

July – August 2015 ( Issue -1)

# REAL WEALTH TIMES

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#### **Real Wealth Story**



#### Dear Friend,

DD's Real Wealth vision is "to leave a legacy of abundance, purposefulness and togetherness so that people live fulfilled lives for the generation to come all across the globe and beyond"

DDRWM thus was an initiative to leave abundance in health, relationship, family, intimacy, values, attitude, scaling up business and financial wealth that lasts forever.

With an attempt to take it further, as well as with a purpose to enlighten our clients and associates on the how they can plan a sustainable growth, **DDRWM** introduces a bi-monthly newsletter - **REAL WEALTH TIMES**.

I ensure that the substance of Real Wealth Times will be treasured for lifetime.



**Mr. DEEPAK DHABALIA**

Wealth & Business Coach



**DD'S REAL WEALTH MAXIMIZER PVT. LTD.**



**A 'collector's item' article for you by T.I.G.E.R. Santosh Nair, Chairman & Chief Mentor of Smart Training & Consultancy Services Pvt. Ltd. – a company dedicated to the cause of providing solutions to entrepreneurs**

# Why Do You Become An Entrepreneur???

**Note for Continual Learning: Keep collecting all the articles from this space and file it separately in order to get the most out of the secrets of success shared by Mr. Santosh Nair.**

At one juncture in life that we all go through, we have to make the most important decision of life which is – **“What do I want to become”**

While many of us decide to become doctors, engineers, teachers or to take up a job somewhere to earn a sustainable income for the rest of our lives, there are these strong willed and fearless risk-takers who decide that they want to become **Entrepreneurs**.

I conduct a lot of training programmes for entrepreneurs from the the NMSME (Nano, Micro, Small and Medium) Sector and often ask the participants as to why they chose to become entrepreneurs.

The responses mostly consist of answers such as “for not having to report to anyone”, “to be independent”, “to follow my dreams”, “to work as per my time”, “to make more money”, “to have free time with family”, “to support father in business” and the likes.

This is when I intervene to give a clarity that we all became entrepreneurs to enjoy our rights. All entrepreneurs are supposed to enjoy their **10 Entrepreneurial Rights**.

These 10 Entrepreneurial Rights can be divided into 2 types:

**Right From**–Right that you can avoid and say no to a certain things that you do not want or like

**Right To** – Right to do and enjoy a certain things that you feel you are entitled to as an entrepreneur So let's take a peek-a-boo into what these essential 10 entrepreneurial rights actually are...

## **1.RIGHT 1 – RIGHT TO DE-STRESS:**

Stress is an emotion or feeling that we all know only lowers our productivity, it brings all the negative emotions along with it like irritation, anger, tension, worry, despair, disappointment, hostility, demotivation and the feeling of giving up.

As entrepreneurs, to remain most productive, we have the right to stay away from stress by choosing to stay away from all activities and people that drain our energies and do things that give a boost to momentum and enhance our drive and vigour and move from being in a state of distress to De-stress.

## **2.RIGHT 2 – RIGHT TO MY TIME:**

In our journey of entrepreneurship, we get so much involved into the nitty-gritties of everything that our business is the only thing that gets our 24 X 7 X 365 of our time.

We are on our phone calls and mails almost all the time and often into the nights too stretching into our dreams to. Our work-life balance goes for a toss, we become guests in our house and our family becomes a long distant relationship for us, our hobbies and favourite activities become long lost. All this when plays on our mind, we are prone to making wrong decisions and becoming stressful.

But since we all became entrepreneurs to enjoy the kind of “our time” we always dreamt of, it is an indispensable right we must capture. We must plan our time in a way that we remain productive and rejuvenated at all times.

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### 3. RIGHT 3 – RIGHT TO WEALTH:

We wanted to earn a lot of wealth than we could in an employment mode and so we became an entrepreneur, is what many of us say. But this wealth can only be earned if we excel at doing what we do the best.

As entrepreneurs, we take up the responsibility of all functions of the business including H.R., Finance, Marketing, Production and all mundane activities which divert our attention from our 'Distinct Forte'. We must stay away from activities that we are bad, able and superior at and employ people who are best suitable for managing these functions. We need to focus only on our differentiating ability, the Distinct Forte, which will enable us to earn all the wealth we deserve to and take our organization to the highest level of success.

### 4. RIGHT 4 – RIGHT TO FOCUS:

Entrepreneurs get involved into anything and everything of their business leading to have their attention to every detail. This disturbs us and in this world where our attention span has decreased, it becomes difficult to remain clear and work with complete thoughtfulness.

It is imperative that entrepreneurs take time to focus on the most important aspects.

### 5. RIGHT 5 – RIGHT TO STRATEGIZE:

In doing our business, whilst we keep striving to continuously achieve better results but it never happens at the pace we want it happen. Therefore to make it happen, we need to plan and channelize our resources to ensure optimal returns. We need to exercise our Right to Strategize about the next step to be taken, the next product to be launched, the next market to be tapped, the number of people to be hired, the turnover to be achieved and the clear roadmap to achieve our goal.

### 6. RIGHT 6 – RIGHT TO ATTRACT:

To be amongst the most successful business tycoons, what is most significant factor is to have the best of resources, people, alliances, partners, vendors, customers, opportunities and situations. As compared to an employed person who has to make adjustments, an entrepreneur has the right to attract the best of stakeholders that make him both successful and happy.

### 7. RIGHT 7 – RIGHT TO THRIVE:

While we work with complete dedication and commitment towards the success of our business, after a point in time we start feeling

guilty of not being available for our family, with the thought of managing everything by ourselves. We as entrepreneurs have the right to employ people to facilitate and help our business grow so that our businesses can thrive towards excellence, success and accomplishments.

### 8. RIGHT 8 – RIGHT FOR CAUSE:

All of us have an ultimate objective of becoming something in life which arises from a deep cause, a cause bigger than ourselves and all the riches in this materialistic world. As entrepreneurs, our cause is to build an organization that runs for 100s of years leading to the welfare of all stakeholders related to our business to make this world a better place for people to live in.

### 9. RIGHT 9 – RIGHT TO A BETTER TOMORROW:

It is our right to achieve exponential growth in a short span of time for a better tomorrow. By visualizing what we want to achieve, plan for it and work towards achieving it only then, we will be able to

build a better tomorrow which will be new, different and more worthy a legacy for being a role model for generations to duplicate.

### 10. RIGHT 10 – RIGHT FROM COMMODITIZATION:

Finally, we also need to enjoy the right to stay aloof from the commoditization trap (where all the market players offer the same product, same quality and quantity, in the same market place and just keep fighting the price-war by reducing their prices continuously). As entrepreneurs, we have the right to not get commoditized by having a distinct standing in the market through unique offerings and by creating meaningful transformations for all our stakeholders.

So my dear entrepreneur friends, after going through all the above 10 Entrepreneurial Rights, how many of

you think you are actually enjoying...

If not, you need not worry because your Entrepreneurial Coach, your support in the journey of Entrepreneurship, Santosh Nair will take you out of your Entrepreneurial Chakravatyus and help you achieve highest levels of success through various mediums.

Stay tuned to this space to know how to gain back and completely enjoy your Entrepreneurial Rights.

Till then, here's wishing you all the very best in your life and business!

Love,

Regards,

Santosh Nair.

Chairman & Chief Mentor,

Smmart Training & Consultancy Services Pvt. Ltd.



# The Unnecessary Mystery of ENVISIONING

**Someone once asked Helen Keller, “What could be worse than having no sight?”. She replied, “Having no vision.”**

And yet how many of us meander through life having no vision, no dream, no ambition! Whenever you ask someone what do they want to achieve in life, they answer with confidence and pride, “I want to be rich”, “...and famous”, “I want to be successful”, “...and have a great career”, “I want to build a great organization.” If one went beyond the obvious statements and further asked him / her to clarify, HOW are they going to do all the above, they are usually tongue-tied. A few brave souls venture to talk vaguely about hard-work, commitment and a positive attitude. And when they are asked the most critical question, “What are you doing today that will ensure that you achieve your vision?”, they fumble, avoid contact and find something ‘more important’ to do.

In my interaction as a Consultant and Coach with hundreds of entrepreneurs, what has emerged without doubt is the sheer will to survive, succeed, excel. But the power of envisioning is restricted to a few.

## **What is Envisioning?**

Envisioning is the process of seeing possibilities for oneself and the organization in the future. It is the ability to look into the future and know what role one would play in the ‘overall scheme of things’. Envisioning has long been linked to dreaming. But there is a difference. Dreaming has its head up in the clouds. Envisioning has its feet firmly on the ground. Envisioning is one furlong beyond dreaming. Envisioning is not only personal. It encompasses humanity at large. It has ingredients of values, goal-setting, planning, implementation, review and persistence. Envisioning starts with the making of the vision statement.

The vision statement is nothing but your dreams, ambition and individuality captured in words and documented. It signifies the unique purpose for which you exist. Though intangible, it is highly inspiring and infuses energy and purpose inside you, every time you see it. Every entity, be it an individual or an organization, has a vision which gives meaning and direction to all the activities that is performed in his / her / its lifetime. I am sure all of you, like me, had visions as children. “I want to save animals”, “I want to help all poor people”, “I want to treat sick people.” Just some examples of how simple a vision can be. A child who wants to treat sick people – if his vision is REAL and the environment around him is encouraging – may become a doctor.

That sounded so simple. But the truth is that life seldom is. Most visions get converted to dreams and eventually to imagination, with nay a chance for getting converted into a mission.

## **How to make a vision statement???**

There is only one way to make a vision statement. Ask your heart. Ask it what makes it happy? Ask yourself what energizes and inspires you? Ask yourself what you are most passionate about? Ask yourself what is it that you could continue doing for a lifetime and still want to do some more? Ask what it is that you are willing to live for and die for!

## **Your vision is that one thing that is what gives purpose to your life and your existence.**

For some, it is “creating a better future for all”. For others it is “making people happy”. For some it is “being true to oneself”, while still others take inspiration from “making people happy”. People envision “healing others” as their purpose in life, while there are still others who want to “simplify life for everyone.”

These are personal vision statements. In the organizational context, one has to focus on the super-ordinate goals of the organization. Some organizations focus on “creating experiences out of moments” – is from an Event Management Company, “Simplifying Learning” – this is the vision statement of a educational institute or “Providing meaningful transformation to all” – this from a financial management company.

Whatever the vision may be, it is what drives the organization forward and gives direction to its multitude of activities and people. You will have people telling you that the vision statement can only be made in isolation. They will tell you that you need to withdraw from the chaos of daily activities and retrospect. They will instruct that vision can only be identified if one takes a holiday by oneself and sit and stare at the sea, the forest, the sky and nature. Then, they will insist, if destiny is on your side, that if you completely focus, you may be lucky enough to find your vision.

Let me reassure you that making a vision statement is not

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exactly like attaining Nirvana. It is a scientific approach to understanding what drives you – the entrepreneur – and will continue to drive your company and its people for many years to come.

In the next part to this article, the Mystery is going to be solved. Specifically will speak about HOW to go about creating a vision statement.

### The Unnecessary Mystery of Envisioning – Part 2

In the last article we demystified the concept of Envisioning, insisting that a vision cannot happen in isolation to the activities that you do on a day to day basis. One cannot expect to sit in the middle of nothing, under a tree and let “Wisdom” flow into our soul. Now that is a bit too poetic. We are not quite Gautam Buddha and I am sure most of us don’t intend to become one.

As a matter of fact, most vision statements strike a person when he / she is in the middle of chaotic activity. When suddenly, something strikes – “This is what I really LOVE doing” or “I will NEVER do this again in my life”.

So, let us look at how your vision statement can emerge.

**Step 1:** Write down a list of things that you are passionate about. It should be something that you are doing that gives purpose to your life / work / organization.

#### Some examples:

Creating structures

Creating Homes

Providing Solutions

Being the Best Polymer Manufacturer

Helping people live independently

**Step 2:** Shortlist the concepts that most appeal to you.

**Step 3:** Now structure a number of phrases that includes your concept both in words and in spirit.

#### Some examples of vision statements:

The vision of ABC is “Creating Structures that will take people to the future.”

The vision of XYZ is “Providing the Best Applications for polymers in the world.”

The vision of MNO is “Creating Real Wealth.”

The vision of PQR is “Providing not just Spaces but Mind Spaces.”

The vision of AAA is to “Empower people to live independently and responsibly.”

The vision of 123 is to “Help every individual to build their own unique space on the planet.”

**Step 4 :** Read through them a few times and select the one that is most in sync with what your purpose and vision is.

An alternate could be where the top management could sit together and brainstorm on the above and freeze the one that is most expressive of their combined thoughts.

The beauty of the vision statement is that it can be interpreted and explained in so many ways. In that respect it truly opens up avenues where none existed before.

Like the last vision statement means that the company 123 understands that there is a personal space for every individual on the planet and it aspires to help them find it. It also signifies that it does not intend to limit its operations, but is rather looking at the global market to render its services to. It is clear in its belief that people are unique and therefore need their personal space to be as unique as them, and hence the company would constantly innovate to serve its clientele as per their needs. And finally, it also indicates that though its current focus is construction, it may in the future diversify into Realty, Interiors, TDR, or any other industry whose job is to “help people find their own unique space on the planet.”

If you already have made your vision statement, there is a rare chance that you would be reading this article. So, I am assuming that you are yet to make your vision statement or you are not quite inspired by it.

My suggestion – DON’T WAIT. If you haven’t made one – MAKE IT RIGHT NOW. And if it doesn’t fill your heart with energy and enthusiasm – REDEFINE IT RIGHT NOW. Like I said in the beginning of this article, or rather, Helen Keller did –

**“Having no vision is worse than having no Sight.”**

And just to add

**“Having No Sight is better than having the Wrong Sight.”**

**ALL THE BEST.**



Prof. Vijaya Suvarna is the Director – Operations of Liberation Coaches Pvt. Ltd., an organization that is in the business of Training, Consultancy and Coaching to SMEs and Corporates. Their vision is to Energize, Enable and Empower People to Live a Liberated Life.

You can reach her on

09833122966 or [vijaya@liberationcoaches.com](mailto:vijaya@liberationcoaches.com)

or through [www.liberationcoaches.com](http://www.liberationcoaches.com)



# Why one should Invest in Equity???

**Afraid to invest in equities?**

**Lets learn many more reason to join an equity folio**

**-By Pratik Shah**

**"I made my first investment at age 11. I was wasting my life, up until then."**  
**- Warren Buffett**

Known as the "Oracle of Omaha," Warrant Buffet is an investment guru and one of the richest and most respected businessman in the world. He is the most successful investor of the 20th century. He has generated CAGR of 25% on his investments for which he still feels that he started investing late.

**Investing in equity is:**

## **1. Interesting & Enterprising**

- a. Everyone by nature are enterprising.
- b. Wants to do business.
- c. Interest in equities generally is by default.
- d. Everyone wants to invest but they don't have right advisors.
- e. **I AM A BETTER INVESTOR BECAUSE I AM A BUSINESSMAN AND I AM A BETTER BUSINESSMAN BECAUSE I AM AN INVESTOR. - WARREN BUFFET**

## **2. Adventurous & Exciting: Adds life to years**

- a. Sometimes our life gets monotonous and there is lack of excitement in our work life.
- b. With stock market, there is sense of excitement which comes into our life.
- c. So I say that sometimes there is no life in years, equity adds life to our years.

## **3. Greatest Risk**

- a. The greatest risk in stocks is "not owning them".
- b. The annual percentage returns post tax realised on an investment, which is adjusted for changes in prices due to inflation or other external effects. This method expresses the nominal rate of return in real terms.
- c. For example, let's say your bank pays you interest of 8.5% per year on the funds. Let's say you fall under the 20% to 30% tax slab then the rate could be 6.8% to 5.95% post tax. And then let's consider a current inflation which is around 6%. Then your money is actually generating no return or a negative return.
- d. Interest rates are headed down in future. In that case we are actually staring at a negative real returns on our money. So there would be an erosion of money in terms of purchasing power.
- e. So equities are a real hedge against inflation.

## **4. Hassle-free**

- a. No Income Tax
- b. No Sales Tax
- c. No Profession Tax, Excise, Octroi, etc.
- d. Only Capital Gains that also only short term capital gains.

## **5. Profitable**

- a. The fear of losing money has always been on investors' minds.
- b. This common human trait is captured in the movie "Wall Street" when Gordon Gekko says, "Nothing ruins my day like losses."
- c. Behaviour economists have a name for this normal phenomenon; loss aversion.
- d. If finding a dollar on the sidewalk gives you a momentary thrill, but losing 50 cents through a hole in your pocket bugs you all day, you have experienced it first-hand.
- e. When investors come under the influence of this trait, behavioural scientists and financial experts say it can lead to poor investment choices.
- f. "People naturally have this fear of losing money and it affects what would otherwise be rational judgement." says Robert Koppel author of "Investing and the Irrational Mind."

## **g. THE REAL INTEREST RATE ON A 20 YEAR TREASURY IS NEGATIVE BUT INVESTORS ARE PLOUGHING MONEY IN IT- "FEAR CAN BE MUCH STRONGER FORCE THAN ARITHMETIC."**

## **6. Advantageous**

- a. Flexibility - You can easily change company which is not possible in actual business.
- b. Tax - No Tax on Equity Holdings for more than 12 months, and no tax on dividend in the hands of investor and a special tax rate of 15% for short term investments i.e. investing in equities for a period of less than one year.

## **7. Best among all alternatives**

- a. **HOW MANY MILLIONAIRES DO YOU KNOW WHO HAVE BECOME WEALTHY BY INVESTING IN SAVINGS ACCOUNT? I REST MY CASE – ROBERT G ALLEN.**

**DESPITE PAST OPPORTUNITIES, THE FUTURE HOLDS MORE PROMISES.**

**PRATIK S. SHAH**

**Email: pratik013@outlook.com**

# Wealth that grows and lasts forever

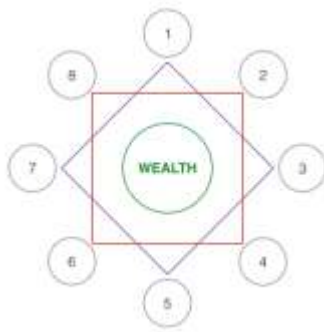
**“Let us encourage our children to save 20% first and then spend the balance of what we give them.”**

There are EIGHT fundamental principles that govern the science of wealth management. If we violate these principles, then the result could be one of the two mentioned below:

- 1) wealth that we have acquired will disappear or
- 2) will put us in distress even it is available adequately.

Like the 8 directions in a Compass, these principles help us to navigate in the sea of our life.

These principles have evolved over a few centuries and some of these principles are as old as the history of money is (more than 3000 years).



## 8 Governing Principles:

- 1) If a person adopts the formula “Income - Expenses = Savings” then he can never become wealthy. The correct formula is “Income - Savings = Expenses.
- 2) Regularity is the key to wealth. (The key to wealth is not the ROI, IRR, CAGR, etc)
- 3) Start early and reach safely.
- 4) Gold and greed can never stay together.
- 5) Purpose must decide the choice.
- 6) Financial Pyramid
- 7) Draw the map before you start the journey.
- 8) Professional support helps.

Let me explain the first principle here:

Income - Expenses = Savings is not a correct approach. Ironically, you will find a majority of the people on Earth following this approach and all the while aspiring to become rich and wealthy. This formula does not work in real life.

2000 years before one saint called Thiruvalluvar wrote:

**“Even if the income were to be small in volume, it is not a matter of concern as long as the expenses are contained within the income.”**

This means the secret of wealth management is not in income management but the secret lies in outgo management.



Prof. Adam Smith who is considered to be the father of modern economics says

**“Capitals are increased by Parsimony and diminished by prodigality and misconduct. whenever a person saves from his revenue he adds to his capital”**

All these words of wisdom guides us that we must exercise control over our expenses. These words do not indicate that we must behave like a miser and deprive ourselves of the essentials in order to make wealth, but they only guide us to be sensitive about our expenses and spend on necessities.

We have seen Big companies collapsing when they have not exercised control over their Outgo. We have seen airlines companies which have shut down, not because they are not having enough traffic, but because they have engaged people with high salaries and spent lavishly on themselves. We have seen Entertainment companies which started of with a big bang, with star power backing, collapsing under the burden of debts. The same can happen to individuals and families who do not exercise caution in spending.

## How to control expenses?

**The simplest and the surest method is to make limited money available for that. From our income if we save first for our future, even a small money, we are restricting the money available for our current expenditure.**

Spending is for todays man, savings is for the tomorrow's man. Out my earnings i must provide for two people

1) Present Gopinath and

2) Future Gopinath

Future Gopinath should not be left solely at the mercy of future Gopinath's income. Let me deal with each of the principles listed above in our magazine in the coming days, please stay connected.



**R.GOPINATH**

**[gopinathr@go-past.com](mailto:gopinathr@go-past.com)**

### A Real Wealth Story of Amal Mody association with DD's

We at DDRWM want to visualize your dream and bring them into reality. We quote a live example of successful visualization into reality.

On 24th January 2015, Amal Mody ( student of Gopi Memorial school studying in STD IX) and DD's Real Wealth Maximizer did a joint visualization exercise on marks scoring at the exams in line with Amal's expectations. Accordingly, in line with the formulas recommended by DD's Real Wealth Maximizer, Amal visualised a mark sheet and scores expected by him. The achievement goals and planning were done to achieve the same. DD's gave him Score More CD and Instruction and supported him in all possible ways to visualize his dream till the completion of his final exam. Amal implemented the learning from CD and focused on his study with great extent.

Result: The final marks he got in his exam were same marks he had visualized on DD's Mark sheet. He is the only student in whole school who topped. Amal gave the credit to DD's Real Wealth Maximizer Pvt. Ltd. for letting him focus on his study through visualization.



**Awards & Rewards At DDRWM for February 2015:** Congratulation! Mrs. Anjali Sahu, a Branch Head Operation for achieving a significant service milestone for the quarter. As a symbol of DD's appreciation of her quarterly services, she has been awarded a PLATINIUM for contribution to the company. It was presented by DEEPAK DHABALIA personally at DD's Rewards and Awards meeting held on 28th March, 2015 at DD's Real Wealth Maximizer Pvt. Ltd.

**New things at DDRWM:** A Holi festival was set on 5th March, 2015 at DD's Real Wealth Mazimizer Pvt. Ltd. The main theme was "Colour all the way of life". The holi festival has become a traditional for city families and other from around the state and country. There was plenty for everyone at the festival including delicious food, live music, The most exciting attraction was a speech by DEEPAK DHABALIA entitled "let's make bonfire of our negativity and bring a color of positivity into our life. Enjoy the festival of holi with lots of fun" HAPPY HOLI "



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