



1356 employees walk on fire to a new GUINNESS WORLD RECORDS®

On 15th February, HR Anexi, a reputed HR consulting firm in India conducted the record-setting attempt of having the highest numb of people walk on fire.

This was done under the watchful eyes of their 6 internationally certified Firewalk instructors and empowerment coaches. The attempt was witnessed by an official adjudicator, Rishi Nath, from GUINNESS WORLD RECORDS®.

Ashish Arora, Managing Director, HR Anexi Pvt. Ltd. quoted, “Conquering your fears is the key to living your life to the fullest. We consider Firewalk as a powerful metaphor for personal transformation - transforming fears that limit us from being extraordinary. The act of firewalking helps to break down limiting beliefs and mental blocks. This facilitates individuals to connect with their inner strength and move from a ‘can’t do’ to a ‘can do’ paradigm - a key to the concept of empowerment.” HR Anexi is a strategic human capital consulting organization offering an array of capabilities in talent assessment, organization development, employee engagement, HR outsourcing, research, and survey.

As part of the preparations, the first thing the firewalk instructors & the technical crew did was lay a grass bed which formed the foundation for making 5 fire beds for participants to walk on. The beds were made of logs of cedar wood. Camphor too was placed on which helped in lighting up the wood.

With the participants for the firewalk - employees of a Mumbai-based jewelry firm (Jewelex) all comfortably settled in five groups right close to the fire beds it was time to start the event. The lead facilitator Ashish Arora, MD HR Anexi commenced the proceedings with setting the context. He mentioned the importance of fire walking to build self-awareness and personal development. He shared how firewalking helps to liberate the mind from a can’t do to a can-do mindset. This power talk empowered them to move beyond resistance to achieve their goals, overcome fears and unleash their potential. Ashish Arora illustrated the impact of positive thoughts through a demonstration of how overused, greasy oil can be purified by adding clean water... a metaphor that shows the triumph of positive thoughts and intent over negative and limiting ones.

The participants were then asked to write down their goals and identify their limiting beliefs/fears too. They wrote those limiting beliefs on small chunks of wood and placed them in the firebeds ready to burn them!

The participants with the guidance of HR Anexi’s Firewalk instructors lit the fire beds and watched with awe how the wood caught fire and raged through the night sky to the rhythmic drum beats and soul-stirring chant of “Gopala Gopala Devaki Nandan Gopala”.

Once the wood burnt and formed charcoals the instructors raked the burning embers and created a 6ft x 4 ft firebed and invited the participants to walk on it. The atmosphere was exhilarating as the participants started walking the fire. 1356 participants walked the fire successfully! It was truly incredible.

Commenting on creating a new GUINNESS WORLD RECORDS record, Mr Rishi Nath, said, “We are happy to announce that a new Guinness World Records record has been set for the ‘Most People Firewalking Consecutively at a Single Venue’. It was wonderful to witness the enthusiasm and energy of the participants and onlookers alike.”

For more information, kindly contact:

Lina Das, HR Anexi Pvt. Ltd.

Mobile: 9819011312

Email: iwalkonfire@hranexi.com, lina.das@hranexi.com