYMOUS

**FREEDOM IN OUR MIND & PRIDE IN OUR SOUL
AS WE SALUTE THE NATION ON THIS AUSPICIOUS DAY**



PHOTO FEATURE



Employees attending the Dangerous Goods Training Course held at Acres Club, Mumbai between 9-11 September 2015



Goodrich was awarded Most Diversified Logistics Company of the Year Award at Gujarat Star Awards 2015 held in Ahmedabad on 10th October 2015



Our Staff at the New Office opened in Almaty, Kazakhstan



Our Stall at Cargo Scope 2015 held at Chennai Trade Centre on 10 & 11 July 2015



For the 2nd year in succession Goodrich won the Bulk Liquid Transporter of the Year in Unitized Form (ISO / Flexi Tank Container) at MALA 2015

**MANY DIFFERENT FACES BUT AS A NATION WE UNITE,
COMING TOGETHER FOR THIS CELEBRATION, WHAT A BEAUTIFUL SIGHT**

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DIAL G FOR



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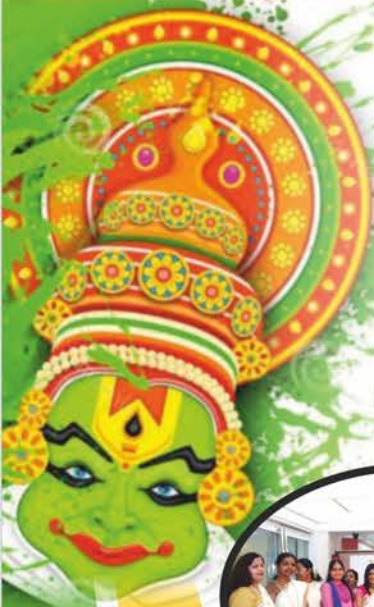
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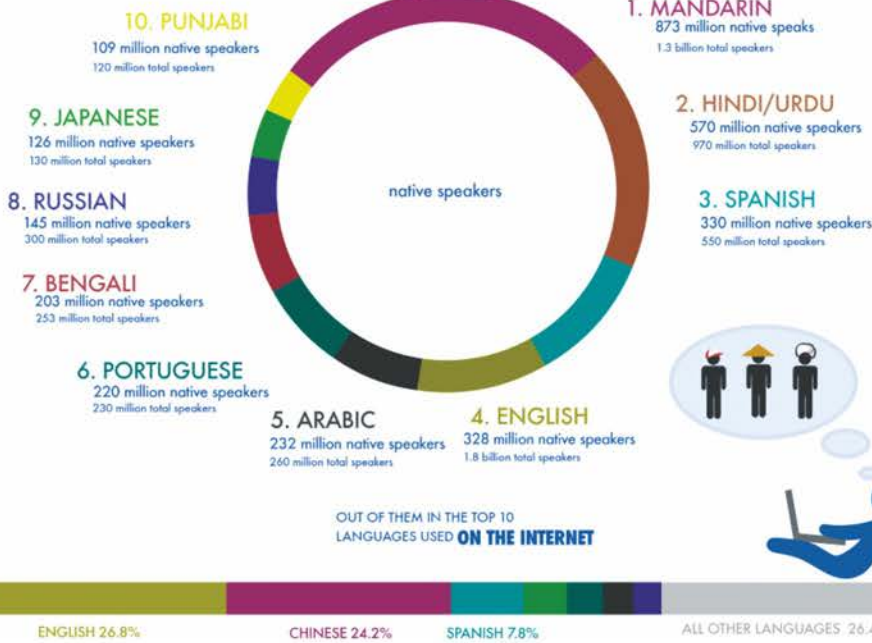
Onam Celebrations



FORTUNATE IS THE ONE WHO HAS LEARNT TO ADMIRE BUT NOT TO ENVY

WORLD'S TOP LANGUAGES

THERE ARE 6,900 SPOKEN LANGUAGES,
BUT 3 OUT OF 7 BILLION PEOPLE ON EARTH
SPEAK ONE OF THESE 10 LANGUAGES



WHAT ARE THE HARDEST LANGUAGES TO LEARN?

A look at which languages are easiest and most difficult for English speakers to pick up.

THE FOREIGN SERVICE INSTITUTE OF THE U.S. DEPARTMENT OF STATE COMPLETES LEARNING EXPECTATIONS FOR MANY LANGUAGES BASED ON THE AMOUNT OF TIME IT TAKES A NATIVE ENGLISH SPEAKER TO ACHIEVE READING AND HEARING PROFICIENCY.

Each Learner Is Different

The time it takes to learn a language depends on a number of factors:

- How close the new language is to your native language or other languages you know
- How many hours each week you devote to learning the language
- How complex the language is
- The language learning resources available to you
- Your motivation

Hard
Languages that are
difficult for native
English speakers

To achieve
language
proficiency...

1.69 years
(88 weeks)

2,200
class hours

العربية
Arabic

221 million
native speakers

日本語
Japanese

122 million
native speakers

Country with greatest
number of speakers:
EGYPT

Country with greatest
number of speakers:
JAPAN

Why it's so difficult: Arabic has very few words that resemble those of European languages. Written Arabic also uses fewer vowels, which can be difficult for those learning to read the language.

Why it's so difficult: Like Chinese, Japanese language learners need to memorize thousands of characters. Three different writing systems and two syllabary systems add to the language's difficulty.

中文
Chinese

1.2 billion
native speakers

한국어
Korean

65.3 million
native speakers

Country with greatest
number of speakers:
CHINA

Country with greatest
number of speakers:
SOUTH KOREA

Why it's so difficult: Chinese is a tonal language, in which meaning changes as you change the tone of a word. Plus, thousands of characters and a complex writing system make learning Chinese a formidable task.

Why it's so difficult: Different sentence structure, syntax, and verb conjugations make learning Korean difficult for native English speakers. Written Korean also relies on many Chinese characters.

9 UNTRANSLATABLE WORDS FROM OTHER CULTURES

A PERSON WHO ASKS A LOT
OF QUESTIONS.

(russian) почемука
ПОЧЕМУЧКА

SOBREMESA
(spanish)

the time spent after lunch
or dinner, talking to the
people you shared the meal with.

THE ROADLIKE REFLECTION
OF THE MOON ON THE WATER.

(swedish)
MÅNGATA

the mark left on
a table by a cold glass.

(italian)
CULACCINO

sunlight that filters through
the leaves of trees.

木漏れ日 (japanese)
KOMOREBI

DÉPAYSEMENT
(french)

the feeling that comes
from not being in one's
home country.

GOYA

(swedish)
the transporting suspension of disbelief
that can occur in good storytelling.

THE ACT OF SCRATCHING YOUR HEAD
IN ORDER TO HELP YOU REMEMBER
SOMETHING YOU HAVE
FORGOTTEN.

(hawaiian)
PANA PO'

the mark left on the
skin by wearing something tight.

KARELU

CORNER OF MYSTERIOUS REALITIES.

THE REAL VOYAGE OF DISCOVERY CONSISTS NOT IN SEEING NEW LANDS BUT IN SEEING WITH NEW EYES – MARCEL PROUST

Book Review



Almost everyone has heard the phrase: "It's all in the mind" but how many have ever tried to understand its importance and implication? I was also a part of this crowd until a few days ago, till I was gifted 'The Secret' by my father. This book by Rhonda Byrne changed my way of life, renewed me and taught me how to live a peaceful and contented life and be an architect of my own happiness and success. In this book, the author unveils a 'secret' which she claims to have been known for centuries. In the words of the author, "It has been passed down through the years, highly coveted, hidden, lost, stolen, and bought for vast sums of money."

The essence of the book is the power of our minds, which if identified and unleashed properly, can create waves of positive changes in our life. It deals with tuning our thought process which has the capability of making things happen; things that we otherwise would have never imagined occurring. Everything that happens to us is directly or indirectly the doing of our own thoughts, which if modeled properly, can change everything in our lives. The book deals with the above mentioned theory scientifically, saying that our thoughts are magnetic and a frequency is associated with each one of them and when they are sent out into the universe, they attract like objects which are reflected back to us. In short, our thoughts become things.

This book answers questions like why are we asked to culture good and healthy feelings right from our childhood. As a matter of fact, these are the things that decide the course our lives take. The importance and need of feelings and emotions, the need to sometimes give in to things that our hearts desire for, the need to prematurely 'feel' the things we want to happen, the need to take good care of our health, the need to treat ourselves with love and respect, the ways to make our relationships with others work, the need and ways of expressing our gratitude to the Maker as well as everyone and everything that have touched our lives – all these have been discussed intricately in a detailed manner in the book.



The best part is that the theories mentioned in this book are nothing new. It is just an organized representation of what we have already experienced either consciously or subconsciously. Even before reading the book I have made certain things happen by just thinking strongly about them. A class test being cancelled when I strongly wanted it, my mother calling me when I wanted to badly talk to her, my fever vanishing when I convinced myself that I was perfectly fine are a few situations that have actually happened in my life. 'The Secret' has been realized by many great men like Plato, Galileo, Beethoven, Edison, Carnegie, Einstein and many other inventors, theologians, scientists and great thinkers and this realization has gone a long way in achieving success and helping them carve a space in people's minds and hearts, to be remembered and talked about incessantly for generations to come.

A documentary movie has been made on 'The Secret' to showcase the importance and methods of implementation of this concept, but I feel there is a great difference between reading and viewing something. The impact created when we read something attentively is far more than any form of visual representation of the same. But owing to the shift of allegiance from printed text to videos in the current age, the movie is expected to reach a greater chunk of the human population. But I am sure that there is still a crowd that will support me in advocating for the book.

Rhonda Byrne has used statements and theories by many eminent personalities to illustrate and fortify the concept of 'The Secret', who are the co-authors of the book. They include Bob Procter, philosopher, coach Dr. Joe Vitale, metaphysician, marketing specialist and author, John Assaraf, entrepreneur and money making expert, Dr. John Demartini, philosopher, chiropractor, healer and personal transformation specialist, Dr. Denis Waitley, psychologist and trainer in the field of mind potential, Michael Bernard Beckwith, visionary and founder of Agape International Spiritual Center, and last but not the least, Jack Canfield, author, teacher, life coach and motivational speaker.

The book teaches various techniques and shortcuts to understand and implement this concept in our lives. Throughout the period when I was reading the book, I was unconsciously nodding my head in approval of the theories discussed, realizing how true and appropriate each one of them is. All in all, it is a must read in order to discover oneself, understand one's true needs and desires, improve one's life in every possible aspect and make the most of the power which resides within oneself.

by **SANGITA JUNEJA**
CORPORATE OFFICE

TO READ WITHOUT REFLECTING IS LIKE EATING WITHOUT DIGESTING – EDMUND BURKE

SHOOJIT SIRCAR'S PIKU MOTION SE HI EMOTION

A crap-free dysfunctional family.

The following review is not much of a spoiler-alert for those who haven't watched it since the movie doesn't revolve around a love quadrangle or a murder mystery.

The movie primarily revolves around three people with Bhashkor, played by Amitabh Bachchan being the protagonist, Piku (Deepika Padukone) the dutiful daughter and Rana (Irrfan Khan) playing the oh-so-normal owner of a Taxi company.

It is a story of a grade A-hypochondriac who has problems with constipation and effortlessly connects every aspect of life with his bowel movements. It is a story of a daughter who is torn between her career, house-hold chores and her father's constant involvement in everything she does, she attempts to do and doesn't do. It is the story of the owner of a Taxi company who manages to momentarily escape his own dysfunctional family only to land up into another.

In every scene you get three people living precariously and perceiving the reality of life through their own perspective. I personally think that worked out brilliantly.

Shoojit Sirkar is undoubtedly a brilliant and an off-beat director. The movie has everything from a road-trip, light humor, the right amount of drama to present an outcome that reflects how we all secretly lead a dysfunctional life in varying degrees. The movie also has social messages about the hypocrisy of Indian culture which are very subtle yet out there.

All the three leads were at their un-glamorous best. Piku is seen in her PJs' loading the washing machine, rambling with the maids, cooking and doing the dishes.

Bhashkor dawdles around the house holding his so-called upset tummy. We see Rana struggling to stay awake while driving and see him reading a newspaper in a messy house. The Bengali mannerisms are spot on and because he is Amitabh, he makes even the most irritating Bhashkor an amiable character.

The movie, per say, takes off when Bhashkor insists that a cab ride to Kolkata from Delhi, would be more practical as compared to a 2 hour flight. He even insists on carrying a portable chair with a hole in the middle, some sort of a portable potty or a made to believe throne. The three finally embark on their journey to Kolkata holding each other at wits end. The transition from a bustling city like Delhi to a culturally rich city like Kolkata is scenic. Along the journey, Rana sidles up to Bhashkor by sometimes giving him herbal remedies to demonstrating a squatting position by using a graphic illustration.

The routine father-daughter tiffs are well scripted and Bhashkor's insecurity stemming out of his dependence on his daughter is evident courtesy his verbal diarrhea.



There's a scene where Bhashkor comes home drunk and shakes a leg to a catchy Bengali number. Piku is concerned and insists he goes to bed. Later realizing that for once he was living the moment without any inhibitions. In the next scene Piku tears up when she sees her father severely ill and it occurs to us of the many times we dismissed someone's complaints until the day we find them in the hospital and are instantly hit by a sickening mix of terror and guilt. From a casual irritated look to a heartfelt smile, she presents the ever agitated Piku very well.

We take to Piku because we at some level relate to Piku. Be it the agony aunt who chatters away unthinkingly of the occasion, or the relative who pretend to keep to themselves. The film reminds us of our parents, whom we feel we cannot live with until we realize we cannot live without them.

Towards the fag end of the movie, Piku in a very matter of fact manner says "We can't judge our parents". The movie sends out a very strong message about our responsibility towards our ageing parents.

It might not be a "feel good" movie but it will definitely teach you to love unconditionally.

by **MEGHNA SUDARSHAN**
CORPORATE OFFICE



SOMETIMES YOU HAVE TO TAKE A LEAP OF FAITH FIRST. THE TRUST PART COMES LATER - BATMAN

THE WORLD NEEDS A CATASTROPHE

by ANKUR H. SEVAK

GMPL KANDLA

Devastation in this context would be interpreted as freedom of mankind from the infinite worldly problems created or imposed on him – by him.

Devastation of the bondages that are obstructing the “living” in the living beings. Destruction of rules that have been imposed for the sake of betterment of life but have never changed in spite of changing times. Destruction of prejudice which has always been injustice with the needy and of autocracy who have always over ruled the weak. Destruction of all the preachings and preachers who have spread the beans of enemy hood. Destruction of the feelings of materialism, selflessness, supremacy, greed corruption which has spread to the nerves. Destruction of every belief, every path we created and we believe that can lead us to our creator. Destruction of every class that has distributed us among the ranks of majority and minority where the minor is benefited instead of the needy. If we say we are living in the hardest of time then what will be the scenario at the worst of times.

We grow with the quest to survive, to reproduce, which has led us to dominate the elements and the law of nature. The growth and advancement may have led us to the heights of living but has also resulted into depletion of the factors on which we depend for living. We are not the only living species but we are the only ones who have surpassed the laws of nature and have endangered everyone else's existence.

Nature always maintains the balance of life in order to keep us under control along with elements of life; it also rooted the elements of death but we have learned to defend ourselves & have learned to grow and become the cause of our own destruction?

Is it so that we have stooped so low that even the creator can't stop us. Can we assume that he is so smart to leave us free to grow and to become the cause of our own destruction? A very famous Oncologist described the definition of cancer disease as 'the cell that overgrows or grows against the law of the human body'.

Have we ourselves become cancer? If yes, then I think the problems are the symptoms and after the optimum level, we will perish.

The destruction may be in the form of natural calamity, fatal disease, war, or something new and something more lethal. It may destroy every entity but may also bring the new dawn, as it is a phenomenon that every beginning has an end and every end opens the path for a new beginning. A new place, new laws, new human beings, new purpose, new life & a new God.



HOW TO RECRUIT THE RIGHT PERSON FOR THE RIGHT JOB?

Put about 100 bricks in some particular order in a closed room with an open window.

Then send 2 or 3 candidates in the room and close the door.

Leave them alone and come back after 6 hours and then analyze the situation.

If they are counting the bricks,
Put them in the accounts department.

If they are recounting them,
Put them in auditing department.

If they have messed up the whole place with bricks,
Put them in the engineering department.

If they are arranging the bricks in some strange order,
Put them in the planning department.

If they are throwing the bricks at each other,
Put them in the operations department.

If they are sleeping,
Put them in the security department.

If they have broken the bricks into pieces,
Put them in the IT department.

If they are sitting idle,
Put them in the HR department.

If they say they have tried different combinations and yet not a brick has been moved.
Put them in the sales department.

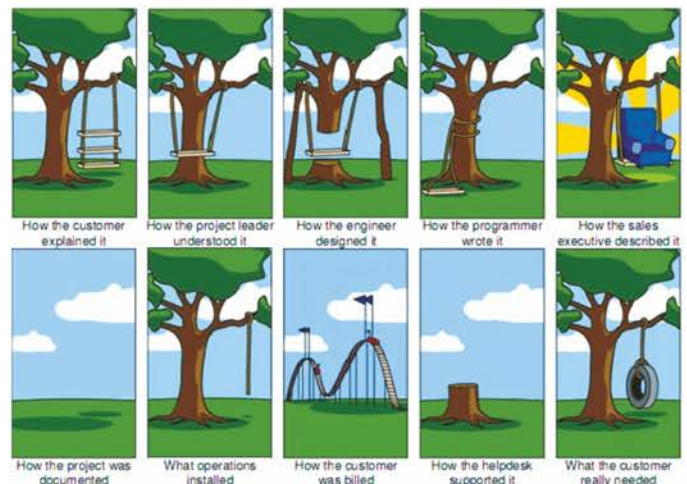
If they have already left for the day,
Put them in the marketing department.

If they are staring out of the window,
Put them on strategic planning department.

And then last but not the least. If they are talking to each other and not a single brick has been moved.

Congratulate them and put them in the **TOP MANAGEMENT**.

by VIKAS CHOURE
KANDLA



WHEN SOMEONE SAYS YOU'VE CHANGED, IT SIMPLY MEANS YOU'VE STOPPED LIVING THEIR WAY - ANONYMOUS

ARE YOU TECHNICALLY FIT ?

Life today is incomplete without electronic gadgets like computers, laptops, smart phones and tablets. But, prolonged use of gadgets can harm the eyes.

Most corporate executives experience eye discomfort and complex vision problems when viewing a computer screen for extended periods.

This condition is called "computer vision syndrome". It can result in headaches, blurred or double vision, burning or tired eyes, dry eyes, strain in the eye, loss of focus and neck and shoulder pain.

These symptoms are caused by poor lighting conditions, glare on the computer screen, improper viewing distance, poor seating posture, and often a combination of all these factors.

Strain in the eye is the most common problem a person suffering from computer vision syndrome faces. It is often caused by excessive bright light, either from the sunlight coming in through a window or from harsh interior lighting.

Glare on walls and finished surfaces and reflections on your computer screen can also cause the strain. It is best to remove the offending source of light.

Replace your old tube-style monitor with a flat-panel liquid crystal display or an anti-reflection screen.

Quick Tips

- Adjust the display settings of your computer to reduce eye strain and fatigue. Keep your computer at a distance of 20-26 inches from your eyes. Ensure the centre of your monitor is 4-9 inches below the eye level. Adjust the brightness and contrast of the display, so that it is approximately the same as the brightness of your surrounding workstation. Adjust the text size and contrast for comfort, especially when reading or composing long documents. Usually, black print on a white background is the best combination. Reducing the colour temperature of your display can also be of great help, as it lowers the amount of blue light emitted by a colour display for better long-term viewing comfort.
- While working on a desktop, make sure the keyboard and the mouse are below elbow level. One may also use keyboard extension board for a more comfortable typing experience. The wrist should not bend while typing.
- While sitting on the chair, your feet should be firmly planted to the ground and your knees should be at a right angle or more. Keep your back and shoulders straight. Your arms should be parallel to the floor while typing.
- Look away from your computer at least every 20 minutes and gaze at a distant object (at least 20 ft away) for a minimum of 20 seconds. This is called the 20-20-20 rule. You can also look at a distant object for 10-15 seconds, then gaze at something up close for 10-15 seconds and then again look at the distant object. Do this 10 times.
- You can opt for customised computer glasses, also known as anti-reflective coating screen or glasses that help reduce the impact of glare on the eyes. This is especially helpful if you normally wear contact lenses, which may become dry and uncomfortable during sustained work. Computer glasses are also a good choice if you wear bifocals or progressive lenses.
- Blink your eyes frequently to avoid the problem of dry eyes. You may also use lubricating eye drops suggested by your doctor. If the problem persists, consult an ophthalmologist.



by **PRAMOD NIMKAR**
CORPORATE OFFICE

TECHNOLOGY SHOULD IMPROVE YOUR LIFE NOT BECOME YOUR LIFE – BILLY COX



BOULEVARD OF SUCCESSFUL DREAMS

Success comes in all shapes and colours. You can be successful in your job and career but you can equally be successful in your marriage, at sports or a hobby. Whatever success you are after there is one thing all radically successful people have in common: Their ferocious drive and hunger for success makes them never give up.

Successful people (or the people talking or writing about them) often paint a picture of the perfect ascent to success. In fact, some of the most successful people in business, entertainment and sport have failed. Many have failed numerous times but they have never given up. Successful people are able to pick themselves up, dust themselves off and carry on trying. I have collected some examples that should be an inspiration to anyone who aspires to be successful. They show that if you want to succeed you should expect failure along the way. I actually believe that failure can spur you on and make you try even harder. You could argue that every experience of failure increases the hunger for success. The truly successful won't be beaten; they take responsibility for failure, learn from it and start all over from a stronger position. Let's look at some examples, including some of my fellow LinkedIn influencers:

HENRY FORD
at pppst.com



HENRY FORD - the pioneer of modern business entrepreneurs and the founder of the Ford Motor Company failed a number of times on his route to success.

His first venture to build a motor car got dissolved a year and a half after it was started because the stockholders lost confidence in Henry Ford. Ford was able to gather enough capital to start again but a year later pressure from the financiers forced him out of the company again. Despite the fact that the entire motor industry had lost faith in him he managed to find another investor to start the Ford Motor Company - and the rest is history.



WALT DISNEY - one of the greatest business leaders who created the global Disney Empire of film studios, theme parks and consumer products didn't start off successful. Before the great success came a number of failures. Believe it or not, Walt was fired from an early job at the Kansas City Star Newspaper because he was not creative enough! In 1922 he started his first company called Laugh-O-Gram. The Kansas based business would produce cartoons and short advertising films. In 1923, the business went bankrupt. Walt didn't give up, he packed up, went to Hollywood and started The Walt Disney Company.



RICHARD BRANSON - He is undoubtedly a successful entrepreneur with many successful ventures to his name including Virgin Atlantic, Virgin Music and Virgin Active. However, when he was 16 he dropped out of school to start a student magazine that didn't do as well as he hoped. He then set up a mail-order record business which did so well

that he opened his own record shop called Virgin. Along the way to success came many other failed ventures including Virgin Cola, Virgin Vodka, Virgin Clothes, Virgin Vie, Virgin Cards, etc.



OPRAH WINFREY - who ranks No. 1 in the Forbes celebrity list and is recognised as the queen of entertainment based on an amazing career as iconic talk show host, media proprietor, actress and producer. In her earlier career she had numerous setbacks, which included getting fired from her job as a reporter because she was 'unfit for television', getting fired as co-anchor for the 6 O'clock weekday news on WJZ-TV and being demoted to morning TV.



J. K. ROWLING - who wrote the Harry Potter books selling over 400 million copies and making it one of the most successful and lucrative book and film series ever. However, like so many writers she received endless rejections from publishers. Many rejected her manuscript outright for reasons like 'it was far too long for a children's book' or because 'children books never make any money'. J. K. Rowling's story is even more inspiring because when she started she was a divorced single mum on welfare.



BILL GATES - Co-founder and Chairman of Microsoft set up a business called Traf-O-Data. The partnership between him, Paul Allen and Paul Gilbert was based on a good idea (to read data from roadway traffic counters and create automated reports on traffic flows) but a flawed business model that left the company with few customers. The company ran up losses between 1974 and 1980 before it was closed. However, Bill Gates and Paul Allen took what they learned and avoided those mistakes when they created the Microsoft Empire.

History is littered with many more similar examples:

- Milton Hershey failed in his first two attempts to set up a confectionary business.
- H. J. Heinz set up a company that produced horseradish, which went bankrupt shortly after.
- Steve Jobs got fired from Apple, the company he founded. Only to return a few years later to turn it into one of the most successful companies ever.

So, the one thing successful people never do is: Give up! I hope that this is inspiration and motivation for everyone who aspires to be successful in whatever way they chose.

by **BERNARD MARR**



LIFE IS LIKE PHOTOGRAPHY, YOU USE THE NEGATIVES TO DEVELOP - ANONYMOUS

TRAVEL DIARY



Continuing this sequence of interesting incidents and observations which you invariably encounter during your travel. This time I want to relate it in the form of various unconnected anecdotes.

Struggle in the Air

Take for example the first one. On our travel between Houston and Newark recently, me and Shourabh got to the boarding gate when all of a sudden there was an announcement that there is a technical snag in the small aircraft's only lavatory and therefore passengers are warned that the same will be unavailable.

They further cautioned - probably to save messy episodes on board - that passengers should adequately use the terminal's umpteen facilities prior boarding. They even delayed the flight to accommodate. With a rumbling stomach and the frightening prospect of toilet facilities to be unavailable for more than two hours I started hunting for the nearest facility but there were huge queues at all of them.

Finally when boarding time came, with a prayer on our lips we emplaned and on board despite being hungry and thirsty shooed away all on offer from the stewardesses. Groaning sounds all through the plane rend the air. The stomachs were being coaxed to keep quiet.

Ultimately when the plane landed the early snap of the seat belts opening was very much discernible and the rush to the nearest facility very much on sight. When both of us searched for one THIS IS WHAT WE SAW :-

ANIMAL RELIEF ZONE

Whew! the world's premier country cannot guarantee uninterrupted relief zones for humans but can provide one for animals. Three Cheers for the Animal Protection Associations !!!!!



Psychic infrastructure at Atlantic City

A fleeting visit to Atlantic City was an absolutely unique experience. The long walk through the Board Walk. The array of shops till you reach the Casino ! Yummy eats, the lovely sight of the setting sun and a glimpse of the expanse of the Atlantic Ocean. The build-up to the evening was indeed ethereal !

But friends, unknown to you the City was playing on your psyche. Look at the sequence of what we saw. To start with innumerable number of stalls with boards loudly advertising the presence of a Palmist. Too many for a small stretch leading to the Casino. Then you stumble into a well lit direction indicator. The difference was this indicator had 2 arrows. One indicating to move the left to a ATM. And the other to move forward directing to the casino.

Of course we skipped the ATM and proceeded to the Casino. Where towards the end of the day one could see a lot of forlorn and dejected

faces. Surely those were the ones who were probably trying to still recover the losses during the day. And continuing to lose more. Probably making resolutions that if recovered will never wager again.

And when you come out you see shops where Psychics and their counseling services were advertised. In short Shrinks are available.

You can easily weave a deliberate game being played on people's psyche.

The Palmist presence to play on your psyche to play.

The presence of the ATM to withdraw cash.

Then move on to the Casino which invariably is programmed to play on your psyche and suck you dry to eventually lose.

And last of all the availability of the shrink to advice you that "All is not lost and that there is always a Next Time".

This article is a hybrid between jest and reality.



Musical Arms

This according to me for this edition is the most hilarious anecdote. Just happened yesterday morning on the ATR (small aircraft with 2+2 seating arrangements on either side of the aisle).

The passage was from Bhuj to Mumbai. Since the flight was around 8am the passengers from Gandhidham have to wake up early as they have to travel for close to an hour by road to reach Bhuj airport for checking in.

I settled down on an aisle seat on the second row and had a Russian Merchant Navy Officer by my side. Right in front of us was a Gujarati couple on their way back to USA after a brief stay in their native town Bhuj.

This one and half hour flight got underway few minutes before time. The captain of the flight had kept the cabin temperature quite low. The air vents on top of our seats were fully opened. These vents can turn 360° and can be closed shut too as you all know.

The four of us were fast asleep even before the aircraft took off so weary eyed we were. These flights I presume do not provide for any blankets.

As the shiver took charge of my body I reached for the air vent to close it shut - but the damn thing would not close despite my best efforts. Then my nasty nature in me took over and I found to my utter joy that it can move around and change directions. So I directed it towards the Russian. This hulk of a guy whom I thought is used to cold temperatures would be happy. But NO ! Not this guy. In a few minutes the additional blast was unbearable for him. Without waking up he just reached for the vent and directed it back at me. And promptly I sent it right back to him. This continued for quite sometime.

Fearing his size and the size of his arms I decided to check if the air vent can be directed forward. It did !!!! And the blast of cool air went right on to the Gujarati lady in front. Surprisingly she could hold on to the additional draft for quite sometime. Putting more than me the Russian to shame. Then suddenly her resistance broke and she stood up and after trying to close changed the direction towards her husband and then started the Passing the Parcel game between them. The husband then lost his cool and loudly cursed her (Ghandi) and other Gujarati expletives.

Then he realised what was happening and he decided to move the vent backwards, fortunately towards the Russian. Then after a small game between them the Russian let out a barrage of abuses in native Russian and extricated his whole frame out of the narrow seat ready to send the poor Gububhai through the window into an orbit.

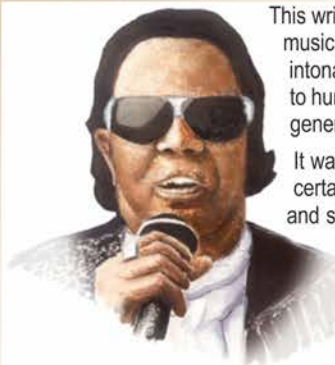
It was that time I decided to stop the mischief and asked the stewardess to seal the naughty air vent.

After that we landed peacefully with the Gububhai sheepishly apologising to the Russian "Bhai Sorry oh"



OFF ALL THE BOOKS IN THE WORLD, THE BEST STORIES ARE FOUND BETWEEN THE PAGES OF A PASSPORT – ANONYMOUS

TRIBUTE TO AN UNSUNG HERO



This write up is about a legendary singer-cum-music composer whose distinct voice, clear intonations and heartrending songs continue to hum in the minds of the old and the newer generations.

It was decided well before that a tribute, for certain, will be made towards Ravindra Jain and strangely so, at the midst of writing this piece, he passed away. Perhaps taking a walk down the memory lane of the departed soul was destined.

BRIEF INTRO

Born in Aligarh on 28 February 1944, Ravindra Jain is a well-known Music Director who has given some very popular music scores in Hindi films in the 1970s and early 1980s. Rendering his flair for music, Ravindra Jain's parents sent him to music classes at a very early age. He is remembered for his hit compositions in films such as Chor Machaye Shor, Chitchor and Ankhiyon Ke Jharokhon Se (1978). He also wrote the lyrics for many of his famous songs.

At 71, the "Stevie Wonder of India" Ravindra Jain passed away on 9 Oct 2015 at the Lilavati Hospital owing to multiple organ failures. His last performance was at a concert in Nagpur soon after which he took ill and was airlifted to the hospital. His death is a loss to the nation and the Indian cinema for he will always be remembered not only for his soulful music but how he rocked his disability with ease and not to forget his trendy eye wear.

TEETHING PHASE

Despite being born visually impaired his quest for learning did not seem to stop him and so his deep-seated passion for music got the best of him. Such was the talent of this man that while playing Antakshari in his childhood he would make up his own songs and tune while leaving the rest baffled.

Often referred to as "Dada" since the early stint of his musical journey began in Kolkata where he gained popularity by writing and composing songs for the All India Radio. He then moved to Bombay to kick start his desire to become a full-fledged music composer. He knew exactly what he wanted and rejected offers that prompted him to assist other lead music directors. His foray into the Bollywood industry wasn't smooth. In spite of the initial setbacks, he got his first breakthrough from N. N. Sippy's production film which was later scrapped even before the recording took place. He started to gain popularity after the film Chor Machaye Shor was released with the hit song "Le Jayeengey Le Jayeengey Dilwale Dulhaniya Le Jayenge" which is till date one of the most popular wedding number even today. The song caught-on so much that it was later used as a movie title with Shah Rukh Khan and Kajol playing the leads. Despite this N. N. Sippy was reluctant to give him a second chance for his next film and it was only when Sanjeev Kumar recommended Ravindra Jain was the opportunity given to him. He faced several rejections from Sippy and Shashi Kapoor on songs he considered to be masterpieces and finally struck a chord with them when he sang a song which he thought was rather ordinary. From then on there was no looking back.



RISE AND SHINE

He went on to create one stupendous number after the other. He began his career with his first recorded song of the Singing Legend Mohammad Rafi in Silsila Hai Pyaar Ka. However, his first released movie was Kaanch Aur Heera, songs of which were sung by Rafi Sahab.

Some of the songs to his credit are:

1. Ghungroo Ki Tarah Bajta Hi Raha Hoon Main – Chor Machaye Shor
2. Le Jayeengey Le Jayeengey Dilwale Dulhaniya Le Jayenge – Chor Machaye Shor
3. Fakira Chai Chala Chal – Fakira
4. Tera Mere Saath Rahe – Saudagar
5. Sajna Hai Mujhe Sajna Ke Liye – Saudagar
6. Shyam Teri Bansi Pukarey – Geet Gaata Chal
7. Saathi Re Bhool Na Jana Mera Pyar – Kotwala Saab

His music created a ripple in the heart of music lovers and he instantly became a hit. So much so that when Raj Kapoor was looking for a talented music director for Ram Teri Ganga Maili he instantly roped him in. His rise to stardom started after Raj Kapoor's Ram Teri Ganga Maili was released. Needless to say that his music continues to enthrall listeners even today.

Ravindra Jain was always loved and respected by everyone in the industry for his ability to recognize talent. He had faith in his music and in the ability of the singer to be able to deliver. He is credited with introducing several talented singers such as K J Yesudas, Hemalatha, Jaspal Singh etc.

Winner of the Padma Shri, Ravindra Jain will always remain in our memories for his unmatched music and styles.

His graph started to indicate a downward trend when Rajshri Productions so-to-say replaced him with Mr. Raam Laxman. Having belonged to the third generation of composers to the likes of Kalyanji-Anandji, Lakshmikant Pyarelal, R. D. Burman, Khayyam etc and composing over 100 songs in three decades, yet his name started to figure in the nostalgia for melody in the late 80s. Following which a handful of fourth generation composers like Bappi Lahiri, A. R. Rahman, Anu Malik, Jatin Lalit etc entered the industry creating new genres of music and remaking the old ones.

Lekin Ravindraji aap hamesha "Hamara dil le jayenge".

CHOR MACHAYE SHOR

FAKIRA

GEET GAATA CHAL

SAUDAGAR

KOTWALA SAAB

YOU KNOW WHAT THE ISSUE IS WITH THIS WORLD ? EVERYONE WANTS A MAGICAL SOLUTION TO THEIR PROBLEM AND EVERYONE REFUSES TO BELIEVE IN MAGIC – ALICE IN WONDERLAND