

FEI DUNIYA

IT'S YOUR WORLD



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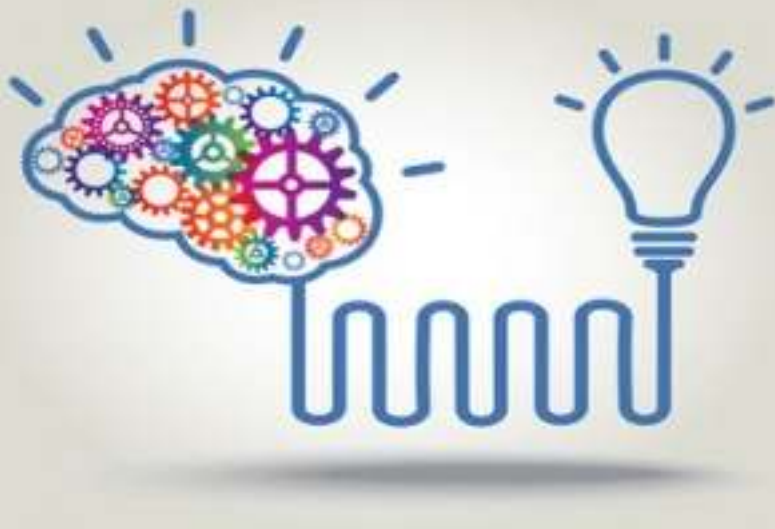
PLEASE DON'T GO THROUGH LIFE,

GROW

THROUGH IT.



—SET YOUR— **SELF WORTH**



At 23, Julius Caesar was a junior politician on the way up, but he had an advantage, confidence and brains. Sailing across the Aegean Sea, he was captured by Sicilian pirates. They demanded a ransom: 20 talents of silver (That's about 620kg, worth about \$600,000) Caesar told them they were being ridiculous. He couldn't possibly allow himself to be ransomed so cheaply. The pirates hesitated; they were confused. Caesar insisted the ransom must be raised to 50 talents of silver (Around 1,550kg worth about \$1.5 million).

Now the pirates didn't know what to make of this. Normally, their captives tried to escape as cheaply as possible. They didn't understand what was going on. But if he said he would double the ransom, why argue? They let Caesar's men go back to Rome to raise the money, and in Rome, in his absence, Caesar suddenly became very famous. No-one had ever been ransomed for such a vast sum before. He must be very special; he must be incredibly important.

Ransom demand put Caesar on the political map. He had just invented the Veblen effect. Although Thorste in Veblen wouldn't give it that name for another 2,000 years.

The Veblen effect is when consumers perceive higher-priced goods to be worth more, simply because they cost more, like Rolex, Cartier, Bentley, Rolls-Royce, Aston Martin, Louis Vuitton, etc. None of them are any better than the cheaper alternatives, but the price alone makes them seem more desirable.

Caesar had effectively made himself a Veblen brand. He'd placed a value on himself greater than anyone in Rome, but, as far as anyone in Rome knew, it wasn't him who had done it. It was an independent valuation. So it must be true. And because Caesar was now so highly valued, his men had little trouble raising the ransom money.

They returned to the island and freed him, however Caesar wasn't going to allow the pirates to keep that sort of money. As a now important and famous man, it was easy to raise a force. He hunted down the pirates and took back all the money, plus everything else they had pillaged, then executed them all. Caesar was now both very rich and very famous, and in time, with that same combination of confidence and brains, he became the ruler of all Rome, and presided over the golden age of the Roman Empire. Expanding it from Spain to Germany, from Britain to the Middle East, Caesar knew that reality begins in the mind. So the most important piece of real estate in which to stake a claim is the human mind.



CHIDAMBARA RAHASYAM (THE SECRET)



After 8 years of research, western scientists have proved that at Lord Nataraja's big toe is the Centre Point of World's Magnetic Equator. Lord Nataraja is the main presiding deity at Chidambaram, which is also the centre for dance. The Nataraja pose is considered the most graceful amongst dance poses. Our ancient tamil scholar Thirumoolar had proved this Five thousand years ago! His treatise, Thirumandiram is a wonderful scientific guide for the whole world. To understand his studies, it may need us 100 years. Chidambaram temple embodies the following characteristics:

- 1) This temple is located at the Center Point of world 's Magnetic Equator.
- 2) Of the "Pancha bootha" i.e. 5 temples, Chidambaram denotes the Skies (Akasham). Kalahasthi denotes Wind and Kanchi Ekambareswar denotes land. All these 3 temples are in a straight line at 79 degrees 41 minutes Longitude. This can be verified using Google which is an amazing fact & an astronomical miracle!
- 3) Chidambaram temple is based on the Human Body having 9 Entrances denoting 9 Entrances or Openings of the body.
- 4) Temple roof is made of 21600 gold sheets which denotes the 21600 breaths taken by a human being every day (15 x 60 x 24 = 21600). Average human takes 15 breaths a minute.
- 5) These 21600 gold sheets are fixed on the Gopuram using 72000 gold nails which denote the total no. of Nadis (Nerves) in the human body. These transfer energy to certain body parts that are invisible.
- 6) Thirumoolar states that man represents the shape of Shivalingam, which represents Chidambaram which represents Sadashivam that represents HIS dance!
- 7) "Ponnambalam" is placed slightly tilted towards the left. This represents our heart. To reach this, we need to climb 5 steps called "Panchatshara padi".

"Si, Va, Ya, Na, Ma" are the 5 Panchatshara mantras.

The 4 pillars holding the Kanagasabha represent the 4 Vedas.

- 8) Ponnambalam has 28 pillars denoting the 28 "Ahamas" as well as the 28 methods to worship Lord Shiva. These 28 pillars support 64 + 64 Roof Beams which denote the 64 Arts. The cross beams represent the Blood Vessels running across the Human body.

- 9) The 9 Kalasas on the Golden Roof represent the 9 types of Sakthi or Energies.

The 6 pillars at the Artha Mantapa represent the 6 types of Sashtras.

The 18 pillars in the adjacent Mantapa represents 18 Puranams.

- 10) The dance of Lord Nataraja is described as Cosmic Dance by Western Scientists.

Whatever Science is propounding now has been stated by Hinduism thousands of years ago!

*Hinduism is not just religion.
Its a way of living.*





Wellness Spring

“The power is in your hands to make today amazing.”

We can turn any day into an amazing one by making small changes to our daily routine.

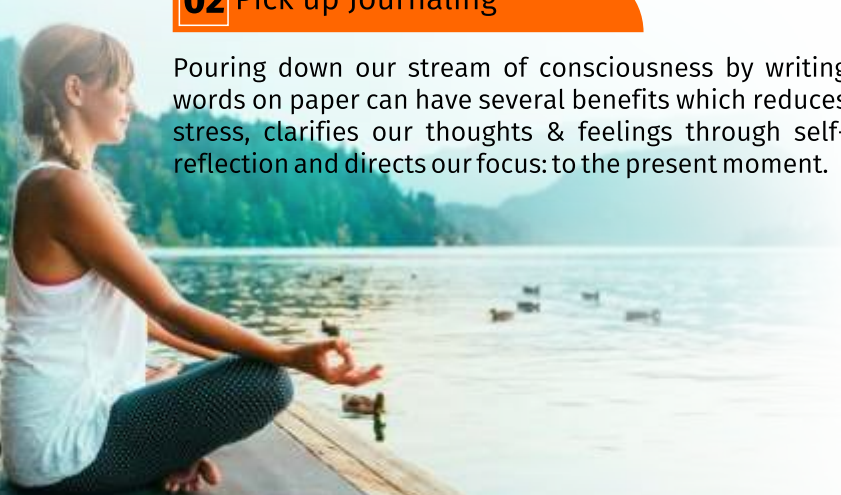
Here are a few easy tips on how to do just that.

01 Create a Morning Routine:

These are a series of activities we do after getting out of bed in the morning that can play a significant role in setting the tone for the rest of our day, hence we can fill our routine with whichever activities we feel are the most meaningful to us. Here are some ideas: Enjoy a warm beverage, read a few pages of a book, go for a light walk, try some light stretching or yoga, do some breathing exercises, enjoy a wholesome breakfast or play some enjoyable music.

02 Pick up Journaling

Pouring down our stream of consciousness by writing words on paper can have several benefits which reduces stress, clarifies our thoughts & feelings through self-reflection and directs our focus: to the present moment.



03 Focus on Connection

When we begin to pay attention to our surroundings, we might notice that there's a lot going on in our world that is worth noticing and appreciating. A stranger holding the door opens for us. The smell of the air after a fresh rainfall. A friend sending a message to connect. Birds chirping outside the window. We're social beings, and feeling connected to other people, to animals, and to nature is critical to our happiness.

04 Practice Gratitude

Writing down a list of gratitude's, changes something in us. Taking a couple minutes each day to appreciate the little things, can go a long way in helping to boost our mood.



WE AT FEI OFFER OUR HEARTFELT CONDOLENCES

Mr. Bholanath Maurya father of **Mr. Jagdish Maurya** of Mumbai Branch passed away on 24th January 2020





05 Meditate

Meditating is a great way to help us become more mindful and aware of the present moment. Just 5 minutes a day can go a long way. Start by trying the 5 Senses mindfulness exercise:

Take a deep breath, and simply notice:

- 5 things that you can see**
- 4 things that you can feel**
- 3 things that you can hear**
- 2 things that you can smell**
- 1 thing that you can taste**

06 Try (or Learn) Something New

Trying something new can be exciting, and it gives us the opportunity to solely focus on ourselves and what we're experiencing in the present moment. Pottery, photography, rock-climbing, dance etc we humans are born to be curious!

07 Spend Time with Loved Ones


Whether it be watching a movie or sharing a meal together, spending time to reconnect with those who we love and care about, can have several benefits like it strengthens relationships by engaging in face-to-face interaction, it increases a sense of mutual need by sharing our love with others and feeling loved in return and it helps to reduce stress by sharing smiles and memories.

08 Schedule Some Me-Time!

After making time for family and friends, let's not forget about ourselves! This could be anything that we do to help us unwind and feel refreshed after a long day, a bubble bath, a cup of tea, a hobby, or playing some music.

Modify these tips & incorporate them however you'd like. We hope that you were able to find a few to try, and wish you have an amazing day.

CYCLE OF ECONOMICS:-



One day a tourist comes to the only hotel in a debt ridden town in Kenya. He lays a 100 dollar note on the table & goes to inspect the rooms. Hotel owner takes the note & rushes to pay his debt to the butcher. Butcher runs to pay the pig farmer. Pig farmer runs to pay the feed supplier. Supplier runs to pay the maid, who in these hard times gave her services on credit. Maid then runs to pay off her debt to the hotel owner whom she borrowed from in these hard times. Hotel owner then lays the 100 dollar note back on the counter. The tourist comes down, takes his money & leaves as he did not like the rooms. No one earned anything, no value created, wealth redistribution was on paper, yet that entire group of people is now out of debt & looks to the future with a lot of optimism. That is how the world is doing business today!

REPUBLIC DAY ACROSS INDIA



DELHI



MUMBAI



GANDHIDHAM



CORPORATE/MUMBAI



PONGAL @ CHENNAI OFFICE



CHENNAI



CHENNAI

LOHRI @ DELHI OFFICE



DELHI



Mr. Rakesh Rehwadi (FEI Ahmedabad) and **Mrs. Rekha** are blessed with a baby girl.



Mr. Ashish Kadam (FEI Baroda) and **Mrs. Komal** are blessed with a baby girl.

Happy Birthday



Rajesh Meghrajani

Dear **Rajesh Meghrajani**, you share your birthday with **Prathap Chandra Reddy**, an Indian entrepreneur and cardiologist who founded the first corporate chain of hospitals in India, the Apollo Hospitals. India Today ranked him 48th in its 2017 list of India's 50 most powerful people.

Humble, supportive, trustworthy, calm person but also very strict, perfectionist in work. Wishing him a very happy birthday and best wishes for future. And thank you for always being there for us. - **Deepak Bhavsar**

A good colleague who is very meticulous & has a smile on his face. May god give him all happiness and success in the years to come. - **Smita Pillai**

Working with you has always been a pleasure. Strict about work but always true on words to get things in order. Wishing you a great and existing year ahead. - **Sheen Ajith Thomas**

Rajesh is one of the strongest pillar of our Organization. He takes care for all team members & treats them as family. I wish him a very happy birthday and success in life. - **Mahesh Chokshi**

A man of determination. Slow but steady in his growth. Always good to be in his company. - **Pratap Nair**



BIRTHDAY BOYS/GIRLS

Pawan Chauhan	Baroda	02th February
Manohar Babu K N	Bangalore	04th February
Rajesh Meghrajani	Ahmedabad	05th February
Vinay Yadav	Mumbai	05th February
Biju Thomas	Hazira	07th February
Bhiva Baba Khandekar	Mumbai	09th February
Velji Pingol	Mundra	10th February
Rajesh Pal	Ahmedabad	13th February
Rekha Chaudhary	Delhi	16th February
Kishore Rokade	Mumbai	19th February
Amol Baad	Mumbai	20th February
Unnikrishnan C S	Delhi	20th February
Sineesh S. G.	Kochi	28th February

THEY TIED THE KNOT

Pavithra N.	Chennai	01st February
Vipendra Mandal	Corporate	06th February
Sushant Kadam	Corporate	18th February
Madan Shinde	Corporate	25th February

NEW JOINEE

Bharat Modi	Ahmedabad
Darshan Patel	Ahmedabad
Farooque Vala	Ahmedabad
Divya Kotak	Corporate
Jitesh Syontri	Corporate
Shankar Swami	Corporate
Vikrant Vakhare	Corporate
Manoj Kakade	Mumbai

Collection Targets Achieved for the

MONTH OF NOVEMBER 2019

- 🎯 AHMEDABAD
- 🎯 BARODA
- 🎯 CHENNAI
- 🎯 GANDHIDHAM
- 🎯 HYDERABAD
- 🎯 MUMBAI
- 🎯 TUTICORIN