



FEI DUNIYA

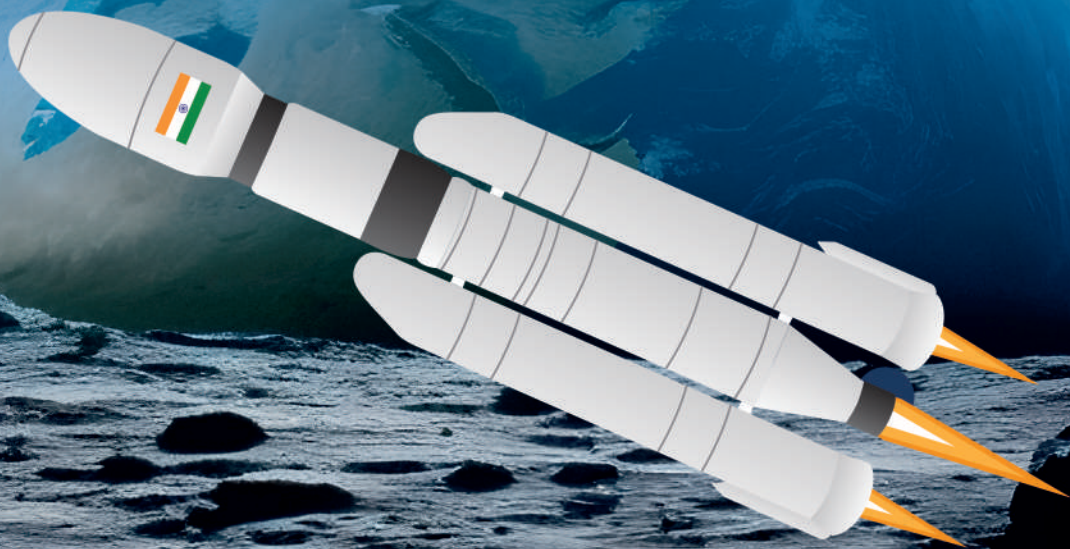
IT'S YOUR WORLD

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INDIA IS ROCKING



THE FIRST COUNTRY TO REACH THE
SOUTH POLE OF THE MOON!



CHANDRAYAAN-3

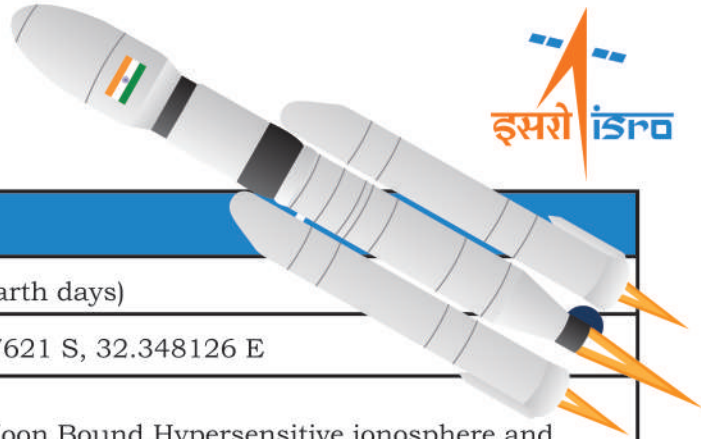
Chandrayaan-3 is a follow-on mission to Chandrayaan-2 to demonstrate end-to-end capability in safe landing and roving on the lunar surface. It consists of Lander and Rover configuration. It was launched by LVM3 from SDSC SHAR, Sriharikota. The propulsion module will carry the lander and rover configuration till 100 km lunar orbit. The propulsion module has Spectro-polarimetry of Habitable Planet Earth (SHAPE) payload to study the spectral and Polari metric measurements of Earth from the lunar orbit.

Chandrayaan-3 consists of an indigenous Lander module (LM), Propulsion module (PM) and a Rover with an objective of developing and demonstrating new technologies required for Inter planetary missions. The Lander will have the capability to soft land at a specified lunar site and deploy the Rover which will carry out in-situ chemical analysis of the lunar surface during the course of its mobility. The Lander and the Rover have scientific payloads to carry out experiments on the lunar surface. The main function of PM is to carry the LM from launch vehicle injection till final lunar 100 km circular polar orbit and separate the LM from PM. Apart from this, the Propulsion Module also has one scientific payload as a value addition which will be operated post separation of Lander Module. The launcher identified for Chandrayaan-3 is LVM3 M4 which will place the integrated module in an Elliptic Parking Orbit (EPO) of size ~170 x 36500 km.

The mission objectives of Chandrayaan-3 are:

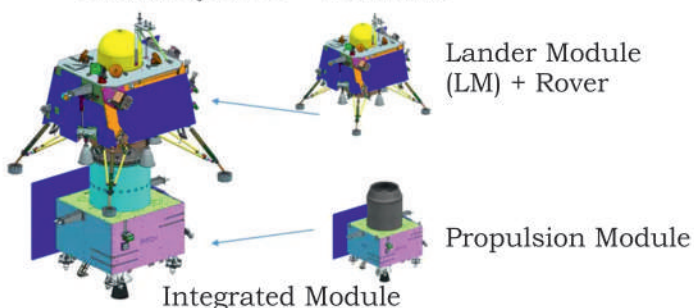
- 1.To demonstrate Safe and Soft Landing on Lunar Surface
- 2.To demonstrate Rover roving on the moon and
- 3.To conduct in-situ scientific experiments.

SI NO.	PARAMETER	SPECIFICATIONS
1	Mission Life (Lander & Rover)	One lunar day (~14 Earth days)
2	Landing Site (Prime)	4 km x 2.4 km 69.367621 S, 32.348126 E
3	Science Payloads	Lander: 1.Radio Anatomy of Moon Bound Hypersensitive ionosphere and Atmosphere (RAMBHA) 2.Chandra's Surface Thermo physical Experiment (ChaSTE) 3.Instrument for Lunar Seismic Activity (ILSA) 4.Laser Retroreflector Array (LRA) Rover: 5.Alpha Particle X-Ray Spectrometer (APXS) 6.Laser Induced Breakdown Spectroscope (LIBS) Propulsion Module: 7.Spectro-polarimetry of HAbitable Planet Earth (SHAPE)
4	Two Module Configuration	1.Propulsion Module (Carries Lander from launch injection to Lunar orbit) 2.Lander Module (Rover is accommodated inside the Lander)
5	Mass	1.Propulsion Module: 2148 kg 2.Lander Module: 1752 kg including Rover of 26 kg 3.Total: 3900 kg
6	Power generation	1.Propulsion Module: 758 W 2.Lander Module: 738W, WS with Bias 3. Rover: 50W
7	Communication (SHAPE)	1.Propulsion Module: Communicates with IDSN 2.Lander Module: Communicates with IDSN and Rover. Chandrayaan-2 Orbiter is also planned for contingency link. 3.Rover: Communicates only with Lander. (presence of life).

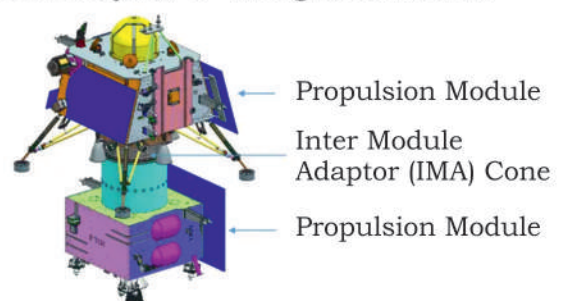


Three dimensional views of Chandrayaan-3 modules are provided below:

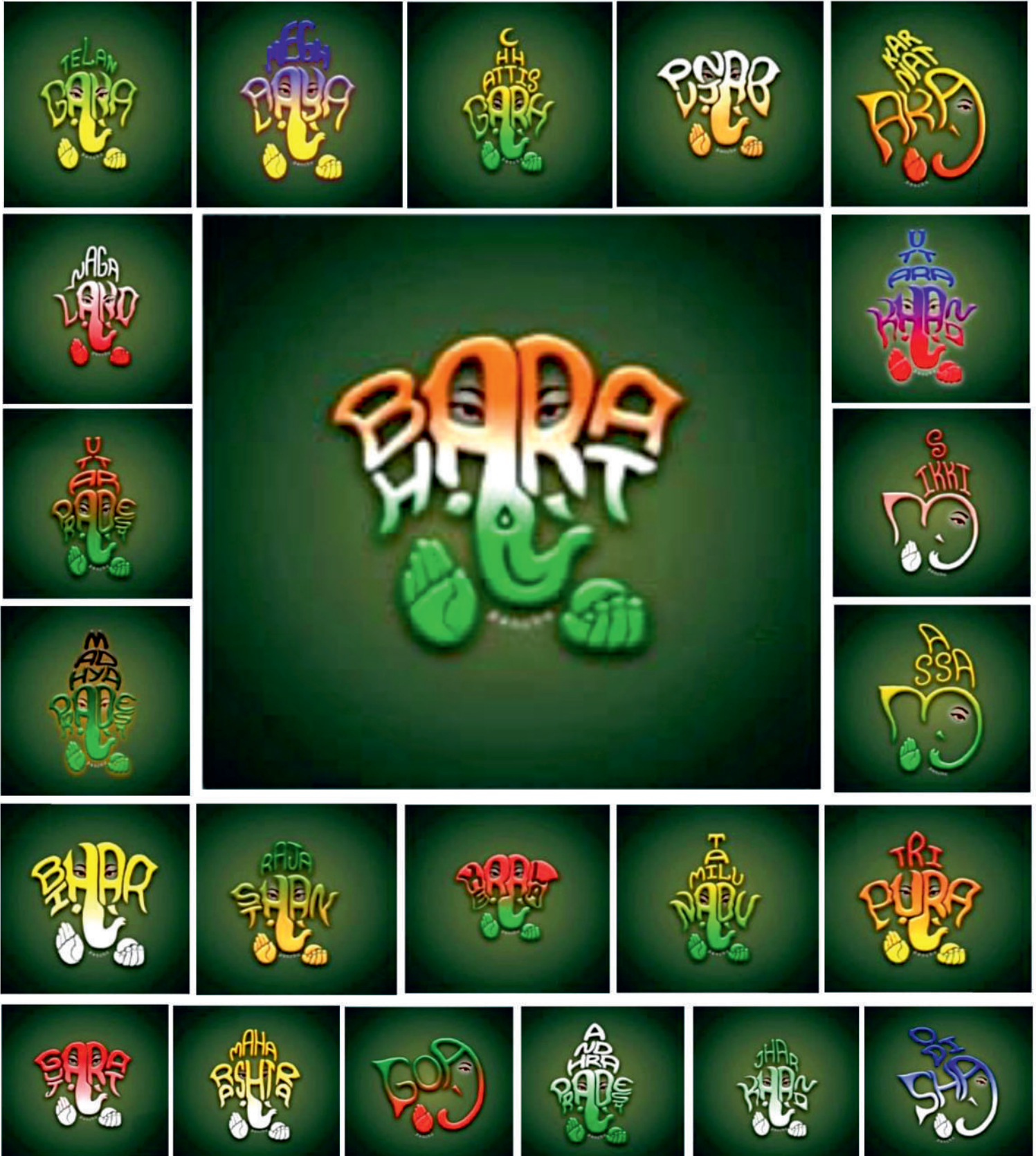
Chandrayaan-3 – Elements



Chandrayaan-3 – Integrated Module



THE NAME OF ALL STATES OF INDIA ARE HIDDEN IN THE SHAPE OF GANESH JI.



MBAAPRE!

EURO 300 millions?

Saudi Arabian team Al Hilal has bid Euro 300 million (Rs. 2712 crore) for French footballer '**Kylian Mbappé**', who plays for Paris Saint-Germain Football Club. The eye-popping bid has been accepted by club according to several reports. It remains to be seen if the 24-year-old will accept the offer. While there's been no official word from the footballer, he retweeted a meme poking fun at the offer. If this transfer bid is accepted, it will go down in history as the most expensive one to ever take place. Here's a look at the top 10 costliest transfers of all time.



TOP 10 COSTLIEST TRANSFERS!



- 1 Neymar Jr**
BARCELONA TO PSG,
2017 - EURO 222 M (Rs. 2,006 Crore)
- 2 Kylian Mbappé**
MONACO TO PSG,
2017 - EURO 180 M (Rs. 1627 Crore)
- 3 Philippe Coutinho**
LIVERPOOL TO BARCELONA,
2018 - EURO 145 M (Rs. 1310 Crore)
- 4 João Félix**
BENFICA TO ATLETICO MADRID,
2019 - EURO 126 M (Rs. 1138 Crore)
- 5 Declan Rice**
WEST HAM TO ARSENAL,
2023 - EURO 122 M (Rs. 1103 Crore)
- 6 Enzo Fernández**
BENFICA TO CHELSEA -
EURO 121 M (Rs. 1093 Crore)
- 7 Antoine Griezmann**
ATLETICO MADRID TO BARCELONA -
EURO 120 M (Rs. 1084 Crore)
- 8 Jack Grealish**
INTER MILAN TO CHELSEA,
2021 - EURO 115 M (Rs. 1066 Crore)
- 9 Romelu Lukaku**
INTER MILAN TO CHELSEA,
2021 - EURO 115 (Rs. 1039 Crore)
- 10 Ousmane Dembélé; Paul Labile Pogda**
JUVENTUS TO MAN UTD,
2016 - EURO 105 M (RS. 949 Crore)

HOW COCA-COLA, NETFLIX, AND AMAZON LEARN FROM FAILURE.



Why, all of a sudden, are so many successful business leaders urging their companies and colleagues to make more mistakes and embrace more failures?

In May, right after he became CEO of Coca-Cola Co., James Quincey called upon rank-and-file managers to get beyond the fear of failure that had dogged the company since the “New Coke” fiasco of so many years ago. “If we’re not making mistakes,” he insisted, “we’re not trying hard enough.”

In June, even as his company was enjoying unparalleled success with its subscribers, Netflix CEO Reed Hastings worried that his fabulously valuable streaming service had too many hit shows and was canceling too few new shows. “Our hit ratio is too high right now,” he told a technology conference. “We have to take more risk...to try more crazy things...we should have a higher cancel rate overall.”

Even Amazon CEO Jeff Bezos, arguably the most successful entrepreneur in the world, makes the case as directly as he can that his company’s growth and innovation is built on its failures. “If you’re going to take bold bets, they’re going to be experiments,” he explained shortly after Amazon bought Whole Foods. “And if they’re experiments, you don’t know ahead of time if they’re going to work. Experiments are by their very nature prone to failure. But a few big successes compensate for dozens and dozens of things that didn’t work.”

The message from these CEOs is as easy to understand as it is hard for most of us to put into practice. I can’t tell you how many business leaders I meet, how many organizations I visit, that espouse the virtues of innovation and creativity. Yet so many of these same leaders and organizations live in fear of mistakes, missteps, and disappointments — which is why they have so little innovation and creativity. If you’re not prepared to fail, you’re not prepared to learn. And unless people and organizations manage to keep learning as fast as the world is changing, they’ll never keep growing and evolving.

So what’s the right way to be wrong? Are there techniques that allow organizations and individuals to embrace the necessary connection between small failures and big successes? Smith College, the all-women’s school in western Massachusetts, has created a program called “Failing Well” to teach its students what all of us could stand to learn. “What we’re trying to teach is that failure is not a bug of learning it’s the feature,” explained Rachel Simmons, who runs the initiative, in a recent New York Times article. Indeed, when students enroll in her program, they receive a Certificate of Failure that declares they are “hereby authorized to screw up, bomb, or fail” at a relationship, a project, a test, or any other initiative that seems hugely important and “still be a totally worthy, utterly excellent human being.” Students who are prepared to handle failure are less fragile and more daring than those who expect perfection and flawless performance.

That’s a lesson worth applying to business as well. Patrick Doyle, CEO of Domino’s Pizza since 2010, has had one of the most successful seven-year runs of any business leader in any field. But all of his company’s triumphs, he insists, are based on its willingness to face up to the likelihood of mistakes and missteps. In a presentation to other CEOs, Doyle described two great challenges that stand in the way of companies and individuals being more honest about failure. The first challenge, he says, is what he calls “omission bias” — the reality that most people with a new idea choose not to pursue the idea because if they try something and it doesn’t work, the setback might damage their career. The second challenge is to overcome what he calls “loss aversion” — the tendency for people to play not to lose rather than play to win, because for most of us, “The pain of loss is double the pleasure of winning.”

Creating “the permission to fail is energizing,” Doyle explains, and a necessary condition for success — which is why he titled his presentation, with apologies to the movie *Apollo 13*, “Failure Is an Option.” And that may be the most important lesson of all. Just ask Reed Hastings, Jeff Bezos, or the new CEO of Coca-Cola: There is no learning without failing, there are no successes without setbacks.

AKHAND BHARATA

Question: Partition of India was done how many times?

Answer- Seven times in 61 years by the British rule.

Afghanistan was separated from India in 1876, Nepal in 1904, Bhutan in 1906, Tibet in 1907, Sri Lanka in 1935, Myanmar (Burma) in 1937 and Pakistan in 1947.

India's Partition of Akhanda Bharat Unbroken India extended from the Himalayas to the Indian Ocean and from Iran to Indonesia. India's area in 1857 was 83 lakh square kilometers, which is currently 33 lakh square kilometers.



SRI LANKA

The British separated Sri Lanka from India in 1935. The old name of Sri Lanka was Sinhaldeep. The name Sinhaldeep was later renamed Ceylon. Sri Lanka's name was Tamraparni during the reign of Emperor Ashoka. Mahendra, son of Emperor Ashoka and daughter Sanghamitra went to Sri Lanka to propagate Buddhism.

AFGHANISTAN

The ancient name of Afghanistan was Uppanasthan and Kandahar's was Gandhara. Afghanistan was a Shaivite country. The Gandhara described in the Mahabharata is in Afghanistan from where the Kauravas' mother was Gandhari and maternal uncle Shakuni. The description of Kandahar i.e. Gandhara is found till the reign of Shah Jahan. It was a part of India. In 1876 Gandamak treaty was signed between Russia and Britain. After the treaty, Afghanistan was accepted as a separate country.

MYANMAR (Burma)

The ancient name of Myanmar (Burma) was Brahmadesh. In 1937, the recognition of a separate country to Myanmar i.e. Burma was given by the British. In ancient times, the Hindu king Anandavrat ruled here.

NEPAL

Nepal was known as Deodhar in ancient times. Lord Buddha was born in Lumbini and mother Sita was born in Janakpur which is in Nepal today. Nepal was made a separate country in 1904 by the British. Nepal was called the Hindu nation of Nepal. Nepal was called as Hindu Rashtra Nepal. Until a few years ago, the king of Nepal was called Nepal Naresh. Nepal has 81 percent Hindus and 9% Buddhists. Nepal was an integral part of India during the reigns of Emperor Ashoka and Samudragupta. In 1951, Maharaja Tribhuvan Singh of Nepal appealed to the then Prime Minister of India, Pandit Jawaharlal Nehru to merge Nepal with India, but Jawaharlal Nehru rejected the proposal.

THAILAND

Thailand was known as Syam until 1939. The major cities were Ayodhya, Shri Vijay etc. The construction of Buddhist temples in Syam began in the third century. Even today many Shiva temples are there in this country. The capital of Thailand Bangkok also has hundreds of Hindu temples.

COMBODIA

Cambodia is derived from the Sanskrit name Kamboj, was part of unbroken India. The Kaundinya dynasty of Indian origin ruled here from the first century itself. People here used to worship Shiva, Vishnu and Buddha. The national language was Sanskrit. Even today in Cambodia, the names of Indian months such as Chet, Visakh, Asadha are used. The world famous Angkorwat temple is dedicated to Lord Vishnu, which was built by the Hindu king Suryadev Varman. The walls of the temple have paintings related to the Ramayana and the Mahabharata. The ancient name of Angkorwat is Yashodharapur.

VIETNAM

The ancient name of Vietnam is Champadesh and its principal cities were Indrapur, Amravati and Vijay. Many Shiva, Lakshmi, Parvati and Saraswati temples will still be found here. Shivaling was also worshiped here. The people were called Cham who were originally Shaivites.

MALAYSIA

The ancient name of Malaysia was Malay Desh which is a Sanskrit word which means the land of mountains. Malaysia is also described in Ramayana and Raghuvansham. Shaivism was practiced in Malay. Goddess Durga and Lord Ganesha were worshiped. The main script here was Brahmi and Sanskrit was the main language.

INDONESIA

The ancient name of Indonesia is Dipantar Bharat which is also mentioned in the Puranas. Deepantar Bharat means the ocean across India. It was the kingdom of Hindu kings. The largest Shiva temple was in the island of Java. The temples were mainly carved with Lord Rama and Lord Krishna. The Bhuvanakosh is the oldest book containing 525 verses of Sanskrit.

TIBET

The ancient name of Tibet was Trivishtam which was divided into two parts. One part was given to China and the other to Lama after an agreement between the Chinese and the British in 1907. In 1954, India's Prime Minister Jawaharlal Nehru accepted Tibet as part of China to show his solidarity to Chinese people.

BHUTAN

Bhutan was separated from India by the British in 1906 and recognized as a separate country. Bhutan is derived from the Sanskrit word Bhu Utthan which means high ground.

PAKISTAN

There was partition of India on August 14, 1947 by the British and Pakistan came into existence as East Pakistan and West Pakistan. Mohammad Ali Jinnah had been demanding a separate country on the basis of religion since 1940 which later became Pakistan. In 1971 with the cooperation of India, Pakistan was divided again and Bangladesh came into existence.

Raksha Bandhan Celebration @ FEI





Chennai



Delhi



Kolkata



Corporate/Mumbai

THE VEBLEN EFFECT

At 23, Julius Caesar was a junior politician on the way up – and he had substantial advantages: Confidence and Brains!

While sailing across the Aegean Sea, he was captured by Sicilian pirates. They demanded a ransom: 20 talents of silver. That is about 620 Kg, worth about \$600,000 today.

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 1,550 Kg, worth about \$1.5 million.

Now the pirates had no idea 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 and well known. No one had ever been ransomed for such an enormous sum ever before.

People assumed he must be someone very special; he must be incredibly important. Thus did the demand for such an enormous amount of silver for ransom put Caesar on the political map and made him famous.

He had just invented 'The Veblen Effect'. Although Thorstein Veblen wouldn't give it that name for another 2,000 years!

Interestingly, the Veblen Effect is an illusory psychological strategy that has been in use for generations – for thousands of years. It describes the phenomena wherein consumers perceive higher-priced goods to have greater value and be much better than they actually are ... simply because they cost more!

Ironically, despite all the knowledge, technological advancement as well as awareness and detailed understanding of it, the Veblen Effect continues to persist.

There are many examples. Rolex, Cartier, Bentley, Apple, Rolls-Royce, Aston Martin, Louis Vuitton, Christian Louboutin, Harrods, Cristal Champagne, etc.

These products may not be any better – functionally – than their cheaper alternatives, but their high prices alone make them seem better, more valuable and therefore much more desirable.

Caesar effectively made himself a Veblen brand. He placed a much higher value on himself than anyone in Rome. But, as far as anyone in Rome knew, it wasn't he who had done it; It was an independent valuation. Which made it credible and authentic. And because Caesar was now so highly valued, his men had little trouble raising the ransom. They returned to the island and freed him.



But Caesar wasn't going to allow the pirates to keep that sort of money at all. As important and famous a man as he had become, it was easy to raise a huge force which he used to hunt down the pirates and take back all the money, plus everything else they had pillaged, and then execute all of them.

Thus, Caesar became both very rich and very famous.

In time, with that same combination of confidence and intelligence, he became the ruler of all Rome. And he presided over the golden age of the Roman Empire.

Expanding it from Spain to Germany, from Britain to the Middle East. Because Caesar understood that reality begins in the mind.

So, the most important piece of real estate in which to stake a claim is the human mind.

How you stake a claim in the mind is by creating a perception. And how you create that perception is by controlling the context.

Control the context and you control the mind.

Control the mind and you control reality.

A very good example of 'The Veblen Effect' is Johnnie Walker Double Black Scotch whisky!



The basic JW Black is labelled as being at least 12 years old scotch. But JW Double Black has no age statement!

Nonetheless, JW Double Black is sold at a higher price than basic JW Black based on the perceived notion that 'double black' must be much better than just 'black', and that is reinforced by Double Black being much costlier than Black! That is how the human mind works.

In reality, no one knows what is so special about Double Black, except that the label claims it to be very smooth; Without actually saying it is smoother than Black!

Many believe that this is simply a marketing strategy to pass off un-aged scotch at a much higher price, through the Veblen Effect!

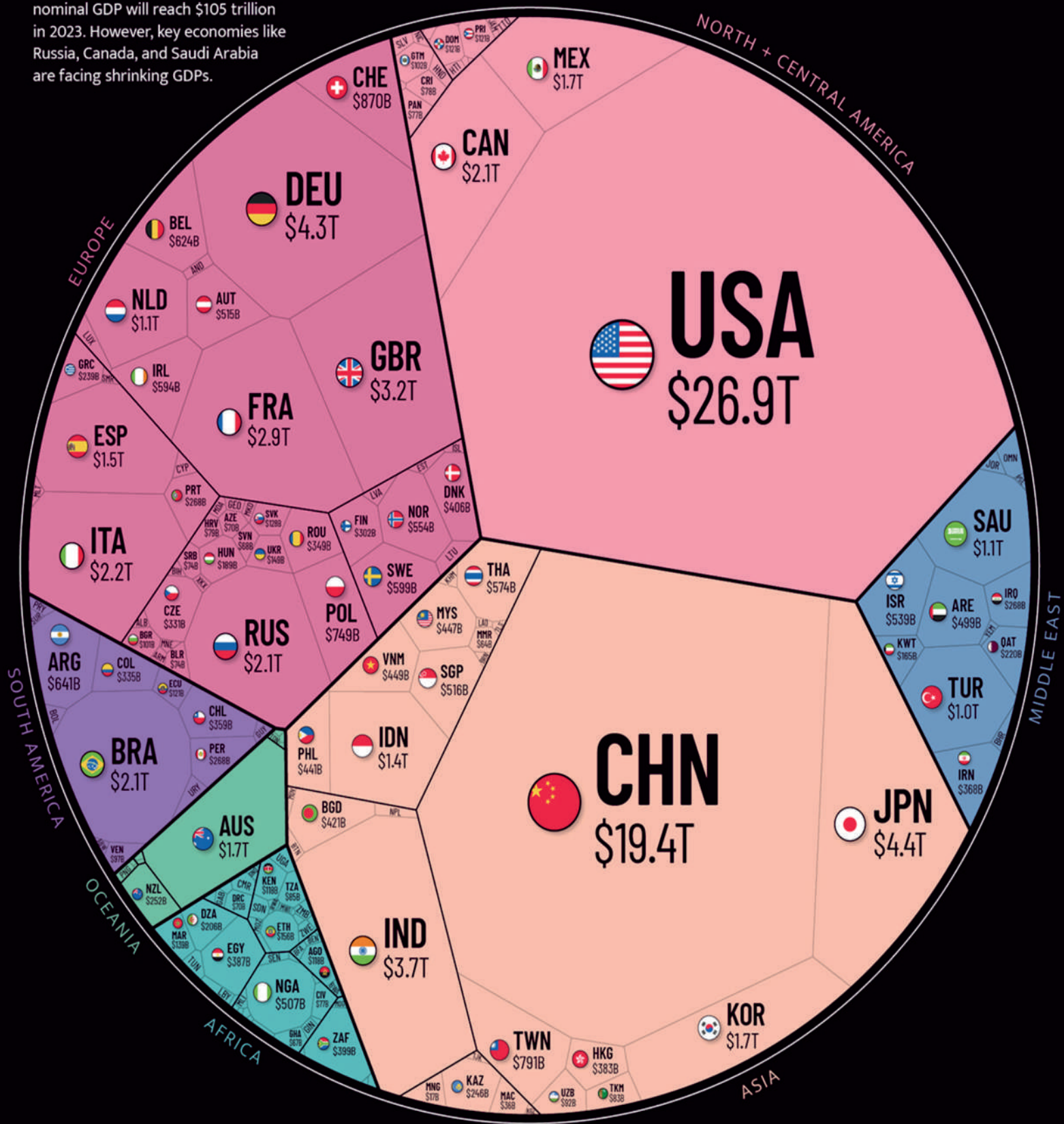
Apple mobile phones are another such product, the phones have far less features than Android phones, have a far inferior battery life and yet are twice the price of Android phones!! A Classic Veblen effect. It's amusing that particularly the people who don't understand technology at all, fall for the Veblen effect and buy Apple products, despite them having a far higher, overall cost of acquisition.

And that is how the Veblen Effect, when properly implemented, becomes a highly successful and profitable marketing strategy ... to separate consumers from their hard-earned money while simultaneously leaving them feeling good about it – and continually coming back for more!

THE \$105 TRILLION

2023 GLOBAL GDP

According to IMF projections, global nominal GDP will reach \$105 trillion in 2023. However, key economies like Russia, Canada, and Saudi Arabia are facing shrinking GDPs.



The IMF sees the world economy growing 5.3%, or when adjusted for inflation, 2.8%.



Russia's projected \$150B GDP drop is more than Ukraine's total \$149B GDP.



India dethrones the UK as the 5th largest economy in the world.



China's GDP is expected to grow 7.1% in 2023, ahead of U.S. growth of 5.5%.

BIRTHDAYS

02nd	Nirav Mehta	Hazira
03rd	Bhavik Sheth	Mumbai
05th	Govind Ashat	Mundra
09th	Binu Jose	Kochi
09th	Sanjoy Bose	Kolkata
09th	Atul Kamble	Corporate
10th	Smita Pillai	Corporate
12th	S. Saravanan	Chennai
12th	Minal Dayal	Mumbai
14th	Priti Gupta	Mumbai
15th	Pankaj Vaghela	Ahmedabad
18th	M.G. Satheesha	Bangalore
19th	Ruperi Khamkar	Mumbai
20th	Narendra Waigankar	Mumbai
25th	Mehajbin Chauhan	Baroda
27th	Amala A.	Chennai
29th	Sreenivas Kodati	Bangalore

WEDDING ANNIVERSARIES

04th	Madhu Nambiar	Mumbai
09th	Essakkiappan P.	Tuticorin

NEW ADDITIONS TO THE FEI FAMILY

Subhash. R	Bangalore
Dewanshu Mishra	Corporate
Vinod Kisan Kamble	Mumbai

CELEBRATIONS FOR THE MONTH

Date	Celebrating
07th (Thursday)	Janmashtami
09th (Saturday)	Second Saturday
19th (Tuesday)	Ganesh Chaturthi
28th (Thursday)	Eid-e-Milad